

# Artist Brief

## Street Art Project

### **Project background**

Halton Borough Council is aiming to regenerate Runcorn town through a programme of projects called “Reconnecting Runcorn” supported by the Government’s Town Deal. For more background information, please visit. <https://reconnectingruncorn.info/projects/>.

The Street Art project is part of the wider High Street Connectivity, aiming to create a better town centre environment for cyclists and pedestrians. The Street Art is a niche project, encouraging people to explore the town further on foot, increase dwell time, and support the local economy.

As part of the demolition of the “Trumpet loop” in 2021, Silver Jubilee Bridge approach viaducts were demolished, which opened up a new area in the town centre. The remaining viaduct piers have been suggested as ‘canvases’ for a Street Art project, ideally situated in helping to create a pleasant walking route and encourage people to go from the Bridgewater Canal towards the river Mersey.

Through the Town Deal, there should be an opportunity to deliver the artworks on the viaduct pillars, with possibly six to eight pillars available for a work of art each. An initial idea was in the public domain some time ago via <https://runcornstreetart.uk/>.

A Steering Group, consisting of the Council and local people, has decided that local history stories from the area around Dukesfield will need to form the basis of the art works. A call for stories was published in 2021. The Runcorn & District Historical Society compiled a long list of local history topics in 2022, which is available on request via [reconnectingruncorn@halton.gov.uk](mailto:reconnectingruncorn@halton.gov.uk).

### **Project definition:**

The project has been divided into phases:

#### **Phase 1: Research and shortlisting**

- Input: long list of local history stories.
- Requested output: A booklet with 11 sketches (or, other art medium on paper) and associated narrative for each local history topic on the long list. This requires some research into the story backgrounds and creation of sketches. The booklet could comprise of one page narrative and one page sketch for each story. The sketches must be applied on a viaduct pier form drawn on paper. The booklet must be in A4 format, coloured, and provided in format suitable for scanning as electronic version and for print. The booklet needs to have an introduction and acknowledgements, and be able to stand on its own. The Council may decide to print the booklet in numbers to aid phase 2.
- Expected outcomes: The booklet helps to think about which stories lend themselves well for visualisation. The booklet helps to communicate ideas. It also helps to think about how to apply artworks to the viaduct pier forms.

#### **Phase 2: Consultation**

- Input: the output and learning from phase 1:
- Requested output: Written Report, illustrated with relevant photographs, on delivery of a series of consultation activities with specific local target groups, including school going children, older generation, students, as well as the general public. The delivery must include creative activities providing opportunities for participation, as well as consultation to assist in shortlisting. Activities and findings to be documented in the Report.
- Expected outcomes: The report will provide insight in which stories people like most, what people think of the overall project, and any learning in respect of visualisation. The report will help the Steering Group to define Phase 3 further.

### Phase 3: Delivery of artwork on viaduct pillars.

This phase is not yet defined.

### **Requested information:**

Local, self-employed artists (living in Halton Borough Council area, or, born here) can provide their fee proposal and method statement for Phase 1, as well as for Phase 2.

Artist can provide a lump sum fee for Phase 1, all-inclusive (apart from printing booklet). For Phase 2, artist can provide an estimate of their Phase 2 sum based on a calculation of their planned activities with time commitment, and hourly rate. This will help to compare submissions better. It is not about the cheapest entry for price only, there will also be a qualitative assessment, with scores 50%-50%. The qualitative assessment links to your method statement and may include items like demonstration of understanding of the opportunity, and suitable technical ability in both art output and community projects.

The Council may award Phase 1 only, but may award Phase 2 (subsequently) as well. The cost for Phase 2 will be reviewed considering inflation if the start date is 12 months or longer from submission.

The Steering Group will be involved in the shortlisting of three candidates for interview. An interview with the Steering Group is part of the selection process. Interviews will be held at a location in Runcorn to be confirmed on Friday 16 December for 45 minutes each between 1pm and 4pm. Following interviews, the Steering group will make a recommendation to the Council to commission an artist.

Submissions should be accompanied by providing proof of a Halton address (or birth address), and curriculum vitae showing relevant experience and contact details. Please declare if you are (family of) Council staff, or (family of) elected member for Halton Borough Council.

This opportunity is advertised on <https://reconnectingruncorn.info/projects/>. Deadline for submission is Thursday 8 December 2022 11pm. Please send your electronic submission to [reconnectingruncorn@halton.gov.uk](mailto:reconnectingruncorn@halton.gov.uk).

Invitations for interviews will be send out no later than Tuesday 13 December, the interviews are Friday 16 December, and a decision may be taken by Monday 19 December 2022, made public on <https://reconnectingruncorn.info/projects/>.