

## Artist Brief:

### What's Next? Eastover Mural Public Art Project



#### 1. Acknowledgements, Aims and Objectives

In conjunction with the upgrades to Eastover as part of the Celebration Mile urban renewal project under the Bridgwater Town Deal, a new public artwork has been identified as a legacy project.

The potential site for the project is 130m+ long wall of a building formerly the site of the Sainsbury's supermarket rooftop carpark in Eastover. The owner's permission for the use of the site for the artwork has been secured. The project is a partnership between The Bridgwater Town Deal and Seed, with funds provided by the Bridgwater Town Deal (HM Government and Somerset Council), Arts Council England via the Creative People and Places Programme and the National Lottery and the Somerset Association of Local Councils, and additional support provided by the Mercure Hotel.



#### 2. Background, Community Consultation and key themes for the artwork

As with all Seed projects, this project is led by the local community. Demand amongst people in Bridgwater for more arts activities is overwhelming. In 2023 we conducted a wide-ranging Cultural Survey of Bridgwater residents and found that 77% of respondents said that arts and culture make the town a better place to live. 69% said that Bridgwater needs more creative arts activities and events.

Proposals for a new major public art work that reflects Bridgwater's character and spirit and would help to change negative perceptions about the town have consistently appeared in our community consultation activities in Bridgwater since they began in 2020, with a wide range of members of the community raising the idea in response to broad questions about what arts activities and events they would like to see in the town in our nine Creative Accelerator consultation sessions in 2024. In fact, of the 15 most popular ideas generated in those sessions the most popular was:

*"A large mural – not just created by artists, but co-created with community members (idea/ design/ creation) – locations suggested included on the old post office/bus station wall"*

With the support of the Town Deal, this idea was explored further and that particular site was ruled out due to future redevelopment plans. Together with the Town Deal Board we conducted two further community consultations on the specific possibility at Seed's Creative Popup Shop at Angel Place in October 2024, followed by a session at the Mercure Hotel Eastover, on 3 December 2024. Just over 900 people took part in these 6 days of consultation. Consultation activities included:

- Conversations about the possibilities and of what is of importance to people in Bridgwater
- Discussions about the past, present and future of the town
- Which examples of public art from around the world participants responded to and why
- Creative writing, drawing, clay and other 3d-making and craft responses to the proposed site, to ideas about the town and what a new public art work might reflect.



Many other comments and suggestions were received via social media and email.



**As might be expected, there were a wide range of opinions and ideas, many of them in direct conflict with each other.** For example, while many people felt strongly that any new artwork should focus on representing the history and heritage of the town, just as many felt very strongly that this should *not* be the focus. There was a particularly strong interest in ideas about what Bridgwater is today, and what the town's future might be, with for instance the Graffiti Wall consultation on these three topics seeing many more responses recorded for present and future than on the past. Nevertheless, one unifying theme has been drawn from the large amount of consultation material:

## What's Next?

The ***what's next?*** theme for the Eastover artwork project will enable a work to be created that while acknowledging the past and rich heritage of Bridgwater and being rooted in the present and where the town finds itself today, focuses on the future. This accords well with the overall aims of the Bridgwater Town Deal and the intentions behind upgrading Eastover to make it a modern streetscape for future generations to enjoy.

Other key ideas that emerged from the consultation as the aspirations for this project include:

- The overarching ambition for the artwork is to create something that can represent Bridgwater and is recognisably Bridgwater to both visitors and residents alike.
- The work should be distinctively Bridgwater and not the same (style, theme etc) as murals that exist in nearby places such as Taunton, Highbridge or Bristol, nor existing murals in Bridgwater.
- Local artists/creative people should be involved in the co-creation of the design
- Carnival should be included in the artwork in some way, as it is the one thing that appeared in the consultation responses in all mediums as part of Bridgwater's past, present and future *but* it should not be the sole subject of the artwork.
- The work should be celebratory.
- When looking at examples of other artworks from around the world there was considerable interest in 3d and sculptural elements, but no clear preference in style or theme.

See section 6 for more detail on the thematic information available from the consultation.

### 3. Commission Selection Process and Schedule

Artists are invited to submit an initial proposal, addressing the selection criteria below. A selection committee comprising staff of Seed, representatives of the Bridgwater Town Deal and community representatives, including people with expertise in the visual arts will consider the proposals. In the event of further information being needed to make the selection artist proposals will be shortlisted and interview/presentations will be scheduled.

Deadline for submissions: **10am on Friday 23 March**

Artists are encouraged to attend a non-compulsory meeting on site on **Tuesday 11 March 2025** at 3pm, meeting in front of the Mercure Hotel on Eastover, opposite the site. Artists are encouraged to attend as this will be an opportunity to view the site, capture your own images and measurements and ask question about the project and the selection process. Proponents may, of course, visit the site at any other time.

### Project timeframe

Week	Item	Date	Payment milestone
1	Invitations for Expressions of Interest open	Mon 3/3/25	
2	Non-compulsory site meeting	Tues 11/3/25 3pm	
3	Deadline for proposals	Fri 21/3/25 10am	
4	Consideration of proposals by Selection Committee	Tues 25/3/25	
	Interviews/presentations if required	Thur 27/3/25	
5	Selected proposal commissioned, contract signed	Tue 1/4/25	25% of fee
6	Installation time line agreed, MOU with owner signed. Initial risk assessment completed	Tue 8/4/25	
8	Design Stage: Co-creation process commences	Mon 21/4/25	
12	Design Stage: feedback meeting on proposed design	Tues 20/5/25	
13	Final design approved, Equipment orders in place, risk assessments approved and mitigations in place	Fri 30/5/25	
14	installation work commences no earlier than: – 6 week window to be agreed	<i>Monday 2/6/25</i>	40% of fee
23	Installation completion deadline (tbc based on above, but no later than:	<i>Sunday 3/8/25</i>	25% of fee
25	Artwork unveiling/launch event and completion of evaluation processes	Friday 15 August 2025	10% of fee

### 4. Budget

The maximum budget available for the project is £32,000 inclusive of VAT. This budget must cover:

- Artist's fee and production costs including materials
- Creation of any schematic design drawings, design, preliminary artwork etc
- Artist's travel and/or accommodation costs and related expenses for site visits and installation
- Any third-party costs incurred in the artwork creation process including co-design activities with local artists and creatives, and fees for their participation
- Installation costs other than those listed below
- VAT
- Any other direct or indirect costs incurred by the artist in creating and installing the commissioned artwork
- Any contingency relating to design creation and installation if the artwork

Items which will be provided *in addition* to the budget are:

- Site preparation comprising removal of fixtures and fittings that can be removed
- Provision and removal of safety barriers and site security during installation
- Provision of suitable access equipment (eg a scaffolding platform) for up to 6 weeks
- Provision of traffic control staff when required during installation
- Interpretative signage including attribution of the artist and community co-creators
- Site restoration comprising replacement of fixtures and fittings that have been removed
- An additional £1,000 contingency budget that will be held in reserve to be utilised if required for materials or other direct cost overruns.

## 5. The Site

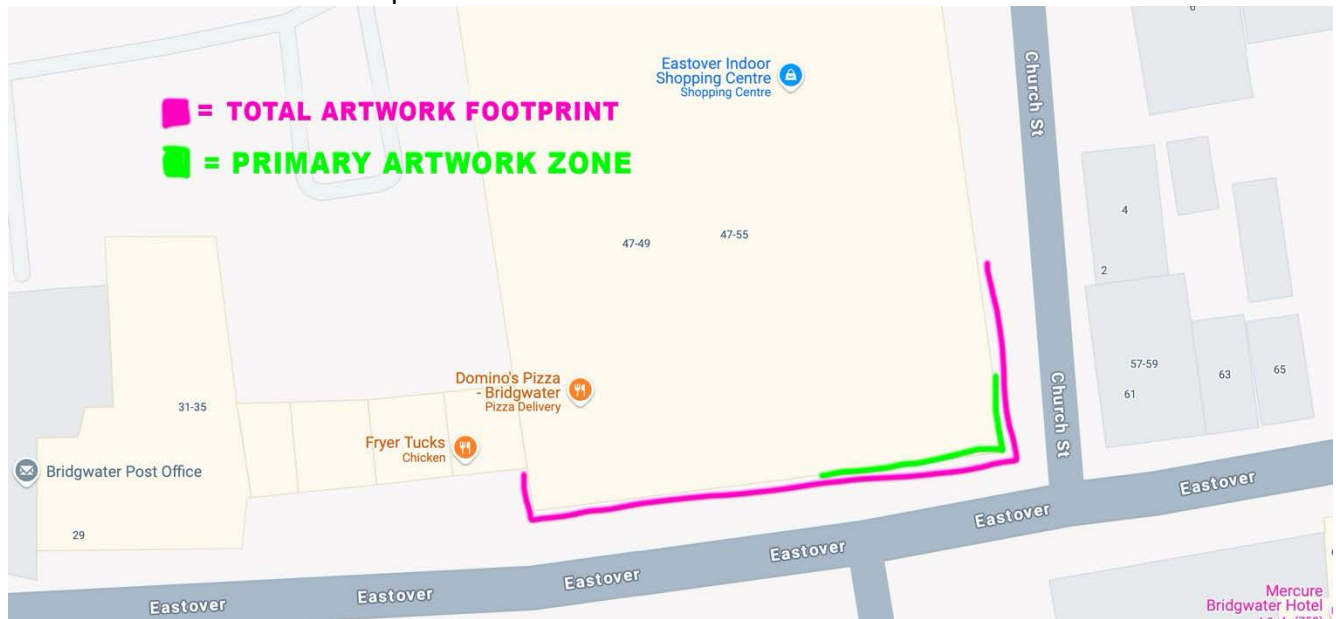
### Description of site

The site is a brick wall that runs along the first floor of a building on the corner of Eastover and Church Street Bridgwater. The building contains the Eastover Indoor Shopping Centre and various other shops along Eastover at ground level. Behind the wall is a rooftop carpark. The site includes an area not depicted below, above the pizza shop at the western end of the site. The sections shown below in yellow and brown are the primary zone for the artwork and it includes include corner sections and a stairwell tower with a section not fronting but visible from the street. The sections in blue and green are ancillary areas which should also be included in the artwork area, although due to budgetary constraints might not be fully painted as part of the design. Approximate dimensions are marked on the image below. Proposing artists are **strongly** advised to undertake their own site survey, measurements and photographs for use in their proposal. Figures below should not be relied upon in calculating timeframes, budgets or equipment requirements.



The wall is made of local brick and is interrupted by some signage and flag or banner brackets. Any such furniture that is not required will be permanently removed prior to mural work commencing. Other elements that can be temporarily removed prior to painting and then replaced afterwards will be indicated at risk assessment stage. There are some fluted spaces in the wall construction that should be allowed for in the artwork design.

The site is shown on the map below.



## 6. Thematic material

As noted above, the artwork should consider the consultation material provided by the local community while developing the design, to assist the artist(s) in achieving the outcomes and aspirations hoped for by the community.

Raw consultation material can be accessed here:

Images from the graffiti wall: [Bridgwater of the Future](#) [Bridgwater Today](#) [Bridgwater Past Interviews](#) [Poems](#)

[Notes](#) from Mercure session with local businesses and groups

Images from the Consultation: [photos](#) [plasticine](#) [tiles](#)

*For further background information see:*

Bridgwater Creative Accelerator [report](#) and the Bridgwater Town Deal [website](#)

**7. Maintenance and lifespan of the piece** We require a work with an expected life of at least 10 years in situ. The work must require minimal maintenance over that 10-year life. An MOU will be entered into including Seed, Bridgwater Town Council, the artist and the property owner setting out that all parties agree to a ten-year lifespan for the work.

## 8. Responsibility for maintenance

Maintenance of the wall will remain the responsibility of the building owner, and therefore maintaining the artwork will become part of that responsibility, with the MOU indicating that the artist and Seed as the owner of the artwork will be the first point of contact should maintenance or restoration be required for any reason. Note: no additional or ongoing funds will be available for maintenance.

## 9. Artist's copyright, attribution and ownership of the work

Upon completion of installation, it is suggested that Bridgwater Town Council will become the owner of the physical work. This will be finalised in the MOU mentioned above. The

artist(s) will provide a non-exclusive licence to Intellectual Property rights allowing for reproduction of images of the work to Seed, Bridgwater Town Council, the Bridgwater Town Deal Board (HM Government and Somerset Council) and the property owner. In turn, all parties to the MOU will also grant a non-exclusive licence to the artist(s) to reproduce the work in whole or in part. Moral Rights (Copyright, Design and Patents Act 1988) will remain vested in the artist(s). Council will undertake to credit the artist(s) alongside the work for the duration of its life, and in any images of it.

## **10. Decommissioning**

A process for the decommissioning the artwork both at the end of the agreed life, or if a decision is made to decommission prior to then, and what rights the artist has when/if that happens will be set out in the commissioning agreement for the selected work and the MOU between the parties.

## **11. Selection criteria**

Shortlisted proposals will be those which best meet the following criteria:

- The artist(s) has the proven skills and experience for the project
- Artistic merit of the proposed work, and the artists' relevant previous work
- The proposal responds to this brief including the thematic material attached to it, and the aspirations of the community for the work as listed on page 3 of this document
- The proposal includes co-creation elements involving local artists &/or community members
- The proposed work will encourage visitors and the local community to appreciate and value the distinctiveness of Bridgwater in a new way.
- Suitability of the proposed work for the site
- The proposal can be achieved within budget and timeframe

The commissioners reserve the right to call for further expressions of interest should the initial call out not generate three proposals that meet the criteria to a sufficient degree.

## **12. Submission requirements**

Proponents must submit by the closing date:

- A cover letter
- An Expression of Interest document comprising no more than two A4 pages in response to this Artist Brief including:
  - the concept for the artwork including how it responds to the required theme,
  - the planned co-design process and who will be involved
  - any initial concept sketches or mock-ups or initial responses to the thematic material
  - an outline design and installation budget,
- An up-to-date CV setting out how the artist(s) demonstrate the skills and experience required for the project.
- A budget breakdown showing lead and supporting artist fees, materials and other costs
- Examples of relevant past work including contacts for referees who commissioned

Proposals should be submitted via email including all required documents as attachments or downloadable links via [info@seedsedgemoor.com](mailto:info@seedsedgemoor.com) prior to **10am Friday 21 March 2025**.



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