

Artist Brief Craigie Pocket Place Public Artwork

Introduction

Sustrans, in partnership with Perth and Kinross Council, is looking for an ambitious artist who creates high quality, innovative public artwork with community engagement at its core. Due to current physical distancing guidance we are particularly interested in local artists who are able to travel safely and sustainably to Perth, or who can suggest a reasonable alternative method for researching and installing the project. We would like to hear from artists who will use digital technology in creative ways to engage with the public and celebrate the artwork.

With the project team's support, the successful candidate will draw on feedback from the community and their own experience of the area to develop and install a new functional public artwork for Craigie Pocket Place in Perth. The public artwork should help people find their way about the local area.

Sustrans

Sustrans is the charity making it easier for people to walk and cycle. We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute. Sustrans works in partnership, bringing people together to find the right solutions. We make the case for walking and cycling by bringing together robust evidence and showing what can be done. We are grounded in communities and believe that grassroots support combined with political leadership drives real change, fast.

Location

We are working with Perth and Kinross Council through our Pocket Place programme, to improve the small area where Craigie Place meets Glenearn Road and Windsor Terrace in Perth. We have gathered ideas and feedback from the people who use the area the most and the new art work should coordinate with the planned improvements.

Aims and Objectives

To create a site-specific piece of public art that helps people walking and cycling to find their way. The art should draw on the comments and ideas gathered through the Craigie Pocket Place public engagement process and help to point out important local places, as well as the National Cycle Network route. The artist should consider how the new artwork can be accessible 'For Everyone', including blind and partially sighted people.

Your creation should be robust and safe. It should be resistant to weather and vandalism. We would like to hear from you about your proposed art form and materials.

You should consider the length of time it is intended to last and how, if relevant, it should be responsibly disposed of once the time comes.

COVID-19

Bearing in mind the changeable context of working in a pandemic, we are looking for the selected artist to work sensitively, safely and flexibly to achieve the aims and objectives.

Engagement Process and Outcomes

- Your main contact will be: Christina Eley, Community Engagement Officer, Sustrans
 - Be aware and react responsibly to updated Government advice re: COVID-19. Please note that Sustrans and Perth & Kinross Council may also require the Artist to act within our own Health and Safety guidelines.
 - Be sensitive to the needs of the community during the COVID-19 pandemic.
 - Collaborate with the client team to: Identify local place, the art work could point towards; identify local stories, themes and historical knowledge that the artwork could explore.
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- Early engagement has included support for including reference to Gaelic place names, the team would like you to work with our contacts to develop this idea.
- Work with us to develop and implement a creative discussion/engagement session regarding the artwork in line with current government restrictions. The artist could for example consider a virtual engagement session that makes use of everyday things people have at home.
- Although, we are also interested to hear ideas from artists that can include engagement from people who are digitally excluded and creative means to offer an alternative to the many on-line opportunities that currently exist. We are open to suggestions such as – discussions, collating, drawing, exploring, imagining, making or playing.
- Promote Sustrans, the National Cycle Network, and cycling and walking routes locally, supporting active travel as a means of transport for day-to-day journeys for everyone.

Final Deliverables

Public artwork that:

- Is robust and safe. Resistant to weather and vandalism
- Requires very little or no maintenance
- Helps people find local destinations
- Promotes health and wellbeing, generate a sense of local ownership and pride through exploring public artwork, create a connection to the area and increase awareness of travel options in Perth and contribute to the economic prosperity of Perth.
- Reflects the community engagement process

A final report that is able to feed into the handover and promotion of the public artwork. This should include at least 10 photos of the process and final artwork.

Budget

The total budget available is £5,000 including all VAT. This budget is to be used for preparation, delivery, materials, installation and evaluation. Budget breakdowns can be discussed with the artist on appointment where we would be happy to consider other items but we will need to be within the £5,000 budget.

Timeline

It is proposed that the activity will take place across March and April 2021 with final evaluation and reporting carrying over to May 2021.

A timeline will be confirmed with the artist on appointment. The selected artist must be able to be flexible with their time to be able to respond to COVID-19 Government advice and local participants needs.

Selection Process

Notes of interest should be submitted by 23:55 on 31st January 2021. Notes of interest will be reviewed by the panel and a small number of artists will be selected to develop their idea for interview. Artists selected for interview will be paid £147 following an invoice, to prepare and develop an idea for interview. We expect this to take around half a day.

Interview will provisionally take place (digitally) on the week commencing 22nd February.

Panel

Panel: The panel will be made up of representatives of Sustrans, Perth and Kinross Council and the Local Community.

Person Specifications

Essential Criteria

- Demonstrate experience and knowledge in Public Artwork and/or public artwork consultation and successful Community Engagement
- Have Public Liability Insurance
- Experience with writing Risk Assessments

Desirable Criteria

- Knowledge of the local area and community
- Experience in successful participation evaluation methods

Noting an Interest

To note an interest, submit the following (by preference as a single PDF file) to Christina Eley at Sustrans on **Christina.eley@sustrans.org.uk**. If you have queries that you would like to discuss, please get in touch to arrange a time.

- **Contact Details** - names, addresses, contact emails, contact telephone numbers and websites for all artist(s) included in your submission.
- **CV** or equivalent information to include evidence of experience in Public Artwork
- **A brief statement of interest** including your motivation for applying and what experience and expertise you could bring to this project (maximum 500 words).
- **Up to 5 images and/or links to video documentation of your other relevant project experience**

Please consider the eligibility criteria carefully before noting an interest, ensuring you follow the person specification, aims and objectives and outcomes provided. We will accept applications from individual artists, artistic organisations or collectives. Please consider including a completed equal opportunities monitoring form with your submission. The form is available as part of the project pack.

Sustrans and Perth and Kinross Council are equal opportunities organisations and welcome all submissions. If you have any access requirements that you would like us to know about, please include these in your application. We will work with all applicants to ensure their access needs are met during the recruitment process and will ensure that access requirements are not a factor in our decision making.

Additional Information and Questions

- For further information about the Craigie Pocket Places Project please see **<https://arcg.is/1KK15m>**
- If you have any questions please contact Christina Eley at Sustrans on **Christina.eley@sustrans.org.uk**