

# Peckham Rye Lane Murals

## Public Art Consultant Brief

Southwark Council are looking to commission an arts organisation, individual or consortia to act as Public Art Consultant, managing the brief design, commissioning process and install of three new mural artworks along Peckham Rye Lane. This is an exciting project that will celebrate Peckham as a cultural and creative destination, work in line with and celebrate Southwark's Public Art Policy (an inclusive, anti-racist and community driven approach to public art commissioning) and act as a case study for creative responses to anti-social graffiti issues across the borough and beyond.

### Fee

£7,000 + VAT if applicable (expected 20-days @ £350 pd)

### Locations

The Culture Team have scoped out three options for potential locations. These locations have been identified as key cultural spots along Rye Lane and as major anti-social graffiti hotspots in the area. We welcome applicants to outline their preferred or alternative locations and will work with them to secure the appropriate permissions.

Please see Appendix 1 – Locations to view the scoped options.

### Brief

Southwark Council are looking to commission a public art consultant (arts organisation, individual or consortia) who will be responsible for working with the council, residents and relevant stakeholders to manage the artist brief design, commissioning and install of three murals on building façades in the Rye Lane area.

The consultant will work across three phases of the project:

- Artist brief design
- Artist commissioning
- Implementation

## Scope

- Three medium-size mural artworks on building façades in the Rye Lane area.

## Objectives

- To commission three permanent artworks that complement the cultural offer in Peckham by celebrating Peckham as a cultural destination
- To commission in line with Southwark's [Public Art Policy](#) (inclusive, anti-racist and community driven approach to public art commissioning)
- Act as a case study for further creative responses to graffiti hotspots across the borough and beyond
- To support the development of local artist and sector skills

## Specifications and outputs

Specifications and outputs for each phase are outlined below:

### Artist brief design

#### Responsible for:

- Producing Consultation and Engagement Plan in line with Southwark's Public Art Policy and with support of Southwark's Culture Team
- Developing a Context and Delivery Statement as outlined in Southwark's Public Art Policy. The statement should acknowledge any racist or contested heritage within or bordering the site's existing public realm (for example, which communities' narratives remain largely untold?) and should demonstrate an understanding of the historical, architectural, demographic and cultural context of the site's environment
- Recruiting a diverse community panel who will inform the commissioning process from start to finish
- Convening and chairing meetings with the community panel to coproduce the artist brief (informed by Context and Delivery Statement)
- Liaising with relevant council departments and officers (Planning, Sustainable Growth, Community Engagement etc.) with the support of the Culture Team and any other key delivery partners
- Providing the council with regular updates on the project and attend any relevant meetings to present updates
- Managing the project budget assigned by the council, and to monitor and assign resources appropriately, maximising project efficiency and optimising outputs and outcomes

#### Anticipated Outputs:

- Consultation and engagement plan
- Context & Delivery Statements
- Diverse community panel set up and managed effectively
- Artist brief coproduced with community panel

## Artist commissioning

#### Responsible for:

- Launching the artist open call and raising the project profile through communication and promotion methods, with the support of the Culture and Communications Teams
- Managing the shortlisting and selection process, with the community panel, convening and chairing meetings as required
- Producing a public exhibition, in the local area, of shortlisted designs prior to confirmation of the selected artist or design for wider community feedback
- Supporting wider community engagement relating to the project as required and outlined in the Public Art Policy
- Technical development and installation methodology
- Liaising with relevant council departments and officers (Planning, Sustainable Growth, Community Engagement etc.) with the support of the Culture Team
- Providing the council with regular updates on the project and attend any relevant meetings to present updates
- Manage the project budget assigned by the council, and to monitor and assign resources appropriately, maximising project efficiency and optimising outputs and outcomes

#### Anticipated Outputs:

- Successful launch of artist open call and commissioning process
- A public exhibition in the local area of shortlisted designs
- A report on local engagement and consultation approach (numbers engaged, methods etc.)
- Final artwork proposal, including technical plans for installation and maintenance

## Implementation

#### Responsible for:

- Coordinating and managing artwork installation
- Communicating with and managing selected artist as required
- Liaising with relevant council departments and officers (Planning, Sustainable Growth, Community Engagement etc.) with the support of the Culture Team
- Producing a public launch event with the support of the Culture Team
- Comms, marketing and documentation (incl. commissioning a promotional film)
- Providing the council with regular updates on the project and attend any relevant meetings to present updates
- Managing the project budget assigned by the council, and to monitor and assign resources appropriately, maximising project efficiency and optimising outputs and outcomes

Anticipated Outputs:

- Artworks installed
- Launch event
- Comms, marketing and documentation material (incl. commissioning promotional film)

## Timeline

Phase	Artist Brief Design	Artist Commissioning	Implementation
Month	July - August	August - October	October - November
Outputs	<ul style="list-style-type: none"> <li>• Consultation and engagement plan</li> <li>• Context &amp; Delivery Statements</li> <li>• Diverse community panel set up and managed effectively</li> <li>• Artist brief coproduced with community panel</li> </ul>	<ul style="list-style-type: none"> <li>• Successful launch of artist open call and commissioning process</li> <li>• A public exhibition in the local area of shortlisted designs</li> <li>• A report on local engagement and consultation approach (numbers engaged, methods etc.)</li> <li>• Final artwork proposal, including technical plans for installation and maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Artworks installed</li> <li>• Launch event</li> <li>• Comms, marketing and documentation material (incl. commissioning promotional film)</li> </ul>

## Budget

An indicative budget is outlined below. However, we welcome applicants to outline preferred models of budget breakdown.

Item	Cost
Practical implementation of murals (including signage, licenses or permits)	£25,000

Artist(s) fee	£9,000
Maintenance	£3,000
Other expenses (incl. community steering group reimbursement, venue hire and materials)	£2,000
Comms, marketing and documentation (incl. promotional film and legacy activity)	£2,000
Contingency	£2,000
Total	£43,000

## How to apply

We actively encourage applications from people of all backgrounds, especially those currently less represented in the creative sector. We would be open to a discussion regarding collaborative approaches and invite applications from consortia.

If you would like to discuss the brief in more detail before submitting a formal response, please contact:

Ella Sweeney, Senior Projects Officer (Culture and Events) at [ella.sweeney@southwark.gov.uk](mailto:ella.sweeney@southwark.gov.uk)

Formal responses to the brief should be submitted to [ella.sweeney@southwark.gov.uk](mailto:ella.sweeney@southwark.gov.uk), with Public Art Consultant – Peckham Rye Lane in the subject heading by **Monday 15 July 2024**, and should address the following four points:

1. Outline your / the organisation's relevant experience and suitability for delivering the brief, detailing your track record in delivering similar activity, and your active connection to Southwark.
2. Outline the extent of the services and support you would be able to offer for the fee and outline any proposed alternative budget breakdowns for the project.
3. Outline any enhancement to the brief that you would be able to offer, e.g. promotional support via your own channels, creative mentoring, industry contacts and other forms of social value.

4. Outline how your approach to delivering the contract will embody a commitment to inclusion, tackling inequality and anti-racism, as described in our [Southwark Stands Together pledges](#).

## Evaluation of Responses

Responses will be evaluated according to the below weighting:

Question	%
1. Outline your / the organisation's relevant experience and suitability for delivering the brief, detailing your track record in delivering similar activity, and your active connection to Southwark.	30%
2. Outline the extent of the services and support you would be able to offer for the fee and outline any proposed alternative budget breakdowns for the project.	30%
3. Outline any enhancement to the brief that you would be able to offer, e.g. promotional support of the event via your own channels, creative mentoring, industry contacts and other forms of social value etc.	10%
4. Outline how your approach to delivering the contract will embody a commitment to inclusion, tackling inequality and anti-racism, as described in our <a href="#">Southwark Stands Together pledges</a> .	30%

The council seeks a best value solution and will consider all responses on the basis of price, quality and social value.

The council will scrutinise very carefully any response that contains a price that appears very low.

The council reserves the right to reject any response whose price is abnormally low, after having sought and obtained clarification as required from the applicant organisation.

The council is not bound to accept the lowest or any response it may receive and will not pay any expenses incurred by the applicant organisation in connection with the preparation and submission of the response.

## Appendix 1 - Locations

**Peckham Palms Square (3 x murals at Peckham Palms Square)**





**Market Trail (3 x market walls along Rye Lane)**



**Rye Lane Trail (1 x Peckham Plex, 1 x market wall and 1 x Peckham Palms Square)**



