

Art + People + Place



Permanent Commission for Hereford City Centre
Street Artworks.

Artist Brief



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1. Introduction and background to the commission.

The Hereford City Centre Improvements (HCCI) programme is a strategically important regeneration project funded by Marches LEP and Herefordshire Council. Several developments are underway to improve facilities and create a more attractive city centre environment for residents, visitors, workers and local businesses, ensuring they have a great experience when they are there. This includes work in the historic core of High Town and the adjoining Cathedral and River Wye Quarter with improvements to paving, street furniture, landscaping, street trees and public art to create a more attractive environment. The aim is that these environmental improvements will increase footfall, improve active travel opportunities and air quality, and promote future investment in the city.

Studio Response brings people together to produce site-responsive art in the public realm. They broker cross-sector partnerships and advocate that creative practice be at the heart of our public spaces. Working in partnership with Herefordshire Council, Studio Response is tasked with the delivery of the HCCI public art programme titled - **Art + People + Place**. The arts programme includes the delivery of artist-led engagement workshops, a city-wide public art strategy and a series of permanent public art commissions in Hereford city centre.

The aim of the public art programme is to build upon best practice in the delivery of contemporary, community-relevant and place-responsive art in the public realm. At its core is the establishment of a new Hereford Public Art Steering Group (HPASG): a collaboration of public representatives, organisations, artists, students, young people and businesses in Hereford. Its remit is to guide and promote future public art opportunities in the public realm as a sustainable and cultural draw for Hereford city centre.

The **Art + People + Place** programme is a series of commissioned projects that reflect and reveal Hereford's identity, culture and heritage, and encourage movement and connection through gateways and landmarks into and around the city. The artworks produced by artists, designers and makers will be aesthetically striking and site-specific (both physically and socially). They will aid legibility and respond to the pattern and scale of streets and building frontages in and around the historic core of the city centre.

The Art + People + Place objectives are to:

- Work with artists, designers and makers to celebrate the history, heritage and vibrancy of culture in Hereford.
- Create renewed cultural experiences in the city through the creation of 'gateway' contemporary arts projects that are community-focused and can offer unique experiences for people living, working and visiting Hereford.
- Create artworks that contribute to a sense of arrival, enhance placemaking, are destinations and that encourage people to linger and interact, sustaining interest over frequent visits
- Create artworks and trails that contribute to a sustainable movement network with greater provision and priority for pedestrians, cyclists and public transport users
- Improve liveability, recreation and play by bringing people into existing and new green spaces and raising awareness of ecology, nature, the climate emergency and responsive social infrastructure
- Create artworks on main routes and trails into and through the city that are inclusive, site-specific and aid legibility; and
- Ensure all artworks are implemented to the highest standards.

1.1. Landmarks, green gateways and creative placemaking.

“Any part of a town — large or small — which is to be identified by its inhabitants as a precinct of some kind, will be reinforced, helped in its distinctness, marked and made more vivid, if the paths which enter it are marked by gateways where they cross the boundary.”

“Many parts of a town have boundaries drawn around them. These boundaries are usually in people’s minds. They mark the end of one kind of activity, one kind of place, and the beginning of another. In many cases, the activities themselves are made more sharp, more vivid, more alive, if the boundary which exists in people’s minds is also present physically in the world.”

Source: Christopher Alexander, et al., *A Pattern Language: Towns-Buildings-Construction* (New York: Oxford University Press, 1977) p277.

When entering Hereford city centre the sequence of views experienced determine our first impressions of the place, whether from arrival at the train station, or via other forms of public transport, by road, cycleway or on foot.

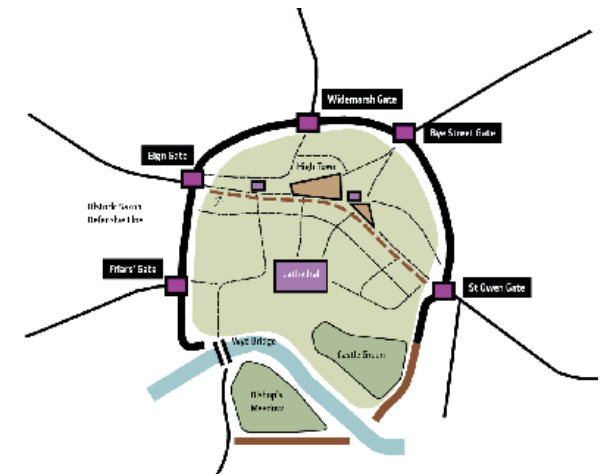
The multiple entry points into Hereford can be confusing, do not always reflect the culture, vibrancy and history in the city centre, **and** can be at times perceived as intimidating.

In the appropriate locations, street and public artworks can positively contribute to Hereford’s core legibility, cityscape, and wider regeneration aims which are to bring people into the city centre and provide them with engaging cultural experiences.

Since the 1960s street art has proven to be a powerful means of engaging the public with societal concerns in urban public spaces. Encounters with public art and street art can create meaningful social dialogue and provides new ways of seeing and experiencing the urban fabric of everyday life.

Through the lens of environmentally engaged public /street art, we seek to visually reconnect Hereford’s core city centre with its surrounding natural landscape **and** acknowledge human impact and agricultural traditions at ‘gateway’ locations.

We would like to commission artists that create nature, environmental or heritage-inspired street art and murals to provide visual re-wilding of the built environment, as a catalyst for transformative social change. It is also important that this speaks to the history, heritage, identity and culture of the city and its people, and the specific locations themselves.



The key elements of the medieval city as interpreted from John Speed’s map 1610. Hereford City Masterplan, p108.



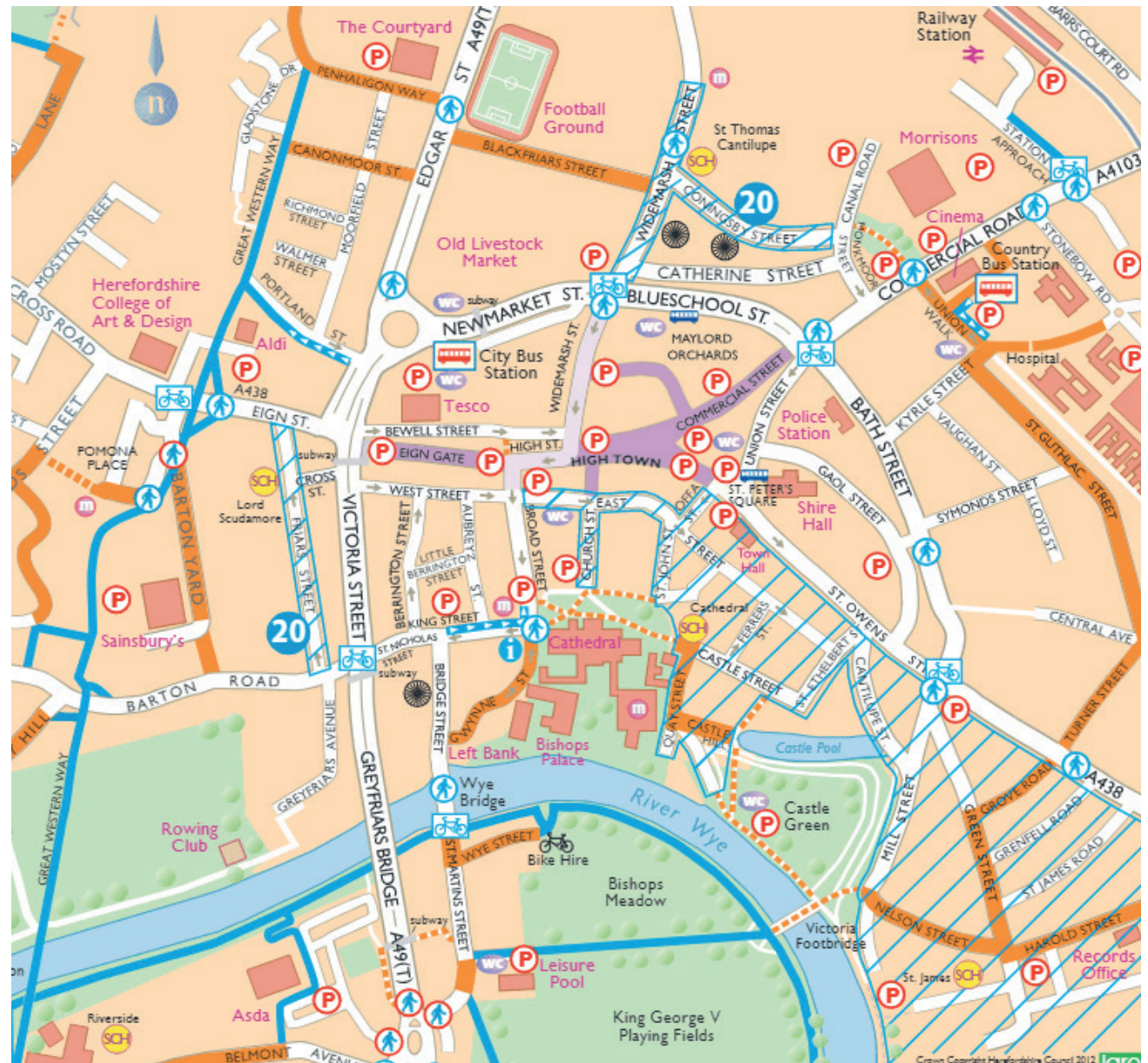
Image: HCCI-workshop led-by Jenny Cashmore with The Friends of Bartonsham Meadows, which is located next to the River Wye to the south-east of Hereford city.

2. Location overview

Hereford is a cathedral city and the county town of Herefordshire, England. It lies on the River Wye, approximately 16 miles (26 km) east of Wales, 24 miles (39 km) south-west of Worcester and 23 miles (37 km) north-west of Gloucester. With a population of just over 58,000, it is the largest settlement in Herefordshire. The built-up areas of the county have grown more rapidly (by 8%) than the rural areas (by 6%) during the last two decades. It is now known chiefly as a trading centre for the wider agricultural and rural area.

Herefordshire has the fourth lowest population density in England, with 187,000 residents dotted throughout its 842 square miles. Over half (99,600; 53%) live in areas defined as 'rural', with the majority of these (80,300 people; 43% of the total) in the most rural 'village and dispersed' areas. Just under a third of the population live in Hereford (58,300 people), and just under a fifth in one of the three largest market towns of Leominster (11,900), Ross (11,000) and Ledbury (9,400).

Interestingly Hereford has a much younger profile than the county, with relatively high proportions of young adults and young children. The most rural areas have relatively more people of older working and early retirement age (50–70-year-olds). The market towns and other areas (including larger villages like Colwall and Credenhill) have a profile more like the county overall.



3. Brief - Hereford Street Artworks.

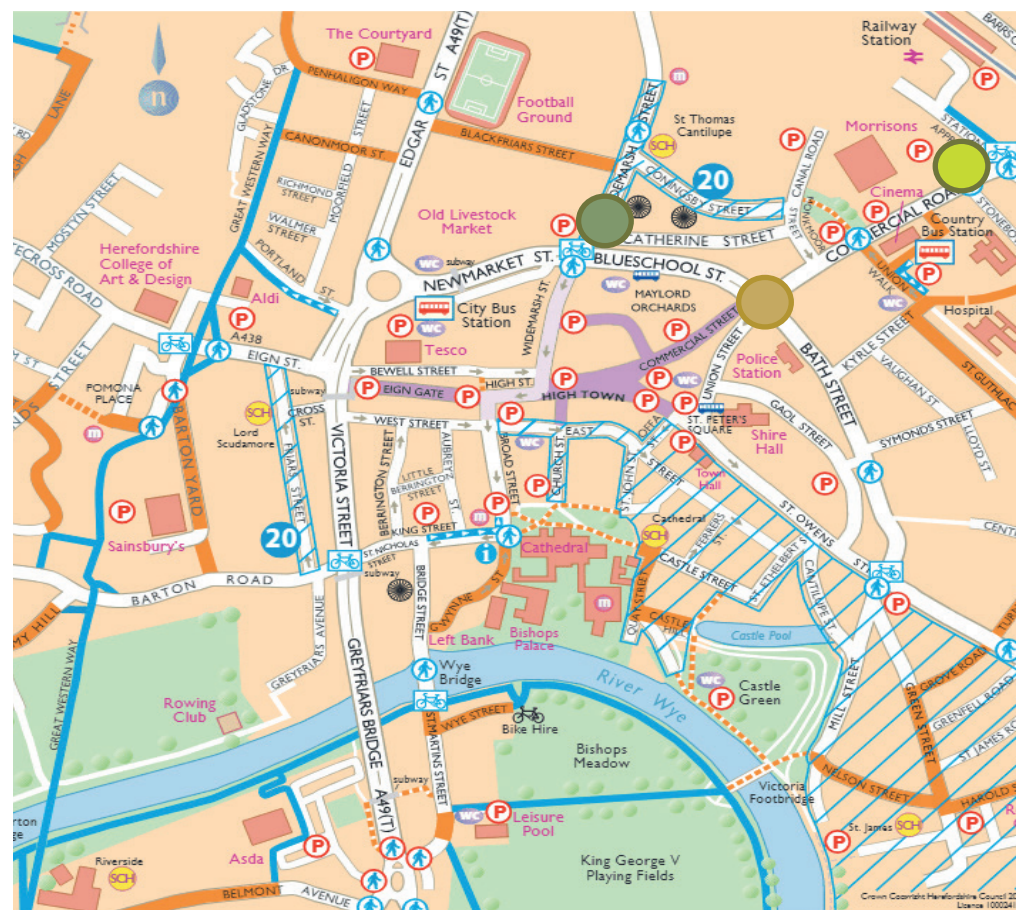
The overarching ambition for this commission is the delivery of high-quality, contemporary street artworks that are relevant, site-responsive and engaging, and that support the vision and objectives of the wider Art + People + Place arts programme.

The proposed artworks should contribute to a sense of arrival and add value by introducing another layer of interest, intrigue and vibrancy for Hereford city.

We seek to appoint an artist, designer or artist collective for each of the three identified gable ends, which constitute key gateways into Hereford city centre. The three proposed gable ends are located on:

- The Commercial Inn -
44 Commercial Rd, Hereford HR1 2BG
- The Herdsman Pub -
54 Widemarsh Street, Hereford HR4 9HG.
- Bastion Mews (Dough) -
37 Commercial St, Hereford HR1 2BS

We appreciate the tight timescales; however, the appointed artists will have access to local groups for consultation and public engagement as part of the design development of the artworks. These include arts, education and health organisations, youth groups, community action groups and wildlife/conservation charities. This could be an opportunity to creatively respond to making the city's fabric and cultural offerings more representative and inclusive, for example through mentoring an emerging artist or co-producing your work.



Map of Hereford City Centre
Location of Street Artworks

-  The Commercial Inn
-  Herdsman
-  Bastion Mews (Dough)

The gable ends are natural gateways into the historic core of Hereford city centre and have been identified as locations for original, statement street artworks that can signpost and welcome people into the city, giving them a sense of arrival.

There are no preconceptions as to the outcome of each artwork. They could take a literal, typographic, illustrative, abstract or inventive approach. However, the artists should consider the prominent gateway locations and all works should be site-specific and engender a sense of ownership and wonderment for people living, working and visiting Hereford.

In public consultation conducted in June 2023, Hereford's strong connection with nature and landscape, environmental themes, and the culture and identity of Hereford people today came out strongly, so should be considered.

The street artworks should weave together an aesthetic of scale with practical considerations such as the finish of the building façades, any signage requirements from the building owners and the surrounding public realm and viewpoints etc. The works should not impede the functionality of the buildings (by obscuring key signage for example), and any proposed designs should be accessible to all and appropriate to its public context. The artworks should have an anticipated lifespan of ten years.

Permission has been provisionally approved from the building's owners; however, the designs will need to be signed off by the owners and local authority officers (heritage and planning) prior to the work proceeding into the installation phase.

It is advised that consultation also takes place with officers of Hereford City Council and Herefordshire Council, and with local businesses / organisations that are located close to the walls.

It should be noted that Hereford city centre falls within a conservation area. Heritage officers and planners have been involved throughout the project and are fully aware of the selected locations. They will be available to respond to questions throughout the commission.



- a. The Commercial Inn The Commercial is a 3-storey Victorian building, now painted - the approximate available area is 25 m² and the external surface is rendered.



- b. The Herdsman Pub The Herdsman was once an old commercial hotel located just outside the city walls. It was rebuilt in 1861. The area available is approximately 64 m² and 24m² and the external surface area is rendered.



- c. Bastion Mews (Dough) Bastion Mews (Dough cafe) is visible from Hereford's ringroad and bookends the entrance to Union Street. The area available is 63 m² approximately and external surface is rendered.

3.1. Professional Practice

Prior to commencing the project, the appointed artist must provide details of current and appropriate Professional Indemnity and Public Liability Insurance to the value of £5 million to provide assurances on matters of liability.

It is the responsibility of the artist or artist collective to contract all subcontractors and to ensure that they have adequate and appropriate insurances in place. Detailed consideration must be given to:

- Health and Safety both in the design proposal and realisation
- Long-term maintenance and heavy use
- Equality Act (2010)

The appointed artist must also demonstrate an up-to-date DBS check prior to commencing the public engagement process. The artist and any sub-contracted representatives must comply with the Construction (Design and Management) Regulations 2015 (CDM Regulations). The artists will be considered a designer under the CDM Regulations.

The commissioned artists and their sub-contracted representatives must comply with all health and safety legislation and guidance when on site. The normal procedures for built structures should apply.

3.2. Commission Requirements

Briefing Day

The appointed artists will be expected to attend a briefing day with HCCI representatives and Studio Response to discuss the proposed approach to the commission and to agree the details and practicalities of delivering the commission. This has provisionally been scheduled for 6 December 2023.

Maintenance Schedule

On installation of the artworks, the artists will be required to provide a maintenance schedule that specifies:

- Materials, finishes, processes and British Standard / RAL reference numbers where appropriate
- Design drawings
- Routine maintenance tasks
- Work that may be carried out by the owner or owner's agent, and work which requires the involvement of the artist or a specialist conservator
- Any other information pertinent to the artworks lifespan

Reporting

You will be required to report regularly to Studio Response on the progress that has been made on the commission. The format of this reporting will be discussed and agreed at the briefing day. The feedback received will be shared with the client and with key stakeholders in the commission to keep them informed of progress.

Please ensure that the dates of any community engagement events and workshops are shared with Studio Response in good time in order that key stakeholders can be invited to attend.

Hereford Public Art Steering Group (HPASG)

HPASG consists of representatives from the cultural, creative, business, civic and arts educational sectors based in Hereford. The group will be in place for this commission and will be convened at key milestones throughout its implementation.

The appointed artists will be expected to prepare for and attend meetings as required for the duration of the commission.

4. Project Budget

- a). The Herdsman Pub - £20,000 (ex vat)
- b). Bastion Mews (Dough) – £20,000 (ex vat)
- c). The Commercial Inn - £20,000 (ex vat)

A budget of £20,000.00 (ex VAT) is available for each of the above commissions. We will appoint three separate artist / artist collectives as part of the project. Artists contracts will be managed by Herefordshire Council to an agreed payment schedule. The fee shall be broken down as follows:

Stage 1: Concept Design Stage

Stage 1a: £1,000 payable on signing the contract.

Stage 1b: £2,000 payable on the delivery of concept designs and engagement proposal

Sub-total: £3,000

Contract break clause. Project continuation relies on approval of concept designs from stakeholders, planners, heritage officers and building owners. In the event of termination of the project at this phase, no further payments would be made.

Stage 2: Detailed Design Stage

Stage 2a: £2,000 payable on receipt of detailed designs / CAD design (if required) etc.

Sub-total: £2,000

Stage 3: Approval to Proceed

Approval to proceed to be granted by Herefordshire Council and HPASG.

Stage 4: Project Installation on Site

Artist fee: £1,000

Materials / production costs: £12,500

Sub-total: £13,500

Stage 5: Project Completion

Artist fee: £1,000

Documentation:£500

Sub-total: £1,500

TOTAL: £20,000 (ex-vat)

5. Project Programme

Deadline for receipt of expression of interest:	22 November 2023
Appointment made based on EOI:	week commencing 27 November 2023
Site visit and briefing day with the client:	6 December 2023
Presentation of initial concept designs and proposed engagement works (in person):	8 or 9 January 2024
Approval of concept designs by the client:	10 January 2024
Presentation of final designs (in person) to the client and for planning approval:	31 January 2024
Approval to commence works on site:	1 February 2024
Installation / application on site complete:	22 March 2024
Project close:	31 March 2024

Please note that final invoices must be issued by 23 March 2024 for processing before project close.

6. Submission details

Expression of Interest Request

Please read alongside section 3: Brief - Hereford Street Artworks

To apply for the commission please send a PDF document that includes the following information:

- A written statement about your work (word count guidance: 400 words)
- A response to the brief (word count guidance: 750 words). This should include:
 - Why you are interested in the commission.
 - Your understanding of the brief, explaining any challenges, sensitivities and / or opportunities you have identified.
 - Your initial ideas about how you would approach the commission.
- Images of previous work (maximum 8) that are relevant to this commission. You may provide links to websites that document your work instead.
- A written statement confirming you would be able to complete the commission within the timescale and budget set out in section 3: Brief - Hereford Street Artworks (word count guidance: 50 words).

You can submit the text-based part of your application in an audio format or as a short MP4 film. These should be no more than 12 minutes long with a maximum file size of 20MB.

Please send your response by email to:
Opportunities@studio-response.com
 Ref: Hereford City - Street Artworks

Deadline for receipt of EOI:
5pm on Wednesday, 22 November 2023.

If you require assistance or alternative methods to support your application, please do not hesitate to contact us at: info@studio-response.com.

6.1 Next steps and disclaimer

We will use the expressions of interest received to make an appointment. We will inform you if you've been successful or not by 1 December 2023. If successful, you will be invited to meet the appointed artists and makers at a briefing day on 6 December 2023.

Artists/ designers will be selected on the strength of their previous work and their initial response to the brief.

Studio Response is committed to equality and values diversity. Our policy is to ensure that applicants are treated solely based on their personal merit and the application of criteria related to the duties of each commission.

Subject to statutory provisions no-one will be treated less favourably than another because of his or her gender (including gender reassignment), disability, marital or civil partnership status, sexual orientation, religion or belief, ethnic origin, colour, nationality, national origin, parental status or age. Information given will be used solely for the shortlisting and appointing of artists / artist collectives based on the context of their practice and its alignment with the commission outcomes as detailed in the section 3: Brief - Hereford Street Artworks.

Data will be held in accordance with the requirements of the Data Protection Act 1998 and will not be used or disclosed to anyone outside of the selection panel.

For further information please contact:

Emma M Price

mobile: 0771 3150166
email: emma@studio-response.com

Alexander Paveley

mobile: 0777 2646629
email: alexander@studio-response.com