

# Creative brief: Hoarding design for Civic Centre site Albion Street

September 2019

[www.southwark.gov.uk](http://www.southwark.gov.uk)

## Background and Context

Southwark Council has an exciting commission for designers to develop proposals and transform the hoardings of the Former Albion Civic Centre site on Albion Street. This is a great opportunity to showcase your work in an urban location and create interest and excitement in the Mayflower 400 anniversary in 2020. We are keen to include both the council's new housing and local Mayflower story as key subject matter for the hoarding. <https://www.mayflower400uk.org/visit/southwark-london/>

The Council knows that it will be Summer 2020 before works begin on site and they will take approximately 20 months to complete. The Council would like to make the site more engaging whilst designs are developed and the works are carried out.



*Albion Street hoarding*

## The Site

A number of recent development projects have taken place in Albion Street with a new square in front of St Olav's the Norwegian Church and new school. Currently in delivery are the 71-75 Albion Street meanwhile use and the project on the hoarding site to deliver 76 new homes and commercial use on the ground floor. Through this arts project we are looking to improve the streets appearance while the major construction works take place.

The hoardings cover an area of approximately 2400mm height x 60m long. The Artwork would cover approximately 30m with LBS corporate housing graphics at either end for approximately 15m. The gate will need to be considered in the design and meeting of the two graphics.

It is anticipated that the hoarding will remain on site for a minimum of 2 years until the construction is complete.



*Site plan*

## Project Aims

- To communicate elements of the Mayflower 400 story with special relevance to the local area. There are a number of Mayflower 400 projects underway and groups involved in the area.
- To work with local groups to help develop content for the artwork
- To get people excited and intrigued about fascinating stories of Southwark, its people and history
- To let people know about the direct delivery housing project that is coming on site through the inclusion of Southwark's corporate graphics and site specific

information at each end of the hoarding. This artwork will be completed by Council.



- To foster a sense of community on Albion Street that promotes inclusivity and community participation.

## Considerations

- The work must be restricted to 2 dimensions ie no protrusions
- Provision must be made within the design for Southwark's corporate housing information. It is considered that this information should be at either end of the hoarding with the commissioned artwork in between.
- Develop a good understanding of the context for the proposed installation, through understanding of the area from a local perspective
- The work should consider the local environment and include a relevance to the local area and Southwark
- The selected consultant would need to work with Southwark Council to develop the artwork and gain approvals for content and delivery.
- The final artwork will be owned by the council who will be responsible for the maintenance and management of the artwork. If the work requires removal or maintenance the artist will be given first refusal on removing / maintaining the work. The work would be robust and not require on-going maintenance.
- Council's standard approach to hoarding is to print onto dibond panels.

## Requirements

The successful applicant should:

- Work to an agreed timeline and within budget
- Have proven experience of creating public artworks and exhibiting work

- Have a current DBS certificate, or be willing to undertake a DBS check if required
- Have public liability insurance in place if required

## Indicative Timetable

14 October 2019:	Submissions close
31 October 2019:	Consultant selected
November – February 2020	Potential community engagement period
January 2020:	Present initial sketch designs for feedback Option for interim feedback
February 2020:	Final design presented for feedback Planning application
March 2020:	Sign-off design, installation method statement and risk assessment
April 2020:	Installation

## Application process

To apply for this opportunity, you will need to provide:

1. A completed application form (attached below)
2. Three examples of artwork that are most relevant for the project (please do not send links to websites) please submit in PDF format a maximum of 3 x A3 pages. (NB total submissions to Southwark council cannot exceed 10MB)
3. A project budget including all itemised fees, costs and materials

Please send completed applications to [jillian.houghton@southwark.gov.uk](mailto:jillian.houghton@southwark.gov.uk) with “Albion Hoardings” in the subject heading.

## Working Panel

The working panel will be made up from the following:

- A representative from the Southwark Culture Team
- A representative from the Southwark Regeneration Team
- A representative from Mayflower 400
- A representative from a Southwark visual arts organisation

## Budget

The fee needs to cover all costs including:

- Artists Fees
- Materials
- Design
- Installation Costs (including hire of any equipment or subcontractors) or as agreed with the Council

- Insurances
- Project Management
- Travel
- Health and Safety
- All taxes

*It is likely that the work will require advertising consent which will be undertaken by the Council once the design has progressed sufficiently.*

## **Management**

The project will be managed by the Jillian Houghton, Project Management Regeneration North who ensures “that the funding is used in accordance with the project scope agreed in this brief. No changes can be made to the scope or agreed budget without written consent from both parties.

The arts service can also support the artists with regards to technical aspects of the project.

## **Deadline for Application**

7 October 2019 12noon

Please send completed applications to [jillian.houghton@southwark.gov.uk](mailto:jillian.houghton@southwark.gov.uk) with “Albion Hoardings” in the subject heading.

## Albion Street Hoarding design

### Contact Information

Name	
Address	
Postcode	
Email	
Website	
Telephone	


**1. What is your approach to developing your proposal and final work? (marked 0-15)**

Outline any ideas that you have, or how you will formulate them, what your influences are, your rationale and how this work may be executed. Use your experience examples to illustrate.

- 2. How will you embed the community, Mayflower 400, Southwark its stories and people in the illustration? (marked 0-15)**



- 3. How will you practically deliver and install the project? Please think about equipment you might need, additional staff, and health and safety requirements, fabrication processes and installation. Please provide an indicative timetable. (marked 0-10)**



4. What is your previous experience of delivering a similar project as outlined?  
(marked 0-20)

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5. Project Budget (marked 0-20)

Item	Cost
<b>TOTAL BUDGET</b>	



6. **Please state who you are insured with and what is the level of cover, we require minimum cover of £5m public liability insurance. If you are selected you will need to provide proof of insurance cover.**

Insurer: \_\_\_\_\_

Policy number: \_\_\_\_\_

7. **Do you have experience of completing method statements & risk assessments? If you are successful you will need to provide a method statement and risk assessment.**

Yes  No

8. **Please provide details of 2 referees, who we will contact if your application is successful**

Referee 1	Referee 2

**Notes**

For your application, please submit

1. This public art application form, including full budget itemising the costs for community engagement and designing this project
2. Three examples of previous works and how they relate to this project (in PDF format no more than 3x A3 pages). Please do not just send web links as they will not be considered.

If you don't have public liability insurance, a current DBS or experience of completing risk assessments & method statements, this will not prejudice your application, but if you are successful you will need to have the relevant documentation in place prior to the start of the project.

If you are not able to install the hoardings and the artwork is to be printed onto Dibond panels the provision of artwork only can be negotiated with Southwark Council.