



# TRANSPORTED

Inspiring Creative Journeys

## HAULAGE CARRIER COMMISSION BRIEF FOR ARTISTS & DESIGNERS 2014



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Transported is a strategic, community-focused programme which aims to get more people in Boston Borough and South Holland enjoying and participating in arts activities. It is supported through the Creative People and Places initiative.

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### 1. Introduction

Transported is seeking an artist or designer to create a series of up to 10 artworks that will be reproduced in vinyl wraps on articulated lorry trailers. These designs will be inspired by the people, the landscape or the 'place' of Boston Borough and South Holland and will travel around Lincolnshire, The UK and Europe

### 2. An introduction to Transported

**Transported** represents the most exciting and radical initiative to develop new ways of engaging more people in great arts experiences, within areas of least engagement, in the county of Lincolnshire.

Transported is a strategic, community-focused programme which aims to get more people in South Holland and Boston Borough enjoying the arts and participating in arts activities. It is managed by artsNK and funded by the Creative People and Places fund from Arts Council England.

Our aim is to transport innovative and high quality art, leading artists and equipment to remote places, and also to bring people to where the arts are being made or presented.

We will encourage long-term collaborations between local communities and arts organisations, museums, libraries and local authorities, with the aim of empowering people and organisations to experiment with new approaches to developing inspiring, sustainable arts programmes that will engage audiences in South Holland and Boston Borough.

Transported was formally launched on Sunday 5 May 2013 in Holbeach. This began a 3 month, artist led consultation phase taking arts activities to non-traditional spaces and consulting with the public about how they feel about the arts and where they live. Transported is now entering into Phase II of the project in which eleven strands have been identified from the consultation data, to be delivered over the next two years.

We will be commissioning artists to ensure each strand brings quality and original arts experiences that are accessible and relevant to communities in South Holland and Boston Borough and empower them to continue into the future.

**This approach has been developed to give us the best chance of bringing together the right people, knowledge and organisations to take each area of activity forward, making sure what we do is appropriate and has the best chance of being sustained.**

To read the full business plan, Phase I review or Phase II outline please follow the link below.

<http://www.transportedart.com/publications/>

### **3. Haulage: Transported 'Carrier' Commission**

*"The Lincolnshire landscape has been drawn by transport routes; railways and rivers slicing through the fields, linking up communities (or not) and roman roads that carry the lorries that transport millions of tons of food to and from Europe"*

For our first Haulage commission, Transported are working in partnership with Lincolnshire based haulage and food company FreshLinc to create 10 artworks to be represented as vinyl trailer wraps on trucks that will deliver goods throughout the UK and Europe. These designs must reflect at least one of the themes of the culture, landscape or communities of South Holland and Boston Borough and by doing this, provide high quality art and innovation to drive forward ambition and create a sense of place within the community.

The district of South Holland and the Borough of Boston are situated in South East Lincolnshire in the unique Fenland landscape, bordered to the east by marshland and the vast seascapes of the Wash. The principle industries of agriculture, horticulture and food processing have extensive trade links with continental Europe and the Baltic. It was identified through the Active People survey as being amongst the areas of the country where fewest adults engage with the arts.

The concept of using lorries to carry art inspired by Lincolnshire around Europe received considerable attention in the development stage of the project. This gave Transported an identity and profile, and is a potential route to developing a European profile and new projects. This will establish links between rural communities and their cultural issues, needs and opportunities.

During the consultation phase of our programme, we had a lot of feedback regarding immigration, and we want to explore how non-British cultural initiatives can contribute to increasing community spirit.

We are trying to avoid being over prescriptive in determining the nature of the intervention and to give space for artists and designers to come up with the dynamic and innovative suggestions inspired by the place, the landscape, the people and the Transported ethos.

#### **FreshLinc**

FreshLinc is a leading service provider throughout the UK and Europe to retailers, food manufacturers, growers and importers. They specialise in the total supply chain management of temperature controlled fresh, chilled and horticultural products. State of the art facilities and a modern fleet allow FreshLinc to meet their commitment of providing a cost-effective, highly efficient service that meets the customer's individual needs.

Since their inception in 1996 they have steadily increased their customer base whilst continuing to build their reputation for providing a top quality, reliable and competitive service.

In 2002 they secured their first major retailer consolidation appointment and in 2003 opened a new purpose built distribution centre on a 13 acre site in Wardentree Park, Spalding, Lincolnshire.

2009 also saw the start of FreshLinc's European operation with vehicles transporting carrots, potatoes, sweetcorn, brussel sprouts, parsnips, berries, citrus fruit, stone fruit, flowers, plants, salads, strawberries and prepped fruit etc., to and from Holland, Belgium, Germany and France.

#### 4. Specifications

A series of 10 different, but complimentary artworks will be created and subsequently printed on vinyl trailer wraps on 10 FreshLinc Trailers with the following dimensions:

Exterior length - 13600mm, Overall height - 4170mm, Exterior Width - 2600mm

These designs will need to incorporate the trailer identity number and ATP registration number. More details of this will be provided to commissioned artist. Logos will also need to be included on the rear of the trailer



## 5. Who is eligible to apply?

This commission is for artists and designers with a track record of producing high quality, large scale visual artworks. Applications can be from individuals or teams. The artists or designers will be expected to produce high resolution digital designs suitable for printing on trailer wraps and, if shortlisted, will need to demonstrate that capability.

Selected applicants will be expected to be generous in sharing their expertise and knowledge with emerging and local artists in shadowing or mentoring in the spirit of the Transported approach by preparing a role with responsibilities during the delivery of the activity.

Applications will also be expected to complete a Transported evaluation form on completion of the project as well as feeding back to the Transported Evaluation group.

## 6. How to Submit a Proposal

There is a two-part selection process that includes 'Expression of Interest' and 'Submitting a Proposal'.

### Part 1 – Expression of Interest

In order to be considered for short listing, you need to complete an application form that will include the following:

- Who you are and who is in your team (if relevant), along with relevant experience for each person in producing similar works, installations, or large scale work displayed in public places.
- Your contact details and preferred method of communication – telephone, email etc.
- Statement explaining why you or your team would like to be considered for the commission.
- A breakdown of your proposed budget
- Timescale for delivery
- Please supply a maximum of 10 images and videos that reflect your artistic quality and provide evidence of previous work along with short descriptions, locations and budget.
- The support material included should help us to understand your proposal and have confidence in your ability to ensure professional delivery, on time, in budget and within any relevant legal or safety regulations.

Please share your images and videos with us on SkyDrive\* to the email address below using the title Haulage followed by your name and date.

**Important Note:** Images should either be printed at no smaller than A5 or on a CD-ROM in Jpeg format, with clear descriptions which relate to each image in both cases. If you wish to have your images returned please enclose a self-addressed envelope

Applications can be sent electronically or by hard copy to [TransportedManager@litc.org.uk](mailto:TransportedManager@litc.org.uk)

Richard Erwin-Jones  
Holbeach St. Marks Community Association Building  
Sluice Road  
[www.transportedarart.com](http://www.transportedarart.com)

Holbeach St. Marks  
Lincolnshire  
PE12 8HF

\*If you're not already registered with a SkyDrive account then you can set one up using your email address. The service is free of charge. Once registered, you can upload files to your account and choose to 'share' them with other email addresses. For the Haulage strand you should choose to share your documents with [TransportedManager@litc.org.uk](mailto:TransportedManager@litc.org.uk).

If you would like to talk to a member of the team about the Expression of Interest process and the Haulage Project, please contact [TransportedManager@litc.org.uk](mailto:TransportedManager@litc.org.uk) or call 07747271823 for more information.

### **The deadline for all expressions of interest is 9am Monday 28 April 2014**

Applications received after this time will not be accepted but may be kept on file for future reference.

Shortlisted applicants will be notified by **Friday 2 May 2014**. If you have not heard by the end of this date then unfortunately, on this occasion, you have not been shortlisted.

### **Part 2 – Submitting a Proposal**

Up to 5 artists or designers will be shortlisted.

An honorarium of up to £500 per shortlisted party will be available to assist with the preparation of more detailed proposals and shortlisted applicants will be invited to present their proposals on a date to be arranged **w/c 2nd June**

The panel will include:

Nick Jones: Programme Director, Richard Erwin-Jones: Arts Manager of Transported,

Lee Juniper: FreshLinc Operations Director and Ashley Holland: FreshLinc Commercial Manager

### **What do I need to submit if shortlisted?**

Before developing a proposal please re-read the briefs and additional notes in this document very carefully.

Your proposal is to be presented to the panel in person and should take the form of an example of one design attached to a scale model which will be provided but can also be supported by drawings, photographic images or montages, models, digital images, computer rendering or animations etc. These can be in any format as long as they clearly communicate your proposal to the panel and you can leave a 'hard copy' version with the panel.



Transported will investigate the practicalities of arranging for your example design to be printed onto a scale model for presentation at the interview. Transported will want to exhibit submissions and designs as a way of sharing the commission process with a wider audience. We will also exhibit models, with proposed designs to the public. In addition, you must provide a 300 word description of the proposal with any explanatory notes you think necessary for your proposal of 10 designs, which **must** state your contact details and a detailed budget

If you would like to talk to a member of the team about the expression of interest process for the Haulage Carrier Programme, please contact [TransportedManager@litc.org.uk](mailto:TransportedManager@litc.org.uk) or call 07747 271823 for more information.

## 7. Timescale

The artists or designers selected will be expected to agree with the Arts Manager a detailed timeframe but it is expected that the first design could be created full size before the end of **July 2014**. All designs would be expected to be completed and installed by **October 2014**.

Our main aim is to create sustainability within the arts in Boston Borough and South Holland. Therefore, further funding may be available on successful completion of projects that have met Transported's aims and objectives to a high standard.

## 8. Budget Guidance

We are looking for value for money, whilst at the same time as respecting artists and designers. We also want to ensure we deliver an inspirational and high quality programme. Applicants should provide a breakdown of costs and fees and an explanation of how they have been worked out.

We have allocated **£10,000** for artist fees with up to **£20,000** available to reproduce the artworks in vinyl.

## 9. More about Transported

The following gives a general overview of the Consultation Programme that took place in 2013 as well as feedback from artists. It is essential that artists take these in consideration when planning activities for this year's Haulage programme. These points can be found in the Phase I Review that is available to download on our website.

Transported's Phase I Consultation harnessed the creativity of commissioned artists to engage with people where they normally meet: market places, cafés, pubs, libraries, nature reserves and many more so that we could ask a set of questions that could inform the planning of the future programme.

The main purpose was to listen to local people, get a clearer picture of the place and its needs and to identify the next steps in developing appropriate arts activity within the Creative People and Places remit.

A total of 96 Artists were employed during the artist led Consultation Phase, May to July 2013 that delivered over 100 events with a total of 6372 people attending.

We recorded some artists to produce a series of short films that share their advice and wisdom to inform activity and commissions. Please click [here](#) to view or visit [www.transportedart.com/videos](http://www.transportedart.com/videos).

### What did we learn?

- Location was felt to be an important determining factor in both the type and quality of engagement of the audience with the various activities.
- Activities are to be led by common themes and interests prevalent to the local area.
- Artists commented that they feel that successful engagement relies on far more than purely the creative skills of the artist, with people skills and a flexible approach playing a vital role in the consultation activities which they delivered. There was also a strong emphasis on focusing on participatory learning.
- Artists found that seeking out opportunities to interact with people rather than waiting to be discovered by them and adapting content to respond to their interests was more successful.
- Transported are eager to ensure all artists' posts on social media connect with the Transported Facebook page ([www.facebook.com/transportedart](http://www.facebook.com/transportedart)) and Twitter account (@TransportedArt) using the hashtag #transported.

### Moving Forward

It is essential that artists and designers selected have a clear understanding of the Transported Programme which should be demonstrated in your proposal and final product

We are looking for proposals that are appropriate for the location, inspired by or resonating with the specific place or region and with a clear logic of why they have relevance to the Transported programme at this time. For your reference, here is a list of all the Phase II strands that will be running alongside Haulage; complimenting each other to create an exciting and innovative programme.

#### **Public Art**

Developing large scale Public Art projects in South Holland and Boston Borough

#### **Festivals**

Working with local people and communities to support previous and new festivals



**Creative Consultation**

Innovative artistic experiences exploring new methods of engagement in specific locations not visited during the initial consultation phase

**On Your Doorstep**

Community led commissions to improve public areas including small scale public art realm interventions

**Past Inspired**

Working with heritage venues as new local locations for arts activities, including imaginative and innovatory art products that are inspired by the history and heritage of the area

**Open Book**

Libraries used as new local locations for arts activities including exhibitions, performances and participation

**Transported Local**

Live site specific performances taking place in non-conventional settings

**Pop up Spaces**

Art to brighten up temporary empty locations

**DIY**

Artist-led workshop activity in South Holland and Boston Borough

**Community Events**

Taking arts activity to community events in South Holland and Boston Borough

Further information is available in the [Phase II Outline](#).