



ARTIST BRIEF

20 FEB 2015

'WHEN IN SLEAFORD ...'

1. Introduction

artsNK would like to commission an artist to develop a series of small artworks, to be sited in the pavements and / or on walls around Sleaford, that will do three things; act as way-markers, map out pathways through and around the town and inform residents and visitors about existing public artworks, key attractions and other places of interest.

The 'When in Sleaford ...' project will be delivered in partnership with the William Alvey Church of England Primary School.

The artist will be required to engage with pupils, parents and local groups in developing the ideas, sites and content for the artworks. It is also important for participants in the project to help create designs for the final artworks.

We are suggesting that the artworks could take the form of cast metal plaques/panels, following a series of workshops where participants work with different media and techniques to create wax or clay models. However, we are open to other approaches and media as long as they meet the brief and work within the budget.

The scheme will also need to include a special artwork at the William Alvey School called 'Project 72', which commemorates the local young men who went to the school, and died in the First World War. Pupils from the school undertook detailed research to find the names of these 'lost boys', who had been listed on a scroll which went missing sometime between the First and Second World Wars. The school children cross-referenced old school registers with the war memorials in the town to find the names of the 72 boys who died.

Other local histories should also be explored and celebrated could include the River Slea and canals, St Denys Church, the Carre family history, the ruins of the 12th Century castle, the seed industry, the new museum and the Iron Age mint.

2. Sleaford



Sleaford is a small market town in the North Kesteven district of Lincolnshire, situated between Grantham, Boston and Lincoln. It has a population of over 17,000 and is known for its associations with the seed trade. The River Slea was the main trade route for the town for many years. There are four primary schools and three secondary schools. It became home to The National Centre for Craft and Design in 2003 when it relocated from the Pearroom in Heckington, through one of 13 major projects completed as part of the Sleaford Pride Regeneration programme. Sleaford is becoming a tourist destination town and visitors can enjoy the market, the busy high street, Cogglesford Mill (the last working water mill in Lincolnshire) and the Bass Maltings. There is a large memorial called the Handley Monument, in the main shopping street, erected in commemoration to Henry Handley, a Member of Parliament in the 19th Century.

The original settlement of Old Sleaford was between Boston Road and the River Slea, and objects found at in this area give evidence of Roman and Anglo-Saxon occupation. An Iron Age mint was located south east of the modern town centre, near Mareham Lane, dating to 50 BC–50 AD. The size of the site has led archaeologists to consider that Old Sleaford may have been the largest Corieltauvian settlement during this period.



This old coin of the Corieltauvi (pre-Roman tribe of people located across areas now known as the East Midlands), was probably struck at Sleaford in the mid-1st Century BC. (Diameter 17–19 mm)

This image has become one of the main inspirations for the scheme.

3. William Alvey School



The William Alvey C.E. school is a large primary school with approx. 600 pupils drawn from all over Sleaford as well as outlying villages. The school dates back some 160 years on its current site but has been central to the education of Sleaford's primary aged children since 1729. The William Alvey School has deep rooted associations with the church of St Denys. The status as a church controlled school is central to its ethos and continues to shape its daily rituals, practises and routines.

The school has a wide range of fascinating historical artefacts, including log books documenting the punishments doled out to unruly pupils and an 'old boot' symbolising the new pair of shoes that was given to the pupil with the best attendance record.

The school may be old but every effort has been made to create a high quality facility fit for a 21st Century education. A beautiful stone clad exterior hides a modern facility which is subject to constant updates to ensure that pupils can access the best facilities.

The school enjoyed a very successful OFSTED inspection in 2006 in which it was deemed to be outstanding in all respects. Academically, the school sits above national averages and evidence shows that all children make good progress regardless of ability. The school has also achieved a number of awards including the Healthy Schools award, Investors in People, Arts Mark Gold and The Inclusion.

4. Involvement of local community

A focus group of Year 6 students will work intensely with the artist on researching the local history, themes and locations for the artworks. The artist would also run creative workshop with the teachers, so that these could be rolled out in each class over a period of weeks in order for every child in the school to be involved in the creative process – making clay or wax models, imprinting, carving, drawing, shaping. Special workshops for parents and pupils would also be arranged after school/at weekends.

The community engagement will also need to include open or drop-in workshop events, using pop-up art spaces (in empty shops or market stalls, library, leisure centre etc) that would enable members of the public to participate and learn about the project.

Potentially, local 6th form students and art groups could be enrolled in the project, to be trained by the artist and then roll out a wider workshop/engagement programme.

There are a number of active local groups, who have worked with artsNK before, who would be keen to participate in and / or deliver workshops and act as advocates for the project.

We anticipate the programme of community engagement will take 10-11 days and will run throughout May – June 2015.

5. Existing public artworks

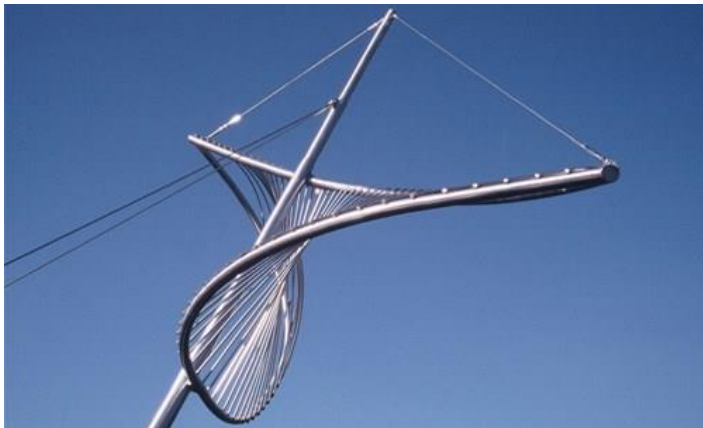
Varying in location, scale and materials, the existing public artworks of Sleaford are all of high quality, celebrating local themes and stories. This commission offers us the opportunity to create new pathways through and around Sleaford, linking existing artworks and creating new, engaging installations that maximise the importance of culture and history within the town.

The Nettles



Originally an overgrown and neglected site covered with nettles, this piece of public land along the riverside between the Leisure Centre and Cogglesford Mill has been taken over by a local group of volunteers, supported by willow artist Alison Walling and funded by artsNK. The group meets on a regular basis to cultivate, maintain and enhance the environment, as well as share skills and learn about conservation. A number of tree plantings, willow frameworks, plant labels and commissioned seats have given the space shape and purpose.

William Lasdun



This sculpture takes the River Sleas Navigation as a theme, exploring the transportation of local seed and agricultural produce. The artwork, commissioned in 2004 is sited on the river bed, is fabricated from stainless steel and is inspired by sail forms on masts that can be dropped to go under bridges as found on inland barges.

William Pye



William Pye was commissioned in 2002 to create an artwork under artsNK's 'Wellsprings and Waterways' scheme, celebrating the role water has played in the formation of landscape and settlements. The artwork is currently situated at Cogglesford Mill, but due to technical difficulties we are exploring re-siting it.

Allan Potter



The pavement mosaics by Alan Potter, located alongside the River Slea, just outside the Leisure Centre, reflect his modern interpretation of traditional Roman mosaic techniques and style. They illustrate three power sources; Man toiling to pull a barge, Horse replacing man when technology allowed and then Wind, harnessed by the in-land sailing barges and windmills.

Richard Bett



Richard Bett took his inspiration from two of the town's earliest entrepreneurial innovators, industrial modernisers and developers – Kirke and Perry. The artist looked to the Wyvern motif that can be seen on the gable end of the building (one of many that they built) opposite the artwork. Kirke and Perry also supported and brought about the building of the railway that replaced the waterways as the link for the area's trade to the rest of the world.

6. Details of the commission

The 'When in Sleaford...' commissioned artworks will add interest to the town's current public artworks as well as provide the impetus to identify ways of increasing its profile and adding to the visitor experience.

We are looking for an artist to undertake the following:

- A short period of research and development, giving time and focus to filter and assess potential themes, content, sites etc. It is anticipated that Year 6 Pupils at William Alvey School will be also undertaking local history research to assist with this phase of the project; (4 days)
- A series of participatory workshops, with pupils, parents, public drop-in events and local groups to enable them to be a part of the creative process leading to development of the artworks; (11 days)
- Assist in the design of promotional material, including a new leaflet and map that features the new artworks as well as the other artworks around the town; (3 days)
- Creation of other promotional artist designed items, linked to the artworks, such as badges, postcards etc; (2 days)
- Assist in the development of an online digital component, so that visitors can find out more information or experience interactive activity; (3 days)
- Complete designs for the final artwork plaques/panels for installation around the town, as well as the WW1 memorial at the school; (5 days)
- Fabrication and installation of the artworks. (7 days)

(total 35 days)

7. Approval of programme and artwork designs

The 'When in Sleaford...' steering group includes representatives from artsNK, North Kesteven District Council and the Head Teacher and a pupil from the William Alvey School.

The artist will need to attend regular steering group meetings, and keep the team updated throughout the project. Key meeting dates will be agreed in advance in order for the artist to present, and the steering group to sign-off, the following:

- Project plan, timeline and outline budget;
- Delivery programme for R&D and workshops;
- Risk assessments for workshops;
- Detailed designs for all artworks and supporting material;
- Detailed final costings;
- Delivery programme for fabrication and installation.

8. Budget

The 'When in Sleaford ...' budget is £19,000.

Income:	
W Alvey School	£1,000
W Alvey PTA	£1,000
Project 72 (WW1 memorial)	£2,000
artsNK / transported	£5,000
NKDC (Sleaford REP)	£10,000 (tbc)
TOTAL	19,000

Expenditure (outline):	
Artist design, fabrication and installation fee	£4,000
Artist R&D and workshop fee	£3,000
Materials and fabrication (including costs to make an artwork at the school for Project 72)	£8,000
Installation	£1,000
Promotional materials (info board, website, leaflets, badges etc)	£3,000
TOTAL	£19,000

9. Timescale

We are hoping to appoint the artist in April, with an immediate start.

Key project milestones have been agreed:

Deadline for applications	Monday 23 March
Interviews	Monday 20 April
R&D phase	May
Workshop programme	May-June
Sign-off artwork designs	mid-July
Fabrication	July- September
Installation	October

10. Ownership and copyright

artsNK will own the art works. The copyright for all designs and artworks shall be retained by the artist.

artsNK, North Kesteven District Council, William Alvey School and the artist will be able to reproduce images of the final artworks without needing permission from the artist or artsNK, but both the artist details and artsNK should be credited.

11. Lifetime of works, durability and maintenance

It is expected that the commissioned artworks will have a minimum lifetime of 25 years. The artworks should be fit for purpose, durable, easy to clean and should require minimum and low-cost maintenance. artsNK will be responsible for the maintenance of the artworks. As the works will be located in external public spaces, the artist needs to consider appropriate materials and fittings, which should be able to withstand touching, knocks, the effects of the weather and (as far as possible) vandalism.

12. How to apply

We require an artist who has:

- an art form practice of quality and distinction
- a high quality track record of preparing and delivering innovative public art projects that successfully engage with the community
- experience of running creative workshops (and undertaking risk assessments for activities)
- experience of managing similar budgets
- public liability insurance to a minimum of £5 million
- a willingness to work within artsNK policies and guidance
- an understanding of equal opportunities, confidentiality and procedures relating to working with vulnerable people (we will undertake a DBS check where necessary).

Applicants for this commission should email the following details:

- Covering letter to include contact details, confirmation of your availability for the time period and a one-page proposal outlining your previous experience in delivering high quality public art commissions and successful, meaningful public engagement and workshops.
- CV (max two pages)
- Ten examples of your artwork and projects, presented within one PDF document, including details about the images (title, medium, context, date, location)
- Equal opportunities monitoring form

Applications must be received by **5pm on MONDAY 23 MARCH 2015**

Please feel free to contact us with any questions about the project.

Please send your applications to:

Lucy Lumb, Visual Arts Assistant, artsNK

Email: lucy.lumb@litc.org.uk

Phone: 07825 048 055

Website: www.artsNK.org.uk