



Shine on London Road – a call to artists to create temporary artworks using light, sound and digital technologies.

I Introduction

Following a successful Portas Pilot bid, the city council has helped to establish a Town Team to lead the changes and improvements in the London Road area.

There is an emerging cultural partnership and cultural strategy within the Portas project recognising that arts, culture, events and festivals are important social and economic drivers in Brighton and Hove.

The aims of this strategy are broadly to:

- Recognise and celebrate the existing culture and heritage of London Road
- Actively and creatively participate in the city's main festivals
- Create special events in the area that attract new visitors
- Challenge negative perceptions of the area by focussing on the unique aspects of the London Road identity – independent traders, start ups, value for money, creative, social conscience, community, affordable, creative industry cluster
- Integrate and welcome the incoming communities and businesses

With Arts Council investment, the city council and the Portas cultural partnership would like to offer the opportunity for artists and designers to create and install artworks as an alternative attraction to conventional Christmas lights.

These artworks should:

- Respond to the themes of the cultural strategy
- Attract residents and visitors to the area over the run up to Christmas
- Be robust, secure and appropriately weather proof
- Respond to the London Road masterplan (<http://www.brighton-hove.gov.uk/content/planning/local-development-framework/spd10>)
- Make the area feel safer and more attractive in the evening.

2 Context

Brighton's London Road is changing.

Culturally - New cultural venues are springing up along London Road and the surrounds. This includes Emporium, a new performance and event space housed in an old Methodist church; Onca gallery – a visual arts space with a conservation mission; Brighton Arts Club, a diverse workshop, studio and event space; and photography exhibition spaces at One Eyed Jacks and Create Studios. These join the Duke of Yorks – the much loved oldest working cinema in the country, Phoenix studios and gallery, Moksha café, Draw at NEH, and the music programme at St Bartholomews to form one of the city's newest cultural clusters.

Socially- The area has a highly engaged resident population with active community and community of interest groups and associations and a popular and influential London Road LAT (Local Action team). The area is home to the radical social centre The Cowley Club, and the BMECP Centre (Black and Minority Ethnic Community Partnership) and has active churches and support organisations. The Recreate Shop opens its doors in October with a space to explore new ideas in education, community engagement and social enterprise.

Physically - The beautifully restored Level opens later this year. The Open Market will re-open in December. Providence Place is being transformed into an inviting urban village square. Major developments are happening throughout the area bringing in new communities and new businesses: for example, the old Co-Op will be a mixture of retail and student housing; the final remaining residential block, greenway and public square of the New England quarter is being constructed. The back of the station is also being redeveloped to transform the station gateway in the north.

Economically - The Fusebox at New England House is up and running, inviting creative entrepreneurs to experiment with new start ups in the creative and digital sector. There are ambitious plans as part of the City deal to refurbish and refresh New England House in order for it to fulfil its potential as a centre for creative, digital and tech industries. The Portas project is helping to empower the traders through the new Town Team and is also developing a marketing campaign for the area. Wayfinding from the North Laine and from the station is being enhanced and transport links across the area are being improved.

3. About the London Road Portas Pilot

Britain's high streets are currently facing unprecedented challenges. Competition from out-of-town retail parks, large shopping malls, and the rapid growth of internet shopping has reduced the share of retail spending on the high street. The global recession and subsequent austerity measures are also placing pressure on consumer spending.

In 2011 the UK Coalition Government asked retail expert Mary Portas to lead an independent review into the state of the country's high streets and town centres and ways that they could be made more competitive. "Put the heart back into the

centre of our high streets, re-imagined as a destination for socialising, culture, health, wellbeing, creativity, and learning.”

Brighton & Hove City Council met with local business, community, arts and education representatives from the area in order to form a Town Team and highlight key issues in the area. The council led the London Road Town Team Portas Pilot bid and in July 2012 received the news that the bid had been one of 27 successful applications across the country receiving £83,485 grant funding from the Government.

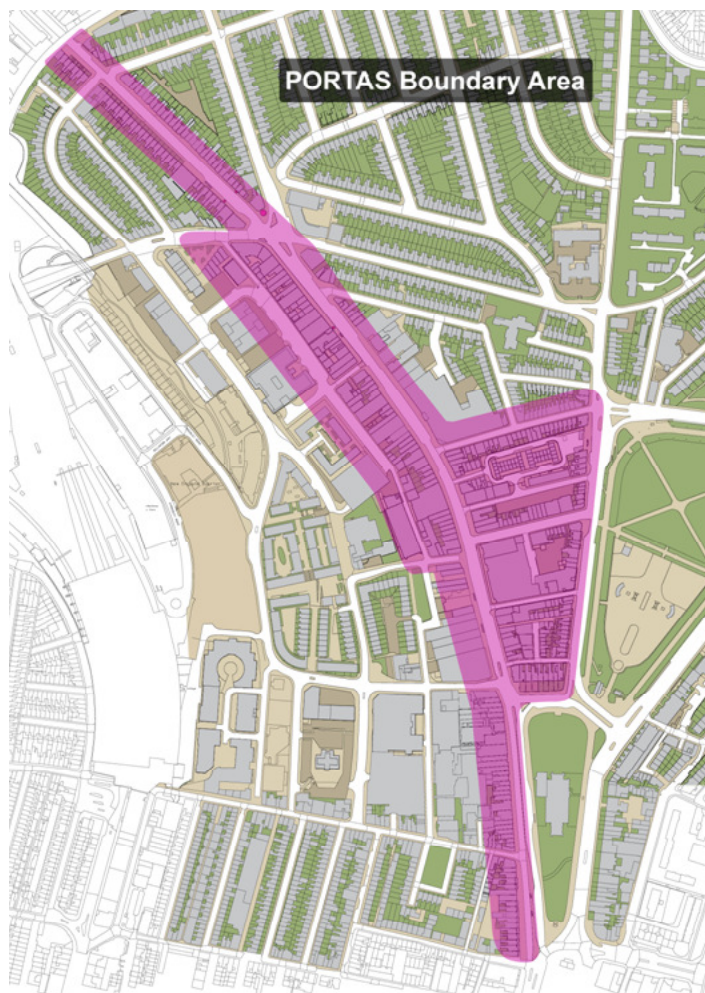
The successful bid included a number of ideas which aim to rejuvenate the London Road area. These include the creative and enterprising uses of empty premises, retail training and a community window dressing scheme, Business Crime Reduction Partnership scheme for safer streets, arts events to boost the night time economy, re-branding and improving links with local landlords.

The review

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6292/2081646.pdf

4 The Commission

We are seeking to commission a series of art-works that will provide a sculptural trail through the London Road area. This area extends from St Peters Church in the south up to the southern end of Preston Park in the north: west to New England road incorporating Elder Place and Providence Place and east to the Level.



The work must be designed to take place outdoors and at night. It could be a sound art piece, a projection, a sculpture or an illumination and could involve light, sound, and digital technologies. It should be large and bold to attract the maximum attention.

The works should be robust enough to withstand wind, rain and snow. Please provide details of the materials you will be using and describe how they are suitable.

The works will be in situ in an urban environment without permanent security. Please indicate how you will make the work tamper, vandal and thief proof.

The artworks will be up for approximately one month: 5 December 2013 to 2 January 2014. The artist must ensure materials are robust for this period of time or make provision for ongoing maintenance within their proposal.

The piece should be site specific or adapted to the specific locations. Artists will be asked to identify a preferred site at application but we will assist the artist with confirmation and site permissions after the selection.

The work must be sensitive to local residents particularly in terms of noise volume, luminance and duration. Please provide a statement about how you will address this.

We will provide some technical and production assistance but the artist is responsible for overseeing the installation of the artworks. Please provide a statement of how the piece will be fixed, installed and secured.

5 Practical Information

We are seeking five art-works, each with a budget of £2000. These can be single pieces or a series covering a wider area.

The budget should include all artist fees and materials relating to design, construction, transportation and installation / de-installation of the art-works.

We will provide production and technical support to help secure permissions and install the art-works safely and securely.

Selected artists will need to provide a risk assessment and management plan and to have their own public liability insurance.

Consideration should be given to sustainability in materials used and running costs.

The pieces must be installed by 5 December and de-rigged on 2 January 2014.

6 Timescale and Process

Artists/ designers are invited to submit a short proposal including:

- A brief proposal – no more than one side of A4 – describing your idea, how it meets the objective of the brief and your response to the practical considerations:
 - Materials used
 - Security considerations
 - Preferred site
 - Maintenance statement
 - ‘Neighbourliness’ statement
 - Installation statement
- Photographs and/ or press relating to relevant previous work
- A CV or resume for lead artist/ designer

If you wish to have materials returned please send an SAE with your proposal.

Proposals are to be submitted by **4 pm** on **Wednesday 16 October 2013** to:

Helen Earp
Support Officer
Brighton & Hove City Council
King's House
Grand Avenue
Hove BN3 2LS

Or by email to arts@brighton-hove.gov.uk

If you are successful you will be contacted by **Monday 21 October 2013**