

BRIEF for COMMUNITY ARTISTS OR ARTISTS COLLECTIVE (NLHF funded)

RESPONSIBLE TO: Heritage Engagement Manager

1. BACKGROUND

Rochdale Borough Council, in partnership with Rochdale Development Agency (RDA), is restoring the Grade I listed Rochdale Town Hall, making all the principal ceremonial rooms accessible and freely available for the first time in its 150-year history. Visitor facilities will be upgraded and local people and visitors will be engaged in the heritage of the building, town and borough through a comprehensive and exciting activity and community engagement programme.

Rochdale Borough Council is seeking to appoint suitably experienced Community Artists, or a Collective of arts and crafts practitioners, to play a vital role in the transformation of the Town Hall.

There is the exciting opportunity to apply for 3 different commissions within the town hall. These are:

- LOT 1: The Bright Hall
- LOT 2: Permanent Stained Glass Installations
- LOT 3: 'What Rochdale Means to Rochdadians' and 7 temporary installations.

The Artists/Collective will work with the Rochdale Town Hall Team, partner organisations and community groups to design and create unique artwork for a variety of public spaces within the newly restored Rochdale Town Hall. This work forms part of the National Lottery Heritage Fund Activity Plan, which seeks to create engaging permanent and temporary installations in the Town Hall heritage spaces.

2. THE VISION

By engaging with a variety of communities, the aim is to engage a wide range of local people during the Town Hall's closure, to raise anticipation and engagement for re-opening, and take visitors on a journey through the building and its textile and other heritage stories when it re-opens to the public. The Artists or Collective will work with a range of community groups and encourage, inspire and support their participation in the creative process, building self-confidence, artistic awareness and pride in their community.

The intention is to create a creative team who can support the aspirations of the National Lottery Heritage Fund Activity Plan, and who are capable of working collaboratively to create unique pieces of art that have enduring inspiration for audiences of all ages and abilities.

3. KEY PROJECT AIMS:

- To deliver effective engagement and outreach with key community groups, and especially under represented audiences, across Rochdale during the Town Hall closure period
- To maintain a relationship with the Town Hall, even when people cannot access it.
- To produce heritage inspired artwork that has quality and meaning, and which links in with the key themes explored within the interpretation and main exhibition space(s) in Rochdale Town Hall.
- For the Artist / Collective to work with a range of community groups, to include schools and youth groups, that represent the diverse nature of the borough, in the year prior to the Town Hall re-opening.
- To inspire different groups of residents, enabling them to learn about the Town Hall's heritage through digital resources, 'virtual tours' of the heritage spaces and via the use of archive material and original designs. There will also be the option for participants to attend one of the scaffolding tours and learn about the conservation works and contemporary skills involved in restoration.
- To use this heritage inspiration, including the building's symbolism and craft skills and decoration, Rochdale's wool, cotton and mercantile heritage, and the civic stories and continuing social heritage of the Town Hall, to work with a range of local groups to deliver co-created artwork for Rochdale Town Hall.

4. PARTNERS AND PARTICIPANTS

The selected artists will need to work closely with the Heritage Team to ensure that the work supports the delivery of the National Lottery Heritage Funded Activity Plan. They must also work according to the timetable of works for the rest of the restoration and constructions works occurring in the Town Hall.

Community groups must be involved and engaged throughout the process and be integral to the production of the co-created installations. The Town Hall Heritage Engagement Team will select community groups from across the Borough to ensure as wide a representation as possible. Intellectual and physical access must be prioritised at

all times in order to ensure that the process of creation and the final outputs are inclusive.

Engagement work will all be conducted off-site, at a range of community venues, due to the town hall being a building site and therefore unsafe for public engagement.

Artists commissioned to deliver the Lots will be expected to work together as a collaborative and creative team in order to produce work that ties into the broader themes and stories explored within the exhibition spaces and Activity Plan.

LOT 1: THE BRIGHT HALL

So much of Rochdale Town Hall is decorated in fine detail according to its original vision, but due to the fire of 1883, changes of use, and restoration since, the transformation of the Bright Hall has created a blank canvas with no decoration at all. This presents an incredible opportunity for communities to produce 21st century interpretations and decoration. Our aspiration is that The Bright Hall – once the library of Rochdale Town Hall and later home to Rochdale Music Service - with its lost motifs of astronomical and astrological symbolism, plus symbols of home nations - becomes an expression of twenty-first century place and identity in Rochdale.

i. SPECIFIC TASKS

The Rochdale Town Hall project requires a Community Artist/Collective to:

1. Engage **8** community groups through a programme of workshops and engagement sessions to produce a semi-permanent work of art which will be installed on wall panels in the Bright Hall. Community groups will be introduced to the artist(s) by the Town Hall Heritage Team. The artist is not expected to start these relationships from cold.
2. Propose a clear Community Engagement Plan, which should detail times, locations, creative approaches, equipment and materials intended for the programme. This will be developed in discussion and agreement with the Heritage Team. The successful artist/collective needs to produce people-centred programmes that are age and ability appropriate for the 8 identified community groups, which will be located across the borough of Rochdale.
3. Propose digital, Covid-safe alternatives to the delivery of hands-on workshops in order to ensure successful project delivery in the event of future pandemic lockdowns.

4. Provide community groups with insights into arts and crafts media, to enable them to develop ideas and proposals for the installation.
5. Support the communities to create proposals for artwork in the Bright Hall, which are inspired by the building's heritage and stories and which support the delivery of an interpretive narrative, for discussion and agreement with the Heritage Team.
6. Provide support to the community groups to gain understanding and appreciation of the building's heritage and stories.
7. Support individuals to actively contribute their knowledge and experience to the process.
8. Support individuals to gain arts and craft knowledge and skills.
9. Manage the design and development of the pieces with the community groups.
10. Complete and deliver high quality pieces for display.
11. Liaise with the Town Hall team regarding installation. The final artwork will be installed by the site contractor.
12. Liaise with the Heritage Team, Exhibition Designer and Content Producer in order to produce interpretation for the Bright Hall artwork that co-ordinates with the interpretation plan for Rochdale Town Hall.
13. To Co-ordinate, create and deliver a 'Making of the Bright Sky' archive as a key output, to record the creation of the new installation by the community and Artist / Collective, using vox pops, film and high quality photographic images collected during the process. This archive will be digitally displayed alongside the installation.

ii. **TIMESCALES**

Consultation/participation/ inspiration phase: July 2022 – December 2022

Creation phase: January – March 2023

Installation: April/May 2023

Celebration / launch: August 2023

Delivery of public workshops & presentation: September – December 2023

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iii. **TOTAL BUDGET**

The total project budget is **£17,000** (exclusive of VAT) and is non-negotiable. This includes fees for all management, meetings (including those with the Heritage Team and community groups), workshops and engagement sessions, preliminary design, consultation, equipment and materials, and traveling expenses.

iv. **LOCATION & DIMENSIONS**

The final artwork will be installed in the Bright Hall of Rochdale Town Hall. The full address of this location is:

Rochdale Town Hall
The Esplanade
Rochdale
OL16 1AB

The Bright Hall artwork will need to be fixed to/located on a total of 8 panels (5 on one wall, 3 on the opposite wall.) The panels differ in size. On one side of the Hall, the panels are approximately 1500x2800mm each panel. On the opposite wall, the panels are approximately 1800x2800mm each panel.



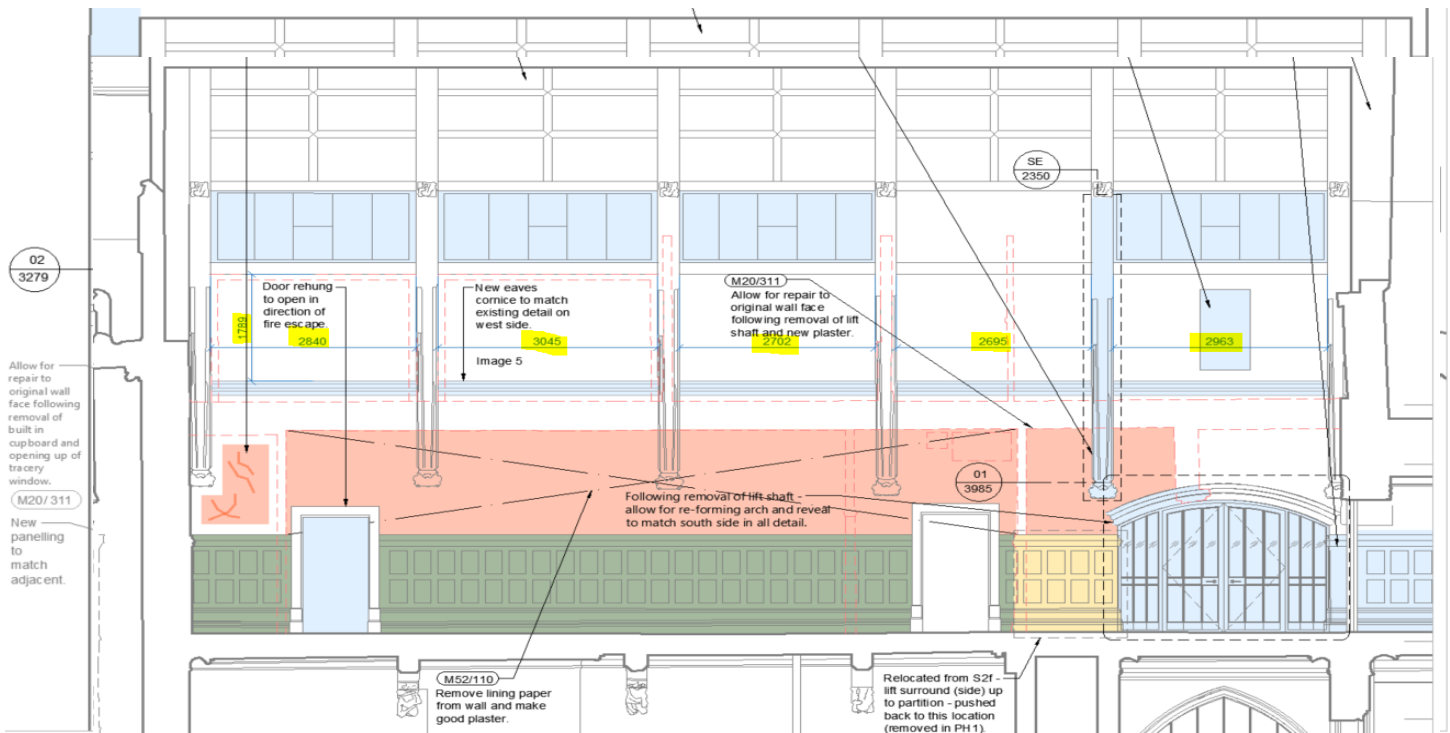
Above and below: Images of the Bright Hall, December 2021 (with mezzanine floor removed)



Above and below: Artist's impression of how the Bright Hall will look, and who will use it, when the town hall re-opens. Image below shows the location of the wall panels (denoted in pink) onto which the final artwork will be fixed.



Below: Flattened architects drawings of the Bright Hall walls. The light blue panels indicate locations for the artwork(s) and show their dimensions.



v. **MATERIALS & INSTALLATION**

i. **Artwork**

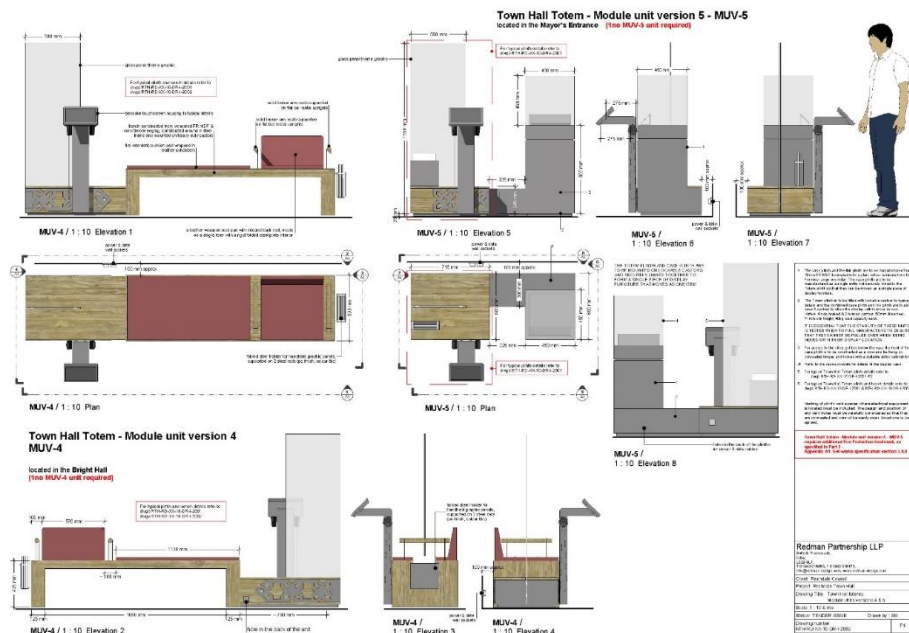
The artwork for the Bright Hall walls will need to be digitally captured by the artist, probably as a high-resolution photograph, or series of photographs, and supplied to the Artworker who will turn it into a digital production artwork file for the graphics company to print and install as part of the exhibition works. The final design(s) will be reproduced on high quality vinyl graphics and installed by the contractor.

The artwork will be reproduced at a large scale to fill the ceiling panels, but the original art piece could be almost any size (i.e. it does not have to be 1:1.)

ii. **Bright Hall Artwork Archive**

The content for this will be accessible via through the Digital Interpretation Screen on the modular unit located within the Bright Hall.

The activity of making the artwork will be captured in a range of media to include words, photographs and film. This can be added to the Content Management system that will be developed by the AV software contractor. The AV Contractor will define the format and specification for outputs (ie; image resolution, video codecs etc). If archive content arrives in time, it should be possible for the AV software contractor to install it onto the Digital Interpretation Screen within their contract period.



LOT

2:

PERMANENT STAINED GLASS INSTALLATIONS

We are looking for an artist, or a collective of artists, to create 2 stained glass pieces for us:

- 'Journeys' - a permanent, beautiful backlit installation that will be located at lower level on the landing of the Great Stairs, amidst the stunning stained glass that celebrated Rochdale's trading partners amongst the then modern world of 1871. This new installation will include four stained glass panels at low level, or one large panel, backlit, responding to the stunning stained glass of this space. It will celebrate Rochdale's place in the world - through the journeys of its people, the stories, the memories, the cultural influences they brought with them, and what that means for them, their families and Rochdale now.
- Two contemporary, stained glass roundels celebrating the 2020-23 restoration of the town hall, fitted into existing Victorian stained glass windows in the Mayor's Dining Room.

i. **CONSULTATION**

1. The Journeys installation will be created by 4 local community groups. These groups will be supported individually but, through the artist led workshops, create a collaborative piece of unique artwork. This installation will share stories of how for decades, people have come to Rochdale from far and wide around the world. How they've each brought memories, and ways of doing things, that have made Rochdale and its communities what they are today. The Heritage Engagement Manager will pre-select the 4 groups that the artist/collective will work for this commission. These groups will span all ages and abilities and be based around the borough of Rochdale.
2. The roundels will be created in consultation with community groups from across the borough of Rochdale. We are looking for 2 new roundels to be designed and fabricated that compliment the original Victorian stained glass, and reference the recent restoration work.

ii. **FABRICATION**

We are open to either one artist completing all aspects of this commission: working with community groups, designing and co-creating the Journeys piece and fabricating the final piece.

Alternatively, we are open to one artist leading this commission and sub-contracting specialist glass designers and fabricators to make the final piece. If you are pursuing the latter route, in your tender submission we would expect to see examples of the fabricator(s) work, and to understand how you have worked with them before. York Glaziers Trust (who are currently working on restoring the historic stained glass at Rochdale Town Hall) have offered to fabricate the roundels (for a fee) as part of this commission.

iii. **TIMESCALES**

Consultation/participation/ inspiration phase: July 2022 – January 2022

Creation phase: February - March 2023

Installation: May 2023

Celebration / launch: August 2023

Delivery of public workshops & presentation: September – December 2023

iv. **TOTAL BUDGET**

The total project budget is **£20,000** (exclusive of VAT) and is non-negotiable. This includes fees for all management, meetings (including those with the Heritage Team and community groups), workshops and engagement sessions, preliminary design, consultation, equipment and materials, fabrication and traveling expenses.

v. **LOCATION & DIMENSIONS: Journeys**

The final Journeys artwork will be installed at the bottom of the Grand Staircase in Rochdale Town Hall.

The final stained glass piece will be fitted into a plinth holding a lightbox which has been pre-designed by the project's Exhibition Design Company, and which will be fabricated by the exhibition makers. Full design drawings for the plinth are below.

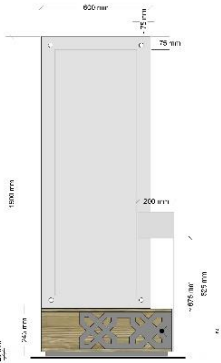
The final piece of stained glass should be no more than **1,405mm high x 450mm wide**.

The lightbox will be securely fixed to the plinth. The lightbox will be divided into 2 sections, one section housing an LED Light Sheet which will fill the entire interior of the

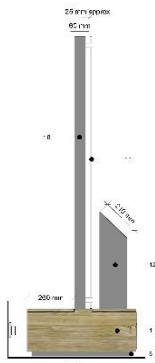
lightbox. The other section is designed to allow the stained glass artwork to slide into place in front of the LED Light Sheet. A 1mm thick powder coated m/s sheet with a rectangular aperture to view the artwork through acts as a frame to hold the stained glass piece in place and support its edges.

See technical drawing of the lightbox on page 13...

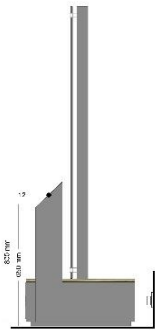
Your Town Hall Reborn



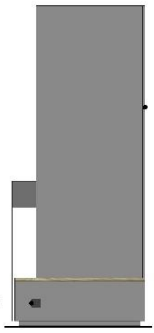
1:10 Elevation 4
(Journeys display)



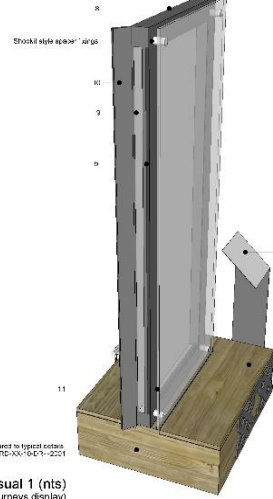
1:10 Elevation 5
(Journeys display)



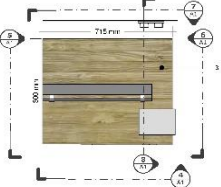
1:10 Elevation 6
(Journeys display)



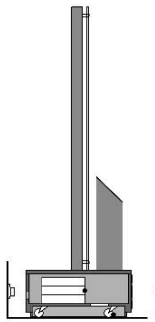
1:10 Elevation 7
(Journeys display)



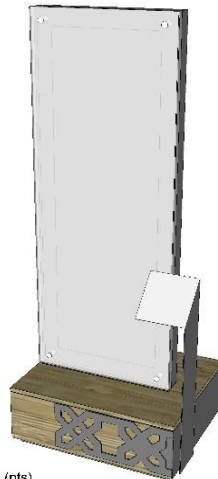
Visual 1 (nts)
(Journeys display)



1:5 Plan
(Journeys display)



1:10 Section 8
(Journeys display)



Visual 2 (nts)
(Journeys display)

- The system to be manufactured floor level, covered and anti-rust. It must be made of 20mm stainless steel. The display must be made of 10mm stainless steel. It must be made of 10mm stainless steel. It must be made of 10mm stainless steel.
- The height of the display must be 200mm. The height of the display must be 200mm. The height of the display must be 200mm.
- The width of the display must be 600mm. The width of the display must be 600mm. The width of the display must be 600mm.
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Redman Partnership LLP
 10000 Rte 100, Suite 100
 Toronto, Ontario M2H 1P7
 Tel: 416-291-1111
 Fax: 416-291-1112
 www.redman.ca

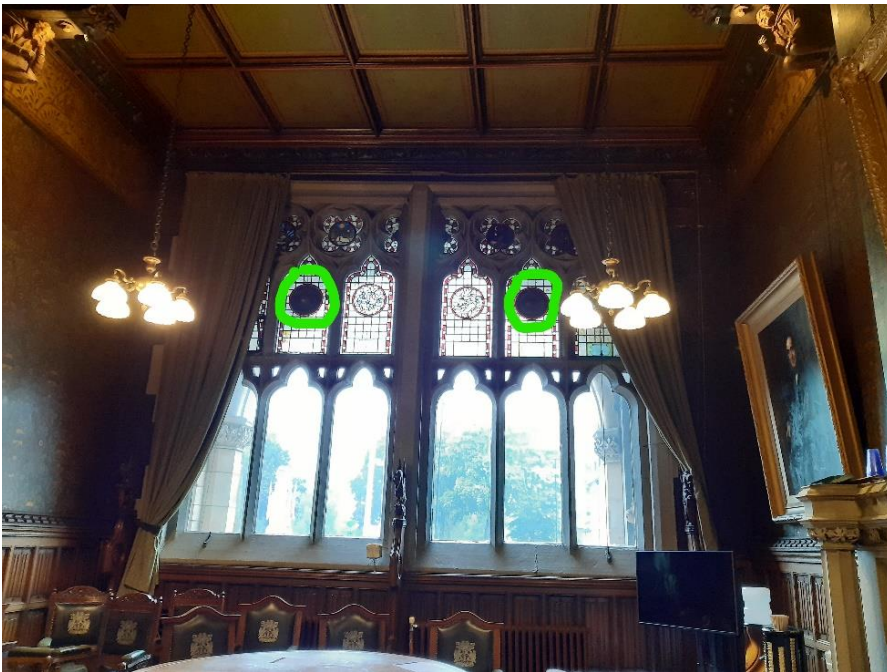
Client: Roshdi & Cousins
 Project: Rochdale Town Hall
 Design Title: Graphic Risk Case - Journeys Display

Scale: 1:5, 1:10 & 1:20
 Drawing Number: RTH-DR-XX-10-DR-1-4005

vi. **LOCATION & DIMENSIONS: Roundels**

The roundels will be installed in one of the windows in the Mayor's Dining Room. The roundels will replace 2 fans that were unsympathetically fitted into the Victorian stained glass windows during the 1980s.

The roundels are approximately each 500 in diameter.



Left: Green circles denote location of new roundels, to left and right of the original Victorian ones.

vii. **INSTALLATION: Roundels**

The artist will be expected to liaise with York Glaziers Trust and the building contractors regarding installation.

York Glaziers Trust will install the roundels in situ.

LOT 3: 'What Rochdale Means to Rochdaliens' and temporary installations

We are looking for an artist, or a collective of artists, to create 1 permanent and 7 temporary installations for Rochdale Town Hall

- The permanent exhibit will be entitled '**What Rochdale Means to Rochdaliens.**' This piece will be made in collaboration with local people, and comprise an audio installation and creative writing pieces. This exhibit will articulate local peoples' hopes for the future, what Rochdale means to them and their aspirations for the town and borough.

- The seven temporary installations will be located in key visitor rooms throughout the building. Some of these pieces will, eventually, tour a variety of community venues across the borough of Rochdale.

- We do not want to be prescriptive about the forms that these seven installations will take: they can span a variety of 2D and 3D art forms and include, for example, spoken word, sculpture, music, textiles and costume.

- One of the seven installations must use some of the archaeological pieces that were found during the archeological dig that took place on the town hall site in July 2022. These archaeological pieces are mainly composed of fragments of pottery and glass. They are not hugely historically significant individually, but collectively they help to tell the story of Rochdale and Rochdale Town Hall

i. CONSULTATION

Both 'What Rochdale Means to Rochdaliens' and the seven installations will be co-created with 8 local community groups. The Heritage Engagement Manager will pre-select the groups that the artist/collective will work for this commission. These groups will span all ages and abilities, and be based around the borough of Rochdale. It is important that the successful artist/collective creates people-centred programmes that are age and ability appropriate for members of the 8 identified community groups.

ii. FABRICATION

We are open to one artist completing all aspects of this commission: working with community groups, designing and co-creating the artwork piece and fabricating the final pieces.

Alternatively, we are open to one artist leading on this commission, and sub-contracting specialist designers and fabricators to make the final pieces. If you are pursuing the latter route, in your tender submission, we would expect to see examples of the fabricators' work, and to understand how you have worked with them before.

iii. **TIMESCALES**

Audio/visual element of What Rochdale Means to Rochdaliens:

Consultation/participation/ inspiration phase: July 2022 – October 2022

Creation: November - December 2022

Installation: January 2023

Celebration / launch: August 2023

Delivery of public workshops & presentation: September – December 2023

Creative writing and seven temporary installations:

Consultation/participation/ inspiration phase: July 2022 – March 2023

Creation: March - June 2023

Installation: June/July 2023

Celebration / launch: August 2023

Delivery of public workshops & presentation: September – December 2023

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iv. **TOTAL BUDGET**

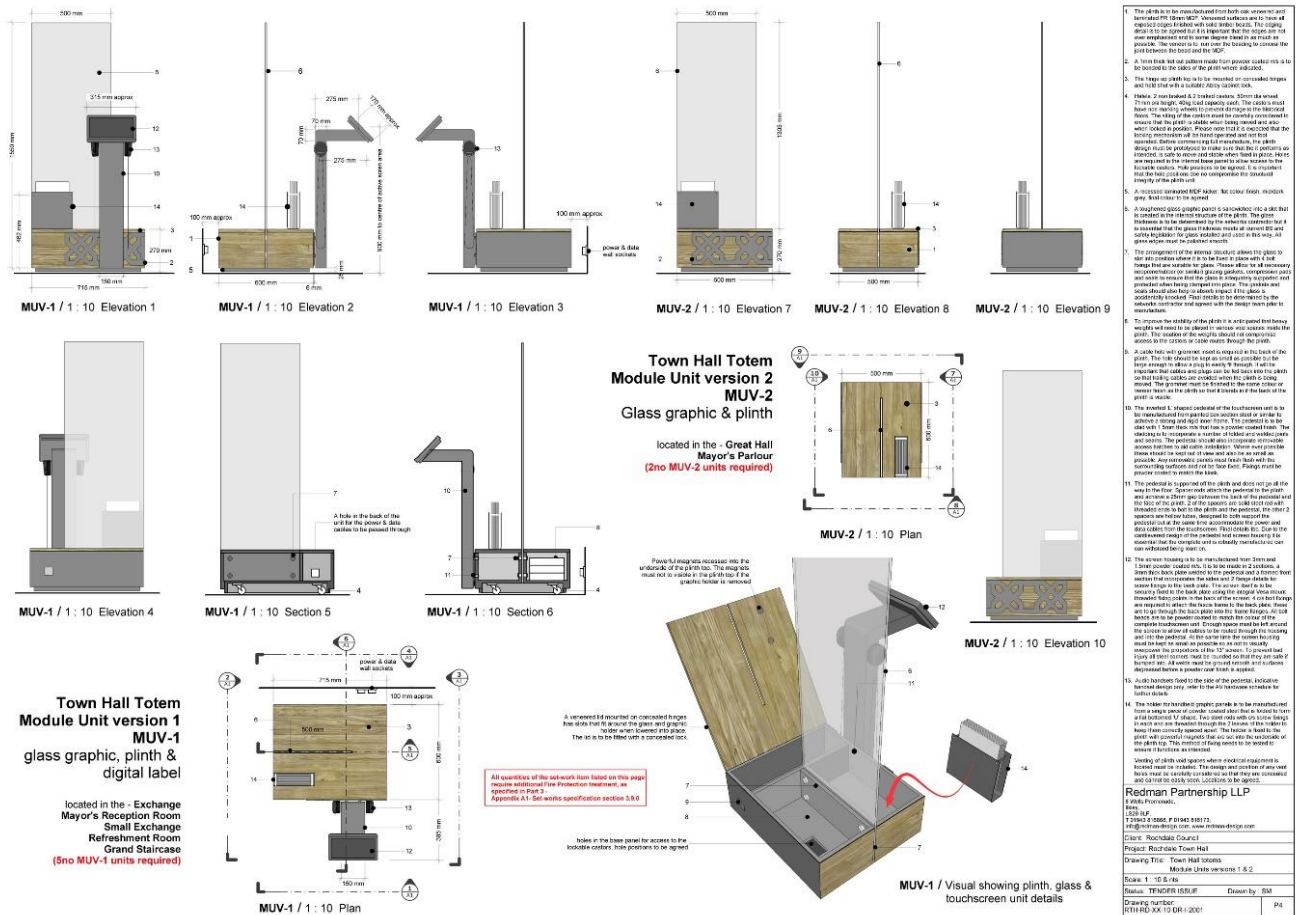
The total project budget is **£20,000** (exclusive of VAT) and is non-negotiable. This includes fees for all management, meetings (including those with the Heritage Team and community groups), workshops and engagement sessions, preliminary design, consultation, equipment and materials, and traveling expenses.

v. **LOCATION & DIMENSIONS: 'What Rochdale Means to Rochdaliens'**

The 'What Rochdale Means to Rochdale' audio piece will be part of the content on the Digital Interpretation Screen in the Exchange. The Exchange is one of the first spaces that visitors will enter when they come into the newly restored Town Hall. In this respect, the installation forms a key aspect of the visitor welcome and orientation.

The specification of the audio needs to be agreed with the AV hardware and software specialists before work starts.

If the audio is recorded in advance of the software installation (mid 2023 onwards), this can be added by the AV software company.



d) Creative Writing Pieces - These will be accessed physically. We would like the appointed artist(s) to devise creative ways in which visitors can access and

enjoy these pieces. They will not appear on Digital Information Screens within the rooms, but there is scope to include them on our web pages.

vi. **LOCATIONS: Seven temporary installations**

Part of the National Lottery Heritage Fund's Activity Plan focusses on creating seven temporary artworks for display within the key town hall heritage spaces. These spaces have been defined as follows:

- ❖ **The Exchange** – Key features: Minton tiles on the floor which are a visual representation of the textile heritage, commerce and heraldry of the borough.
- ❖ **The Old Council Chamber** – Key features: hand-painted wallpaper and murals depicting the history of textile spinning and weaving, technological innovation and inventors.
- ❖ **The Mayor's Parlour** – Key features are its hand-painted wallpapers depicting Greek mythology, the four seasons, nature and music.
- ❖ **Mayor's Dining Room** – Key features: hand-painted wallpaper and murals depicting Night and Day, birds (link to the town hall's peregrine falcons), Fairytales and Fables.
- ❖ **Small Exchange** – Key features: hand-painted wallpapers depicting crafts and trades of Rochdale and local animals; and the unfinished story of stencilling.
- ❖ **Grand Staircase First Floor landing** – Link to co-created 'Journeys' stained glass display. Key features: stained glass depicting a variety of stories and themes including trade, technology, the textile manufacturing towns of Lancashire and Yorkshire; and Rochdale communities today.
- ❖ **Great Hall / organ stage** – Key themes: celebrations, royalty, heraldry, Magna Carta, angels, music and dance (link to co-created 'Town Hall Mementoes' story content and 100 stories in main exhibition space.)
- ❖ **Mayor's Refreshment Room** – Key features: hand-painted wallpapers depicting signs of the zodiac, the solar system, and the now extinct painted canvas panels depicting food and drink symbolized by game birds and fruit.

vii. **SPECIFICATIONS: Seven temporary installations:**

- a) 12 months after opening, it is envisaged that some of these pieces will travel to other cultural venues across the borough of Rochdale in order to increase public access to them and extend the reach of the town hall beyond its four walls. This means that, although the pieces will be site specific at first, they need to work in

venues other than the town hall and be able **to tell a story independently** and without heavy interpretation.

- b) The installations must be durable. We envisage that visitors of all ages and abilities will be able to touch those that are 3D.
- c) When the town hall re-opens, we are hoping to attract a lot of children (visiting with their families or with schools.) The future audiences for these pieces, therefore, must be carefully considered when settling on a final design.
- d) The installations must be portable. They cannot be permanently, or temporarily, fixed into the walls or the floors of the Grade I listed building.
- e) As part of this commission, we expect a visual record of project progress and participants' contributions to be made by the artist(s)
- f) We would like the successful artist(s) to work collaboratively with other artists employed by the project in order to ensure creative cross-overs and synergy between themes that all of the installations explore.



The following criteria apply to all three LOTS being advertised.

1. COPYRIGHT AND OWNERSHIP OF THE INSTALLATIONS

Ownership of the final installation(s) will lie with Rochdale Borough Council. Copyright of the installation(s) will be shared with the artist, Rochdale Borough Council and the National Lottery Heritage Fund.

2. SUPPORTING INFORMATION

Artists interested in applying for all, or one, of these commissions can request copies of the following documents which will help to inspire and inform their proposals:

- Gazetteer
- RIBA 3 Exhibition Design Document
- Drawings: Town Hall totems Module Units versions 4 & 5
- Drawing Title: Grand Staircase - Journeys Display
- Drawings: Town Hall totems Module Units 1 & 2
- RIBA Stage 2 Activity Plan

3. APPLICATION PROCESS

i. Information Sessions

Any artist(s) wanting to apply for these commissions are advised to attend one of our information sessions. One session will be held in person, the other will be held digitally. Both sessions will have the same format, so interested applicants only need to attend one. These information sessions will detail what the commissions involve. Attendance at them is not compulsory.

Dates of these sessions are as follows:

- **Friday May 20th 10.30am – 12.00** at Touchstones, Rochdale.
- **Tuesday May 24th 13.30 – 15.00** via Zoom. Please follow Zoom link below:

Join Zoom Meeting

<https://rochdale-gov-uk.zoom.us/j/87273394151?pwd=TzM2SEI3NldyeTZmaHkxaVhVZ1dxQT09>

Meeting ID: **872 7339 4151**

Password: **42680789**

ii. Submissions

Artists interested in applying for one, or more, of these LOTS will have to submit the following:

- A cover letter (no more than 2 x A4 pages) indicating your interest in this project and why your skills are most suited to meeting the project brief.
- A copy of your most recent CV.
- A Sample Visual Arts Portfolio: 10-20 labelled digital images, in Jpeg format, that reflect your aptitude for this commission.
- References – 2 reference contacts regarding your work in the community and in public buildings and/or public realm projects.
- A proposed methodology of your approach to the project.
- A detailed breakdown of proposed costs
- Proof of public liability insurance, or an indication that you will have public liability insurance if you are the selected candidate.

This information needs to be emailed to Caroline Storr, Heritage Engagement Manager, at caroline.storr@rochdale.gov.uk by **5pm on Friday June 10th 2022**.

4. INTERVIEWS

Whilst we appreciate artists' interest in applying for this work, only artists selected for interviews will be contacted. If you have not received an invitation for interview it means that your application was unsuccessful.

If selected for an interview, you will be asked to prepare a 10 minute power point presentation as part of your interview. This should cover images of your past artworks and examples of community engagement practices, and how these experiences may be relevant to you developing our current project.

Interviews will be held on **Tuesday 28th June 2022** either in person or on Zoom.

The interview panel will be made up of:

- ❖ 2 representatives from Rochdale Town Hall, Rochdale Borough Council
- ❖ 1 representative from Your Trust, Rochdale
- ❖ 1 representative from Rochdale's voluntary sector

5. EVALUATION CRITERIA

Selection criteria will be:

1. Clarity and presentation of requested documentation – 10%.
2. Proof of experience of, and expertise in, working on public art projects in public buildings/the public realm, and public engagement activities – 30%.
3. Appropriateness of artistic style for the project as related to the brief and demonstrated by the portfolio images – 10%
4. A proposed methodology for developing the project, including timescales and resource allocation. The recommended approach is to think of potential ideas which can be used as starting points for development if you are the successful candidate – 20%.
5. Anticipated value for money – 20%
6. Artistic flair, character and the wow factor! – 10%

6. CONTACT

For more information about these commissions, or to discuss them in more detail, please contact Caroline Storr, Heritage Engagement Manager, on caroline.storr@rochdale.gov.uk or 01706 927091.

For more information on the Rochdale Town Hall restoration project, please visit our website: www.investinrochdale.co.uk/town-hall