



Artist Brief – North Shields 800 Murals Project

1. Project Overview and Context

Elevation is a community arts charity based in North Shields. Our name reflects both our mission to raise the profile of North Shields and also our focus on using the walls of local buildings as 'canvases' for artworks. See more at: www.elevationcio.com

The work encompassed by this commission is part of 'North Shields 800' which involves many different events and initiatives taking place throughout 2025 to celebrate the 800th birthday of the town. See more at: www.northshields800.com

Our ambition for this project is to bring some really fantastic artists to North Shields to create high-quality public artworks that will generate pride and foster creativity and bring positivity to the wider community. There is a lot of local excitement about a new set of murals being created and we look forward to leaving a visual legacy that can be admired for several years to come.

2. Creative direction

We are seeking to commission 5 suitably experienced artists, each to deliver a mural with their unique interpretation of the brief below:

“ *North Shields is a much-loved town, full of gritty northern character and with a colourful history. Occupying a strategic location at the mouth of the famous River Tyne fishing has been a mainstay of local culture, along with other seafaring connections, plus diverse industries from salt and coal to music and comedy.*

Artists therefore have a wealth of fascinating material to delve into and from which to conjure work of remarkable quality that represents a piece taken from this flow of 800 years of time. This could be, but is not limited to:

- *A person or people – ancient or recent – lived or imagined*
- *A creature or similar image drawn from the land, sea or sky*
- *Any of the many industries that once thrived in the area*
- *Words or ideas found in local poetry, songs and literature*
- *Or anything else about this feisty northern riverside community that might capture your imagination!*

Whilst we don't expect residents and visitors to think like art critics, nor do we underestimate their capacity to appreciate content that has some depth and to engage in reflection about layers of meaning. We hope to find a balance between work that resonates on a surface level whilst also drawing audiences deeper.

Stylistically, we are open to all forms and interpretations, from the realistic to the abstract and everything in between.

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- Read a list of 100 fascinating facts about North Shields here elevationcio.com/100-north-shields-facts

3. Commission Scope

We are seeking to commission 5 experienced artists with the relevant experience, each to deliver a mural with their unique interpretation of the brief.

Dates: The preferred production window is July and August.

- Artists will be expected to let us know their preferred dates within this window. We appreciate that a certain amount of flexibility will be required to account for the weather.

Sites: Each commissioned artist will be matched with an Elevation onto which their artwork will be created. The 5 sites have been sourced by members of our team following a process of engagement with property owners and community stakeholders.

- The sites within this call out vary in size and are located around North Shields from the historic 'Fish Quay' to parts of the town centre and residential areas.
- Selected artists will be informed which site they have been matched with at least 4 weeks prior to commencing, to allow ideas to be adapted to suit the dimensions of the wall.

4. Community Engagement

We have already undertaken a lot of community engagement in order to arrive at this point and so there is no expectation upon successful artists to undertake more. However, should you wish to we would be happy to make introductions. Please do note that no extra budget is available for additional community engagement you might self-initiate.

- You can view a summary of our community engagement here:
<https://elevationcio.com/community-engagement>

Additionally, given the public nature of the work it is likely that passers-by will stop to see you at work. Our volunteers will be on hand to ensure that you are safe and also that any interruptions are kept to as much or as little as you are comfortable with.

During the production of the work some groups of schoolchildren may come to watch.

5. Fees, Budget, Materials, Resources

As a fairly new community arts charity with a limited budget we have tried our best in terms of remuneration for the artists involved. Fees agreed for each of the murals range from £2500 to £4000, depending on size.

- Material costs will be paid *additional to the fee* – see below.
- The fee is inclusive of concept creation, pre-meetings (online) and production of the work.
- The fee is inclusive of travel to-from North Shields.
- The fee is per-mural, meaning that if two or more artists wish to collaborate they will split the fee between them.
- If artists requiring overnight accommodation would be comfortable to be hosted locally by a member of our team that can easily be arranged. If not, artists will need to make their own overnight accommodation arrangements at their own expense.

Medium/materials:

We expect the artworks to be painted using either spray paint or liquid paint media of a suitably weatherproof variety.

- We will work with selected artists to pre-order required materials according to their specification. We will cover costs of materials which should be estimated as part of your submission.
- A contract-hire cherry-picker / scissor lift will be in situ, along with safety fencing and local volunteers on hand to support.

6. Timeline

Publish open call	Wed 21 st May
Application deadline	Tues 10 th June
<i>Pre-panel clarifications</i>	As proposals received
Decision-making panel	Weds 11 th June
Notifications to applicants	Fri 13 th June
Exchange of agreements	Fri 20 th June
Finalisation of concepts	Fri 27 th June
Agree production dates	Fri 27 th June
Produce work	July and August

7. Eligibility and Selection Criteria

Applicant eligibility:

- May be an individual artist or a collaboration of two or more artists.
- Must be able to evidence a prior history of relevant work, some of which ought to have been produced to a scale similar to that of this project.
- Has relevant insurances and certifications.
- Must not be an Elevation trustee, panel member, nor a 'connected person' of either of these groups (e.g. spouse, child)

Selection criteria:

The panel will make their decisions based on the following criteria:

<ul style="list-style-type: none">• Demonstrates clear understanding of the brief and provides a creative response that ought to engage and inspire the public, strengthen people's sense of connection to the town and develop local appreciation for the arts;
<ul style="list-style-type: none">• Quality of prior portfolio;
<ul style="list-style-type: none">• Relevant skills of technical mural execution at scale;
<ul style="list-style-type: none">• Able to provide references upon request;
<ul style="list-style-type: none">• Shows a connection with the region or town and/or the themes being explored.

8. Application Process

Applications must be made via the online form at <https://elevationcio.com/call-out>

- The deadline for applications to be received is 5pm on Tues 10th June
- Any questions should be directed to hello@elevationcio.com by 5pm Mon 9th June

Decisions made by the panel will be final. We anticipate being oversubscribed and therefore offer our thanks in advance to all artists who choose to apply but regret that we will not have capacity to provide feedback on unsuccessful applications.

9. Legal and Contractual Information

- Artists will be expected to confirm that they have the necessary insurances e.g., public liability; and certifications e.g., operation of Mobile Elevating Work Platforms (MEWP).
- Upon appointment conversations will be held with the artist regarding possible reproduction rights for the commissioned work e.g. Photography, Print reproduction.