

**POOLE HIGH STREET  
HERITAGE ACTION  
ZONE  
PUBLIC ART MURAL  
ARTIST OPEN CALL**

We are looking to reveal Poole's hidden histories through a new impactful mural inspired by the artistic work of resident Philip Henry Gosse, a leading zoologist and marine biologist of the 19<sup>th</sup> Century.



## Poole High Street Heritage Action Zone (HAZ)

BCP Council is delivering a £1.25 million [High Streets Heritage Action Zone](#) (HSHAZ) programme in partnership with Historic England as part of a series of Poole Regeneration initiatives. The project aims to transform dilapidated buildings into new homes, shops and work or community spaces, and to fuel economic, social and cultural recovery following the impact of COVID-19.

## Poole High Street HAZ Cultural Programme

As part of the HAZ project, extra funding has been secured from Historic England and Poole BID to deliver a range of cultural activities which will reflect and engage people in Poole's heritage on the historic high street. These activities include pop-up community engagement events, school workshops, a community suite of music, a community play and installation of new public art.

## Key Project Aims

The HAZ and the Cultural Programme aim to make Poole town centre more attractive to residents, businesses and visitors by:

- revealing hidden histories
- repairing and revitalising the historic environment
- supporting sympathetic development, and
- creating a legacy for the future care of the high street

## Public Art Mural

Part of our HAZ Cultural Programme funding has been allocated to the creation of a public art mural off Poole High Street to help further establish Poole's local identity and enhance the aesthetic feel of the area.

This contribution to Poole's public art will connect residents to their shared history and encourage more visitors to spend time on the high street.

## Key Design Criteria:

- The design should pay homage to Gosse's contribution to zoology and marine biology, with his work on British wildlife forming the inspiration and base of this mural
- The design should be bold, impactful and attractive, serving to improve the local area and enhance the High Street
- The design should entice passers-by to take active steps in discovering more about Poole's cultural heritage
- The design should appeal to a wide range of demographics, including local residents of all ages, as well as visitors to the area.





1-4 CHRYSAORA CYCLONOTA.

## The Inspiration

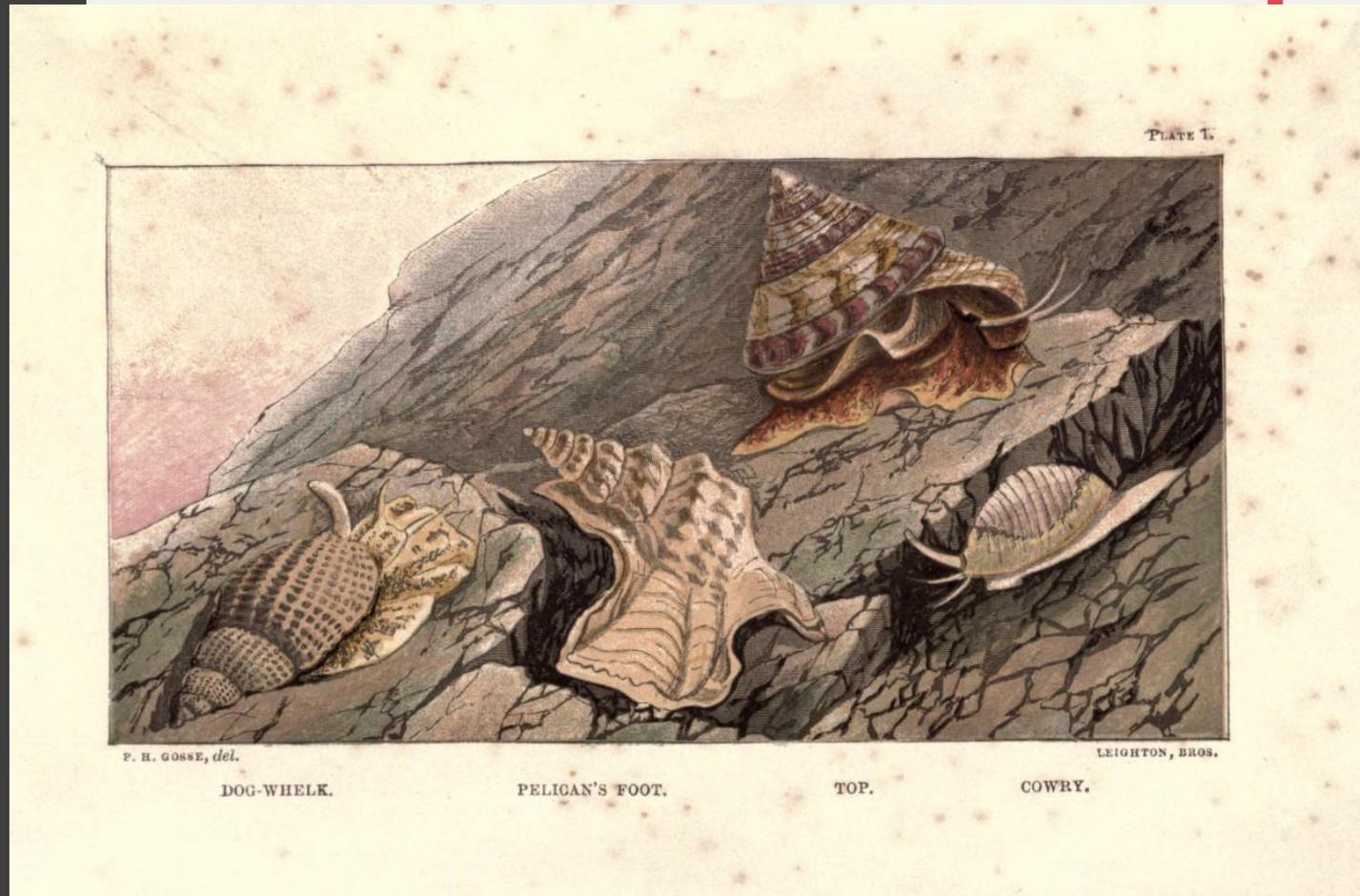
In 2021, a new blue plaque was unveiled at Skinner Street Church to commemorate Philip Henry Gosse. To further this commemoration and as part of the Poole HAZ project, we are looking to commission a mural that celebrates the work of Gosse through a new public art mural.

Gosse was a leading zoologist and marine biologist, born in 1810. Gosse grew up in Poole, and also spent some time in Newfoundland, a key trading partner of Poole and a main part of what makes up our local heritage. Gosse published many works of natural and marine history, which included his drawings and paintings of the natural world.

See the Biodiversity Heritage Library for publications of [Gosse's works](#)

"Much of Gosse's success was due to the fact that he was essentially a field naturalist who was able to impart to his readers something of the thrill of studying living animals at first hand rather than the dead disjointed ones of the museum shelf. In addition to this he was a skilled scientific draughtsman who was able to illustrate his books himself."

(L. C. Croft)



Gosse also coined the word 'Aquarium', partly inventing marine aquariums and making the glass enclosures of marine life popular through his publication of 'The Aquarium: an unveiling of the wonders of the deep sea' (1854).

Some research indicates that Gosse's wife Emily Bowes Gosse (1806-1857) may have been the naturalist illustrator behind some of his books' detailed paintings, including 'The Aquarium: an unveiling of the wonders of the deep sea'. As with many talented women of the time, their contribution has often gone uncredited. As such, we are open to submissions that celebrate the work of Henry Gosse and/or both the work of Henry & Emily Gosse.



THE FOUNTAIN AQUARIUM.

## Artwork Brief

We are looking for an artist to paint a mural on 90 High Street, Poole. The mural should be inspired by the artistic work of Henry Gosse and Emily Gosse and focus on celebrating their contribution to our exploration of marine life. This could be

- through a replication of one of their pieces both in style and subject (providing there are no copyright issues),
- through a replication of one of their pieces by reimaging the subject in your own style,
- or by using their research/artwork as a basis for a new piece.

## Inclusion in the HAZ Cultural Programme

From 22nd July – 31st July Poole Highstreet will be host to a range of cultural activity, ranging from creative workshops to live music, and including an interactive discovery trail. As part of this hub of activity, we would like the mural painting to be completed over this time so that residents can enjoy the live painting and find out about the piece along with other heritage sites of interest along the Highstreet.



### **Location:**

Famed for its maritime links, Poole is a coastal town in Dorset. Poole High Street has a wealth of shops and local businesses and is a busy, lively area of Old Town visited by residents and tourists alike.

We have secured a site off the main High Street (90 High St, Poole BH15 1DB). The wall (pictured to the left), covers the ground level, first and second stories, and a small roof area.

The site is the home to residents of Poole and a local business 'All Things Nice'. It sits opposite a local pub.



## Specifications:

The surface area is as pictured opposite, in the pink shaded area between the dashed lines.

Measurements: Approx. 8.2m x 3.35m (+2m<sup>2</sup> triangular roof area)

The artist also has the option of extending their artwork further back into the white section beyond the gate and pictured purple guide line. However, this is not necessary and should be subject to budgeting.

The artwork should be completed in durable paint that will last upwards of 5 years. The artwork should be covered in an anti-graffiti coating.

The artwork installation should not impede on the building's local business 'All Things Nice', including their seating outdoor area. The attached gate should also remain unaffected by the work.

## Project Key Dates

Artist Open Call Deadline: Monday 20th June, 9am

Artists of Shortlisted Designs Notified: Friday 24th June

Final Design Submission Deadline: Monday 11th July, 9am

Artist of Successful Design Notified: Wednesday 13th July

Poole HAZ High Street Events: 22nd July – 31st July

Artwork installation: 22nd July— 31st July

\*We are open to some flexibility on dates depending on artist availability and scale of the work.

## Selection Process

Proposals from this open call will be sent to a selection panel made up of BCP Council staff and individuals external to the council. The panel will judge proposals based on feasibility, artist's experience/past work, and by the key design criteria outlined in this brief.

Two designs will be shortlisted and artists will be paid £500 for the development of their design ready for final selection.

After final selection, the successful artist will be paid the fee and costs set out in their approved budget.

## Fee:

We are welcoming applications from all artists who can deliver a quality piece of public art. As such, we are asking for applicants to submit a quote along their proposal that includes a breakdown of their fee and production costs. The artist's fee must include all materials and costs incurred in the production of the artwork and its delivery.

This is to include, for example:

- Artist's commission and design fee.
- Costs incurred for presentation of detailed design at interim stage.
- Research costs.
- Materials (such as paint and anti-graffiti covering).
- Equipment (such as scaffolding, scissor lift etc.).
- All expenses including travel, accommodation and presentation materials.
- Professional fees and legal costs.

It will be the responsibility of the appointed artists, working with the commissioner and client, to ensure that the project is delivered within their proposed budget. This may require the reworking of the designs and the processes of manufacturing / bringing the work into being.

We can only accommodate submissions with a budget of under £8,500. We welcome quotes with some flexibility / a few price point options.

## **Public Liability Insurance**

We are anticipating that successful artists will require Public Liability insurance cover of £5M.

## **Maintenance & Durability**

The expected lifespan of the artwork shall be minimum 5 years, and artists will be expected to apply anti-graffiti paint on completion of their artworks.

## **Copyright & Ownership**

The artist will own the copyright to their own artwork designs; however, upon completion of the project the ownership of the artwork will pass to BCP Council and/or the site owners. It will be expected that rights to photography and use of the artwork in future promotional and community activity will then be shared.

## How to Apply

You are welcome to submit up to three proposals for this project.

Please submit:

- Your design proposal (including visuals)
- Examples of similar previous work
- A quote for project fee/costs

Submit here: [form.jotform.com/221454046435047](https://form.jotform.com/221454046435047)

If you have any questions about with this design brief, please contact Nuala Clarke, BCP Council Cultural Engagement Officer: [nuala.clarke@bcpcouncil.co.uk](mailto:nuala.clarke@bcpcouncil.co.uk)

BCP Council is keen to support freelance artists and welcome you to contact us if you would like to discuss anything further or to request any reasonable adjustments to this project.

inserted below the eyes and inner antennæ; last joint of fifth feet, broad, ovate, pointed.

*P. variegatus*. Fig. 307;  $\frac{1}{2}$  n. s.

*Carcinus* (Leach). Carapace four-sided, the front margin wide and arched, strongly toothed; the hind margin narrowed; fifth feet compressed, their last joint thin, but narrow and pointed.

*C. Mænas*. Fig. 308;  $\frac{1}{3}$  n. s.

## FAMILY VII. CANCERIDÆ.

*Pirimela* (Leach). Carapace nearly as long as broad, convex, with strongly marked ridges, front margin strongly toothed.

*P. denticulata*. Fig. 309; n. s.

