

THE  
**PHILIP  
ASTLEY**  
PROJECT

THE FATHER OF MODERN DAY CIRCUS



## INVITATION TO TENDER - TOWN TRAIL

Newcastle-under-Lyme Business Improvement District (the BID), is looking for an artist or graphic designer to work with young people on the development of a Town Trail to support *The Philip Astley Project – Celebrating the Father of Modern Day Circus* and tenders are invited from artists or designers interested in supplying this service.

## BACKGROUND

In 2014, a Philip Astley theme was used to improve a subway in Newcastle-under-Lyme and the result has been repeatedly photographed and positively received by residents, local businesses, the local press and, more recently, on a national and even international arena. The artwork still looks good after 4 years and has notably been respected by graffiti artists. More recently, a long-term vacant shop in the town centre was decorated with vinyl's depicting a scene from Astley's Amphitheatre attracting the attention of passers-by and improving what could otherwise be a boarded-up property.

During recent consultation about the Philip Astley Project, people made positive references to the subway and shop window vinyls. In some cases, the artworks were the first time they had heard about Astley and his connection to Newcastle-under-Lyme. Internationally and throughout history, public murals have been effectively used to communicate key messages to large numbers of people. The Ryecroft subway project and empty shop unit has demonstrated that this approach works in Newcastle-under-Lyme.

## THE TOWN TRAIL

As part of The Philip Astley Project, the BID will deliver a town trail that engages and informs members of the public about the life and legacy of Philip Astley. The town trail will be structured around at least 6 new pieces of artwork created by one artist or collective of artists or designers, working in conjunction with young people. All of the art works will have a shared aesthetic as outlined in the Philip Astley Brand guidelines. However, individual pieces will work on a standalone basis and be designed to communicate a key fact or anecdote about Philip Astley.

It is essential that at least 20 young residents of the borough will be actively involved in the design and/or execution of the art works. The BID has already engaged the interest of Newcastle College in the project and the successful supplier will need to work with students from the college, supporting them to use this project to meet the portfolio requirements of their course.

We know that visual communication and narrative is useful in supporting people to retain and share information. As such, each point on the trail will include a short scene or anecdote from Astley's life and legacy based on reliable sources and research carried out by the Brampton Museum.

It is intended that the BID will reproduce the artwork on vinyls to be displayed in vacant units. In addition, the artist/designer will design a trail map, which includes the artworks but will also signpost locations that have a link with aspects of Astley's story and ongoing legacy. Each artwork should include a digital tag which directs people to the project website where they can learn more about Astley and watch a short film.

At the trail launch in June, members of the public will be able to take part in volunteer-led tours of the trail where the stories are brought to life by volunteers trained in storytelling and with a sound knowledge of Astley's history. The completed trail must be sufficiently flexible that it allows different opportunities for engagement depending on audiences and their level of interest, for example:

- Businesses decorate their window for the weekend of the trail launch – attracting the attention of shoppers and passers-by.
- People become more aware of Astley and his connection to circus and the town by viewing the individual art works.
- People take part in a social media campaign by taking selfies in front of the art work and uploading to social media.
- People download/pick up a copy of the trail, visit each site to enter a simple competition and win a small prize.

Circus is well known for its inclusivity and diversity e.g. through the visibility of disabled performers and performers from black and minority ethnic communities. Commissioned artists should ensure this diversity is celebrated and visible through the artwork created – particularly that celebrating Astley's legacy.

## OUTPUTS

- At least 6 artworks
- Design for a pdf map signposting both the artworks and other relevant Astley related features in the town.

Outputs will be branded according to the Philip Astley Project branding guidelines and must include the logos of the commissioning and funding organisations.

## EVALUATION

The appointed artist/designer will be required to work with The Philip Astley Project evaluators to measure the impact of this work on the people involved.

# SPECIFIC CRITERIA

Artists/designers should submit the following information in their tender:

- A summary of your previous experience of creating high quality street art or public art which integrates key messages, ideally within a heritage learning context, with examples.
- An example of a project carried out alongside young people, where they were actively involved in developing ideas as well as carrying out meaningful implementation. This should include an explanation of your engagement methodology and approach to safeguarding issues.
- A description of the skills you would bring to this project including the ability to work in partnerships with key cultural institutions and businesses in Newcastle-under-Lyme
- An outline of your approach, including a proposed schedule.
- A breakdown of costs.

# BRAND ASTLEY

It is important that for residents of Newcastle-under-Lyme the Philip Astley Project has a consistent feel and experience. One of the ways we achieve this is through 'Brand Astley'. Commissioned artists/designers are expected to reflect the project's brand guidance in the artwork created and their interactions with the public. Each artwork will include a digital tag that takes people to the project's website where they can learn more about Philip Astley and watch a short film.

# COSTINGS

For design and execution of artworks, working with young people, and design of trail map, the total budget is £3,200 including VAT.

Tenderers who are not VAT registered should submit costings that do not exceed £2,677.

# TIMETABLE

Date for receipt of completed tenders: 23/03/2018

Consideration of tenders received: 30/03/2018

Contract commences: 01/04/2018

# SUBMISSION OF TENDERS

Please send your submission by email to BID Manager Amy Williams on [amy.williams@nulbid.co.uk](mailto:amy.williams@nulbid.co.uk) by 23<sup>rd</sup> March 2018.

# EVALUATION OF TENDERS

Tenders will be assessed according to the following weighting:

- 70% based on the responses to the specific quality criteria
- 30% based on price of the services offered

The assessment panel will score the quality of tenders according to the following table. The factors to be considered under quality are:

- Experience (with examples)
- Project examples and engagement methodology
- Skills including partnership working
- Approach methodology and schedule

Grade	Score	Definition
Excellent	5	Exceeds the requirement
Good	4	Satisfies the requirement and provides confidence of ability to deliver Services
Acceptable	3	Appears to satisfy the requirement
Minor	2	Appears to satisfy the requirement but with reservations
Unacceptable	1	Does not meet the requirement

Price assessment – Whilst price is an essential element of the overall assessment, and carries a 30% weighting, the creativity, quality and relevant experience will determine the decision.

All issues connected with compliance with the specification will be determined at the sole discretion of the BID.

This appointment is subject to an enhanced DBS check.