

ENFIELD WINTER LIGHTS

ARTIST SPECIFICATION

The London Borough of Enfield are seeking to appoint artist/ creative studio to design and deliver a Winter Lights Festival to run throughout February in Enfield Town Centres.

1. Background

Enfield Council launched its 2020-2025 cultural strategy last year. The vision is “to connect Enfield through culture. We want to connect our rich history of cultivation and industry with creative activity throughout our green spaces, homes and town centres, our young people with opportunity, our diverse communities with shared celebrations and events. As culture connects us, we will see the borough grow its economy and promote its identity more widely as a bright and diverse mix of city, countryside and creativity. We will connect organisations and ambitions across the borough to achieve our vision for Enfield together. Culture connects.”

£150,000 has been secured as part of the Welcome Back Fund for the design and delivery of a Winter Lights Festival.

This work is supported by The Ministry of Housing, Communities and Local Government (MHCLG) Welcome Back Fund, established through a grant from the European Regional Development Fund (EDRF). The money is helping Enfield Council put in place additional measures to establish a safe trading environment for businesses and customers in the wake of COVID-19, particularly in high streets, and support our local economy on the road to recovery.

1.1 Project Aims

1.1.1 The Cultural Strategy includes a key area of focus which this project will seek to support:

- **Visible culture in all town centres**

Enfield will benefit from greater visibility of culture and increased provision across all five town centres. These are the places where communities of all ages gather to shop, study, work and spend time. Culture forms part of a vibrant place offer through performance venues, exhibitions, workshops, public art, street and outdoor arts, festivals and events, arts and craft markets, bringing us together to experience, take part and share our creative talents and

enlivening our shared spaces. Enfield's night time economy can be enhanced by new provision such as music, comedy and independent film to make the evening offer more welcoming and attractive. Full details of the Culture Strategy can be found [HERE](#)

1.1.2 To meet the specific objectives of the welcome back fund, namely:

- **Temporary public realm changes** to ensure that reopening of local economies can be managed successfully and safely.
- Support to **promote a safe public environment** for a local area's visitor economy.

1.1.3 To ensure the commission is for local people, supporting local businesses with a focus on getting people back to our town centres, increasing footfall and ultimately spend in our local economy.

1.1.3 All public art commissions in Enfield Council are tied to the below 3 objectives:

- The community are genuinely involved in the artwork's development.
- There is a benefit to the local creative sector, whether directly employing Enfield talent or ensuring provision of training and learning opportunities.
- The artwork is specific to the place.

The appointed artist/ studio will need to consider how the local creative and business communities and the wider community can be involved in the various stages of the project, how opportunities for training/ apprenticeships etc could be provided and how the programme will positively impact on the vibrancy and economic of the town centres.

1.1.4 It will be the responsibility of the artist/ studio to design the installation. However, the programme/ interventions may include but certainly not limited to:

- One large lighting installation
- A mobile installation and associated programming that could move from town centre to town centre
- A series of smaller interventions that are linked and installed throughout our town centres
- We would welcome an on-line presence to promote and document the programme

2. Scope of Services

The appointed artist/ studio will be required to deliver the following:

- Design of a creative intervention or suite of interventions using lights that supports the aims of the cultural strategy and the Welcome Back Found. There are 5 main town centres in LB Enfield, we would expect the commission to cover multiple town centres but not necessarily all.

- The interventions must work to drive footfall in town centres in line with the economic development strategy and Town Centre Action Plans (see appendices)
- Manage the fabrication and installation of the programme including all approvals, licenses and permissions – the above fee is inclusive of all construction, permits, approvals and costs associated with the programme
- Provide marketing assets for the publicity and marketing campaign delivered by Enfield Council
- Ensure meaningful engagement of the local community in the programme, this could be through the design of the programme, participation in its fabrication and installation or participation in the end result
- Seek to work with local creative providers and local businesses
- It will be the responsibility of the artist/ studio to de-install and remove the artwork following completion of the programme but further discussions will be had with the Council at the end of the commission depending on the end product.

3. Tender Return

The Tender return deadline is Thursday 18th November 12pm

3.1 Please return the following submission documents via the London Tenders Portal by the above tender return date:

- Schedule 1 - Artists Fee Proposal
- An A4 document (max. 15 pages) capturing your past experience to include the following:
 - CV and profile.
 - Experience of successfully delivering projects of this nature.
 - Approach to community, local artist and local business engagement and involvement
 - Approach to ensuring the artwork is embedded and specific to Enfield
 - Identify how you will provide cultural community benefit through this project.
 - indicative high-level proposals of what you will deliver
 - Indicative programme for delivery

3.2 Evaluation will be based on 20% price and 80% Quality.

Quality will be evaluated as follows:

- Experience – 20%
- Approach to community involvement -15%
- Approach to embedding art in Enfield – 10%

- Cultural community benefit – 15%
- Proposal and programme – 20%

Price will be evaluated based on artist day rate and number of artist days proposed.

- 3.3 Deadline for clarification submissions is **Wednesday 10 November**. All queries should be via the London tenders Portal and clarification responses will be shared with all tenderers.