

## CRP Healthy Streets Everyday Car Free Day 2021 School Mural Design Competition

### ARTIST BRIEF

#### Overview

[Cross River Partnership](#) (CRP) is a public-private partnership working with 9 London boroughs, 17 private sector partners and 6 strategic agencies to deliver innovative projects that contribute to the social, environmental and economic health of London. A key project that CRP is currently delivering is the [Healthy Streets Everyday](#) (HSE) Programme.

HSE is a 3-year cross-sector project that is funded by the [Mayor's Air Quality Fund](#). The project aims to empower boroughs, businesses and communities across London to deliver pedestrian-priority healthy streets, increase walking rates and reduce emissions and exposure to toxic air pollution.

This year to support Car Free Day (CFD) 2021 on 22<sup>nd</sup> September, the HSE Programme held a School Mural competition / activity to raise awareness and engage school children on the topics of air pollution and active travel. Pupils were asked to design a mural based on the question "what do you think a future with clean air looks like?" This incorporated themes such as:

- Walking, cycling and scooting to school
- Streets without cars
- Tree planting and nature
- Using renewable energy sources
- Links between air pollution and health!

Three winning murals were then selected at random on Car Free Day, with CRP contributing up to £5k for each mural to be created at the associated school by a local artist / creative.

#### School Context / Mural Design & Location

[Cayley Primary School](#) is situated in the [London Borough of Tower Hamlets](#). It is a mixed, Community School with approximately 530 pupils aging from Early Years Foundation (0-5) to Year 6 (10 - 11).

[Cayley Primary School](#) submitted one of the winning entries for the HSE CFD Mural Competition (see right). The mural will be located on a brick wall that is located at the back entrance to the school and is approximately 6 foot tall (see last page).



Congratulations to Mariyah from Cayley Primary School,  
London Borough of Tower Hamlets!

### Requirements

CRP is looking to commission a local artist / creative to produce a permanent mural at Cayley Primary School in Tower Hamlets, based on the winning mural design submitted above. We would also like the pupils of Cayley Primary School to have a level of involvement throughout the artistic process.

The mural does not have a set length and we do not expect it to take up the whole length of the brick wall. We envision it to be produced on a portion of the brick wall near the gate. The minimum mural size should be around 6x9 feet, but it can be larger as well.

### Budget

The total budget for the mural commission is **£5,000 (incl. VAT)**. The budget is to incorporate all costs including those for materials.

### Contact

If you are interested in working with us on this project, please submit a proposal detailing the following:

- How you can meet the specifications outlined in this brief
- Details on your planned deliverables
- Estimated timelines
- A breakdown of all costs / budget use
- Your experience in this area
- Any relevant experience of working with children

Please submit a maximum of 4 A4 pages to Fiona Coull or Isidora Rivera Vollmer by **Friday 12<sup>th</sup> November**.

Additionally, should you have any queries, please contact HSE Project Manager Fiona Coull ([fionacoull@crossriverpartnership.org](mailto:fionacoull@crossriverpartnership.org)) or Project Officer Isidora Rivera Vollmer ([isidorariveravollmer@crossriverpartnership.org](mailto:isidorariveravollmer@crossriverpartnership.org)).

Mural Location Images

