

MAYOR OF LONDON

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

<u>Overview</u>

<u>Cross River Partnership</u> (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 <u>Healthy Streets Everyday</u> (HSE) Programme.

HSE is a 3-year cross-sector project that is funded by the <u>Mayor's Air Quality Fund</u>. 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 22nd 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:

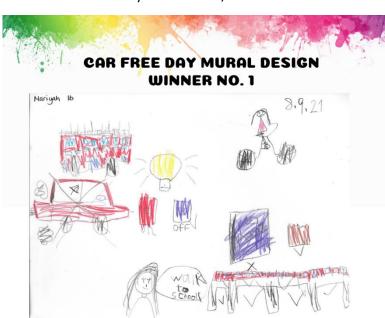
- Walking, cycling and scooting to school
- Streets without cars
- Tree planting and nature
- Using renewable energy sources
- Links between air pollution and health!

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.

<u>School Context / Mural Design & Location</u>

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!



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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**th **November**.

Additionally, should you have any queries, please contact HSE Project Manager Fiona Coull (<u>fionacoull@crossriverpartnership.org</u>) or Project Officer Isidora Rivera Vollmer (<u>isidorariveravollmer@crossriverpartnership.org</u>).



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Mural Location Images



