The Winch
Hilgrove Plays Mural Project
Artist Brief

The Winch, a local charity in Camden is seeking an artist or group of artists to develop, design and paint a new mural with young people on their Estate. The mural will be situated inside a MUGA on the Hilgrove Estate in Camden. The mural will be co-designed with an existing group of young people and will include some consultation with a wider group of young people and other local residents.

The artist or group of artists should have experience of working with young people, developing artwork with and for the public and creating murals for outdoor spaces. This project is being funded by Camden Council’s Swiss Cottage Community Infrastructure Levy (CiL).

Please note that this role will be subject to an enhanced DBS check and we will ask for proof of eligibility to work in the UK.

What is the Winch?
The Winch is a charity which has been working with local young people in Camden and nearby since 1973. Our mission is to help each child succeed regardless of their circumstances. We build long-term relationships from an early age with children, young people and their families, often facing huge challenges. We work with them as individuals, stand by them as they grow up into adults and show we are in their corner. At its core, the Winch is a place for people to explore their potential, find their purpose, follow ambitions and live the life they deserve.

We’re committed to the following values:
- Act with integrity because we believe that authenticity must lie at the heart of what we do
- Be ready for anything because we recognise that other’s lives and situations require us to be flexible and responsive
- Go the extra mile because we understand that additional commitment is often needed to make a difference, whether to a child or a professional
- Show compassion because we see each person we work with as a unique individual and part of our family
- Take initiative because we feel that too often interventions fail or systems miss the point because nobody is being proactive and seeking out solutions
- Work collaboratively because we believe that children, parents and everyone committed to supporting them hold part of the solution

Background to the Mural Project

Hilgrove Plays is a joint initiative between two Winch projects, North Camden Zone and the youth team’s Social Action Group. Both projects support resident-led change on Camden estates with the former supporting adults and the latter supporting young people. The projects are working together and in partnership with Camden Council to support changes on the Hilgrove estate.
The Social Action youth group is for ten young people aged 13-17 living in and around the Hilgrove Estate in Camden. The young people decide what changes they want to see and then enact them with the support of our youth workers and the North Camden Zone team.

Residents of all ages identified that it was important for young people to have a project where they would identify, decide and design the physical changes they wanted to see on their estate. The young people want to commission an artist to co-design and deliver a mural on the wall in the MUGA on Hilgrove estate where they play football and other games.

Your role

The role of the artist or group of artists will be to:

- Plan and deliver a number of creative workshops with local young people leading to the co-design of the mural
- To produce an overall concept and have this approved by the Winch and the young people
- To build in a consultation period where other young people and Hilgrove estate residents get to comment and provide feedback on the final design
- To deliver the final design and have this approved by the Winch and the young people
- To paint the finished mural on to the wall

How you will work with young people

The ownership of the project by young people is paramount and you will support them to lead on this process. You will work in an inclusive way to ensure the full participation of all young people, building on their strengths and talents and ensuring you meet their needs to take part.

You will support young people to

- lead on the Mural Project
- explore the themes they have identified in more depth
- harness and develop their creativity using a mixture of art forms
- support them to agree on the overall concept
- support them to contribute individually and collectively to the final design
- reach agreement with the young people on the final design
- paint the final mural design with young people that wish to

The theme and design of the mural

Young people have broadly agreed that they would like the mural to include the themes of identity and community. This may be associated with young people’s experience, aspirations or wishes about themselves and this area. This is something that needs to be explored in more depth with the young people.

They would like the mural to be colourful, clear, include words or phrases. They want to incorporate a willow tree, which was a well known landmark that was recently felled.
The Development and Design Process

The project will start in September 2022 and we hope the project will be completed by December/January 2023 subject to availability of the artist.

The Social Action group currently meets on a weekly basis but may also be available some other times including weekends or during half term (October 22).

The chosen artist will run workshop(s) with the young people to gather and develop their ideas, and develop a design agreed by young people.

The concept and final design will need to be signed off by the Winch.

The dimensions of the mural
The available wall is pictured below. It is 27.5 metres in length. There is an additional 0.5 metre length on the upper section of the wall (total of 28 metres). The height of the wall is split in two by a metal grate, which will not need to be painted. The bottom section of the wall is 1.4 metres in height. The top section of the wall is 2.07 metres in height. We currently expect that the artist will paint just the top section of the wall, to reduce wear and tear and remain within budget, however we are keen to hear suggestions around this.

Expected size of wall to be painted: 28m x 2.07m.

Artist(s) Specification

Essential criteria:
- Experience in designing and delivering murals for outdoor walls
- Proven ability to deliver artwork to a deadline and within budget
- Experience of co-designing artworks with community members, especially where they have little to no prior experience in the chosen artform
● Experience of working with young people aged 11-18 with a range of backgrounds and abilities
● Experience of planning and facilitating workshops
● Commitment to safeguarding and the values of justice, equity, diversity and inclusion
● Commitment to the values of the Winch

**Young people's criteria (essential):**
In addition to the above criteria, the young people themselves have developed their own criteria for an artist. Please consider these essential criteria for your application.

- Be passionate and dedicated
- Take this project seriously
- Be adaptive
- Have excellent communication skills, especially in face-to-face situations
- Proven ability to work well with young adults or teenagers
- Ability to understand teenagers and their mindset

**Desirable criteria:**
- Able to support young people and/or community members to partake in the actual painting process (although their involvement is not expected to be significant)

**Your proposal**

**The total budget for this project, including artist fees and resources, is £7,000.**

You will need to produce a proposal of how you will undertake the work along with a timeline and a breakdown of the budget.

Your proposal must include:

- A cover letter (maximum 1 side of A4) which explains why you have the correct experience and skills to deliver this project.
- A CV
- A portfolio of your previous work
- A brief outline of how you would deliver the project, including a timeline; a rough budget breakdown (up to £7,000); the number of workshops with the young people you expect to facilitate; and the section(s) of the wall you expect to paint
- Two individuals or companies who would be able to provide references or testimonials of your work.

We aim to be as inclusive as possible in our hiring process. Please feel free to send a short video detailing the above if this is preferable for you. Videos should be less than 7 minutes long, or one and a half minutes per above element of the proposal. If there is another medium in which you would like us to consider your application, please be in touch.

All proposals must be sent to jobs@thewinch.org. Please title the email 'Mural Artist Application'. All proposals must be received by **9am on Tuesday 5th July 2022.**
Interviews will be held on **Thursday 14th July 2022** and involve both a staff and a young person's panel.

If you have any questions about the project or process, please contact Mo at imogen@northcamdenzone.org and she will be happy to support you. Please note that Mo only works on Tuesdays, Thursdays and Fridays.