

Waterfoot Signage and Wayfinding Commission

Brief

We invite artists to be involved in an exciting initiative to transform Waterfoot into a leading arts destination in the North of England. This project aims to establish Waterfoot as a thriving hub for arts and culture, as envisioned in the Waterfoot Masterplan: ***"A place to relax and unwind, a place for adventure, a place for arts and culture to thrive, a place for all."***

We are seeking **one artist** to develop a **signage and wayfinding scheme** for Waterfoot, designed to bring vibrant energy and functional beauty to the proposed conservation area. This project will guide residents and visitors to key destinations within the town, highlighting its unique character and culture.

By enlivening public spaces with artistic works, we aim to foster community pride, attract cultural tourism, and position Waterfoot as a leading hub for arts and culture. This is a chance to celebrate the diverse talents of local artists and enhance the town's identity, ensuring Waterfoot is recognised as a flourishing centre for creativity and artistic expression.

Commission and Budget

- The funding is up to **£24,999** (inclusive of artist fees, materials, and delivery costs).
- The commission will be paid in 3 equal instalments – the first upon successful application, the second in mid-February, and the third upon completion of the works at the end of March.
- Artists are encouraged to submit realistic budgets that ensure feasibility within the funding limit.

Eligibility Criteria

To apply, you must:

- Have strong connections to Rossendale
- Create one or several permanent, functional signage pieces with artistic design within the proposed Waterfoot Conservation Area boundary.
- Advise how you will identify and prioritise destinations, such as venues, parking, walking routes, and services, to feature in the signage scheme.
- Demonstrate how the signage will be maintained for the first 12 months post-completion (maintenance oversight will remain the commissioner's responsibility).
- To work with the local community through the design process.

Application Process

To apply, fill in the application form by **Friday, 13th December 2024**.

Evaluation and Appointment Process

- Applications will be reviewed by the Waterfoot Arts Subgroup in the week commencing **16th December 2024**.
- Successful artist will be notified by **Friday, 20th December 2024** and appointed under Rossendale Borough Council's (RBC) standard terms and conditions.
- Selected artist will present their design ideas to a small working group for feedback on **Friday, 10th January 2025**.
- All projects must be completed and delivered by **31st March 2025**.

This is initially a one-stage competition, open to all artists. If a clear choice cannot be made from the stage one proposals and further, detailed information is required a limited number of artists may be invited to develop proposals further and an honorarium will be paid to each shortlisted artist.

The application form is an online form, which can be found here:

<https://forms.office.com/e/XDs3QUgefQ>

Additional Information

- This microgrant funding does not cover events or community engagement unless directly related to the design process.
 - Permission for installation: While artists are encouraged to liaise with property or landowners, the Arts Board and RBC will assist where possible to facilitate discussions and permissions.
 - Where planning permissions are required, the artist should discuss this with RBC officers.
 - Applications are limited, and priority may be given to submissions that align strongly with the project vision.
 - Consider providing links to 3-5 relevant pieces from your portfolio to help the review panel assess your work efficiently.
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Key Considerations

- The brief seeks to balance creative freedom with consistency; artists may choose to collaborate on projects to maintain a cohesive creative direction across the town.
- Waterfoot's ambition to become a leading creative destination means we welcome bold ideas while encouraging practical, sustainable approaches.