



Artist brief: #DYC on the pitch of the pitch – Sporting Leeds public mural and digital art

1. Introduction

Leeds Museums & Galleries seek an artist to co-create with community partners one public mural and a piece of digital artwork to be accessioned by the museum. The subject of these works will be Dance in Leeds, and the location will be Northern School of Contemporary Dance.

This is one of five packages of work planned for commission as part of the #DYC on the pitch off the pitch – Sporting Leeds public murals and digital art project. The subjects of the other four packages of work are Leeds Caribbean Cricket Club, Kadeena Cox, Skateboarding in Leeds and Doris Storey.

2. Overview

a. Our organisation

Established in 1821, Leeds Museums & Galleries (LMG) is the largest local authority-run museum service in England and has one of the largest and most significant multidisciplinary collections in the UK. We care for 1.3 million objects which we use to inspire, educate, entertain, and challenge the people of Leeds and visitors to our city. We run historic sites and visitor attractions, to which we welcome over one million visitors each year, approximately 25% of all museum visits across Yorkshire.

Our sites:

- Leeds City Museum
- Abbey House Museum
- Kirkstall Abbey
- Leeds Discovery Centre
- Lotherton
- Temple Newsam
- Leeds Industrial Museum
- Leeds Art Gallery

b. Project description

Sporting public murals and digital art is part of the #DYC on the pitch of the pitch – Sporting Leeds project, funded by the National Lottery Heritage Fund. This project aims to better represent the diversity of Leeds sports in the collections of Leeds Museums

and Galleries and build connections between these and Leeds' public spaces and citizens.

Sporting public murals and digital art will create a series of five murals and associated pieces of digital art portraying Leeds sports, sports people and organisations not currently represented in the city's public art. Through these we will bring the museum collections to wider audiences, diversify Leeds' existing catalogue of incredible sports murals and link these into the museum collections.

Together with our Sporting Heritage Steering Group volunteers we have identified the five mural subjects, these are Kadeena Cox, Doris Storey, Leeds Caribbean Cricket Club, Dance in Leeds and Skateboarding in Leeds. This commission is for the mural and digital artwork representing Dance in Leeds to be located at the Northern School of Contemporary Dance. We are open to your ideas about how these are interpreted and represented.

Our intention is that Leeds Museums and Galleries photograph the final mural and collect these images. We will also collect the commissioned digital artwork. In both cases this will be done with a view to potentially using them in exhibitions and outreach activities, making them available for research and for use by other groups and organisations (subject to internal procedures).

3. Scope

A package of work will include development and delivery of one mural and one piece of digital art reflecting or related to this mural.

The location of the mural will be Northern School of Contemporary Dance, 98 Chapeltown Road, LS7 4BH. On appointment the artist will work with Northern School of Contemporary Dance and Leeds Museums and Galleries to agree the final mural location on site. Of those available the average measurement is approximately 6 metres x 8.5 metres. [For more information about the location please see appendix 1.](#)

The subject of the mural and digital artwork will be Dance in Leeds. [For more information about Dance in Leeds see appendix 2.](#)

The artist is expected to build and maintain the relationship with people connected to the mural subject* and site stakeholders and receive their input into the design. It is the expectation that the artist will be responsible for building and maintaining



relationships, but Leeds Museums and Galleries will support where possible (for example, making introductions where there is an existing relationship).

Leeds Museums and Galleries is responsible for getting permissions for the mural location. The artist will be responsible for getting any relevant permissions for their days of work, arranging all necessary equipment (such as scaffolding) along with associated permissions and for providing any materials needed.

The life span of the mural should be a minimum of five years. We expect the artist to use methods and materials in preparation, delivery and finish which will enable the mural to at least meet this minimum term in good condition and maximise longevity. This will include steps such as cleaning the area prior to application of the mural, using paints or other art materials suitable for outdoor use and application of a protective coating on completion. Exact details will be agreed during development, depending on agreed artwork.

We are committed to sustainability and ask that artists work with the most environmentally sustainable materials available. For example, as far as is practicable, we ask artists to use alternatives to traditional spray paints such as water-based spray, spray with ecological propellants and carbon-based spray. We have incorporated potential additional costs for these into our budgeting.

We also expect the artist to supply reflective evaluation throughout the development of the artwork, this could include vlogs, or written reflections on the process.

Copyright for the digital artwork will be signed over to Leeds Museums and Galleries on receipt by the maker of full payment for the work.

Development and feedback stages will be built into this project, an outline of these can be seen in the timescales section below. We are happy to work with each commissioned artist and stakeholders to finalise the stages in a way that works for all parties.

We will be capturing the process and final artwork through photographs, the copyright of which is intended to be signed over to Leeds Museums and Galleries. By signing up to this project the artist gives permission for these photographs to be used in any way Leeds Museums and Galleries decides now and into the future

** By 'people connected' we mean, for example, family members of the person to be represented.*

4. Considerations

- We appreciate environmental factors can impact the creation of outdoor murals. Artists are expected to manage and communicate any changes to schedule resulting from this.
- The fee offered covers the full scope of the project and should include materials, equipment, travel, and refreshments.
- Artists are responsible for the cost and logistics of any equipment and/or permits needed to complete their work.
- The mural artwork should have a minimum lifespan of five years. Preparation and delivery methods should ensure this can be met and longevity past this maximised.
- Digital artwork should be provided in PNG or TIF format at a minimum of 1200 ppi (unless agreed otherwise) and on a hard digital storage format.

5. Timescales

The non italicised dates written below are the hard deadlines. Italicised deadlines will be discussed and agreed post-commission.

Due to the funding of this project all work must be completed and, where applicable, supplied by Friday 25 July at the latest. All dates below are 2025.

Item	Date
Tender period commence	Monday 10 March
Application deadline	Friday 28 March 12pm (midday)
Successful applicant appointed	Tuesday 15 April
Commencement – initial briefing	Wednesday 15 April
Development of mural (consultation with people connected to mural subject and third parties connected with mural location)	<i>Thursday 16 April – Monday 12 May</i>
Draft of mural artwork	<i>Monday 12 May</i>
Feedback	<i>Monday 26 May</i>
Second draft of mural artwork	<i>Friday 6 June</i>
Feedback	<i>Tuesday 24 June</i>
Snagging to mural artwork design	<i>Friday 4 July</i>

Sign off on mural artwork	<i>Wednesday 9 July</i>
Delivery of mural	w/c 14 July
Mural snagging	w/c 21 July
Mural sign off	w/c 21 July
Development of digital art with people connected to mural subject	<i>Thursday 16 April – Friday 25 July (at discretion of artist)</i>
Final draft of digital art	<i>Friday 25 July</i>
Snagging	<i>Monday 28 July – Wednesday 30 July</i>
Sign off on digital artwork	<i>Wednesday 30 July</i>
Delivery of digital artwork	<i>Thursday 31 July</i>

6. Budget

The maximum budget for this work is £15000. This includes all aspects of the project outlined above. We understand factors such as location and scale will impact the fixed costs of murals. As such, at this stage we ask artists to submit a fee quotation based on an example of producing a mural size (3m high by 4m wide).

Once the final location is agreed we will work with artists to agree the final budget for their package of work, to cover all elements including professional fees, materials, equipment and permits as necessary.

Our intended payment schedule is outlined below. If you would like to discuss changes to this, please do so prior to submitting a tender. All payments will take roughly one calendar month to process.

Final budget for package of work agreed – 20% payment.

Final draft of mural artwork – 40% payment

Mural delivery – 20% payment

Digital art delivery – 20% payment

If you wish to discuss the scope of work in relation to this, please get in touch. We encourage competitive tenders.

7. Tender instructions

The deadline for return of responses is Friday 28 March at 12pm (midday). Applications received after this date will not be accepted.

Please submit the following in your response:

- An outline of your creative approach to the project
- An outline of your logistical approach to the project
- Examples of relevant previous work. Relevant work might include, but is not limited to, projects involving painting on concrete or brickwork, working collaboratively with community groups, working collaboratively to deliver work at a third party owned site.
- Background information on yourself or your organisation and team for example where you are located or if you have a particular interest or experience in any sports.
- Details of the people who would be involved in the project and their roles.
- A quote for the proposed work with a breakdown of your costs including day rates.
- Confirmation of your availability to undertake the work

You should demonstrate:

- **Understanding and experience of developing relevant content:** You could demonstrate this by telling us about a project you have worked on that involved painting physical structures, featured people and movement or incorporated community engagement.
- **That you can meet deadlines and work to a brief:** For example, by telling us about previous projects where you have worked to a brief on time. This could be a brief for a BTEC/A Level or University project or a commercial brief.
- **That you can bring projects in on budget:** Any previous instances of working with a budget would be useful here. If you do not have any you could tell us how you would plan to do this
- **Good communication and project management skills:** You may have developed project management skills in areas that do not explicitly call it that, projects include assignments at college, creating a new filing system at work or organising an event such as a gig.

Your response can be provided in any of the following formats:

- A written application of up to 1000 words
- A film of up to seven minutes in length
- An audio recording of up to seven minutes in length



Please send an electronic version of your response via email to:
catherine.robins@leeds.gov.uk with the subject sporting public murals and digital art:
Dance in Leeds.

For questions about the project please contact catherine.robins@leeds.gov.uk

The responses will be scored on a combination of price and quality.

We are committed to diversity and want to hear from practitioners that reflect the population of Leeds.

Appendix 1

Address

Northern School of Contemporary Dance, 98 Chapeltown Road, LS7 4BH

About the location

- Founded by Nadine Senior MBE in 1985 as the first conservatoire dance school in the public sector.
- Northern School of Contemporary dance is one of the UK's leading dance training institutions.
- Current CEO and Principal is Sharon Watson MBE
- On appointment the artist will work with Northern School of Contemporary Dance and Leeds Museums and Galleries to agree the final mural location on site. Of those available the average measurement is approximately 6000 mm x 8500 mm

More about the history of Northern School of Contemporary Dance can be found here [History - Northern School of Contemporary Dance](#)

Reference images

Location option 1, facing Chapeltown Road, workable area approximately 10000 mm x 6000 mm.



Location option 2, facing Louis Street, workable area approximately 2500 mm x 10000 mm (area with contemporary brick work)



Location option 3, facing Cross Louis Street and visible from Leopold Street, workable area approximately 4500 mm x 10000 mm (area on roadside)



Location option 4, facing Leopold Street, workable area approximately 10000 mm x 8500 mm.

Leeds Museums
& Galleries



Appendix 2

About Dance in Leeds

Dance in Leeds has a rich history and contemporary life present in dance schools, dance companies, dance clubs and dance events. Some of this is explored here as a start point, but there is far more to discover.

The Phoenix Dance, Northern School of Contemporary Dance, and Northern Ballet are some of the larger well-known organisations that offer dance training and performance.

Phoenix Dance Company is now a major contemporary dance company, touring at home and abroad. It was formed in 1981 in Harehills by three young men – David Hamilton (Artistic Director), Donald Edwards and Vilmore James. They had begun dancing at Harehills Middle School, taught and inspired by Nadine Senior. Nadine’s revolutionary approach developed the student’s natural ability and recognised their talents in movement.

Nadine herself set up Northern School of Contemporary Dance in 1985 where many of her former students and young dancers from every part of the country and from abroad went and continue to go to train for the dance profession.

Northern Ballet began as Northern Dance Theatre in 1969, a company with eleven dancers focussing on small scale classical and modern works. Between 1969 and 2010 became Northern Ballet Theatre and came under five different directorships, each who brought their own influence on the theatre. In 2010, under David Nixon the company became Northern Ballet and opened at its bespoke location in Quarry Hill. It is now regarded as one of the worlds greatest ballet companies.

There are also organisations such as Dance Action Zone Leeds and RJC Dance whose work focusses on working with young people in Leeds.

Located in Middleton, Dance Action Zone Leeds is dedicated to using dance as a means to improve the health and well-being of children and young people in disadvantaged communities, with a particular focus on girls.

RJC Dance is a Black British led contemporary dance organisation. It was founded in 1993 by Edward Lynch MBE and some of its original members were Donald Edwards and David (Leo) Hamilton MBE, founders of Phoenix Dance Company. They were joined by De-Napoli Clarke, Martin Robinson, Joe Williams and Kathy Williams MBE, OLY.

Today RJC Dance has a particular reputation for engaging with and progressing young people 4-19 years.

Reference images

Phoenix Dance Theatre, photography by Brian Slater





Nadine Senior and students



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Northern School of Contemporary Dance

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Donald Edwards and Kathy Williams, photograph by Linda Molyneux