

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 Kadeena Cox, and the location will be The Reginald Centre.

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, Doris Storey, Skateboarding in Leeds and Dance in Leeds.

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 nine 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 Kadeena Cox to be located at The Reginald Centre. 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 The Reginald Centre, 263 Chapeltown Road, LS7 3EX. The wall space available for the mural will be c. H 7.2m x w 5.2 m
For more information about the location please see appendix 1.

The subject of the mural and digital artwork will be Kadeena Cox. For more information about Kadeena Cox 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.

At the end of the art-work lifespan it is important that the site be able to return to pre-mural condition. We ask artists to also consider this in their choice of materials.

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 paint-based 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.
- At the end of mural life, the site must be able to return to pre-mural condition, choice of materials should take this into account
- 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 13 June 2025 at the latest. All dates below are 2025.

Item	Date
Tender period commence	Tuesday 8 April
Application deadline	Friday 25 April 12pm (midday)
Successful applicant appointed	Tuesday 13 May
Commencement – initial briefing	Wednesday 14 May
Development of mural (consultation with people connected to mural subject and third parties connected with mural location) & draft artwork	<i>Thursday 15 May – Sunday 15 June</i>
Delivery of first draft of mural artwork	<i>Monday 16 June</i>
Feedback	<i>Friday 20 June</i>
Delivery of second draft of mural artwork	<i>Friday 27 June</i>
Feedback	<i>Friday 4 July</i>

Snagging to mural artwork design	<i>Monday 7 July – Tuesday 8 July</i>
Sign off on mural artwork	<i>Thursday 10 July</i>
Delivery of mural	w/c 21 July & w/c 21 July
Mural snagging	w/c 28 July
Mural sign off	w/c 28 July
Development of digital art with people connected to mural subject	<i>At discretion of artist</i>
Final draft of digital art	<i>At discretion of artist (to be agreed with Project Curator)</i>
Snagging	<i>At discretion of artist (to be agreed with Project Curator)</i>
Sign off on digital artwork	<i>At discretion of artist (to be agreed with Project Curator)</i>
Delivery of digital artwork	w/c 4 August

6. Budget

The maximum budget for this work is £15000. This includes all aspects of the project outlined above. If you wish to discuss the scope of work in relation to this, please get in touch. We encourage competitive tenders.

Our intended payment schedule is outlined below. If you would like to discuss changes to this, please do so prior to submitting a tender.

Appointment – 20% payment
 Mural final draft sign off – 40% payment
 Mural delivery – 20% payment
 Digital art delivery – 20% payment

7. Tender instructions

The deadline for return of responses is Monday 10 March at 9am. 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 applying artwork to 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

Leeds Museums
& Galleries



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:
Doris Storey.

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

The Reginald Centre
263 Chapeltown Road
Leeds
LS7 3EX

About the location

- The Reginald Centre is a Community Hub in Chapeltown
- The mural will on the front face of the building, facing Chapeltown Road
- Amongst the services available at The Reginald Centre are a library, employment support, computer access and a cafe
- The wall space available for the mural will be c. H 7.2m x W 5.2m
- The material of the wall is brick
- The wall space available is a corner of a building, so artwork will need to adapt to this

Reference images



Front view of Reginald Centre, capturing area intended for artwork
Front



Front view of Reginald Centre with area intended for artwork indicated with blue crosses

Appendix 2

About Kadeena Cox MBE

Kadeena Cox is a para-athlete from Leeds. She grew up in Chapeltown, attending Bracken Edge Primary School.

At fifteen Cox began sprinting competitively and went on to compete regionally and nationally until May 2014, aged twenty-three. In May 2014 Kadeena Cox was diagnosed with Multiple Sclerosis. By September, the next year she was competing in the 2016 Summer Paralympics in Rio de Janeiro, Brazil. She secured gold medals in the C4-5 cycling time trial and the T38 400m sprint. In achieving this she became first British Paralympian since 1984 to win golds in multiple sports at the same Games. She also won a bronze medal in the Women's 100m T38 sprint.

Speaking to the Multiple Sclerosis Trust in 2017 about the 2016 Summer Paralympics, Cox said “I’d set out to go to Rio to become successful in two sports to show people across the world who have got MS, or other chronic conditions and invisible illnesses, that we can still achieve things...MS is not the end of your life. It doesn’t put a full-stop after your name.” [Kadeena Cox: "MS doesn't put a full stop after your name" | MS Trust](#)

In the 2020 Tokyo Paralympics Kadeena Cox secured more gold medals, in the Mixed 750m Team sprint C1-C5 and the 500m time trial C4-C5. Cox had a challenging start to the 2024 Summer Paralympics in Paris after slipping and crashing her bike in the C4-5 500m time trial. However, she went on to win the C1-5 750m team sprint.

Cox has received several awards and honours. She was appointed a Member of the Order of the British Empire (MBE) in the 2017 New Years Honours for services to athletics. Five years later she was appointed Officer of the Order of the British Empire (OBE) in the New Years Honours for services to athletics and cycling. Alongside these national honours, she has also featured on a variety of TV shows, winning the 2021 series of Celebrity MasterChef.

Reference images



ParalympicsGB gold medalists Kadeena Cox, Jaco van Gass and Jody Cundy celebrating after the Para Cycling Track - Open C1-5 750m Team Sprint Final, photograph from ["I don't let anyone tell me I can't do something!" - Kadeena Cox - Super Movers for Every Body - BBC Teach](#)



Kadeena Cox at Summer 2016 Paralympics, Photograph credit: PA



Photograph from [Paralympian gold medallist, Kadeena Cox OBE, is guest speaker at inaugural MS awards - Oxford Health Policy Forum](#)