

Whitburn Town Centre Wall Mural Project

FINAL Artist Project Brief 2025

Aims

The **three** primary aims of the wall mural art project include:

1. To visually improve and brighten up one town centre gateway gable elevation in Whitburn by creating permanent artwork on the wall(s) of the identified building.
2. To increase opportunities for participation in arts for young people by engaging them in the design process through a short workshop series associated with the mural.
3. To improve the visual amenity of the town centre area and to enhance the wellbeing of the Whitburn community by making the shared places feel safe and welcoming.

Objectives

The **main** objectives of the wall mural art project include:

1. To work with professional artists and arts organisation experienced in public art to aesthetically improve the identified town centre building.
2. To work with professional artists and arts organisations to design and create artwork to be permanently installed on the town centre building.
3. To work with artists who will facilitate a process of creativity and change in the local community through delivering a short series of age appropriate workshops in any visual arts medium. Artists would be expected to engage with local young people and schools to increase participant's artistic and environmental awareness, developing and using creative communication skills to identify themes of local interest.
4. To visually connect the gable-end mural artwork through a design that resonates with the sense of place, identity, local heritage and contemporary local culture through the medium of appropriate imagery and artwork.

Background Context

The existence of vibrant and viable town centres is essential to the economic and social well-being of our communities, individuals and families, here in West Lothian. Town and village centres – like here in Whitburn - provide a wide range of functions including as places to meet, eat and shop, transport hubs, places to visit, locations where services can be accessed, and centres of local employment. This is also a key message highlighted at national level within town and town centre policy.

The image and perception of our town centre here in Whitburn is important to both residents and the area's visitors. West Lothian as a whole has had a period of sustained population growth mirrored in the expansion of many towns and villages – which has included Whitburn. Despite the recent pandemic, continuing economic uncertainties, population growth and increases in the size of key settlements including Whitburn, is likely to continue into the future.

West Lothian Council, through its Economic Development service, and small team of Town Centre Managers provide support to the development of thriving local town centres in the five traditional towns, which includes here in Whitburn. Economic Development works closely with all interests in the Whitburn community to bring together local stakeholders with the collective aim of creating a more vibrant, sustainable and prosperous community in our traditional town centre.

Whitburn is an established settlement comprising a mix of residential and commercial/business area, notably within the traditional town centre as well as the expanding Heartlands growth area to the west, with a town population in excess of 11,000 people within Whitburn. The town supports a wide and varied community with a unique and rich cultural heritage.

A budget sum of up to £10,000.00 inclusive of VAT has been allocated from the West Lothian Council, Town Centre Improvement Fund for Whitburn, to improve and brighten up the traditional town centre, create a mural artwork for a key gateway building, here within Whitburn Town Centre.

The identified building and surrounding Whitburn Cross area is utilised by all members of the local community and beyond, from children making their ways to nursery, primary and secondary school (with associated carers, parents) and people walking / cycling to work, undertaking their shopping, or driving through the town centre onwards to other destinations.

The building also sits prominent to the Whitburn Partnership Centre and Whitburn Community museum space inside. With the agreement of the property owner(s) we would like to make the building more welcoming, safe, and bright, thereby encouraging people to use these amenities and wider town centre, whilst also to learn and celebrate the local culture and history. By looking to involve local young people / schools in this mural process will help to ensure the endurance of, and civic pride in the finished mural art work.

Artists Role:

The artists role will be to deliver public engagement sessions using visual arts to inspire and enthuse local young people and other users in Whitburn. Once appointed, the selected artist must propose a clear community engagement plan, which should detail any times, locations, creative approaches and art material intended for the session. This will be developed in discussion and agreement with the local project commissioning group.

The artist will facilitate creative community consultation in the development of the Whitburn town centre wall mural art, including visiting and walking the chosen site with the members of the local project commissioning team.

The artist will create design proposals based on community feedback and utilising their own skills, experience and creative insight into the place (in Whitburn) as it goes through the phases of change and finalisation.

The artist should be open to the possibility of presenting a minimum of 3 early creative mural design options at the start of the design stage of the project, to enable and encourage the final design selection to be agreed with the local project commissioning group.

The artist will work with young people to design and create permanent, original artworks of high artistic quality in the outdoor location identified (building gable end wall) which is appropriate to the location / culture / heritage / history and are low maintenance.

The artist is asked to consider the appropriate use of any visual art media or any combination of robust outdoor appropriate masonry paints, metal inclusions, ceramic mosaic textures and creative approach when planning the final designs in conjunction with West Lothian Council's requirements for paint and graffiti protection treatment where possible.

The artist shall complete all mural art work in their selected medium at the identified site in a manner that is permanent, weather and vandal resistant as is possible. The longer-term endurance of this art work must be considered at the outset. The mural art must have a permanency and this should include use of robust material and protective flame retardant if applicable and anti-graffiti treatments.

All designs for mural art works must not obstruct or otherwise hinder structural functions of the identified building. The final design must enable essential future maintenance and structural assessments to continue to be made to this selected town centre property.

Project Team / Partners

The selected project artist/s will need to meet with project partners and work alongside them throughout the project duration and according to any timetable to be agreed.

The project partners will include West Lothian Council's Community Arts Service, the Council's Economic Development service (Town Centre Manager) and key local community stakeholders, such as the Community Council, Community Development Trust and local schools (to be agreed).

Representatives from these key partners will form a local project commissioning/ advisory group, who will support and advise the selected artist/s in project delivery. Local young people and others, should be consulted/encouraged in taking part, however their feedback will be used to generate creative ideas which the artist will develop further in their own unique style for final design(s).

Proposed Site / Location of Project Artwork

The commercial building as located at numbers 1 & 3 East Main Street, Whitburn. The proposed artwork would be installed/ fabricated directly onto the side gable wall (west elevation) of the building and achieve maximum coverage of the entire wall space, as is appropriate within the design and budget allocation. It is estimated the mural could be up to maximum coverage (5m x 8m) area.



Community Participation

The artist will be required to consult and engage with key local groups as part of this project. This is anticipated to include amongst others, local schools and pre-school nursery, and local community groups and organisations.

The artist must develop a short series of 10 arts-based participation workshops that will both inform and inspire participants to engage in the arts and use the local area. The outcome of these workshops should be the generation of ideas and inspiration for the main themes of the final design and artwork.

The artist will deliver age appropriate workshops via a variety of in person and where requested online media to local schools and community groups and to the community council. The artist will confirm details of outreach sessions via a community engagement plan in agreement with local project commissioning group.

Project Timescales:

The indicative project timescales are subject to agreement and negotiation with the selected artist.

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| - Commissioning phase: | July-August 2025 |
| - Consultation participation / inspiration phase: | September-November 2025 |
| - Creation / Installation phase: | December-March 2026 |
| - Celebration / Launch: | April 2026 |

Total Budget:

The total project budget is up to a maximum of £10,000.00 which is inclusive of VAT and is non-negotiable. This includes all fees for all preliminary design, consultation, participation art workshops, art materials, constructions/installation costs associated with the project and any required planning application (advertisement) permissions.

The project anticipated breakdown will include as follows, and this can be finalised/allocated in agreement with artist upon development of engagement plan and design methodology:

- Artist retaining fee for future meetings with commissioning group and lead officer for the life of the mural project: £800
- Artist workshop delivery series and materials budget: £1,600
- Artist mural design time budget: £2,000
- Artist Mural painting: Fabrication, planning scaffolding and any associated materials budget: £5,400
- Artist communications budget: such as flyers, posters and project leaflet production and printing £200
- Total budget cost: £10,000 inclusive of VAT

Artists copyright and ownership of the work:

The selected artist will be the owner of the copyright to the wall mural work and the artist will share photographic rights with the client, here at West Lothian Council

Application Process:

There will be two stages to the application process.

Stage One: all applicants are requested to please submit their expression of interest by submitting the full set of required documents requested below, to be labelled as requested and sent to:

Title - Whitburn Town Centre Wall Mural Project

FAO: Mr Nairn Pearson, Town Centre Manager, West Lothian Council, Economic Development, Jim Walker Partnership Centre, South Bridge Street, Bathgate, West Lothian,

By Email: Nairn.pearson@westlothian.gov.uk

- Letter indicating your interest in this project and why your skills are most suited to delivering the project as outlined in the brief.
- A copy of your most recent CV and CV's of all artists who intend to engage
- A Sample Visual Arts Portfolio – minimum of 10 and maximum 20 labelled digital images in jpeg format on a memory stick or printed images.
- References – 2 reference contacts regarding your work in the community and on public realm projects.
- Proposed methodology of your approach to the project.
- Proof of public liability insurance or an indication that you will have public liability insurance if you are the selected candidate.

Stage Two: will include a selection of candidates being invited to interview and to bid by direct invitation on the Public Contracts Scotland website, this will apply to applicants that are selected for

interview. They will be requested to submit a presentation and all their original application documents by pdf/digital format to upload to the Public Contract Scotland system.

If you are selected for the shortlist and interview then each selected applicant is asked to make a digital submission all of the requested documents and a presentation for evaluation through the Public Contracts Scotland (PCS) portal, in response to a Quick Quote (QQ) invitation.

If selected but you do not currently have an account on PCS then please register your free account as a supplier so that you can receive the Quick Quote invitation, by accessing the website at:

<https://www.publiccontractsscotland.gov.uk/>

- Letter indicating your interest in this project
- CV
- Sample Portfolio
- References
- Proof of public liability insurance
- Current Disclosure Scotland check or PVG

Stage One Application Deadline: 12.00 noon on Wednesday 30 July 2025

Thank you for your interest in working with us, however only artists selected for interviews will be contacted and invited to the second stage of the application. If you have not received an invitation for interview it means that your application was unsuccessful.

Stage Two Deadline: 12.00 noon on Tuesday 19 August 2025 for those invited for interview: Artists selected for an interview, you/ your team will be asked to prepare a 15/20-minute power point presentation as part of your interview. This should cover images of your past artworks and examples of community engagement practices and how this experience may be relevant to you developing our current project. You will be invited to upload your documents and presentation to PCS as outlined above.

Contact:

For more information or to discuss the project in more detail please contact:

Mr Nairn Pearson, Town Centre Manager, West Lothian Council, Economic Development
Email. nairn.pearson@westlothian.gov.uk Tel. 07917 263587

Final Artist Brief
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