



Artist commission call out

Planting Healthy Minds

Deadline: 9am, July 8th, 2024

Introduction

Reimagine Redditch is commissioning an artist(s), arts collective or arts organisation to co-create and install a new artwork in Woodrow, a community in Redditch, to encourage local residents to think about their health and wellbeing. This brief outlines the requirements and provides context for the work, which came from local parents.

The Brief

We are recruiting an individual, collective or organisation to co-create an artwork in the Woodrow Centre and to create a distinctive installation or exhibition in the centre. The successful artist, collective or organisation will co-create the installation with people from Woodrow, and this will form the focal point of a community event dedicated to mental health in August 2024.

This commission emerged from consultation with parents that identified mental health challenges among young people in Woodrow.

We are interested in hearing from a broad range of practitioners to deliver this project, who could be an/a:

- artist
- creative practitioner
- arts organisation
- collective of artists

The installation or exhibition will reflect local people's stories and will create a new, temporary creative environment within the Woodrow Centre. As such, the artwork will be distinctive and ambitious. We are particularly keen that the commission delivers the aims of the project:

- Improve health and wellbeing among young people through creativity.
- Increase community pride and cohesion.

Health, Wellbeing, Apple Trees

Planting Healthy Minds emerged out of consultation with parents in Woodrow that revealed children and young people were experiencing mental health challenges. Community members described a lack of support services and resources for young people and wanted to create local networks to address this lack of provision. Residents told us they wanted to connect more with

nature and evoked the apple tree as a metaphor for resilience (the apple tree is the most resilient tree in the UK) and wanted to create an environment to engage in creative activities, share experiences, and access mental health resources.

We have commissioned a mental health practitioner to support the delivery of the workshops, who will provide mental health support in the event it is required.

Specification

The artwork must stay within the designated boundaries, must not include any political narrative and must be reflective of the community's stories throughout the sessions.

Please note, we would expect the successful artist to provide a method statement and risk assessment before starting work.



The Commission Fee

The fee for this commission will be £5,250 inclusive of workshops, planning, travel, design, creation of final artwork, all materials, and any equipment needed.

The Selection Process

Reimagine Redditch will convene a panel of Woodrow community members who will select the artist, collective or organisation based on the criteria outlined below.

How to make an application

Please email your proposal to info@reimagineredditch.org by **9am on Monday 8th July 2024** (any submissions after this time will not be considered).

Your proposal should consist of no more than three A4 pages and should include:

- Your contact details
- Some initial ideas or concepts
- Materials you plan on using and durability of artwork
- A budget breakdown
- Confirmation that you will be prepared to complete a method statement and risk assessment before starting work
- Relevant experience of delivering similar co-created projects
- Your proposed timetable for delivering the project
- Contact details of at least one referee that will be taken up for the commissioned artist, arts collective or arts organisation
- (No more than) 3 images or links to previous work, particularly any that have a mental health aspect to them.

We welcome applications from individual artists, arts organisations and collectives.

Timeframe

Application Deadline	9am, Monday 8 th July
Chosen Artist notified	Thursday 11 th July
Co-creation workshops, approval of final design and completion of artwork in the Woodrow Centre	Thursday August 1 st – Friday August 16 th
Wellbeing Day	Tuesday 20 th August

Further information

For further information about this commission please contact Calvin Tasker on 07376912801.

About Reimagine Redditch

Reimagine Redditch is the Creative People and Places programme, funded by Arts Council England, for the Borough of Redditch. Creative People and Places focuses on parts of the country where involvement in arts and culture is significantly below the national average. What makes Creative People and Places unique is that the arts activity driven by these groups is designed by, for and with people from the community. It's led by local people, who develop activities and events with Redditch culture front and centre.