

SOUTHALL

2025-26



THE UKSPF SOUTHALL PUBLIC ART PROJECT

ARTIST OPEN CALL



Funded by
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Ealing

www.ealing.gov.uk

THE UKSPF SOUTHALL PUBLIC ART PROJECT

INTRODUCTION

The UKSPF (UK Shared Prosperity Fund) Southall Public Art Project is a transformative initiative designed to promote Southall as a destination and celebrate its heritage and distinctiveness.

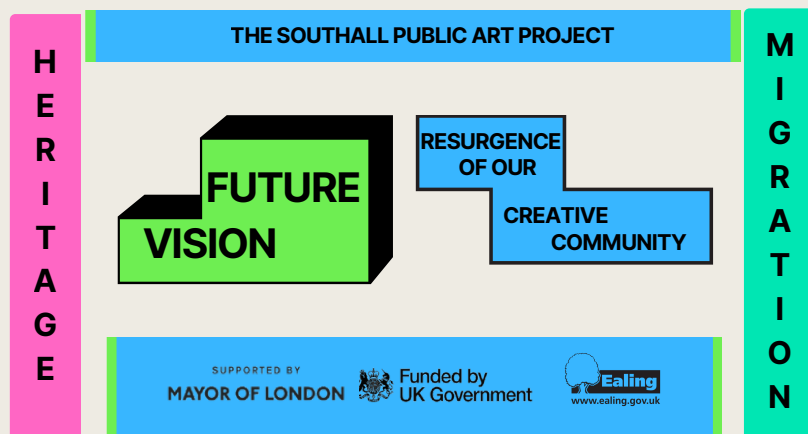
The project will explore its unique cultural offer through dynamic, immersive, educational and engaging public artworks.

Developed in collaboration with local stakeholders and artists this project aims to celebrate Southall, improve wayfinding, create legacy, break stereotypes, foster community engagement and enhance key public spaces .

THEMES

The creative brief for the UKSPF Southall Public Art Project centres around the following themes:

- 1.Celebrating Heritage:** Highlighting Southall's legacy of music, cinema, industry and community activism as well as the historical landmarks, people and stories that contribute to its unique identity.
- 2.The Migration Experience:** Celebrating the vibrant and diverse communities of Southall, including its multicultural heritage, it's residents and their stories.
- 3.Resurgence of Southall's Creative Community:** Exploring the evolving identity of Southall as a hub for creative expression.
- 4.The Future Vision of Southall:** Recognising the changing nature of Southall in shaping a safe, sustainable and accessible town.

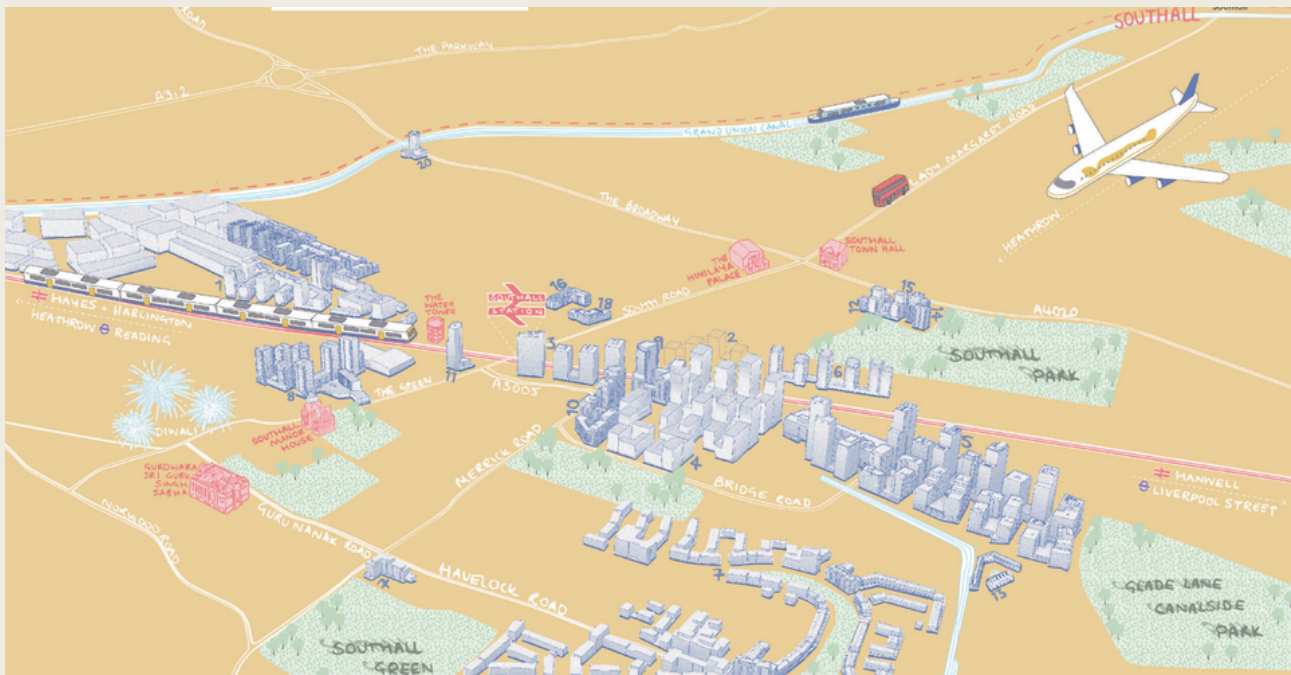


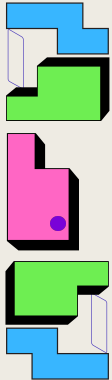
THE UK SHARED PROSPERITY FUND

INTRODUCTION

Ealing Council is seeking to commission artists to deliver public artwork and art installations in Southall. Funding for this commission is derived from the Government UK Shared Prosperity Fund. The fund aims to improve pride in place, while increasing life chances, investing in communities, and supporting local business, people and skills.

Southall is situated in the south-west of the borough and comprises six wards: Lady Margaret, Dormers Wells, Southall Broadway, Southall West, Southall Green and Norwood Green. The area is home to approximately 80,500 people, which comprises 21% of the borough's population, making it the borough's second largest town. It is also among the most diverse areas in the UK, with 86% of Southall's population identifying as non-white. Southall is a cultural destination of national importance and is a growing neighbourhood.





EXPERIENCE & SKILLS

To ensure the success of the UKSPF Southall Public Art Project and the effective realisation of its goals, we are seeking artists (including designers and architects) to create installations in the public realm, with the following experience and skills:

EXPERIENCE

Experience of working on projects in the public realm or exterior settings.

Familiarity with outdoor environments, weather considerations, and site-specific challenges is essential.

RISK ASSESSMENT

Experience producing and managing Risk Assessments and Method Statements.

TECHNICAL REQUIREMENTS

Proficiency in understanding the technical requirements involved in the creation and installation of public art.

BUDGET MANAGEMENT SKILLS

Experience in creating and managing budgets for art projects, including outlining production schedules, materials, installation costs, and other expenses or requirements.

COMMUNITY ENGAGEMENT & EVENTS

Ability to work effectively with different partners, community groups, schools, local authority and project stakeholders. Strong collaboration skills and a willingness to engage.

INSURANCES

Applicants must have relevant Public liability insurances which can be obtained or updated once commissioned if not already in place.

QUALITY OF DESIGN, INNOVATION AND CONCEPTUAL REALISATION

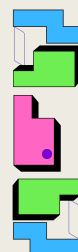
A portfolio of demonstrating excellence in design, either in 3 dimensional, murals, digital art or light installations.

Ability to conceptualise and realise innovate, thought provoking artworks that reflect the project themes and resonate with the community.



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SUBMISSION REQUIREMENTS

Note to artists:

Before submitting your application please ensure that you review the skills and experience section.

The UKSPF Southall Public Art Project will involve a **two stage application process** for all submissions.

Artists may apply for one or more of the locations

Artists are required to submit:

Stage 1:

- Expression of interest (EOI) including initial thoughts and approach for each site you are applying for
- Portfolio showcasing relevant experience and previous works; no more than 8 pages including any graphics and text, to be supplied via pdf (<15MB)
- CV and artist statement

Stage 2:

Shortlisted artists will be asked to provide:

- Detailed proposals for site specific installations, indicative budget and programme
- Selected artists will be invited to submit their detailed proposals via a Request for Quotation (RFQ)
- Applicants will be eligible for honorarium payment of £500-£700
- The commissioning panel will review submitted RFQs and make recommendations for proposals to take forward (All applicants must be registered on Ealing Council payment systems; details will be provided to non-registered applicants on the registration process at the beginning of stage 2)



PROCUREMENT PROCESS

TIMETABLE



Procurement Route: a two-stage process.

Stage 1 - Expressions of Interest (EOI)

Stage 1- Invite Expressions of Interest (EOI) & initial ideas for artwork via www.ealingculture.org
(Site locations are subject to change)

Stage 2 - Request for Quote (RFQ)

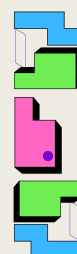
Stage 2 – Commissioning Panel will shortlist EOIs from stage 1 who will then be invited to submit detailed designs or consultancy for producer/photographer (via a RFQ procurement process which will review price/quality).

Milestone	Estimated Timescale
Stage 1	
Issue open call Artist /consultancy brief issued	20th August 2025
Deadline for responses/clarifications to questions	27th August 2025
EOI submission deadline	3rd September 2025
Estimated date for notification of outcome of Stage 1	W/C 8th September 2025
Stage 2 (Artists only)	
RFQs Issued	W/C 8th September 2025



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Commissions



SITE 1: Dominion Centre & Southall Library:

Public Art Opportunities:

Mural or Installation on courtyard wall brickwork and Interactive Installation in Courtyard entrance

Address: 112 The Green, Southall UB2 4BQ

Indicative Budget: £30k

SITE 2: Southall Train station Bridge & environs:

Public Art Opportunities:

Mural or installation on metalwork - Bridge

Immersive installation/Interactive seating installation/lighting installation/Sculpture/Totem - Environs

Address: Southall station, South Road, Southall, UB2 4AA

Indicative Budget: £85k (Bridge: £75k & Coffee van courtyard: £10k)

SITE 3: Southall Broadway Bridge:

Public Art Opportunities:

Mural or Installation on brickwork

Address: Hayes Gate Bridge , UB4 0HD (adjacent to Bankside)

Indicative Budget: £20k

SITE 4: Norwood Road Bridge/Grand Union Canal:

Public Art Opportunities:

Mural or Installation on brickwork

Address: Norwood Rd, Southall UB2 4JB

Indicative Budget: £20k

SITE 5: Merrick Road footbridge:

Public Art Opportunities:

Mural or Installation on internal facing walls of footbridge

Interactive Installation at Merrick Road footbridge entrance

Address: Southall, Merrick Road, UB2 4AU

Indicative Budget: £30k

SITE 6: Southall Broadway – Shopfront & environs:

Public Art Opportunities:

Mural or Installation - shopfront

Installation that can be embedded into the pedestrian footways as inlays/quadrants - environs

Address: The Broadway, Southall

Indicative Budget: £10k

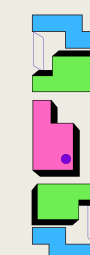
**ARTISTS MAY APPLY FOR ONE OR MORE OF THE LOCATIONS
(INDICATIVE BUDGET FOR EACH COMMISSION STATED ABOVE)**



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SITE 1 - DOMINION CENTRE & SOUTHALL LIBRARY

Introduction:

We are seeking a multi-disciplinary creative to create a mural or installation on the courtyard wall brickwork and an interactive Installation in the Courtyard entrance.

Project Theme:

Heritage & Creativity

Specifications:

The works created will be defined as 'temporary assets' that can be easily mounted and demounted thereby enabling relocation in the future.

Adjoining project:

This location is within Corridor 1 of the 'Get Southall Moving' Project and the output at the Dominion Centre should take into consideration the vision of this adjoining project.

Considerations:

Community gathering & cohesion

The centre offers a safe and accessible for community focused events to support physical and mental wellbeing

Cultural asset:

The centre has a unique history as one for Southall's first Art Deco Cinemas and the location for many concerts over the years



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SITE 2: SOUTHALL TRAIN STATION BRIDGE & ENVIRONS

Introduction:

We are seeking a multi-disciplinary creative to create a mural or installation on the metalwork on the Station Bridge (west-side) and an immersive installation in the environs (such as, but not limited to, an Interactive seating and/or lighting installation, sculpture or totem)

Project Theme:

Migration Experience & Resurgence of Southall's creative community, heritage and creativity

Specifications:

The work created within the **environs** will be defined as a 'temporary asset' that can be easily installed and de-installed thereby enabling relocation in the future.

Adjoining project:

This location is within Corridor 1 of the 'Get Southall Moving' Project and the output at the Southall Train Station Bridge should take into consideration the vision of this adjoining project.



Considerations:

Visitor and Resident Experience

The space opposite the station and on the bridge creates an opportunity for visitors/residents to learn key local information and to more effectively find their way around the entirety of Southall



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SITE 3: SOUTHALL BROADWAY BRIDGE:

Introduction:

We are seeking a multi-disciplinary creative to create a mural or installation on the brickwork on the Bridge adjacent to Bankside.

Project Theme:

Heritage, Migration & Future Vision

Adjoining project:

This location is within Corridor 3 of the 'Get Southall Moving' Project and the output at the Southall Broadway Bridge (Bankside) should take into consideration the vision of this adjoining project.



Considerations:

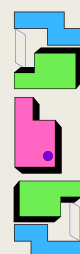
Get Southall Moving

The location of the bridge is adjacent to Bankside where visitors can walk, cycle and access a nature trail and active travel routes.



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SITE 4: NORWOOD ROAD BRIDGE/GRAND UNION CANAL

Introduction:

We are seeking a multi-disciplinary creative to create a mural or installation on the brickwork on the Bridge adjacent to Grand Union Canal. The artist will need to work with the local primary school to co-produce the final design

Project Theme:

Future Vision

Adjoining project:

This location is within Corridor 2 of the 'Get Southall Moving' Project and the output at the Norwood Road bridge should take into consideration the vision of this adjoining project.



Considerations:

Canal/ Green space/Active Travel Route

The location of the bridge is in close proximity to the canal path and active travel routes. The bridge provides a gateway to Wellbeing Way and the new Glade Lane park which link also to the cycle routes which are part of Get Southall Moving. Norwood Road bridge is part of the new cycle route (Merrick Road to Southall station).



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SITE 5: MERRICK ROAD FOOTBRIDGE

Introduction:

We are seeking a multi-disciplinary creative to create a mural or installation on the internal facing walls of the footbridge & an interactive installation at the Merrick Road entrance of the foot bridge.

Project Theme:

Migration Experience & Resurgence of Southall's creative community, heritage and creativity

Specifications:

The work created within the **bridge and entrance** will be defined as a 'temporary asset' that can be easily installed and de-installed thereby enabling relocation in the future

Adjoining project:

This location is within Corridor 2 of the 'Get Southall Moving' Project and the output at the footbridge should take into consideration the vision of this adjoining project.



Considerations:

Visitor and Resident Experience

The output on the bridge creates an opportunity for visitors/residents to learn key local information and to more effectively find their way around the entirety of Southall

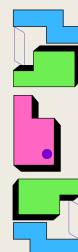
Active Travel Route Infrastructure

The footbridge entrance at Merrick Road is part of the Get Southall Moving initiative to improve/develop walking and cycle routes



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SITE 6: SOUTHALL BROADWAY: SHOPFRONT & ENVIRONS

Introduction:

We are seeking a multi-disciplinary creative to create a mural or Installation on a shopfront on the Broadway and an installation that can be embedded into the pedestrian footways as inlays/quadrants in the environs

Project Theme:

Resurgence of Southall's creative community, heritage and creativity

Adjoining project:

This location is within Corridor 4 of the 'Get Southall Moving' Project and the output at the Broadway should take into consideration the vision of this adjoining project.



Considerations:

Diversity

Southall Broadway is home to a diverse and unique offering of shops and dining options

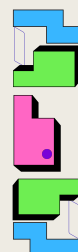
Tourism & cultural assets

Southall Broadway is a destination for cultural events, community gatherings, festivals and celebrations



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PROJECT OUTLINE

1. Artists submit an **EOI** (Expression of interest)
2. Artists must satisfy the **requirements** outlined in the essential skills document to qualify for consideration.
3. **Panel** review:
4. A commissioning panel including representatives from various organisations, and community groups
5. Shortlisted artists engage in detailed site **specific project development**, considering **technical** specifications, **budgets** and community engagement
6. Liaison with commissioning panel and work with project team to secure necessary **permissions** and approvals for proposed artworks
7. Commission for artworks for approved sites - **contracts** are finalised with commissioned artists, outlining project timelines, budgets and deliverables
8. **Collaborative** Community **engagement workshops** between artists and appointed community producer and engagement lead - outreach and involvement activities activated to ensure the artworks resonate with local residents and organisations.
9. We encourage artists with **multi disciplinary backgrounds** to deliver installations that service **multiple functions** as well as creating art such as wayfinding, lighting, greening, seating and commercial displays
10. Design and creation of artworks:
11. Artists create and **install** the artworks, engaging with local young people
12. Undertake **Pre engagement Research** with Creative Lead, Ealing Archivist & Gunnersbury Park Museum, where a workshop and tour will be provided
13. Creation of physical or digital goods/services that **create legacy** (Such as maps)
14. Collaboration with the **project community photographer** to document key milestones of the project
15. Create and **deliver social media content** as agreed with the Creative Lead
16. Unveiling - completed artworks are **unveiled** to the public marking the culmination of the project and celebrating community pride and identity
17. Collaboration with **local producer** to celebrate critical **milestones** of the project
18. Involve community in the maintenance process and ensuring that the installations are **robust, sustainable, or can be replaced with readily available parts** (maintenance covered for 4 years)
19. Attendance to all **community engagement meetings** with key **local** stakeholders, community producer and community photographer





**Email your
Expression of
Interest by 12 noon on
03/09/25 to:
culture@ealing.gov.uk**



For further details on submission requirements see :

- Skills & Experience
- Submission Requirements (no more than 8 pages including any graphics and text, to be supplied via pdf i.e. <15MB)



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