

East Street Market, Walworth Place Mural

Public call for Artists

Funded by Southwark's Cleaner Greener Safer Programme

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Design Brief

Background and context

Southwark's Cleaner Greener Safer Programme has allocated funding for a public mural to be installed on Walworth Place, off East Street Market, as part of a broader initiative to enhance the area's visual appeal and community engagement.

East Street Market, commonly referred to as "The Lane" or "East Lane", is one of South London's most historic and vibrant street markets. With a rich history dating back to the 19th century, it continues to serve as a vital commercial and social hub for the local community. The market is renowned for its diverse mix of traders and visitors, reflecting the multicultural identity of Walworth. The selected wall for the mural is situated in North Walworth, along Walworth Place near the junction with East Street, a high-footfall area frequently used by residents, market traders, and visitors. This neighbourhood is home to a broadly diverse population, and the council is committed to fostering inclusivity and breaking down cultural barriers.

As part of Southwark's commitment to being an "Age-Friendly" borough, the council prioritises initiatives that promote well-being across all demographics, including elderly residents, many of whom are regular users of East Street Market. The council's dedication to equality and fairness is embedded in all public works, and this mural should embody these values, ensuring that public art is inclusive, accessible, and representative of the people it serves.

The commissioned artwork is expected to:

- Celebrate and reflect the cultural diversity of the local community.
- Enhance the urban environment, brightening and revitalizing the space.
- Foster a sense of local ownership and pride in the neighbourhood.
- Deter illegal dumping and graffiti, making the space cleaner and more welcoming.

Design Cohesion and the Market Branding Guide

This is a broader vision for public art within East Street Market, meaning future artworks could be commissioned, with the desire of ensuring a cohesive visual identity across multiple locations. Lead by East Street Community CIC (<https://www.eaststreetmarket.shop>) and funded by the Thriving High Street Programme, design group IVY STUDIOS (<https://www.ivystudios.co.uk>) were commissioned and have been working closely with market traders, local residents, and community representatives to develop a branding guide that captures the spirit of the market. This guide consists of:

- A cohesive colour palette that reflects the vibrancy and history of East Street Market.
- A defined design ethos, ensuring that public art integrates harmoniously with the evolving identity of the area.
- Community-led influences, incorporating elements that resonate with those who live and work in the market.

Artists applying for this commission will be provided with a copy of the branding guide and should ensure their design complements the guide's aesthetic and principles. Given the possibility of future commissions, artists should consider how their proposed artwork aligns with an evolving artistic identity for the market.

By bringing creativity and artistic expression into this well-used public space, the mural will play a key role in shaping the identity of Walworth Place, making it an inviting and inspiring area for all who pass through.

Objectives of the Project

The commissioned mural should achieve the following objectives:

- **Celebrate** the diverse cultural identity of East Street Market and the surrounding Walworth community, reflecting its rich heritage, vibrant atmosphere, and multicultural spirit.
- **Enhance** the visual appeal of the location, transforming the space into a welcoming and inspiring focal point for both residents and visitors.
- **Complement** the East Street Market Branding Guide, ensuring that the artwork aligns with the established colour schemes, design ethos, and long-term vision for the area's aesthetic development.
- **Act as a deterrent** to illegal dumping, fly-posting, and unwanted graffiti by improving the perception and upkeep of the space.
- **Foster a sense of community** ownership by engaging local residents, traders, and market users in the artistic process, ensuring they feel connected to the final work.
- **Be constructed using high-quality, durable materials**, capable of withstanding weather conditions, urban wear, and potential vandalism, with minimal ongoing maintenance.
- **Incorporate at least one community workshop**, allowing local people to contribute ideas, share experiences, or take part in the creation process, reinforcing the mural's role as a community-driven initiative.
- **Consider the potential for future artistic projects**, ensuring that the design works harmoniously within a broader vision for public art in East Street Market should additional funding become available.

The selected design must align with **Southwark Council's Public Art Policy**, which can be accessed here: [Southwark Public Art Policy 2022](#)

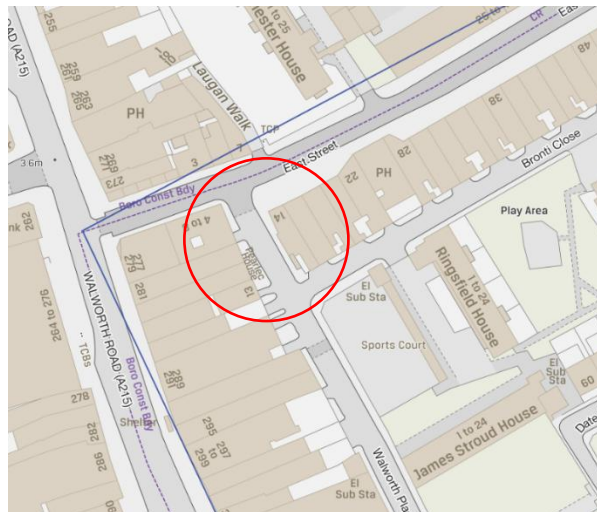
The Site and Key Considerations

Location Details

The mural will be located at **East Street/Walworth Place, London SE17 2DJ**. See the precise location via Google Maps: [Click here](#)

The designated wall measures approximately **6.7m wide and 9m high**. Artists may propose a design for **any proportion of the wall**, whether it be the **full height, full width, a half-length section, or another creative configuration**. Proposals should clearly outline the intended dimensions and placement within the application.

Map view:



Photos:



Key Considerations

- The mural can incorporate **a range of media**, including but not limited to **mosaic, paint, metalwork, wood, or greenery**.
- The design must be suitable for **long-term installation**, with a minimum lifespan until **December 2030**.
- The artwork should be **resistant to weather conditions, vandalism, and graffiti**, using durable materials and protective coatings where necessary.
- Artists will be required to submit a **risk assessment and method statement** before work begins to ensure the safety of the installation process.
- The selected artist or group must assume the **Principal Designer role**, as outlined in the [CDM Regulations](#).
- The mural must align with **Southwark's Public Art Policy 2022** to maintain consistency with other public art initiatives.
- The design should **complement the East Street Market Branding Guide**, ensuring alignment with the broader **visual and cultural identity** being developed for the market.
- Given the potential for **future artworks**, artists should consider how their design could contribute to a **cohesive aesthetic** across multiple locations should additional funding become available.
- **Lighting will be provided for the mural**, and artists must collaborate with the **Project Manager and lighting contractors** to ensure the illumination enhances the design effectively.
- Artists **may incorporate lighting elements** into their design, provided that:
 - The proposal fits within the **Project Manager's allocated lighting budget** (separate from the project costs outlined in this brief).
 - The lighting plan is **agreed upon with Southwark's Lighting Contractor** and aligns with safety and infrastructure requirements.

Artists are encouraged to consider how the artwork will interact with its surroundings, including the **movement of people, market activity, and visibility from different angles and distances**. The design should **enhance the experience of passersby and market users**, making Walworth Place a more welcoming and engaging environment.

Criteria for selection

Applicants should demonstrate:

- Proven **experience in creating public realm artwork**, or a **clear demonstration of the ability to successfully carry out the installation**, including the use of external contractors where necessary.
- A history of **community engagement**, including running participatory workshops and working with diverse groups.
- The ability to **integrate and complement the East Street Market Branding Guide** within their artistic approach.
- A **strong understanding of site-specific public art**, considering audience interaction and long-term sustainability.
- A valid **DBS certificate** (if working with vulnerable groups).
- Appropriate **insurance coverage**, including **public liability and professional indemnity**.
- The ability to **collaborate with lighting designers and contractors** to optimize the impact of lighting features.
- Experience in **navigating planning permissions and working within council or local authority frameworks**.
- Preference will be given to artists with a **connection to Southwark** or **demonstrated experience working in diverse urban communities**.

Indicative Timetable

The following timeline provides an overview of the key stages of the project. Exact dates will be confirmed upon appointment of the selected artist.

- Application Deadline – 30th June 2026
- Shortlisting by Project Board – 7th July 2026
- Interviews for Shortlisted Candidates – 14th July 2026
- Winning Artist Announced – 17th July 2026
- Initial Consultation and Site Visit with Project Team – 24th July 2026
- Community Workshop(s) to Gather Input – Between 28th July and 7th August 2026
- Development of Preliminary Design Concepts – 8th August to 7th September 2026
- Midpoint Design Review and Feedback Session – 12th September 2026
- Final Design Approval and Risk Assessment Sign-off – 22nd September 2026
- Preparation and Procurement of Materials – 23rd September to 8th October 2026
- Installation of Artwork – 9th October to 28th October 2026
- Final Inspection and Project Completion – 2nd November 2026
- Public Unveiling and Community Event – 8th November 2026

The artist is expected to collaborate with the Project Team, Lighting Contractors, and other key stakeholders at relevant stages to ensure a successful delivery of the mural.

Application Process

To apply for this opportunity, artists must submit the following materials:

- A completed application form (available upon request).
- A statement of interest (max 500 words) detailing their artistic approach and how their work aligns with the project objectives and branding guide.
- Three examples of relevant past work (attachments only; links to websites will not be accepted).
- A detailed project budget, including all costs for materials, artist fees, and installation expenses.
- A proposed timeline that aligns with the project schedule.
- A brief description of any intended community engagement methods, outlining how the artist plans to involve local residents and market traders.
- Confirmation of availability for key project dates as outlined in the indicative timetable.

Submission Instructions:

All applications should be sent via email to christopher.campbell@southwark.gov.uk with the subject line: “East Street Public Mural Application”. Late or incomplete applications will not be considered.

Shortlisted applicants may be required to attend an interview with the selection panel, where they will have the opportunity to present their previous work and discuss their proposed approach in greater detail.

Scoring

In the first instance your application will be scored based upon your response to the questions, and the final shortlist will be discussed by the panel.

Selection Panel

The selection panel will be composed of representatives from key stakeholders involved in the project:

- **Southwark Public Arts Team**
- **Southwark's Cleaner Greener Safer Team**
- **East Street Market Coordinator**
- **Southwark Housing and Residents Representative**
- **East Street Community CIC**

Budget

The total budget allocated for the mural is up to **£12,000 + VAT**, which must cover all aspects of the project, including:

- **Artist fees & project costs**
- **Materials and supplies**
- **Workspaces or studio rental (if required)**
- **Installation costs, including equipment hire (e.g., scaffolding, lifts)**
- **Health and safety requirements** (e.g., PPE, risk assessments)
- **Insurance costs** (public liability and professional indemnity)
- **Any subcontractor or fabrication costs**

No additional funds will be available beyond this allocation.

Payment Schedule

Payment to the selected artist will be made in two structured instalments:

- **50% upon completion and approval of the final design.**
- **50% upon successful installation and final approval by the project manager.**

Artists are expected to carefully budget for all aspects of their proposal to ensure the successful completion of the mural within the allocated funds. Any cost overruns will not be covered by the council, so applicants should provide a clear and detailed budget breakdown in their submission.

The lighting budget is separate from this mural budget and will be managed by the Project Manager and Southwark's Lighting Contractor. However, artists wishing to incorporate lighting elements must work within the constraints of the allocated lighting budget and collaborate with the designated contractors.

Artists should factor in contingencies for unexpected costs within their budget proposal and ensure that their project remains viable within the allocated funds.

Management

The project will be overseen by the **Cleaner Greener Safer (CGS) Project Manager**, who will ensure that the mural is completed in accordance with the agreed scope, budget, and timeline. The Project Manager will also facilitate collaboration between the artist, lighting contractors, and key stakeholders throughout the project.

Ownership & Maintenance

- Southwark Council will retain full ownership of the mural once installed.
- Ongoing maintenance and upkeep will be the responsibility of the council, but the artist will be given first refusal on any necessary restoration or conservation work.
- The artist should provide a maintenance guide outlining recommendations for cleaning, repairs, and preservation of the mural.
- If the artwork sustains damage or requires removal for any reason, Southwark Council reserves the right to remove the mural with a minimum two-week notice period.

Artists should consider long-term durability in their design and material choices to minimize future maintenance needs.

Deadline for Applications

Application Deadline: **30th JUNE 2026**

All completed applications must be submitted using the link below:

[Project: East Street Market Mural - Artist Application Form | London Borough of Southwark](#)

If you have any questions, please contact:

christopher.campbell@southwark.gov.uk

with the subject line:

“East Street Public Mural Application”

Late or incomplete applications will not be considered. Applicants are encouraged to submit well before the deadline to allow time for any necessary clarifications.

The Project will be managed by the CGS Project Manager who will ensure that the funding is used in accordance with the project scope agreed in this brief.

No changes can be made to the scope or agreed budget without written consent from both parties.