

GREAT WESTERN ROAD OVERBRIDGE

Public Art Wall Mural Commission

March 2025

City of Westminster

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1.0 INTRODUCTION

TENDER OPPORTUNITY

Public art mural commission for the Great Western Road Overbridge

Westminster City Council are looking for interested creative professional practitioners with previous experience delivering high quality murals on a Network Rail asset to **co-design** and **deliver** an inspiring public art mural on the Network Rail overbridge on the Great Western Road, by Westbourne Park station, W11 1AB.

The mural aims to create an inviting gateway to the area. The work should help define the character of this place for years to come and increase local pride.

The approximate wall length of the metal section is circa 92m on the east side of the bridge, and circa 45m on the west side of the bridge. The painted wall mural is anticipated to cover both the entire length and height of the wall. This is to ensure maximum visual impact of the commission.

We anticipate engaging a public art group or individual artist with experience in co-creation processes, collaborative community engagement and a track record of delivering high quality art, on a Network Rail asset.

We look forward to working with the successful practitioner(s) to develop an approach that is responsive to the site's social, historical and cultural context.

PROJECT BACKGROUND

This commission is part of the Council's commitments in North Paddington to support improved health & wellbeing outcomes for its residents.

The area is part of WCC's flagship North Paddington Programme; a place-based investment initiative, which aims to improve the health, safety and economic wellbeing of communities in the Queen's Park, Harrow Road and Westbourne Wards. Further details on the North Paddington objectives will be shared upon appointment.

2.0 SITE INFORMATION

The site is the Network Rail overbridge on the Great Western Road, by Westbourne Park station, W11 1AB. The overbridge is partially underneath the Westway.

The mural area is the entire section of the wall with solid metal panels. Any brickwork sections are excluded from this brief.

The approximate wall length of the metal section is circa 92m on the east side of the bridge, and circa 45m on the west side of the bridge. The painted wall mural is anticipated to cover both the entire length and height of the wall. This is to ensure maximum visual impact of the commission.

The area is the gateway to Notting Hill Carnival. The parade starts near the tube station heading down Great Western Road.

The area has reports of anti-social behaviour, including graffiti and tagging.

Tenderers are recommended to visit the site to understand the bridge condition to accurately price any repair works required prior to painting the mural (i.e. priming) and to include this price in their tender return.

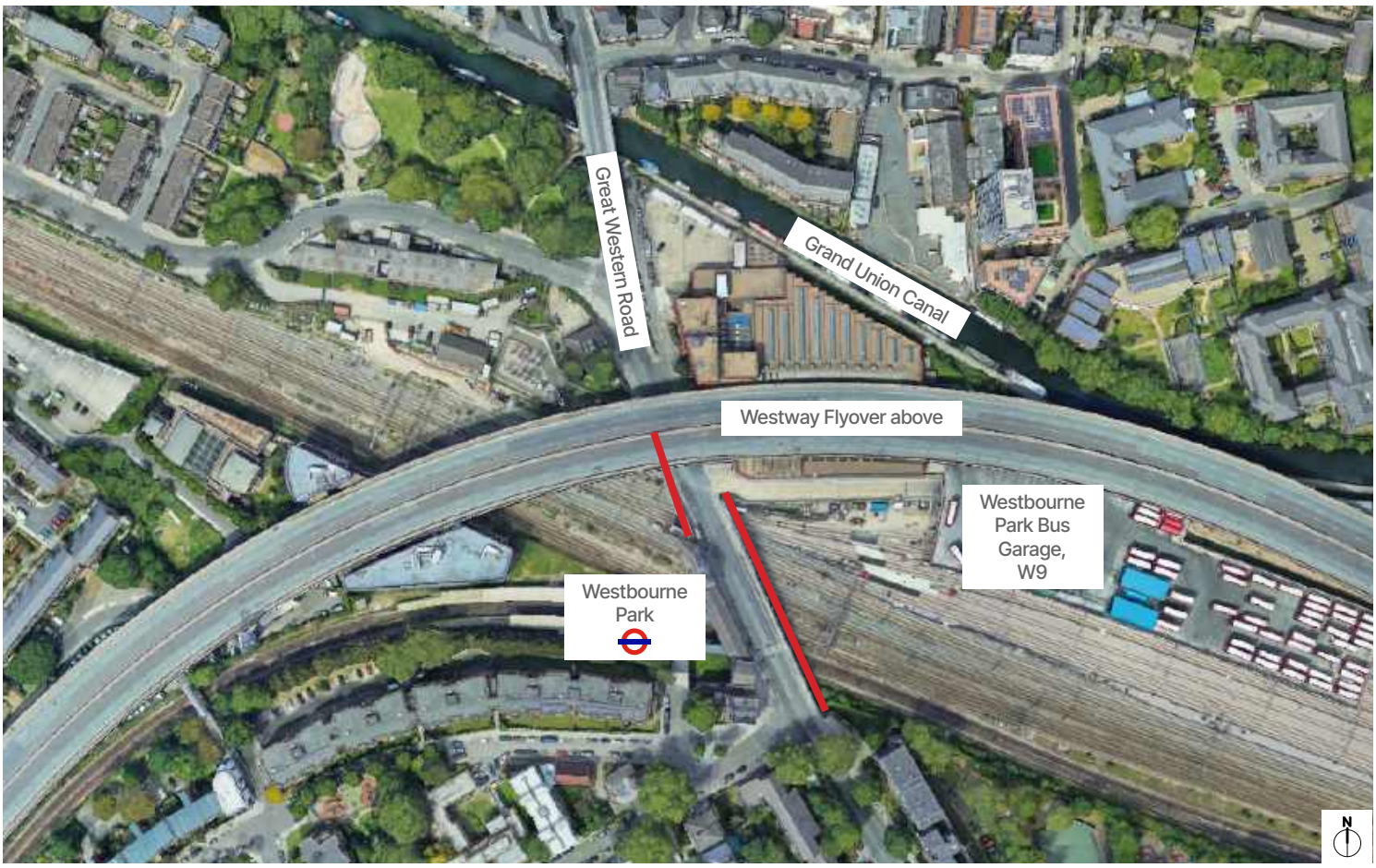


Fig. 1 Existing site plan

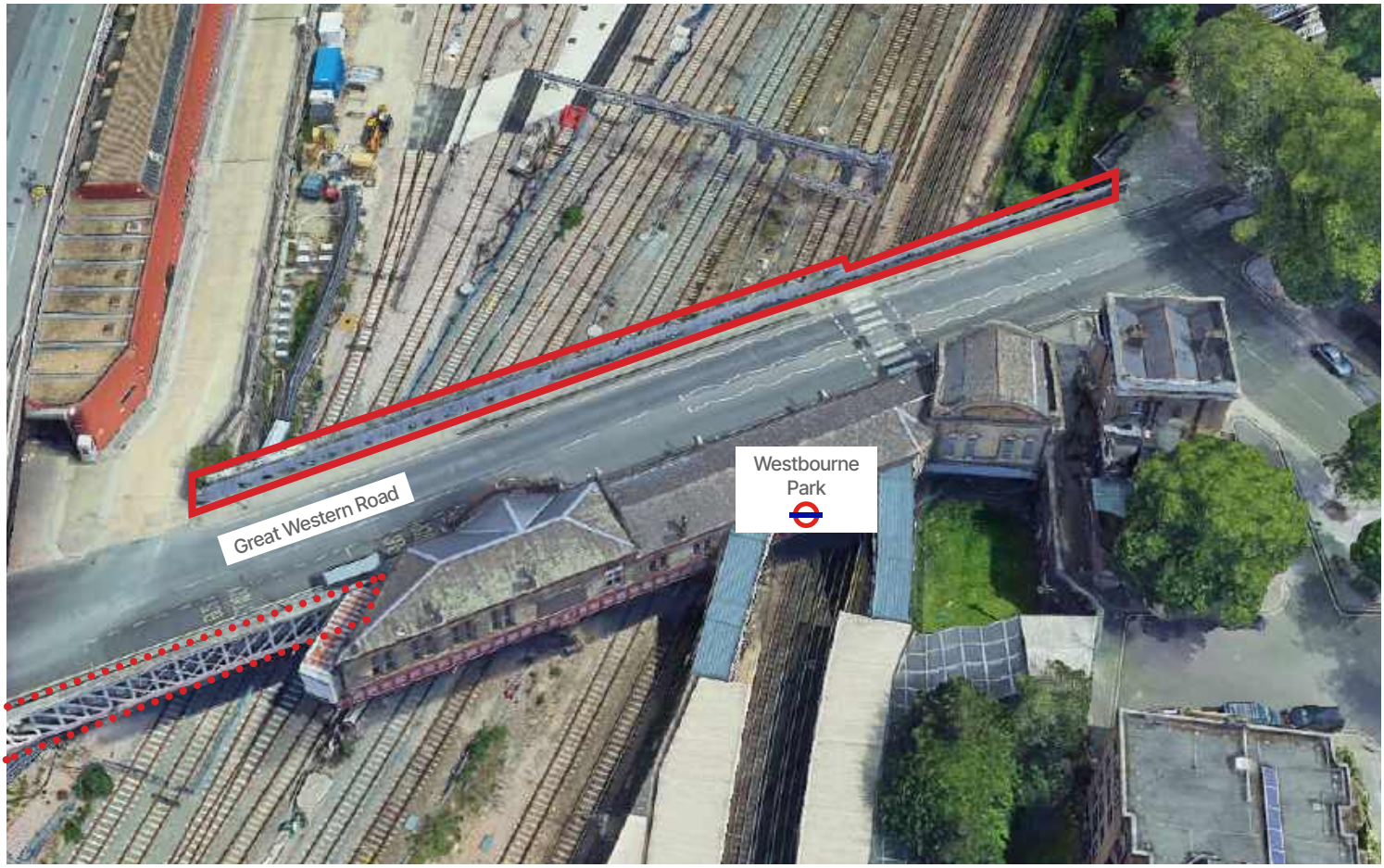


Fig. 2 View looking east, showing the extents of the mural

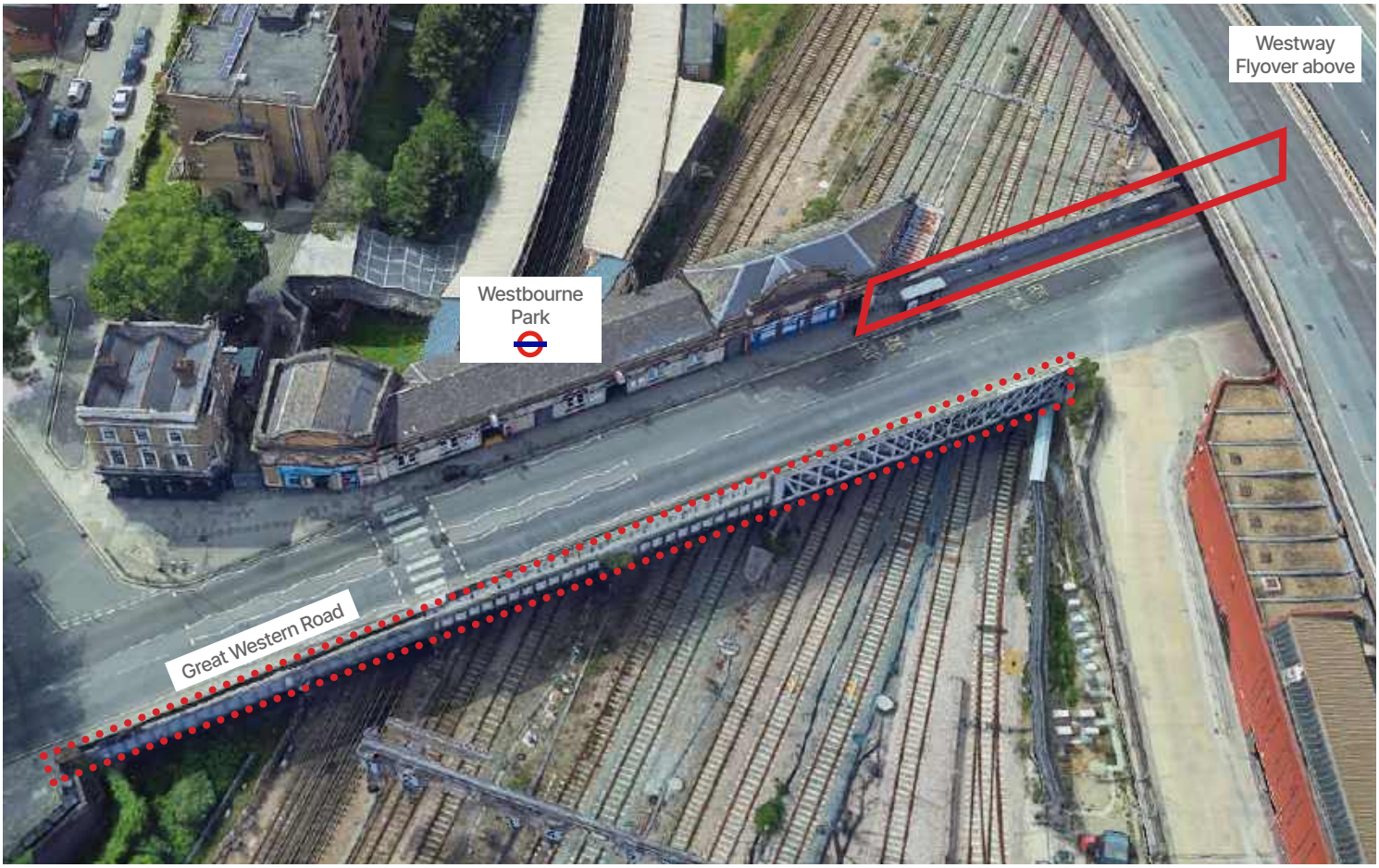


Fig. 3 View west, showing the extents of the mural



Fig. 4 View looking east



Fig. 5 View looking towards the Westway Flyover



Fig. 6 View showing the condition of the wall on the east side



Fig. 7 View looking towards the Westway Flyover

3.0 OBJECTIVES

The following objectives should be achieved through this commission:

- → Create an inviting and welcoming arrival from Westbourne Park Station
- → Create striking and inspiring artwork that is celebratory, culturally resonant and contemporary.
- → Embrace participatory design methods. The process should encourage a sense of pride over the space.
- → The artwork should be accessible and engaging for a wide range of audiences. An adept control of colour and pattern is expected.
- → Celebrate the unique character specific to the place, including local current and historic contributions to arts & culture and the range of backgrounds of the residents and visitors to the area.
- → Foster an open, collaborative and transparent process throughout the design and delivery phases.
- → Factor in management and maintenance requirements, including the use of anti-graffiti paint.

4.0 REQUIREMENTS

Artist essential requirements:
Insurance:
→ Public Liability Insurance levels minimum cover of £10m
→ Employers Liability Insurance minimum cover of £5m
→ Professional Indemnity minimum cover of £2m

Artwork essential requirements:
→ Site specific artwork that addresses the brief requirements and objectives
→ Requirement to work to Network Rail standards and requirements, including the production of all information required by Network Rail
→ Deliver the mural as well as any site preparation work required i.e. priming
→ Elements of the design are to be developed collaboratively with local people (see 'Engagement' heading on p.11 for further details)
→ Design life of over 20 years
→ Durable with minimal maintenance requirements. Use of anti-graffiti paint or coating suitable for external use.
→ The artwork must not pose a safety hazard or restrict the typical usage of the site (risk assessment required)
→ Compliance with all relevant health and safety standards
→ Artwork must align with the council's accessibility requirements
→ Artwork must align with the council's environmental and sustainability policies
→ Artist must obtain all statutory consents, including Advertisement Consent Planning Permission prior to installation
→ Artwork must not be likely to cause offence
→ Artwork must not be of a political or controversial nature
→ Artwork must be accessible to residents
→ Artwork should create a sense of cultural or community pride
→ Must refer to the Council's Guidance for the Erection of New Monuments Supplementary Planning Document published on the council's website - https://www.westminster.gov.uk/leisure-libraries-and-community/arts-and-culture/urban-design-public-realm-and-public-art)

Ownership and copyright of the submitted ideas remain with the artists.

5.0 SCOPE & DELIVERABLES

The **co-design** and professional **delivery** of an inspiring painted public art mural to renew and revitalise the identity of the Westway canalside:

Health and Safety
Comply with the duties set out under the Health and Safety, Construction (Design and Management) Regulations 2015 for Designers. This brief is written on the assumption, given the scale and scope, that the submitted tenders will be for artists who will deliver both the design and painting of the mural i.e. take on the CDM role of the Designer' and the Contractor. If the tender submission proposal involves more than one contractor, then this tender is to act as the appointment of the selected design team as the Principal Designer and Principal Contractor.

At anytime the Authority may request an evidence of compliance with the duties set out under the Health and Safety, Construction (Design and Management) Regulations 2015 for Designers.

Given the maximum works duration of **15 working days** and the scope of the works, the working assumption is that the works are **not notifiable** to the HSE. The appointed artist must notify the client immediately if the works are expected to be notifiable. Construction work is notifiable to the HSE if the construction work on a construction site is expected to:

- last more than 30 days and have more than 20 workers working at the same time at any point on the project or
- exceed 500 person days of construction work

Refer to: https://www.hse.gov.uk/construction/cdm/2015/buildingcontrol.htm

ARTIST / DESIGNER RESPONSIBILITIES:

Design

→ Research and design development, from concept design to technical design.

→ Allowance for design changes in response to Council feedback (if required)

→ Preparation and submission of Planning Advertisement Consent Application on behalf of the council (submission post approval by Council of artwork concept design). Prepare all documents and drawings required for the Planning Advertisement Consent Application. Refer to the Council Advertisement Consent checklist: https://www.westminster.gov.uk/make-application/application-types-and-checklists/advertisement-consent

→ Prepare technical drawings and specification for delivery, including for anti-graffiti paint or coating.

→ Risk management including preparation of Risk Assessment Method Statement (RAMS) to Network Rail requirements

5.0 SCOPE & DELIVERABLES

→ Coordination and liaison with Network Rail as required. Requirement to work to Network Rail's standards and requirements.
→ Prepare a delivery and site logistics plan, to Network Rail and Westminster City Council's Highways team requirements

Designer mandatory statutory CDM responsibilities:

→ All duties and actions as required by the Construction Design and Management Regulations 2015
→ Make sure the client is aware of the client duties under CDM 2015 before starting any design work
→ When preparing or modifying designs:
- *Take account of any pre-construction information provided by the client (and principal designer, if one is involved)*
- *Eliminate foreseeable health and safety risks to anyone affected by the project (if possible)*
- *Take steps to reduce or control any risks that cannot be eliminated*

→ Provide design information to:
- *The principal designer (if involved), for inclusion in the pre-construction information and the health and safety file*
- *The client and principal contractor (or the contractor for single contractor projects) to help them comply with their duties, such as ensuring a construction phase plan (PDF) is prepared*

→ Communicate, cooperate and coordinate with:
- *Any other designers (including the principal designer) so that all designs are compatible and ensure health and safety, both during the project and beyond*
- *All contractors (including the principal contractor), to take account of their knowledge and experience of building designs*

Engagement

→ Prepare an engagement plan and publicity strategy in partnership with Council officers.
→ Council officers will lead stakeholder mapping, outreach and participant recruitment to ensure broad participant representation and continuity of communication beyond this phase of engagement, whilst the artist team will lead on the planning and delivery of the co-design workshops.
→ Consider how the co-design process for the artwork could creatively upskill and educate local people, ensuring that there is an exchange of skills, knowledge and clear benefits.
→ Preparation and production of collaborative materials for co-design workshops.
→ Delivery of a minimum of 6 hours of creative co-design workshops with local groups (identified by WCC officers and the artist) to explore both the concept and design of the artwork. It is expected that the co-design workshops will take place over a series of weekdays and weekends to cater to a range

of participant needs. Detailed scheduling to be agreed with Council officers upon appointment. Council officers to support on the organisation of engagement events.

→ Monitoring of engagement activities throughout the design and delivery stages to capture social impact, public reach and process of creating the conceptual and physical output. A a short public-facing PDF summary should be produced to capture participatory methods used, including but not limited to: photography of workshops and events, statistical analysis of participants involved and vignettes/quotes from activities.

→ Deliver short talk at a celebratory opening event to mark the completion of the public art mural (event duration approx. 1 hour)

PAINTER / CONTRACTOR RESPONSIBILITIES:

Delivery responsibilities:

→ Deliver the wall mural to a high standard, ensuring it meets the Council's expectations, including the use of anti-graffiti paint or coating, and any site preparation work required prior to painting the mural i.e. priming

→ Complete the mural within the Council's programme requirements. All works including site preparation (i.e. priming etc) and painting works must be complete within 3 working weeks (15 working days, to an 8 hour working day). These timescale allowances have been agreed with Network Rail.

→ Risk management

→ Coordination and liaison with Network Rail as required, including with the Network Rail Safety Supervisors (RSS) who have agreed to be on site for 15 working days, to an 8 hour working day.

→ Requirement to work to Network Rail's standards and requirements.

→ Comply with all statutory requirements

→ Provision (hire) of suitable site welfare facilities for painters. This may be a mobile welfare unit. (No existing facilities available on site)

→ Coordination and liaison with WCC Highways on any Temporary Traffic Orders (TTO) or other Highways licences required for the works. Coordination and liaison with any traffic marshalls as required by WCC Highways.

Contractor mandatory statutory CDM responsibilities:

→ All duties and actions as required by the Construction Design and Management Regulations 2015

→ Make sure the client is aware of the client duties under CDM 2015 before any work starts

→ Plan, manage and monitor all work carried out by themselves and their workers, taking into account the risks to anyone who might be affected by it (including members of the public) and

the measures needed to protect them
- → Check that all workers they employ or appoint have the skills, knowledge, training and experience to carry out the work, or are in the process of obtaining them
- → Make sure that all workers under their control have a suitable, site-specific induction, unless this has already been provided by the principal contractor
- → Provide appropriate supervision, information and instructions to workers under their control
- → Ensure they do not start work on site unless reasonable steps have been taken to prevent unauthorised access
- → Ensure suitable welfare facilities are provided from the start for workers under their control, and maintain them throughout the work

In addition to the above responsibilities, contractors working on projects involving more than one contractor must:
- → Coordinate their work with the work of others in the project team
- → Comply with directions given by the principal designer or principal contractor
- → Comply with parts of the construction phase plan relevant to their work

Where a contractor is the only contractor working on a project, they must ensure a construction phase plan is drawn up before setting up the site.

6.0 PROGRAMME

Note the provisional programme dates are dependent on Network Rail input. The BAPA is currently being drafted.

Project milestone	Programme notes	Duration	Start	End
Tender brief live		3 weeks	10/03/25	31/03/25
Tender response deadline			31/03/25	
Evaluation period		2 weeks	01/04/25	11/04/25
Appointment and contract award		1 week	14/04/25	18/04/25
Artist mobilisation		1 week	22/04/25	25/04/25
Design development	- Council preference for the design development timeframes to be compressed if feasible - Time allowance includes submission of Advertisement Consent Application by artist - includes time allowance for mobilisation period	13 weeks, including 1 week for Council sign off prior to artist submitting Planning app	22/04/25	25/07/25
Submission of Advertisement Consent by artist	- Time allowance includes submission of Advertisement Consent Application (anticipated 8 week response timeframe from WCC Planning) - At the latest submission 4 weeks from design work commencement		22/04/25	30/05/25
Delivery	- Works must be completed within 3 working weeks as agreed with Network Rail (15 working days, 8 hour days)	3 weeks (maximum)	28/07/25	15/08/25
Launch event	- Post completion of mural - Council preference for launch event in August 2025	Circa 1 hour	tbc, circa 18/08/25	tbc, circa 29/08/25

7.0 ARTIST DESIGN AND DELIVERY FEE

WCC expect to receive competitive responses that are capable of delivering high quality proposals whilst demonstrating value for the local authority.

The fee must cover all costs including:

- → Project management, including client meeting attendance
- → All design costs
- → All engagement costs including workshop materials (refer to engagement section on page 11 for information on the council support for engagement)
- → All delivery costs - material, equipment (including PPE) and other mural delivery costs, including the surface preparation of the metal panels i.e. priming
- → Provision (hire) of suitable site welfare facilities for painters. This may be a mobile site welfare unit (No existing facilities available on site)
- → Compliance with the Construction (Design and Management) Regulations 2015 and all other relevant statutory health and safety requirements
- → Cost to submit the WCC Planning Advertisement Consent Application Fee and time required to prepare and submit the application on behalf of the Council
- → Suitable insurance cover to meet the levels set out in the requirements section (evidence must be provided)
- → All expenses, such as travel

A retention fee of 2.5% of the value of the delivery costs 2.5% will be held for 12 months post completion of the works. After the defects liability period ends and the artist rectifies any defects the retention fee will be paid.

If there are any additional costs associated with the commission that arise such as site surveys or additional engagement costs (such as space hire for engagement events), this should be flagged to the client at the earliest opportunity and are subject to review and approval by the client.

A fee payment schedule will be agreed with the artist upon the award. This is expected to be drawn down at monthly intervals, triggered by the successful full completion of outputs.

The Council will directly pay for the following project costs:

- → All Highways licences required, including Temporary Traffic Orders (TTO) and any traffic management costs


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