



Trinity Mural Brief

21 June 2022

Trinity area is not the “Frome” that you’ll read about in glossy magazines. You can’t buy an alt milk flat white here, or an overpriced vintage dress. But you will meet real people. People who care. Creative and independent thinkers, who’ve changed the world. And we’ve been doing it for hundreds of years.

We’re looking for an artist or group, who can create a mural, that will tell our story.

Stage 1 selection: This brief describes stage 1. In stage 1, we will select an artist or group and a concept to progress with. Stage 1 is fully funded and supported. Stages 2 and 3 are described below for context.

Stage 2 funding: In stage 2 we will apply for full funding to deliver the mural through, for example, arts council or national lottery funding. We will work with the successful artist(s) to develop the bid, which anticipate to be in the region of £8k.

Stage 3 delivery: In this stage, the artist will carry out the work and create the mural.

Why does this mural matter?



Trinity area is, according to the government figures, the most deprived area in Frome. It is within the top 15% of deprived areas nationally.

In recent years we have experienced real social issues, including antisocial behaviour, drug dealing and county lines gangs operating in the area. The photo here shows the aftermath of an arson attack on our local butchers. One of many similar attacks that spanned several years.

But, Trinity area also has a rich history, as well as a diverse and vibrant community. A community that cares deeply.

Following the arson attack shown on the previous page, the community came together and donated £5,600 to help them get back up and running. But, as Nige the butcher will tell you, more than the cash, it was the messages of support and kindness that kept them going.

What this neighbourhood lacks, that could help nurture and develop our community spirit, is a geographical heart. A place to build a sense of community.





Thanks to Vallis School, Frome Town Council and Somerset Council, we have been given access to a piece of land to use for community building activities (shown in red here).

As well as a being a place to play and socialise, we want that space to inspire and motivate by telling the story of our community.

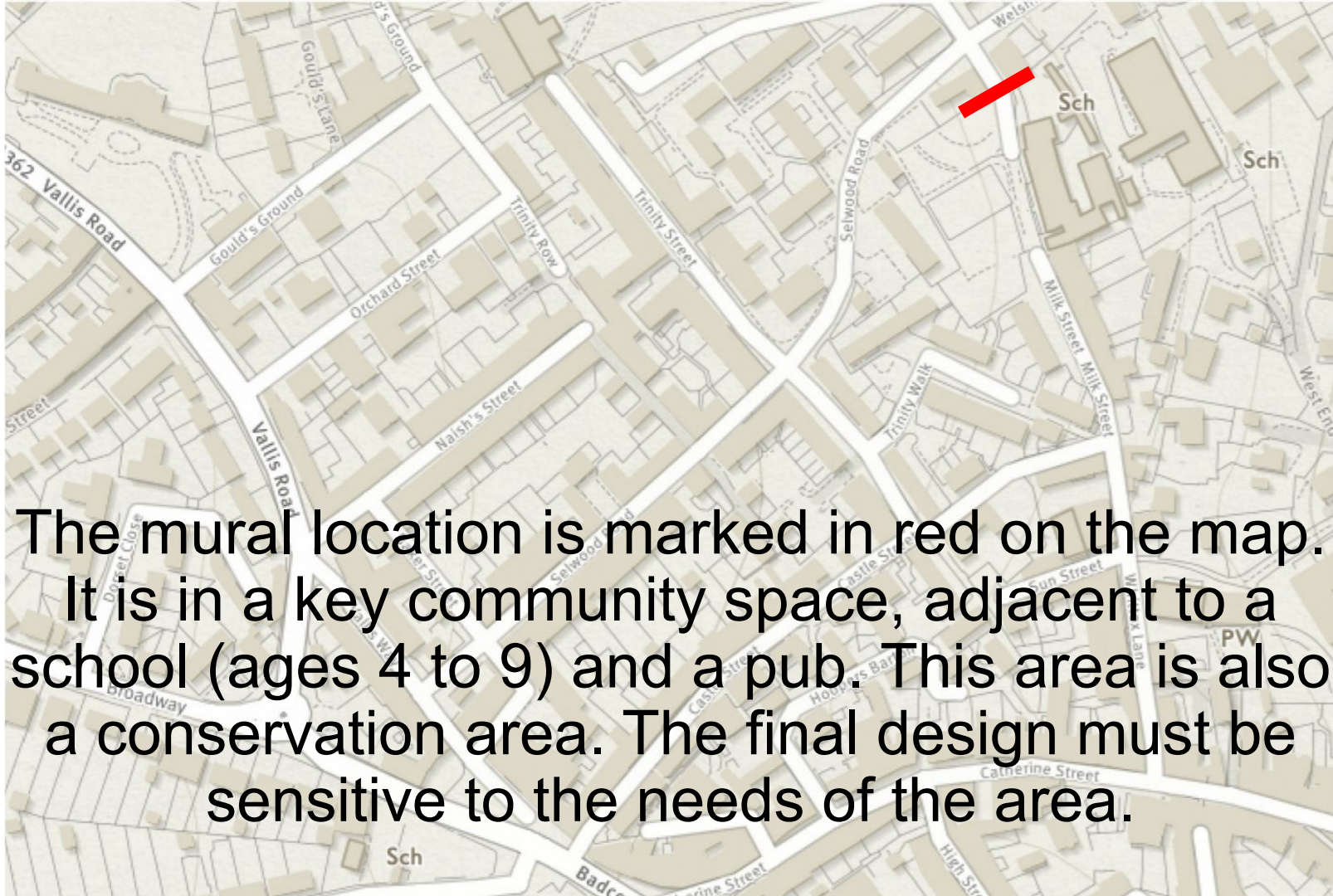
That's why we need a mural.

About the site

Project partners



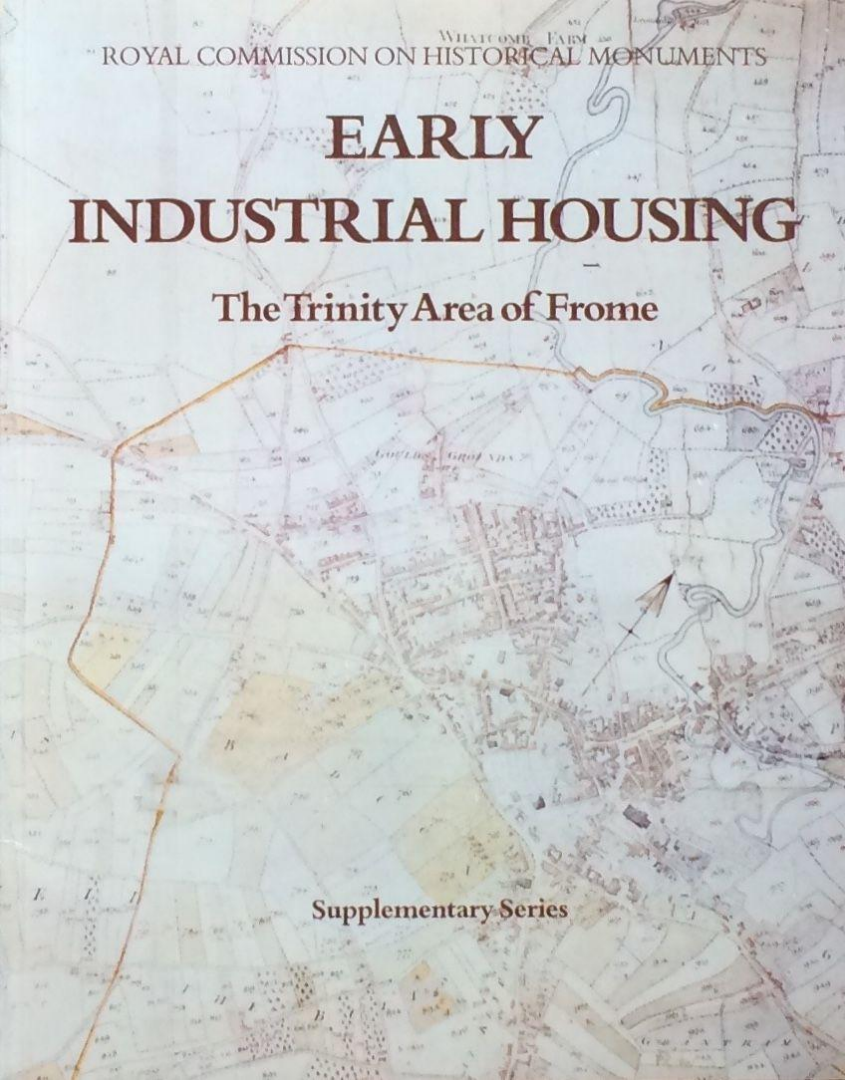
Made differently



The mural location is marked in red on the map. It is in a key community space, adjacent to a school (ages 4 to 9) and a pub. This area is also a conservation area. The final design must be sensitive to the needs of the area.

The Griffin pub and a local resident have generously offered their buildings to host the mural.





Trinity area was born between 1665 and 1725. Back then it was a brand new artisans' suburb, and one of the UK's first examples of purpose built industrial housing. Many of these historic buildings were saved thanks to a bold conservation scheme in the 1980s. Several books have been written on this scheme.



However, many residents at the time didn't want to be moved out of their homes. They were offered indoor toilets, central heating and parking spaces. But what they really wanted was a neighbour, who could see into their living room from across the street. Then they would know that someone was looking out for them.

The area has always had a strong sense of community, and enjoys socialising on the streets. Shown here on the Queen's Coronation (1953), and in 2021 for the Christmas street cinema.





Trinity is home to many creative individuals, both past and present. Some traditionally so, like this brass band playing Christmas carols in 1970. Others, less conventionally so, like the artists that squatted in buildings to protect them from being demolished.

One unconventional artist is
Badger - and his cars.





Badger's car has had many incarnations over the years. He decorates it with anything from badgers (obviously) to Mad Max. His most recent creation was during lockdown. He invited all the kids locally to come and draw on his van in chalk, which he then painted over to make permanent.

“Mother” is a local pub landlady who died in 2021 aged 99. She’s a local legend and one of many characters who make Trinity a unique place to live.





The Independents for Frome, were born in the Griffin pub in Trinity area. They now hold all 17 of Frome's seats and have inspired many other communities around the world to undertake their own "flatpack democracy".



How will we select the artist(s) to work with?

01

Further targeted consultation in the community to finalise the brief
COMPLETE

- Consult organisations with an interest in the area such as housing association, planning, etc
- Consult key individuals in the community
- Aim is to gain consensus on the goals of the mural

02

Invite artists to apply and shortlist based on their portfolios
(22 Jun - 22 Jul)

- Advertise in local networks, and invite artists who have already expressed an interest.
- Select based on covering letter, portfolio, and evidence of understanding of the area.
- Artists are welcome to apply individually or as groups.

03

Invite three candidates to develop concepts
(8 Aug - 7 Oct)

- We will shortlist 3 candidates and invite them to submit a full proposal
- Artists on the shortlist will be paid (£250) to write their proposal. They should allow time to meet with locals.
- The proposals do not require detailed designs but should be developed enough to enable a consultation.

04

Consult with the community to select a preferred option
(15 Oct - 21 Nov)

- The shortlisted artists will present their proposals at a community event.
- They should be available to present their idea and to answer questions.
- With support from the wider community we will choose a winner to progress to developing the full mural.

Artist's responsibilities

Design

The design of their mural, incorporating feedback from public engagement activities.

Costing

Developing a fully costed plan for the implementation of the mural and supporting the project partners to apply for grant funding.

Delivery

Managing the delivery of the mural, ensuring that it delivers a high quality output on time and on budget.

Longevity

The artist must choose materials and finishes that will last and will require no routine maintenance.

H&S

Delivery of the mural will require working at height and working near to a school. The artist must be able ensure the safety of all involved.

Intellectual property

Our goal is that the intellectual property of the mural will be ultimately owned by Frome Town Council. But permissive licences will be granted to all the project partners and the artist to ensure that all partners can enjoy unrestricted reasonable use of the property.

How to apply

- Submit a cover letter (maximum one page) and examples of relevant previous work.
 - Your cover letter should explain your previous experience and why you are interested in trinity area.
 - If you don't already have a link to the area you should explain how you will develop an understanding of our community and our stories.
 - Invitations are welcome from either individuals or groups.
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- The email address for any questions and to enter your expression of interest is trinitycommunitygroup@gmail.com
 - The deadline for submissions is **22 July 2022**