

Community Mural Project Artist Information Pack



Do you have experience designing and installing murals? Would you like to work with residents from Bancroft Estate, helping them to make a positive mark on their community?

Intro

Magic Me is partnering with [Bancroft Tenant Management Co-Operative](#) (BTMC) to support their long-term aim of creating a community mural on a prominent wall of Bancroft Estate, Bethnal Green.

Through community consultations, residents will come together to explore, share and develop their ideas. Using Magic Me's intergenerational expertise, consultations will be welcoming to people of all ages and an opportunity for residents to connect with one another.

Community consultations will be used to inform a final mural design which will be installed and revealed at a celebratory event.

We welcome and encourage applications from Black and Asian candidates, and those from other minoritised ethnic communities. Our board and staff are actively working on a new anti-racism strategy. We believe by improving the diversity within our organisation and our artist team, we will improve the quality of our work. We recognise that our artist team does not reflect the culturally diverse communities we serve.

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About Magic Me

Since 1989, [Magic Me](#) has pioneered intergenerational arts practice. Through high-quality arts projects, our mission is to bring younger and older people together to combat loneliness and ageism.

Projects are designed by professional artists to provide a space for people of all ages, backgrounds, faiths and ethnicities to meet and create work that fosters understanding and breaks down barriers. We work in partnership with schools, care homes, housing associations, sheltered housing schemes and arts, community and cultural organisations.



Photo by Samia Meah during Quality Street, connecting different generations in Leyton.

Project aims

Through a partnership with Magic Me, BTMC aim to:

- Improve the places and spaces that matter to residents of Bancroft Estate
- Build stronger relationships in and across Bancroft Estate

The project will be part of wider refurbishment of the playground area.

Project timeline

Dates	Project activity
w/c 25 July w/c 1 August	Community consultation event x2
w/c 15 August w/c 22 August	Mural installation
End of August	Mural reveal and celebration event

Please note project activity will be based in Bethnal Green, East London and may take place on weekdays and weekends.

Partner information

BTMC is a resident-led co-operative that manages the caretaking and general upkeep of Bancroft Estate.

Alongside day-to-day management, they provide support to residents, including emergency response support during the pandemic, and bring the community together through resident groups and celebratory events. There is currently an active Men's Elders Group, Women's Group and Community Garden Project.

The estate is made up of majority families with children, as well as a significant population of older people, some living independently others within intergenerational households. At least 50% of families living on the estate are Bangladeshi.

Community consultations will be open to all residents, however BTMC have outlined the following target groups:

- Families with young children
 - Young adults 16 – 25
 - Older adults 50+
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Artist role

We are looking for an artist to:

- Plan and facilitate community consultations alongside Magic Me
- Produce a final mural design
- Install the mural

You will work closely with the **Project Manager, Emily Bird**, to plan community consultations in line with Magic Me's Intergenerational Principles (see page 6) and ensure project activity takes into account the context and particular needs of residents living on Bancroft Estate. BTMC will lead on resident engagement and be present at in-person activity.

Is this project right for you?

This opportunity would suit artists who like to work in collaboration with others and who are also proactive and motivated when working independently. It would suit artists keen to develop intergenerational skills and for whom inclusion is at the heart of their practice.

Contracted as a freelance artist, you will be managed by the Project Manager and receive regular support, resources and supervision throughout. Regular check in's will be built into the project.

Experience & Skills

Essential

- Experience of designing and installing murals
- Experience of working in collaboration with community groups
- Experience of facilitating creative workshops or discussions with community groups
- Experience of working with a wide range of people of different backgrounds
- The ability to support people, who may not see themselves as creative or artistic, to explore and articulate their ideas

- The ability to retain the integrity of other people's ideas when developing a mural design

Desirable

- Experience of working with target groups of older adults (50+), young adults (16 - 25), families with young children
- Experience of working with intergenerational groups
- Experience designing activities which support participants with a range of access requirements
- Personal or professional connection to Tower Hamlets

Fees

This project is paid at Magic Me's artist daily rate of £252.

You will have a total of 12 days to be used flexibly over the duration of the project as agreed in advance with the Project Manager. This will include:

- Attending planning meetings with Magic Me
- Delivery of community consultations (2x half day sessions tbc)
- Producing a final mural design
- Installation of the mural
- Attending a project evaluation meeting

Production budget

Magic Me has a budget of £1,000 to cover materials and equipment needed to install the mural.

Magic Me's COVID Guidelines

This project will be delivered in-person, however some meetings may take place remotely via Zoom or Microsoft Teams. We expect all artists to work in line with any government restrictions and Magic Me will provide a Risk Assessment for project activity.

Magic Me has a COVID-19 Policy which will be used throughout the project and can be provided on request. Artists will be required to take a Lateral Flow Test, provided by Magic Me, before in-person activity.

Application process

1. Applications submitted to Magic Me by Monday 13 June, 5pm
2. Magic Me will shortlist up to 6 applicants
3. Successful applicants will be invited to interview on w/c Monday 27 June
4. Final decision made and successful applicant contacted by Wednesday 29 June

How to apply

Please send the following information in writing (2x A4 maximum) or via video message (5 mins maximum):

- Information about your practice, including links to your website or social media channels
- Examples of murals you have executed relevant to this project (please include photos and descriptions of the project / mural)
- Details of relevant experience and skills (please make sure you include details of essential experience and skills outlined above)
- An example of an arts or discussion based activity you might deliver in a community consultation with residents of Bancroft Estate

This role is subject to an Enhanced DBS check and references. The post holder is expected to be aware of, and work within, Magic Me's policies for Safeguarding Children and Young People and Safeguarding Vulnerable Adults.

Deadline to apply

Monday 13 June, 5pm

Please send your application or any questions to Emily Bird, Project Manager: emilybird@magicme.co.uk

If you would like an informal chat about the role please call Emily on **07401 400 101** (Usual working days are Monday - Friday, 9.30am - 5.30pm)

We are committed to being as accessible as possible, wherever we can, including application processes. We welcome any questions, feedback and suggestions or to discuss access requirements.

This project is funded by The National Lottery.



Magic Me's Core Intergenerational Principles

There is an intergenerational focus. Young and older people come together as equal partners, with a common purpose. Projects draw out the diversity of experience, outlook, knowledge and lifestyle of people of different ages

Relationship building is conscious, not accidental. Projects and activities are designed to enable young and older people to develop relationships in meaningful Ways.

Creative and expressive arts activities are central to our work. Making something together is a focus for meeting and an important outcome. Through arts activity we enable thinking, feeling, doing and reflecting.

Reflection is built into each project. There is time for younger and older participants to think and talk about what's happening as projects develop. As much as possible, creativity is used to enable reflection to happen.

There is equality of access to arts activities. Activities are designed to take account of the needs, abilities and confidence levels of culturally diverse groups of older and younger people, with a wide variety of life experience. The arts activities are designed to work better with both groups working together than they would have been with only the younger people or only the older people.