

## **Murals for the Alton Estate Brief**

London Borough of Wandsworth

**Economic Development Office**

**April 2024**

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### **1. Project overview**

Wandsworth Council is taking a place-based approach to investment for the [Alton Estate](#) and the newly launched [Alton Renewal Plan](#) sets out how the council will invest and work together to help this special part of Wandsworth thrive. As part of this, Wandsworth Council's High Streets Team in the Economic Development Office is seeking to commission the design and delivery of a number of largescale murals on the Alton Estate.

The project is part of a larger programme of arts, culture, community and public realm initiatives spearheaded by the Council to introduce improvements to the area. The aim of the murals is to help create an identity for the area and make it feel welcoming for all, among multiple renewal interventions that will be taking place over the coming year. The murals should take existing Council strategies and aspirations into account, including the [Wandsworth Arts and Culture Strategy](#), [Wandsworth Night Time Strategy](#), [Wandsworth as London Borough of Culture 2025](#), [Corporate Plan priorities](#) and the borough's [Local Plan](#).

The location of the murals are yet to be decided and will depend on the viability of the buildings, ownership and input from the community on preferred locations (see Section 3 for further details on locations). It is expected that the successful artists work in a collaborative process with the local community to produce meaningful artwork that reflects the local area and brings joy and ownership to the community through a variety of designs, all underpinned by local identity, as well as the creation of an evolving 'art wall' for young people to paint on rotation. The co-design should go further than community workshops and also provide work experience for at least one local young person in the delivery of the murals.

A phased approach is envisioned for the project, with at least one artwork completed by the end of Summer 2025 (the facade of 9 Danebury Avenue which is a derelict block facing Roehampton Lane, including the undercroft – see Section 3) and other more longer-term art interventions completed later, following extensive co-design and scoping of all possible locations.

## **2. Context**

### ***Alton Estate, Roehampton***

The Alton Estate is in Roehampton, which is an area of considerable contrasts. It is home to large-scale buildings of scenic, cultural and historic value, many of which are of national significance and much valued by local residents; of Georgian family villas, and private sports clubs, all of which are surrounded by spacious stretches of Metropolitan Open Land (MOL), including Richmond Park. Yet it is also an area of socio-economic challenges, housing some of the most deprived areas in the borough, with high levels of economic inactivity and unemployment, and pockets of higher than average crime levels and ill health.

[Wandsworth Local Plan 2023 – 2038](#), see pages 205 to 222 for the Area Strategy for Roehampton and Alton Estate Regeneration Area.

The High Streets Team are leading a number of projects within the Alton Renewal Plan which aim to breathe new life into the area through a three-pronged approach to ACTIVATE, DECORATE and ILLUMINATE. Initiatives include a wildflower meadow, shopfront improvements, gateway artwork, heritage trails and a lighting strategy.

### ***Policy***

#### **Wandsworth Night Time Strategy**

Wandsworth Council launched London's first ever Night Time Strategy after comprehensive engagement with the people who live, work and visit the borough at night. The document sets out a set of recommendations to deliver the borough's strategic vision for the evening and night-time, focusing on safety, night workers and the night time economy and more. Roehampton was reviewed as part of this work and more information can be found [here](#).

#### **Wandsworth Arts and Culture Strategy 2021-2031**

The Arts and Culture Strategy aims to embed arts and culture at the heart of Council's work. It promotes the contribution of art and culture to the improvement of the borough's neighbourhoods, high streets, and regeneration areas by ensuring that art and culture are accessible to all, grow with the ambition of the borough and reflect the needs and opportunities of the residents.

#### ***Wandsworth as London Borough of Culture 2025***

Wandsworth will be London Borough of Culture (LBOC) between 1<sup>st</sup> April 2025 and 31<sup>st</sup> March 2026, hosting an array of cultural events and initiatives, and some of these will be located in Roehampton. The murals should consider the 5 principles set out in the LBOC (culture connects, culture unites, culture heals, culture nourishes, culture activates), connecting the murals with the creative output of the Council in the upcoming year.

### **3. Brief**

To design and deliver a set of murals of varying scales, including a public art wall, for the Alton Estate in collaboration with the local community (identifying locations with input from stakeholders and the local community) to animate the area.

The brief is left intentionally open to allow space for creativity and input for the artist/artists. The sites have not yet been chosen but depending on submissions there is opportunity for potentially two or three large scale murals, a public art wall, and a trail of smaller artworks in the public realm. See Section 4 for details on budget and individual/collective submissions.

A phased approach will be necessary to ensure that at least one artwork is completed by September 2025, with further works completed later in the year and by early 2026 latest.

#### ***Key deliverables***

1. Site visit (day and night)
2. Design workshops with community
3. Co-designed mural draft designs
4. Delivery of murals
5. Delivery of public art wall and initial paint session
6. Provide work experience for young person(s)

#### ***Locations***

It is envisioned that the murals will be delivered on various walls and buildings at the gateway of the Alton Estate, where Danebury Avenue meets Roehampton Lane, opposite Roehampton High Street.

A number of Council-owned walls have been identified as potential locations for the artwork. A briefing will be provided to the successful artist/team at the beginning of the project in terms of the locations of the artwork which will also be informed by discussions with the community. Current sites under consideration and identified as potential locations include:

- The residential blocks with facades facing Roehampton Lane – Allbrook House and derelict estate block on corner of Danebury Avenue including replacing the Queen's Coronation image in the undercroft (the undercroft is the only defined location so far, and will be required to be completed in the first phase of works)
- The back of Roehampton library
- The residential balconies and walkways above the parade of shops on Danebury Avenue, and the side of the parade block facing Holybourne Avenue

- The image below shows the potential locations, with a red cross highlighting the undercroft mentioned above.



As Wandsworth welcomes 2025 as London Borough of Culture, there will be a significant increase in cultural footfall and spotlight will be placed on the borough. In turn, it is essential that the public realm is inclusive in the day and night for residents, visitors and workers that will be partaking in this year of festivities, especially for more vulnerable groups like women, young people, old people, those with disabilities, as well as providing an accessible place for those that have never visited before.

Though the focus is on painted murals, the Council is open to innovative ideas from the tenders, playing with materials and concepts that can bring something special to the area. Depending on the submissions to this tender, there may be more than one artist chosen to complete the works - if more than one artist is chosen, care should be taken to ensure the various art works relate to one another and have a common thread, potentially through a lead artist who coordinates the works.

A lighting strategy is currently being developed for the Alton to improve the night-time, and through collaborating with lighting plans, this artwork could help improve the landscape at night. It is encouraged that the artist(s) speak with the lighting consultants to identify any potential collaboration with their proposed lighting interventions for opportunities to weave the artwork into lighting.

### ***Site analysis and community consultation***

It is essential that the successful artist(s) undertake site visits in the day and night to understand the area and identify locations. Arranged visits with stakeholders and community workshops will also help highlight areas where the community feel unsafe / improvements are desired and ensure that the local community are involved in the site selection process. These visits should help the artist to identify locations for the murals with the community's input.

The improvements to Roehampton will primarily be aimed at residents of the Alton Estate and Roehampton residents, and therefore it is important that any significant changes to the area will be undertaken with input from those that live there. A series of workshops/consultation sessions should be held before plans are finalised to ensure residents have had a say in the murals.

Ways to involve the community could be by hosting:

- An introductory presentation on murals followed by discussion
- A walking audit with community members
- On-site co-design workshops

The Council hosted a 'Splash of Colour' event in Roehampton on 29<sup>th</sup> March (11am – 3pm beside Roehampton Library) with artist led workshops to inspire the local community and gain insight into the type of artworks they would like to see on the Alton. The chosen artist(s) should use the feedback and images from this event to inform their approach.

### ***Social value***

As part of the project, the successful artist(s) should use the allocated funding to provide paid work experience for at least one young person in Roehampton and teach them new skills. Local youth clubs The Base and Regenerate could be approached to identify this young person. It is also encouraged that the successful artist(s) provide informal (unpaid) sharing and learning opportunities for local young people, potentially through the delivery of the initial artwork on the public art wall on the estate.

### ***Sustainability and value for money***

As the Council is working towards zero carbon in the current climate emergency, it is envisaged that the materials and maintenance for the murals will all be as sustainable as possible and all paint used is non-toxic.

### ***Longevity***

The murals should be long-lasting and provide a legacy for the Council's investment into the area with the capacity to remain in place for 5-10 years while the area is redeveloped.

It is essential for the chosen artist to work with the Council's maintenance team to produce murals that can be upkept by the Council once they have been delivered.

## **4. Timeline, budget and submissions**

### Project timeline

*Invitation to tender released: w/c 7 April 2025*

*Deadline for questions: 25<sup>th</sup> April 2025*

*Deadline for expression of interest: 2<sup>nd</sup> May 2025*

*Shortlisting of artists: 5<sup>th</sup> May - 16<sup>th</sup> May*

*Shortlisted artist interviews: w/c 19<sup>th</sup> May*

*Artist/s selected: w/c 26<sup>th</sup> May 2025*

*Inception meeting (virtual): w/c 26<sup>th</sup> May 2025*

*Recruitment of local young person for work experience: June 2025*

*Site visits and first community/panel workshop: June - July 2025*

*Initial concept designs: July 2025*

*Community workshops: August 2025*

*Final designs and locations for murals chosen: August 2025*

*Installation phase 1 (minimum 1 artwork): September 2025*

*Installation phase 2 (completion of all artworks): October 2025 – March 2026*

### Budget

The overall budget for the project is £52,000 (exc. VAT). This includes all payment to artist(s), the work experience participant, research, delivery, equipment, art materials and community engagement expenses.

### Submissions

This brief can be approached in a variety of ways – it is open to:

- A) Individuals to submit proposals for one artwork, allocating a portion of the above budget
- B) An individual to deliver the whole project
- C) An organised group of artists / a collective to deliver the project

Though there is no preferred approach, the method for coordinating the series of artworks and public art wall needs to be clear in the submission, demonstrating how the series of artworks will/can have a connecting thread, who will be responsible for the formal work experience student, and who will undertake the community engagement and co-design workshops.

Your submission should include:

- An outline of how you propose to fulfill the brief, explaining your approach and initial concept ideas (500 words max)
- Outline of the deliverables
- A portfolio with 3-5 examples or case studies of previous work that are relevant to this opportunity (can include hyperlinks)
- An indication of previous experience working with communities and co-design
- A CV / summary of the artist and what they would offer to the project
- A budget breakdown indicating how you would use the allocated budget (this does not need to be detailed at this stage)
- Response to the proposed project timeline / indication of your availability

If submissions are for a team or collective of artists, please outline the experience of each member of the team and indicate previous examples of work. Please also specify if you have worked together as a team before.

The submission should not be more than 10 x A4 pages.

The submission should be sent by email to Blanka Hay (Local Growth Manager - Policy and Strategy) at **blanka.hay@richmondandwandsworth.gov.uk** by **midnight 2<sup>nd</sup> May 2025**.

Please include the title of the project 'Murals for the Alton Estate Brief' in the subject line of the email.

**Appendix A – Alton Housing Renewal Engagement Boards**

The attached PDF shows current plans for the redevelopment of the Alton Estate. Some of the potential walls identified for murals in this brief are earmarked for redevelopment in these proposals (note Danebury Parade and Roehampton Community Hub). These plans are yet to be confirmed and due to the nature of large-scale redevelopment endeavors, the timeframe for demolition is likely to be in 5/10 years, and in the meantime, we want to use these artworks to inspire and unite the community, ensuring they do not feel they are forgotten about.

**Appendix B – Splash of Colour Event**

On 29<sup>th</sup> March 2025, a ‘Splash of Colour’ event was held in Roehampton, hosting sculpting, sign-making and mural painting on the green beside Roehampton Library (around 150 adults and children from the area attended). The attached PDF shows the creative outputs from the event, which artist(s) submitting can draw inspiration from.