



# LOCAL ARTIST CALL OUT

Programme: In Paint We Trust  
Co-produced by Coventry City of Culture Trust,  
Coventry Business Improvement District and Street Art Strategy

Issued: 17 July 2021  
Deadline for expression of interest forms: 15th August 2021

## OVERVIEW

In Paint We Trust (IPWT) is a street art programme commissioned by Coventry City of Culture Trust (CoCT) and brought to life by Coventry BID (BID) & Street Art Strategy (SAS).

IPWT will invite high profile, professional, national, regional and local graffiti artists and muralists, other art forms to use the streets of Coventry as a canvas. This will help bring Coventry to life with colourful, imaginative and bespoke pieces which will appear in unexpected places throughout the city, encouraging people to explore.ade.

## COMMISSION

Coventry BID and the Street Art Strategy team are planning a series of pop up street art installations and want to get the people of Coventry & Warwickshire involved. We want to shine a light on the local creative talent.

Let us know what your creative practice is, where you live and any ideas that you have to create pop up installations - to give you a flavour of what we are talking about see the POP UP STREET ART IDEAS image. It doesn't have to be new work it could be something you have already created that you want the people of Coventry and beyond to see.

## OBJECTIVES

- Re-imagine spaces, walls, street structures and more with fun and quirky art.
- Create a social media asset to accompany the launch.
- Be available to our Digital Content Manager to create additional content, e.g. interviews / behind the scenes sketches / mock ups etc..., online content, as well as other social media / digital assets as and when requested.
- Be an advocate for the project and positive spokesperson for In Paint We Trust, to include social media posts and being on Coventry 2021's marcomms list of people for interview, and to be open to engaging with your local neighbourhood where the piece is being installed.



## AMBITIONS

Our ambition for the In Paint We Trust project is to create ambitious, iconic and impactful artwork throughout the city to be left as a legacy for the year of City of Culture 2021.

All artworks being produced are in place for a substantial amount of time and are aimed to generate footfall within each area. For city centre pieces this is aimed to in turn generate revenue into businesses in the surrounding area.

## HOW TO GET INVOLVED:

- Fill in the expression of interest form by 15th August [found here](#)

If you need any support contact us at [info@streetartstrategy.com](mailto:info@streetartstrategy.com)

You will be required to complete an Equality and Diversity Monitoring Form within this process. [Download the form here](#) - once completed please email to [info@streetartstrategy.com](mailto:info@streetartstrategy.com)

## FEE

Artist fee: Dependant on art piece and style.

Payment schedule: 100% of total fee provided upon installation. Invoices should be sent to Coventry BID.

## PROJECT TEAM & MANAGEMENT

The Management Team for this project includes:

- Melissa Smith, Street Art Strategy
- Trish Willetts, Director, Coventry BID

## SUSTAINABILITY & ACCESSIBILITY

We ask that the artist ensure that the project aligns with ethical and sustainable production approaches, with decisions related to the project being made with future generations in mind, foregrounding innovative and creative sustainability solutions.

We ask that the artist ensure that the project aligns with Access requirements, where disability access provision is integral to all planning and delivery, removing or minimizing barriers to engagement for not just the public but all artists, creatives and teams engaged.



## SUPPORTING INFORMATION

### BACKGROUND TO STREET ART STRATEGY

Street Art Strategy are a quartet of Coventry based creatives with various skills across the arts and music sectors.

We believe in the power of Street Art to transform spaces, places and people.

We create murals, projects, exhibitions, educational sessions and opportunities for community involvement to bring about change and support health and wellbeing.

### BACKGROUND TO COVENTRY BID

Coventry Business Improvement District (BID) is a partnership between the businesses located within the ring road of Coventry city centre.

The aim of the BID is to promote, develop and boost the city centre to make it a great place to work and visit.

#### Projects are varied and fall under the categories:

- Security and Environment
- Enhancing and Promoting
- Business Voice and Support

These were identified by the businesses in the city centre as their key priorities.

To ensure the BID is delivering results for its contributors it is overseen by the BID board of Directors. A vote takes place every five years to decide whether the scheme should continue. Each business has one vote and in order for the scheme to be renewed there must be a clear majority by both the number of votes received and the total aggregate rateable value of the votes.

After a successful revote in 2018, Coventry BID is now midway through its fourth term, this time as an independent BID. Coventry BID Ltd was formed as the BID separated from Coventry City Council, however there will still be strong partnership working as Coventry BID will be extremely proactive in 'driving the future' of Coventry city centre.

The BID team will be working tirelessly to make sure that it provides an exceptional service for all the companies it represents.

[www.coventrybid.co.uk](http://www.coventrybid.co.uk) | [@cov\\_culture](https://twitter.com/cov_culture)



## BACKGROUND TO CITY OF CULTURE

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021.

Now that we have been successful in securing the prestigious title, we are working to build a cultural programme that reflects Coventry, its people and its ambitions for the future. We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The programme for the year will feature large scale mass participation spectacle and intimate moments of wonder, music, dance, theatre and poetry as well as many more celebratory cultural and heritage experiences in every ward of the city. The programme will touch on the city's rich history, heritage and diverse communities whilst taking a bold, future-facing approach, exploring narratives about the most pressing issues for our citizens, country and planet in the years to come.

### The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region