



**CITY CENTRE
MURAL FUND**

GUIDELINES



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INTRODUCTION

This scheme offers support towards the costs involved in creating and delivering new inspiring installations in prominent city centre locations. Aimed at improving the image of buildings/gable ends in Glasgow city centre, the work will enhance the environment and add to the experience of visiting the city while also contributing to local regeneration. This opportunity exists for artists to bring their ideas to life and provide a platform for their talent to be showcased. It will add to the growing reputation of Glasgow's arts community and contribute to the city's image as a cultural centre.

The chosen site for the mural image must be within the operational city centre area. A boundary map (based on the extent of the District Regeneration Frameworks) can be found via the City Centre Strategy website: <https://www.glasgowcitycentrestrategy.com/city-centre-districts>

- Your application form should be completed electronically.
- A copy of the form and these guidance notes are available on the Council website: <https://www.glasgow.gov.uk/citycentremuralfund>
- Or you can request a copy by emailing: citycentrestrategy@glasgow.gov.uk

The boxes within the form will expand to allow you to insert information. However please answer questions as concisely as possible.

The City Centre Mural Fund has a limited annual allocation of funding and applications are invited for activities which meet the criteria given below. Applications will be considered on their merits and applicants will be advised of the outcome in writing.

WHO CAN APPLY

Applicants may be of any age and at any stage of their career, but must be outwith full time education, including any postgraduate study, before the date of application.

WHAT WE CANNOT ASSIST WITH

There are certain types of proposals that will not be assisted, they are:-

- projects which **do not** have prior written permission from the landowner/developer;
- ongoing running costs;
- items of equipment or clothing of a personal nature;
- functions that:
 - (a) the Council or any other body has a statutory responsibility to provide;
 - (b) duplicate or conflict with Council policies;
 - (c) would be more appropriately funded from other sources;
- proposals in respect of religious activities, festivals or events;
- purchase and/or maintenance of vehicles such as cars, vans, minibuses, etc.;
- proposals where members of the community are unnecessarily excluded, for example, on the grounds of race, religion, gender, economic /financial reasons etc;
- provision of meals and snacks,
- social events and parties;
- retrospective proposals, for example, installations that have already begun or where equipment has been bought or ordered.

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CRITERIA

Applications will be assessed against the following criteria:

- Mural proposals must be located within the operational city centre as defined by the enclosed map (as below)
- Prominent locations where installations will have maximum impact
- Installations which will reduce the impact of environmental blight
- The quality of the applicant's work
- The clarity of purpose behind the submission and reasons for applying
- The quality of the material / images supplied

All applications must have adequate Health & Safety procedures in place; must have carried out a Risk Assessment and must provide a copy of the Risk Assessment report with the application.

Applicants must also have insurance (including Public Liability Insurance) and provide a copy of relevant insurance documents with their application.

There should be no overt commercial element, such as brand marketing etc. No football colours, gang tags, offensive images or religious symbols should be contained within the mural. The mural should not promote or oppose a view on a question of political controversy which is identifiable as the view of one political party.

The final image must be the same as the image submitted in the application.

Before proceeding, all works require prior written consent and agreement from GCC.

Copyright in all design for the mural (including any preparatory drawings and images) and in the mural itself shall be retained by the Artist.

The Artist shall grant to the Council non-exclusive Licence to reproduce the mural and images thereof for the full period of copyright in terms of law for promotional, archival, education, criticism, review or reporting of current, past and future events including without limitation the promotion and marketing of the City of Glasgow or any other proper purpose connected with the ongoing functions of Glasgow City Council.

Images of works completed through the City Centre Mural Fund may be used by Glasgow City Council, Glasgow Life, and other approved project partners to promote the initiative and the city. In such cases, due credit should be given to the Artist(s) wherever possible.

Any enquiries, requests or approaches for image use which does not meet these criteria (i.e. they are not wholly concerned with promoting the initiative or the city, or they contain some commercial element) will fall out with project scope. In those cases, appropriate permission should be sought directly from the Artist(s).

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EQUIPMENT

Funding requests towards equipment may be considered however the expenditure must be clearly justified. Applicants must clearly identify why the equipment needs to be purchased rather than resourced in other ways, such as rental which is the **preferred** option of the fund.

For any applications requesting funding towards equipment, **3 reliable quotes** must be included in the submission. If quotes are not provided, then the selection panel reserves the right to not consider the application. Applicants must meet 50% of the cash costs of equipment to be purchased. In-kind contributions are not permitted in this instance.

FUNDS AVAILABLE

The fund will cover up to 100% of costs incurred. GCC NRS City Centre Regeneration reserves the right to offer a different amount to that requested.

HOW TO APPLY

Applications should be submitted by email and will be accepted at any time. Due to the competitive nature of the scheme you are advised to read these guidelines carefully. Ensure you submit all information requested, answer questions in full and make sure there is a balanced budget.

Along with your emailed application form and a draft/outline of your proposed mural, four images of recent work are required as evidence of your artistic style and ability. This should be submitted as an attachment with your emailed application, ensuring any images submitted are relevant to the application. **Please do not send applications or artwork in the post.**

Applications that are incomplete or do not contain sufficient information on which an assessment can be made will not be considered. Please ensure the application is adequate. Applications must be emailed and not posted. Please note, there is no facility to hand deliver hard (paper) copies of applications.

WHO MAKES THE DECISIONS

Your application will be considered by GCC NRS City Centre Regeneration.

PAYMENT

Payment of agreed funding will be made upon completion of the approved works, receipt of invoice submission, and in accordance with GCC's standard payment terms.

CLOSING DATE

Completed applications should be emailed to citycentrestrategy@glasgow.gov.uk the subject title of your email should be: **City Centre Mural Fund**

This is a rolling programme and applications will be assessed on a first come basis and while funding remains available. Your application will be acknowledged within five working days. Please call 0141 287 6540 if you do not receive an email acknowledging receipt of your application.

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