

Sauchiehall Street: Culture and Heritage Artists in Communities

October 2024 – March 2025

1) Background - Artists in Communities

[Glasgow Life Artists in Communities](#) is a programme which aims to transform lives through engagement and participation in creative and cultural activity in communities across the city. Artists in Communities has a proven track record in creative engagement and placemaking, and was referenced as a model of good practice in Glasgow's Place Commission [People Make Places](#).

Since 2018, 35 artists have been commissioned as Artists in Communities. They have delivered 92 different projects across the city. In 2023-24 there were 6 projects exploring the climate crisis - its meaning and impact - with different communities in the city, funded by the UK Government through the UK Shared Prosperity Fund.

In 2024-2025, we will be commissioning **two individual, Glasgow-based** Heritage Artists in Communities to work with communities to explore the physical and intangible heritage of Sauchiehall Street, as part of imagining a new vision for the street and developing an archive.

2) Sauchiehall Street Cultural and Heritage District iteration

This iteration is focused on embedding communities in the conversation about plans for Sauchiehall Street: Cultural and Heritage District. Heritage Artists in Communities will be part of a wider 18-month development phase funded by the National Lottery Heritage Fund that will lay the foundations for long term investment and renewal process for the street.

Sauchiehall Street is now at a key juncture, as both its historic fabric and its role as a much loved and vibrant part of the city centre is at risk. The physical heritage, as represented by the built environment, and the intangible heritage that resides in the community's living memory, as a place of excitement and urban vibrancy, will continue to decline if the economic and civic life of the area is not re-energised.

This project responds to The Golden Z Report and contributes to Glasgow's Culture Strategy and City Centre Strategy. [The Golden Z report](#) articulates an urgent need to tackle the issues in Glasgow's City Centre, recommending that new approaches should be taken to diversify use. These recommendations are also referenced within the [Glasgow City Centre Recovery Plan 2022-2024](#) and the [Glasgow City Centre Strategy 2024-2030](#). The regeneration of Sauchiehall Street is a clear priority for the council as highlighted in the city centre strategy and embedding culture and heritage in city regeneration projects is a priority in Glasgow's Culture Strategy action plan. This project represents an integrated, new approach towards the renewal and regeneration of Sauchiehall Street as a culture and heritage district which ties in with the strategy of 'Place Principle' within the [Scottish Government's National Planning Framework 4](#). Significant investment has come into the wider city region over the last 18 months, and this project provides an opportunity to align city plans with culture and heritage to build on that investment by connecting to other policy areas, such as innovation, to have a long-lasting effect.

Heritage Artists in Communities

This fixed term commission over a period of 6 months between October 2024 and March 2025, will engage creatively with communities, giving particular consideration to groups that experience barriers to accessing culture and heritage.

Our definition of a 'Heritage Artist' for this project, is an artist with a socially-engaged practice who works with communities to explore past, hidden stories and cultures to create and inform new works.

The Heritage Artists in Communities will work alongside existing creative engagement programmes run by local organisations to ensure everyone in the Sauchiehall Street community has the opportunity to engage with, and

celebrate their part in its heritage, histories and stories – from residents and Glaswegians, to visitors to the street and local businesses. This work will be closely supported by a Glasgow Life Producer.

The key audiences we are looking to engage are:

- Residents living in and around the street
- Glaswegians and people living in Glasgow
- Sauchiehall Street visitors, retail shoppers and businesses

We are looking for proposals that have the potential to generate a variety of outputs including audio trails, stories, images (in any format), animated maps, food or craft-making based events, recommendations for shared community green space and much more. All of this will help shape, input and inform future planning and the development of Sauchiehall Street in years to come.

This opportunity is for freelance artists who live in Glasgow. We are looking for proposals led by individual artists or artist-led collectives and will not be accepting proposals from organisations.

A strong consideration of the decision panel will be a focus on projects that are sustainable and consider the environment in their production. The panel will also consider how well project proposals will complement existing culture and heritage activities and organisations. We will be able to support with brokering any relationships with heritage/cultural organisations and businesses in and around Sauchiehall Street.

There will also be additional programme activity that will respond directly to Sauchiehall Street's renewal as a culture and heritage district, that you may want to respond to as the programme develops. We will commission different partner organisations to bring together a place-based programme that will drive the visitor economy, widen engagement and visibility and shift the narrative towards celebrating Sauchiehall Street's intangible heritage:

Proposals could:

- Explore lesser-known stories and histories of the wider Sauchiehall street area and surrounds.
- Explore how participants can gain a deeper understanding of the heritage of their area
- Build capacity of communities in the city to take part in the future visioning and planning for the area, through increased access to heritage and cultural opportunities.
- Demonstrate how heritage and cultural activity can be a vehicle for change which further enables citizen and community involvement in conversations and topics which they are historically excluded from.

These projects will achieve the following Heritage Outcomes:

- **A wider range of people will be engaged with heritage**
- **Heritage will be identified and better explained**
- **People will have learned about heritage, leading to change in ideas and actions.**

And the following Artists in Communities outcomes:

- **Communities have increased access to creative and cultural opportunities in their local area (content and activities reflect the unique culture within each area)**
- **Participants and communities have improved wellbeing (including positive sense of self, sense of community connectedness, improved relationships, and engagement in the world)**
- **Artists in Glasgow have increased opportunities to develop their socially engaged creative practice.**

3) Programme Delivery

There will be two projects working on this part of the programme and we will continue to have a Sharing Practice element as well as building on evaluation.

The projects will be supported by a Glasgow Life Producer and there will have access to a project working group with expert knowledge around the area and urban renewal work.

Budget

Fee	£14,411 – based on 2 days pw for 6 months (48 days) @ £300.22
Production costs	£5000 – full production budget
Creative Practice Development	£1000

We also have some separate budget to support any access needs you or participants might have.

Timings

Friday 19 th July 2024	Applications Open
Midday Friday 30 th August 2024	Deadlines for proposals
Monday 09 th September 2024	Decisions on applications made
Wednesday 11 th September 2024	All applicants notified on decisions
Wednesday 18 th September 2024	Commissioning agreements sent
Tuesday 8 th October 2024	Induction and project begins
Monday 14 th April 2025	Final report due

4) Application process

Please submit a proposal related to the aims and outcomes of the programme along with a budget by **midday on Friday 30th August**.

We will also accept your application as a video or voice recording if this is more accessible for you.

Two group calls will be held via Teams for an introduction to the project and space to ask questions.

Dates and times are:

- Monday 5th August at 12:00pm (mid-day)
- Wednesday 7th August at 6:00pm

If you have access needs, would like support with your application, or would like to join a group call to ask questions about the application, please email amcv@glasgowlife.org.uk.

Our commitment to equity and representing Glasgow requires us to ask applicants to fill in a monitoring form as part of their application. We ask how you self-identify to ensure we have a diverse cohort of artists. Please return in addition to your proposal and budget.

In your project planning, please include how you will consider your projects impact on the environment and aim to reduce this where possible e.g. using local supplier, borrowing/loaning equipment, considering material choices etc.

Email submissions to amcv@glasgowlife.org.uk with the title “Sauchiehall Street Heritage Artists in Communities – [YOUR NAME]”

Please limit the total size of any attachments to under 8MB to ensure your email complies with our IT regulations and arrives safely.

Upon selection, Glasgow Life will support artists to ensure:

- Artists have up-to-date Public Liability Insurance up to £5million
- Artists have basic Disclosure and an existing PVG

4.1) The proposal

We invite you to submit a **two-page proposal and an additional one-page budget and a CV.**

Your proposal should include the following information:

- 1) Lead artist name, contact details and social media or website links.
- 2) What aspect of Sauchiehall Streets physical and/or intangible heritage align with your practice and what communities would you like to work with to explore this? Would this help you build and develop existing work?
- 3) What sort of partners or practitioners do you anticipate working with?
- 4) An outline of your approach to the programme from October 2024 to March 2025.
- 5) An indication of the outputs that might result from this work for example – podcast, exhibition, walking tour etc.
- 6) Does your programme include a Gaelic or Scots element and if so, what is it?
- 7) What support or information you might require as part of the programme.
- 8) An outline of how you will make sure this project will consider the environment in its production.
- 9) A budget breakdown.

4.2) Proposal assessment

Proposals will be assessed by a panel made up of stakeholders working on the Sauchiehall Street: Heritage and Culture District and Glasgow Life’s Creative Communities team.

Decisions will be based on the following criteria:

- How well Sauchiehall Street’s **tangible and/or intangible heritage** has been considered
- How well **audiences and their engagement** have been considered

- How well the proposal considers and **compliments existing culture and heritage activities** which already exist on the street.
- Potential of the proposal to expand the **visibility of identified heritage**, and considerations to how this would be included in the project as **an outcome**
- How well the proposal considers its **environmental impact** in its production, with an aim to reduce this where possible

