



HANSA20 PROJECTION COMMISSION

LEAD ARTIST/ARTS ORGANISATION BRIEF

SUMMARY

The Borough Council of King's Lynn and West Norfolk are looking to appoint an experienced artist/s, creative practitioner or an arts organisation with experience of community engagement or socially engaged practice to develop and deliver a series of art works in partnership with communities in King's Lynn which will feature as part of the towns HANSA20 celebrations.

The works will be projected on to three historic buildings in central King's Lynn using the existing infrastructure of BrightSign Media Players along with the option to use two mobile projectors on different sites/locations. The technology will allow for projection of static images, slide shows, animation, film or potentially interactive works using gaming technologies but not sound.

This commission should take inspiration from and explore the culture and heritage of King's Lynn and its communities using the umbrella theme of 'friendship across communities'.

Particular areas of interest and exploration could include:

- King's Lynn's international connections
- Inspirational contemporary and historical residents from the internationally famous to local community heroes
- Shipping, sailing, and piracy

It should build on, but not duplicate, previous projects delivered in King's Lynn including [Lynn Lumiere West Norfolk](#) and the [Intergalactic Hanseatic League](#).

This commission should respond to the key priorities outlined below in the:

- [Town Investment Plan](#),
- [King's Lynn Culture & Heritage Strategy](#)

CONTEXT

King's Lynn is steeped in maritime history. It has been a trading point for most of the last 1,000 years, has strong links with Europe and is a proud member of the Hanseatic League. During 2025 there will be an extensive programme of celebrations, events and workshops to mark '[HANSA20](#)' - the 20th Anniversary of King's Lynn joining the [Modern Hanseatic League](#).

There are historic links between King's Lynn, Canada and America. It has a rich cultural history of global significance as the home of Margery Kempe, who wrote the first biography in the English language, and Robert Armin, Shakespeare's comedian. Situated on the Western edge of Norfolk with a population of 45,000, it functions as a sub-regional centre serving a wider area including Lincolnshire and Cambridgeshire.



The town has an ambitious plan to realise its full potential as set out in the [Town Investment Plan](#), co-produced by the Borough Council and [Town Deal Board](#). Priorities include;

- *A repurposed town centre with new experiences and businesses* - increasing footfall, enhancing cultural opportunities, with its different parts better connected.
- *A high-quality residential and leisure offer in the historic town core and riverfront* - attracting new people to live and work in the town centre, whilst protecting our unique heritage.

A key theme of the plan is to engage, inspire, attract and retain young people in the town through a range of interventions. One of the Town Deal Board's aspirations is to **engage young people in the design and development of projects and activities**, to secure their buy in and contribution to the future prosperity of the town. We want to create a town that they feel proud of and is relevant to their generation.

King's Lynn has recently published a new [Culture & Heritage Strategy](#) for the town following a 12-month period of research and consultation. The strategy focuses on four key priorities over the next ten years:

- Developing young people as makers, producers and creators.
- Creatively animate heritage in King's Lynn.
- Work collaboratively to be more resilient.
- Ensuring that sustainability, inclusivity and diverse voices are embedded within King's Lynn's culture.

With the intention of achieving the following outcomes:

- Increased engagement with culture and heritage by diverse communities
- King's Lynn is viewed as outward-looking and internationally connected
- A culture and heritage sector that is resilient and thriving.
- Everyone feels a sense of pride in King's Lynn's culture and heritage and identifies a part of it that is relevant to and inclusive of them.
- Engagement with culture and heritage is recognised as an impactful way to reduce inequalities and improve wellbeing in King's Lynn

PROJECT AIMS & OBJECTIVES

The aims of this project are:

- To create a series of inspirational and engaging public realm projections to be delivered in October/November 2025.
- To directly involve and engage with communities in King's Lynn, in particular children, young people, and diverse communities in the creation of the art works.
- To deepen local residents and visitors' knowledge and understanding of King's Lynn to evoke civic pride.

Target participants/audiences:



- King's Lynn residents, particularly young people, families, cross generational and diverse communities who may not have previously actively engaged with culture.
- Visitors to the town centre from outside King's Lynn, who have an active interest in its heritage and culture.
- Visitors to the town centre from outside King's Lynn who may not be aware of its heritage and culture.

What do we want the participants/audiences to do?

- We want children, young people and diverse communities to be engaged in the creation of the art works through workshops to be delivered in schools, college and community settings.
- Celebrate what makes King's Lynn distinct.
- Increase their understanding of King's Lynn's heritage and culture.
- Develop an emotional response to King's Lynn and its sense of place.

Intended outcomes of the project:

- A new series of art works to be projected on to buildings in King's Lynn town centre that have local relevance and build on but do not duplicate previous projects.
- Increased sense of pride in King's Lynn's culture and heritage and that it is relevant and inclusive.
- Increased audiences for and knowledge of King's Lynn's heritage and culture
- Increased engagement with culture and heritage by children, young people and diverse communities
- King's Lynn is viewed as outward-looking and internationally connected.

PROJECTION SITES

Projectors are located at the following sites:

- Grey Friars Tower
- King's Lynn Minster
- The Custom House

There are two projectors that can be used in different locations which may allow use of other town centre heritage sites/venues subject to appropriate approvals.

BUDGET

- Up to £25,000 inclusive of VAT, to include artist fee, delivery of community workshops, and costs of production, presentation and promotion.
- There is a discretionary budget of up to £10,000 for capital items which may be required to deliver the project.
- The awarded artist/arts organisation will be required to have public liability insurance of £2 million.

HOW TO APPLY



To apply please send:

- Your proposal
- An outline budget detailing costs of delivering your proposed ideas
- Your CV and examples of previous relevant work, including evidence of your experience of working with children, young people and diverse communities to produce high quality artistic outcomes

Your proposal should include:

- An artist/company statement that includes a clear description of your experience and current practice, including materials, scales, process and the ideas that inform your work
- An outline of what you expect to do during the commission – what activities will be delivered and who will they lead to the creation of the art works
- An indication of who you would like to collaborate with and how you intend to engage with them.
- Your interpretation of the theme and what specifically interests you in relation to the town of King's Lynn

Please disclose in your proposal any real or potential conflicts of interest that may arise through the selection process and/or during the contracted work.

Any enquires about the project, the brief or the selection process should be sent to Phillip.eke@west-norfolk.gov.uk in the first instance.

Final submissions should be sent to publicity@west-norfolk.gov.uk and culture@west-norfolk.gov.uk to be received by 5pm on 12 May 2025.

SELECTION PROCESS

Proposals will be assessed on the following criteria:

- The quality and originality of the artistic concept
- How the proposal addresses the aims and objectives of the brief
- Track record and experience of successfully delivering projects of similar scale and ambition
- Demonstration of ability to deliver on time and within budget

Up to 5 shortlisted applicants will be invited for interview via Teams.

TIMETABLE

Call out to artists: 14 April

Deadline for submissions: 5pm, 12 May 2025

On-line interviews of shortlisted artists/arts organisations: w/c 26 May

Artist contracted: w/c 16 June

Commission launch: w/c 27 October

Commission closes: w/c 28 November