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Artists brief for  
public artwork

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# East Cliff art wall

May 2026

# Background

Canterbury City Council is exploring creative ways to animate the sea wall to the east of the new beach huts along Herne Bay promenade on the King Charles III coastal path.

The site is currently home to ad hoc artwork created by an unknown artist. This commission would seek to refresh this artwork, replacing it with a piece more closely related to Herne Bay and the seafront environment.

This opportunity would particularly favour a work that is site-specific, environmentally sustainable (in terms of materials or theme) and enables

the residents to better understand and connect to their location in an interesting, thought-provoking and engaging way.

The artwork should aim to be ambitious and create a contemporary landmark whilst being achievable within the time frame and budget.

We are looking for an artist or collective to work with the local community to create an inspirational piece of art that works in harmony with the natural environment.

The commissioning panel is particularly keen to hear from artists with a strong track record and have a connection to the area, for example who live, work, or study/studied locally in East Kent.

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## Community engagement

This commission should reflect the location and local community at the heart of its design and implementation. Strong submissions will reflect how you intend to engage with local voices and views and how these will be reflected in the final designs for the work.

It should be noted at least one community engagement workshop should be included in your proposal.

## Project aims

- Encourage increased footfall to the east of Herne Bay seafront.
- Enhance the user experience through a welcoming, visually engaging design.
- Reflect the identity of the local area and community.
- Contribute towards the achievement of the vision and strategy principles of the recently adopted [Herne Bay town centre strategy](#).



## Design requirements

- The work must be site-specific, taking into account the wall's dimensions (each of the five rectangle wall segments measure approximately 4.6m high and 2.2m wide, with the surface area of the remaining four wall segments reducing as it drops down towards the promenade).
- Proposals must consider the breeze block surface and seafront location, ensuring proper wall preparation to maximise longevity and protect against environmental exposure and vandalism.
- Proposals should have a positive visual impact and foster a greater sense of community.
- Designs should reflect the nature and spirit of Herne Bay and the local community. Ideally, designs should be informed by input from promenade users, youth groups, local schools and/or community stakeholders.
- Materials used must be environmentally friendly and have no adverse impacts on the area's surrounding environment, habitats and general biodiversity.



## Indicative timetable 2026

|  |                         |
|--|-------------------------|
| Opportunity live   | Monday 25 May 2026      |
| Deadline for proposals   | Monday 29 June 2026     |
| Notification of shortlist decision by  | w/c 13 July 2026        |
| Interviews of shortlisted artists  | w/c 20 July 2026        |
| Decision and appointment of a successful artist by   | w/c 27 July 2026        |
| Submission of detailed project proposal (including community engagement) and first payment | Monday 10 August 2026   |
| Installation   | Monday 17 August 2026   |
| Project completion and final payment   | Monday 7 September 2026 |

## The budget

The appointed artist will receive £12,000 to cover the artist's fee, community engagement, materials, and installation. The fee will be paid in two instalments, on the signature of the agreement and completion of the work.

## Considerations

- The artwork must be minimal in maintenance.
- Canterbury City Council would give a minimum of two weeks' notice period for the removal of the artwork if necessary.
- The subject matter of the artwork must be appropriate and relevant to its surroundings.

## Application process

To apply for this opportunity, you will need to provide:

- A completed [application form](#).
- Links to your previous work that are most relevant to this project.
- All applications will be assessed by a selection panel formed by the council's External Development Team.
- Where indicated, your answers will be marked 0 to 5, with 5 as the highest mark.
- If you have any questions or need further information, please email [externaldevelopment@canterbury.gov.uk](mailto:externaldevelopment@canterbury.gov.uk)

The deadline for proposals is  
**midnight Monday  
29 June 2026**

## Management

The artist will be commissioned and contracted by Canterbury City Council.

The council's Culture Development Officer will support the artist during the design process, introduce them to key stakeholders, and oversee milestones for delivery such as concept, detailed design sign-off, installation and handover.

The artist will be expected to hold public liability insurance to a minimum value of £5m and public indemnity insurance to a minimum value of £5m.

## Selection process and criteria

The selection panel will review all submissions received and determine a shortlist of artists/artist collectives.

The panel will conduct online/in-person interviews with the shortlisted artists.

Please note that the council reserves the right not to appoint any of the applicants if none of the submissions are considered suitable, and may approach others to submit proposals.

### Selection criteria

**Criteria 1: Evidence of capability to produce high-quality projects**

**Assessment:** Written submission and images, online profile, references

**Criteria 2: Suitability of the artist's approach to this commission**

**Assessment:** Written submission, initial proposal, interview

**Criteria 3: Originality of ideas**

**Assessment:** Written submission, initial proposal, interview