



NORTHERN ROOTS
GROWN IN OLDHAM

Northern Roots CREATIVE SIGNAGE PROJECT – COMMISSIONING BRIEF

Northern Roots is creating the UK's largest urban farm and eco-park on 160 acres of stunning green space in the heart of Oldham. By harnessing this green space to benefit the environment and to improve the health, wellbeing and livelihoods of local people, Northern Roots is developing an exciting new community asset and visitor destination: <https://northern-roots.uk>

In 2020-21, we ran the Northern Roots Creative Writing Competition, inviting local people to submit a piece of creative writing using the Northern Roots site as their inspiration. There were three age categories and the winners' work can be found at [Northern Roots Creative Writing Competition – Northern Roots \(northern-roots.uk\)](#)

Part of the prize awarded to each writer was that an excerpt from their writing would be incorporated into a permanent feature within the Northern Roots site, to help enhance the visitor experience and encourage more people to get out, walk, discover and enjoy the site.

We are now inviting proposals from Greater Manchester-based artists, creatives and makers, working in any artform. We'd like you to develop a concept for a permanent feature on the Northern Roots site, based on and incorporating phrases written by the winners of the Northern Roots Creative Writing Competition.

We've chosen one phrase from each of the winning entries, and we would like each artist to create a proposal that briefly outlines what they would create for **each of the three phrases** below.

'The Magic in the Woods' by Aleena Hussein – Children's Category, winner

Phrase 1: ***"There's Magic in the Woods"***

'Dear Diary' by Gabriella Petrillo – Young Peoples Category, winner

Phrase 2: ***'Nature is a beauty" don't take it for granted!'***

'On Oldham's Front Door' by Donna Smith – Adults Category, winner

Phrase 3: ***"Wildflowers in abundance, their scents catching the breeze"***,



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Three final ideas will be selected by the Northern Roots Arts & Culture Team from the range of submissions we receive. Successful artists will receive a **grant of £500 per idea** to develop, make and deliver their piece by **30th June 2022**.

Key details

The 160-acre Northern Roots site is a mixed landscape including woodland, moorland and wetland habitats. Pieces could potentially be embedded in the land, suspended from or attached to trees, be a standalone structure, have a musical or movement element, be at scale or small and beautifully formed. We would also encourage artists to think about using sustainable materials where possible. Above all, how will your ideas **delight and surprise** visitors of all ages at Northern Roots?

Criteria

1. Applicants must be resident or working in Greater Manchester.
2. Applicants must hold a UK bank account.

Application Schedule

Applications Open: Wednesday 23rd March 2022

Applications Close: Wednesday 13th April 2022

Artists Selected by: Wednesday 30th April 2022

Please complete and return the **Application Form** and return to geli.berg@oldham.gov.uk by **5pm on Wednesday 13th April 2022**. Please also use this email address if you have any questions about the commission or your application or if you have any access requirements.

Thank you for your interest in this opportunity, we look forward to being in touch.