

BID FOR CONTRACT: Redevelop and Refresh MOSTYN's Branding Funded by the Garfield Weston Foundation

About MOSTYN

MOSTYN is a public contemporary art gallery situated in the coastal town of Llandudno.

We are part a registered charity and a part Limited Company, registered in Wales. We currently have the equivalent of 15 full time employees on our team.

Our charity remit is to educate the public in visual arts, and to assist in public appreciation of such arts by the establishment of the Mostyn Gallery in Llandudno, North Wales. Our charitable purpose is to open dialogue on contemporary art exhibitions, learning and engagement for people of all ages and backgrounds.

We are an Arts Council of Wales ('ACW') Arts Portfolio organisations. This means that most of MOSTYN's operational costs are met by ACW via an annual grant. All exhibitions and further activity are funded via other grants and charitable funds, commercial activity and visitor donations. MOSTYN is also part of the Plus TATE, the UK-wide contemporary visual art network, and Visual Arts Groups Wales (VAGW).

The Grade II listed building that now houses MOSTYN was originally built in 1901 for local benefactor Lady Augusta Mostyn so we have a history as an contemporary and innovative interdisciplinary art centre. The Mostyn Art Gallery was open until 1913, after which it had various uses, including as a piano shop. In 1979 it became a gallery once more. In 2010 the building underwent a £5m refurbishment, including our much photographed award-winning architectural concrete entrance hall, and was subsequently rebranded as MOSTYN. MOSTYN now incorporates six gallery spaces, a studio space for engagement activities, a community space, a meeting room that is available for private hire, a shop and a café.

Pre-COVID, we welcomed almost 80,000 visitors a year to MOSTYN. While first and foremost we serve the communities of North Wales, Llandudno is a popular holiday destination and in the summer months the majority of our visitors are tourists and day trippers. We are open six days a week.

In the past, as a non-ticketed, free to enter, venue we have found it difficult to gather data and behavioural insights from our visitors. However, over the last two years we have conducted a number of research exercises. In a survey that we conducted in June 2020:

- Over 60% of respondents were aged 45+, which we believe does roughly correspond with our typical audiences.
- 45% spoke Welsh at some level.
- 17.5% of respondents identified as D/deaf, disabled or having a long term health condition.

- Nearly 28% of these respondents visited to support their local gallery, but only 20% came to Llandudno to specifically visit MOSTYN – they were more likely to include MOSTYN as part of a visit for other purposes.
- 95% were more likely than not to recommend MOSTYN to their friends and family.
- 75% said they were likely to visit in the next 6 months.

Our USP is the quality of the art we show. MOSTYN exhibits a programme of outstanding international contemporary art that is on a par with galleries in the major global art centres. We often provide artists from Wales and across the world with their first UK institutional shows and secure international press coverage.

Other distinctive factors at MOSTYN are our renowned shop, which has both a physical presence within MOSTYN and an online Shopify platform. It presents a wide range of hand-made items from over 400 local, national and international contemporary applied artists and makers – both established and emerging - and 50% of whom are Welsh or Wales based. Stocking beautiful jewellery, ceramics, textiles, glassware, original prints, functional household items, original greeting cards, artist editions, art-related books, magazines and art supplies, the MOSTYN shop is a popular destination for those looking for a special gift or treat.

Our six galleries and all exhibitions are free to enter and physically accessible. Our front of house team are welcoming and engaging, as evidenced by the number of positive comments we receive online and in-house. Our café serves excellent coffee and cake and is run by a third party contractor.

What We Need

Research has identified that there is a lack of understanding on the part of audiences as to what MOSTYN is, what we stand for and our purpose. In addition, it highlighted that visitors were not aware of the work we do outside of the gallery, within our wider communities and within schools. This has led to some misunderstandings about what MOSTYN should be exhibiting and has affected satisfaction with visits.

As we move beyond the pandemic, we want to recentre MOSTYN as being a resource for all in North Wales and beyond – even those who believe art is ‘not for them’. Our vision is that MOSTYN should be somewhere visitors feel welcome to exercise their curiosity, for free. There should be a sense of excitement and discovery when visiting, a freshness and vibrancy. We want to offer visitors a means to spend their leisure time in an enjoyable way that contributes to their sense of wellbeing, whether as solo visitors, with family or within groups.

We would like our shop to be recognised as somewhere people can purchase something hand-made, beautiful and unique, that’s also ethically and socially responsible. We want to promote the value in supporting the local (creative) economy and hundreds of artists, craftspeople and makers across the region. We will continue to actively and passionately support the Welsh language through all of our activities. We will continue to deliver socially

and culturally valuable work outside of MOSTYN and we want to share more of it with our audiences both inside our building and online.

Ideally, we would like visitors to leave MOSTYN having enjoyed their experience, even if they did not necessarily like the art exhibited. We aspire to provide them with an increased awareness of the social value of contemporary art; seeing how it can be relevant to their lives, and provide them with insights into the experiences of others. We want to share our knowledge and passion about contemporary art and artists with others, in person and online, and share brilliant, thought provoking art with all of our communities. We want our communities to feel that MOSTYN is 'their gallery' and share their perspectives, stories and creativity with us.

We have identified that in order to respond to these priorities we now need to provide clearer communications about our purpose and remit - as a charity, as a public contemporary art gallery with a worldwide reach, within our region and within Llandudno. So over the last few months we have created a new brand and vision statement that is rooted in our research but also created in consultation with our team and stakeholders.

This brand and vision now need to be manifested through a refreshed brand presence, that is delivered in a fully accessible and inclusive way, using an increased variety of methods so that we can reach more of our audiences with a clearer message that MOSTYN is there for them.

Our New Mission Statement

MOSTYN is a public art gallery, based in Llandudno, Wales. We present outstanding international contemporary art and aim to represent diverse perspectives on the world and contemporary life.

Our New Brand Values

Support excellence: show the best international contemporary art, and the best work by regional artists, craftspeople and makers, at MOSTYN.

Captivate and fascinate: encourage discussion and reflection on how and why contemporary art is relevant to our lives.

Champion inclusivity: be welcoming, accessible and provide space for all voices.

Collaborate: share MOSTYN and the value of contemporary art beyond our building by working in partnership with others in our communities.

Act with Integrity: promote sustainable and ethical working practices and creative opportunities for others.

Advocate: actively support the Welsh language and the Welsh cultural sector.

Our New Vision

- To produce outstanding and internationally significant contemporary art exhibitions that aim to represent diverse perspectives on contemporary life.
- To engage, inspire and excite our audiences, through our ambitious exhibition, learning and digital programmes.
- To provide a safe, inclusive, accessible and welcoming environment to share contemporary art and open dialogue with everyone.
- To passionately support and promote the Welsh language as a modern language of creativity and innovation.
- To nurture and promote Welsh and Wales based artists and creative practitioners, nationally and internationally.
- To be a resilient, diverse and sustainable organisation that contributes towards the cultural, social, environmental and economic fabric of Wales.

Some of the Challenges We Face

- Our new branding needs to have a strong and distinctive visual presence but it will need to sit alongside some existing branding while we complete the transformation (the budget does not allow for the replacement of all existing exterior signage for example). How can we integrate the new and old brands in a way that is practical and organic?
- How can we create a cleaner, more welcoming entrance/threshold and use branded wayfaring within the gallery spaces? The branding has to be visible and distinctive from the front door to the café toilets! Could we make better use of our frontage, windows and monitors?
- How can we balance the apparent contradictions within our purpose? How can we centre the quality of our programme and the art we exhibit while leaving space for all our other activities? How can we communicate complex ideas simply across all our attributes?
- We welcome multiple audiences at MOSTYN and our brand must reflect that we serve the people of North Wales, holiday makers and 'non art' audiences, as well as prestigious international artists and art press. How can our brand attributes reflect all our audiences' needs?

What We Need

We need our selected designer or design agency to:

- Refresh the MOSTYN logo to give it a new sense of energy.
- Create new palette and font specifications.
- Create a set of brand standards across print and digital.
- Envisage how the new branding will create a welcoming entrance to MOSTYN and our new community Project Space.
- Create a set of marketing attribute templates (including but not limited to our season brochure, posters, point of sale labelling, window graphics, wayfaring signage internally within the gallery, social media presence, digital and physical business stationery).
- Make recommendations through discussion with MOSTYN's team for:
 - How to deploy brand voice to support these visuals.
 - The types of imagery we should use.
 - How this could be reflected in our policy of how we engage visitors.
 - How the brand could be manifested through our shop and commercial activities.
 - Identification of obstacles (visual, physical theoretical) to achieve our desired outcomes.

The designer/agency we select will need to:

- Be UK based, and have demonstrable experience of designing for cultural organisations.
- Have good knowledge of the cultural landscape across our region.
- Be familiar with the challenges of working in bilingual Welsh/English formats. Although we can help you with translation, being able to speak and write Welsh will be an advantage.
- Have a hands-on approach; we will expect the successful bidder to spend a day at MOSTYN so they can see our organisation from the perspective of a visitor before they start the design process.
- Provide a cost-effective, best-value solution.
- Have an understanding of the pressures and practical requirements for organisations working in the cultural sector right now.
- The ability to work to a schedule and on budget; we need the new brand to be agreed by April 30th 2022, to roll out thereafter.

Expressions of Interest

If you would be interested in becoming MOSTYN's new branding partner, please provide an expression of interest. This should include:

- An overview of your skills and experience, with relevant examples from the last 3 years.
- Referee contacts for at least two previous clients, ideally within the culture or charity sectors. We will not contact these referees unless you are shortlisted.

- Budget daily rate if applicable or any indicative costs.
- One or two design concept sketches to illustrate your understanding of the objectives.

Following the submission date, three designers/agencies will be shortlisted by and invited to make a presentation to a team from MOSTYN.

Expressions of interest will need to be submitted by email by 12 noon on 18th February 2022 to Clare Harding, Head of Marketing and Development, at clare@mostyn.org. Shortlisted agencies will be notified by 5pm on 23rd February 2022.

Please note that a second bid for contract will be issued by MOSTYN within coming weeks for a separate project to design and build a new website for MOSTYN, utilising the new branding. Designers and/or agencies who make an expression of interest for this rebrand project are welcome to apply for the second website contract, the two projects will be evaluated separately.

Evaluation

In evaluating our response to your expression of interest we will consider:

- Your understanding of our objectives.
- The quality of your previous relevant work.
- Sector and geographic knowledge.
- Indicative costs.
- Your knowledge of working in Welsh.
- Your ability to complete initial designs by April 2022.

If shortlisted we will evaluate your presentation on the basis of:

- Further detail received on all of the above factors.
- Perceived 'fit' with MOSTYN's ethos and values.
- Projected costs.
- Your project plan.
- References.

We will offer all shortlisted agencies an expense fee of £250 as a contribution towards the work undertaken for presentation. Presentations are likely to be held during the week starting 14th March.