

# Sauchiehall Street: Culture and Heritage District

## Heritage Artists in Communities

### June 2026 – June 2027

#### 1. Background – Sauchiehall Street Cultural and Heritage District

Sauchiehall Street Culture and Heritage District is a place-based, long-term initiative to renew Sauchiehall Street. With funding from the National Lottery Heritage Fund UK-wide [Heritage Places](#) programme, and in partnership with Glasgow City Council, the District is working with cultural organisations, businesses and communities to celebrate the past and plan for the future by:

**Uncovering its roots:** examining the stories that shaped Sauchiehall Street’s history.

**Animating the streets:** hosting events and activities that bring people together.

**Renewing its charm:** revitalising historic buildings to sustain our communities.

Sauchiehall Street is the spine of the project, bookended by the Mitchell Library and The Glasgow Royal Concert Hall. The project also takes in the adjacent streets: Bath Street and Renfrew Street, as well as the Garnethill community.

Following a successful Exploration Phase, we are now heading into a Proof-of-Concept phase, working with cultural partners, community organisations and businesses to test new ways of working together over two years.

The project seeks to re-establish one of Glasgow’s most iconic streets as a thriving, inclusive, and sustainable cultural corridor. Our overall aim is to conserve and activate the stories connected to the street, and the buildings which hold them, in ways that are meaningful to local people, businesses, and visitors. We want to ensure that heritage is not only protected, but also a catalyst for long-term regeneration and community wellbeing.

In this phase, the artist and community-led research from the Uncovering and Animating programme strands will play an active role in developing heritage interpretation for the area. This research will connect with and inform built heritage projects under the Renewing strand of our programme. This approach will be underpinned by a Heritage Interpretation Framework, which will outline a clear approach to both digital and physical manifestations of heritage interpretation, such as commissions, installations, and greening interventions.

#### 2. Heritage Artists in Communities 2026 - 2027

We are inviting Glasgow-based artists, or artist collectives, to collaborate with us on two themed, 12-month projects between June 2026 and June 2027.

Both projects will engage city-wide communities in creative activity and research which will allow them to take ownership of Sauchiehall Street’s narrative. This research will feed into a Heritage Interpretation Framework for the area and potentially be reflected through public interventions.



## Heritage Themes

Artists are invited to respond to one of two themes:

### Charing Cross and the M8

Built between 1965-80, the M8 motorway was developed as part of Glasgow's controversial regeneration plan of the 1960s and 70s. It remains a deeply divisive feature in the landscape of the city. Its construction came at a significant cost, severing the city centre from the West End and leading to the demolition of historic buildings, including the Anderston Library and the Grand Hotel at Charing Cross. Entire communities were displaced and re-housed, sparking a wave of public outcry. The phrase "this scar will never heal" was used by protestors, to describe the irreversible damage done to the city and communities living within it. The backlash was so intense that the M8 ultimately became the last motorway ever built through a city centre in the UK. The area around Charing Cross, which suffered greatly during this period, is of considerable heritage significance. It is home to notable examples of Victorian architecture, such as Charing Cross Mansions, designed by John James Burnet, as well as the Cameron Memorial Fountain. Nearby stands the Mitchell Library, one of Europe's largest public reference libraries, designed by William B. White.

### **Why have we selected this theme?**

This theme has been selected to correspond with Renewal plans for this area. Community research will be incorporated into heritage interpretation as part of plans to restore the Cameron Memorial Fountain. The Baroque-style Victorian fountain was constructed in 1896 in memory of Sir Charles Cameron – a newspaper editor, publisher, and leader in the Temperance movement. He was key in introducing the Inebriates Act of 1898. The work will see critical maintenance work carried out on the fountain and the creation of a parklet in the surrounding area. Heritage interpretation will be embedded into the design to inform visitors of the area's story. The artist and communities involved will have the opportunity to inform and codesign elements of the renewal project.

### Pub culture and social spaces

During the Exploration Phase, our consultation highlighted the importance of pubs, bars and nighttime venues as synonymous with Sauchiehall Street and its intangible heritage. More than spaces for alcohol consumption, they have been social spaces for communities from across Glasgow to connect, socialise, and tell stories. Tiffany's, the Savoy Nightclub, White Elephant, Shuffles, The State Bar, Maestros, Rooftops, The Electric Gardens – have historically been a space for transient communities across Glasgow to come together. Sauchiehall Street's proximity to Glasgow School of Art means its bars and pubs have often been the haunt of many notable artists and musicians, providing space for them to network and organise.

Social changes in how we gather and communicate; the cost of living and increasing costs mean that these spaces are at risk of closure. New nighttime spaces are emerging which are more accessible for different communities – from late night desert cafes, to sober parties and gaming cafes. This commission invites artists to explore the past and present pubs and clubs in the district, and the stories of the people behind them.



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## Why have we selected this theme?

Pubs, independent venues, and their histories are at risk. The British Beer and Pub Association (BBPA) said it expected 378 to close in 2025 in England, Scotland and Wales. Compounded by COVID, the cost of living, and social trends changing how people socialise - the stories from these spaces are also at risk. The stories of pubs, bars and venues and the people who made them, need to be recorded before they are lost.

Artists and communities will work closely with businesses on the street in this commission strand.

### 3. Communities

Communities for each project will be agreed with Artists and in line with their proposed approach to the theme of choice. We want to ensure that voices from across Glasgow are involved in shaping the narrative for Sauchiehall Street.

We would like to prioritise working with:

- Groups from wider Glasgow (outside of the Culture and Heritage District)
- Sauchiehall Street businesses
- Groups within the District

Selected artists will work closely with a Heritage Engagement Producer to consider audiences and best practice to engaging them with the project in meaningful ways. The Heritage Engagement Producer will be able to support with brokering relationships and project planning.

Selected artists will also be invited to work with the Community Archivist. This is a new role to explore the development of a community archive for the Culture and Heritage District and lead on community-led archiving projects.

### 4. Outcomes & considerations

We are looking for proposals that create meaningful ways for a range of communities to engage with these critical aspects of the street's heritage.

Proposals should outline potential activity as part of the project e.g. heritage trails, community-research sessions, creative workshops, etc. It should also outline potential final outcomes and how this might respond creatively to heritage interpretation for the area.

Both these residencies will sit alongside and respond to plans to renew Sauchiehall Street's built heritage. There will be scope to cross over with other programme elements or themes from the Proof-of-Concept phase. For example, you might want to consider how elements of this work would live on in the Community Archive, develop a display for the Project Space, or run activity which animates the street.

You can find out more about the full programme [here](#).

## Outcomes

These projects will contribute to the following Heritage Places outcomes:



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- Heritage is community led (co-created, delivered, managed and owned).
- More and a wider range of people enjoy, visit and participate in heritage.
- Social and community benefits have been unlocked.
- The risks to heritage have been reduced.
- Heritage is a greater source of local pride and belonging.

## 5. Programme Delivery

We will commission two projects: one responding to each of the selected themes.

Throughout the project, artists will be expected to contribute to and participate in the evaluation framework of the National Lottery Heritage Fund’s Heritage Places programme.

The projects will be supported by the Heritage Engagement Producer.

### Budget

Fee	£28,822 – based on 2 days pw for 12 months (96 days) @ £300.22
Production costs	£10,000 – full production budget
Creative Practice Development	£1000 – budget for your development

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

### Timeline

23 March	Applications Open
20 April	Deadline for proposals
29 April	Decisions and successful applicants invited to interview
11 May	Interviews
13 May	Final decisions made
18 May	Start dates agreed and contracts sent
January	Mid project report due
July	Final project report due

## 6. Application process

This is a two-stage application process.



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**Stage 1 – Initial Proposal:** Artists are invited to submit a proposal responding to the selected heritage theme and how they would develop a project around it.

Deadline is for the initial proposal is **Monday 20 April 12.00pm (midday)**.

Please include the following:

- Initial Proposal responding to the criteria and theme (maximum 2 pages A4); or equivalent audio recording or video
- Up to date CV
- Relevant links to work, social media or website
- Your postcode (artists outwith a Glasgow City Council postcode will not be accepted)

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

**Stage 2 – Interviews:** Selected artists will be invited to an informal interview with the panel to expand on their proposal and provide a detailed budget. Each proposal invited to Stage 2 will be paid a fee of £350 for time spent developing their proposal and attending the interview. We anticipate interviewing 3 proposals for each heritage theme.

### **Stage 1 Submissions**

We invite you to submit a **proposal, up to date CV and relevant links to demonstrate your creative practice.**

Your proposal should include the following information:

1. Lead artist name, contact details and information about your creative practice
2. Selected heritage theme
3. What partners, communities, and creative practitioners do you anticipate working with?
4. Outline of your approach to the heritage theme, and how you will engage communities with the theme
5. An indication of the outputs that might result from this work for example – podcast, exhibition, walking tour etc, and approach to heritage interpretation element.

**Email your proposal to [amcv@glasgowlife.org.uk](mailto: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.

As part of our commitment to equity and representing Glasgow, we 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.

Upon selection, Glasgow Life will support artists to ensure:

- Artists have up-to-date Public Liability Insurance up to £5million



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- Artists have basic Disclosure and an existing PVG

## 7. Information sessions

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

Dates and times are:

- Tuesday 7 April – 1.00pm
- Wednesday 8 April – 6.00pm

If you have access needs, would like support with your application, or would like to join an information session to ask questions about your application, please email [amcv@glasgowlife.org.uk](mailto:amcv@glasgowlife.org.uk).

## 8. How are decisions made?

Proposals will be assessed by a Strategic Advisory Panel made up of stakeholders in the district. This will include representatives from community organisations, a business and an artist.

Your proposal will be marked against the strength of the following criteria:

- Range of partners and communities
- Approach to theme and methods for engaging communities
- Example of outputs and approach to heritage interpretation
- How well proposed project aligns with Heritage Places Outcomes (see section 4)

The panel will select proposals which they feel meet the brief and criteria.

**Thank you for your interest in the opportunity and reading the brief!**



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