



Pride in Place Impact Fund
District Centres Regeneration

Norbury Railway Bridge Public Art Open Call - Expression of Interest

Location: Norbury, Croydon
Client: Croydon Council
Status: Confidential
Date: 02.10.2026

1. Opportunity

Croydon Council invites artists, designers, architects and creative teams to submit expressions of interest for a large-scale artwork commission at Norbury Railway Bridge.

Supported through the Pride in Place Impact Fund and delivered in partnership with Network Rail, this project forms part of the wider regeneration and enhancement of Norbury. Information on the Pride in Place Impact Fund can be found [here](#)

The Council is seeking ambitious, community-focused proposals that transform the retaining walls beneath the railway bridge into a bold and welcoming public artwork reflecting Norbury's identity, diversity, heritage and character.

The appointed artist or team will develop and deliver a painted artwork that enhances this important local landmark and improves the experience of those passing through it.

2. About the Project

Norbury is located in the north-west of the London Borough of Croydon, close to the border with Lambeth, and forms an important gateway between Croydon and central London. Norbury Railway Bridge is a prominent transport structure within the local area, close to Norbury Railway Station and Norbury Park. The bridge carries active railway lines over London Road, a key transport corridor that accommodates high volumes of pedestrians, cyclists, buses and vehicles each day. Surrounded by shops, businesses and community facilities, the bridge occupies a highly visible location and serves as a significant local landmark, contributing to the area's identity and connectivity.

As one of the main gateways into the district centre, the project aims to:

- Foster local pride and celebrate Norbury's identity.
- Strengthen the sense of arrival and place.
- Improve the visual quality of the underpass.
- Enhance the experience of pedestrians and cyclists.
- Celebrate local diversity, heritage and culture.
- Improve perceptions of safety, welcome and belonging.

3. Site Context

Norbury Railway Bridge is located within a mixed urban environment of residential neighbourhoods, retail uses and local businesses.

Despite its prominence, the immediate area currently experiences several challenges:

- Poor environmental and townscape quality.
- Poor pedestrian experience.
- Heavy traffic conditions.
- Narrow footways and constrained movement.
- Limited sense of identity and welcome.

As the structure is owned and operated by Network Rail, all work will require technical coordination, permissions and formal approvals.

4. Project Brief

The proposed painted artwork should:

- Create a distinctive and memorable visual intervention.
- Provide a welcoming environment for residents and visitors.
- Improve the experience of pedestrians and cyclists.
- Reflect the character, diversity and identity of Norbury.
- Respond appropriately to the scale and length of the retaining walls.
- Deliver a cohesive visual experience throughout the underpass.
- Use durable, robust and maintainable materials and techniques.
- Consider anti-graffiti measures and long-term maintenance requirements.
- Be practical, deliverable and achievable within the available budget.
- Delivered within the agreed programme.
- Not contain political messaging, offensive content or discriminatory material.
- Respond positively to the surroundings, reflect local identity, and contribute to a sense of place.
- Consider the existing condition of the structure; pre-existing features such as staining or weathering may reoccur and should be considered in the design.
- Large, uninterrupted areas of a single colour should be avoided, as they can be more susceptible to tagging and visual wear.

5. Site Opportunities and Considerations

The primary commission area comprises the retaining walls within the underpass beneath Norbury Railway Bridge.

Applicants may also propose complementary artistic treatments to adjacent brick wall surfaces at either end of the underpass, subject to feasibility and Network Rail approval.

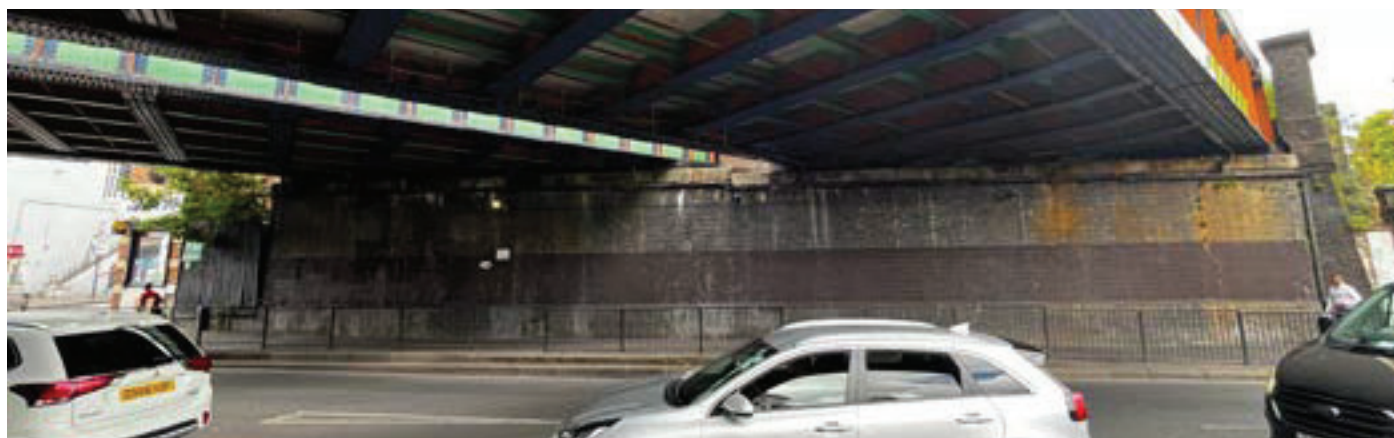
The railway bridge panelling, bridge soffit, paving, highways infrastructure, other surrounding structures are outside the scope of the commission.

Croydon Council has commenced discussions with Network Rail and will lead the sign off process throughout the project. The appointed artist or team will work closely with the Council's Regeneration Team and relevant partners during design development.

Proposals should respond to the site's visibility, character and user experience while recognising the operational requirements associated with Network Rail ownership.



Site Plan



Artwork Location - West



Artwork Location - East

6. Selection Process

The commission will be delivered through a two-stage process.

Stage 1: Expression of Interest

Applicants must submit:

- About You; including contact details for the lead (Name, Email, Phone) and social media handles.
- A brief biography of the artist, collective or team (max. 300 words).
- A statement outlining practice and relevant experience (max. 300 words).
- Examples of previous relevant work (up to five projects).
- Sustainability statement (max. 100 words).
- Experience of community engagement and co-design (max. 100 words).
- A statement describing any connection to or reflections on Norbury or the surrounding area (max. 300 words).
- An initial response to the brief (max. 300 words).
- Initial delivery & maintenance approach (max. 300 words).
- Up to three concept sketches illustrating an initial creative response.

Following a scoring exercise a maximum of 5 applicants will be invited to stage 2.

Stage 2: Concept Development

At Stage 2, all short-listed applicants will be asked to submit:

- Developed concept designs including refined visualisations
- Community engagement and co-design proposals
- Delivery methodology (including maintenance) and installation programme
- A cost plan with breakdown of the £32,500 budget (inclusive of all costs)

Short-listed applicants will also be required to submit evidence that they hold £5 million in both Professional Indemnity Insurance and Public Liability Insurance. Short-listed applicants will receive an honorarium of £500 following submission of the Stage 2 concept.

During Stage 2, the public will be given the opportunity to feedback on short-listed designs and this will be considered as part of the final decision made by Croydon Council. Further details regarding the Stage 2 submission, will be shared upon notification of short-listing.

7. Budget

The appointed artist or team will receive a commission of £32,500 + VAT for the design and delivery of the Artwork. The budget must cover all costs required to deliver the commission, including but not limited to:

- Artist Fees.
- Design development.
- Community engagement activities.
- Artwork installation.*
- Materials and consumables.
- Access equipment (where required).
- Project management and coordination.

**Responsibility for any specialist wall-preparation works will be agreed with the artist prior to delivery.*

8. Programme

Stage	Timing
Open call launch	7 Oct 26
Deadline for EOI	2 Nov 26
Stage 2 invitation	10 Nov 26
Stage 2 submission	26 Nov 26
Appointment	Dec 26
Design Development	Dec 26/Jan 27
Community engagement	Jan 27
Final Approval	End of Jan 27
Installation	Feb 27 (subject to approvals & access arrangements)

Final detailed programme to be agreed after appointment.

9. Submission Format

Please submit a single PDF document containing a maximum of five A3 pages landscape in the following format:

Page 1: About You details, Brief biography about you/team, statement outlining practice and relevant experience

Page 2: Examples of Previous Work

Page 3: Experience of Community Engagement and codesign; statement on sustainability; Connection or reflection to Norbury or surrounding area

Page 4 and 5: Response to brief, up to three sketches, initial delivery and maintenance approach

- PDF format only.
- Maximum file size of 10MB.
- The file must be named:
Norbury_Name_of_applicant.pdf

10. Stage 1 Submission Deadline

5 pm, Monday 2 November 2026 via email to:
prideinplace@croydon.gov.uk

For your email please use:
Subject: *Norbury Railway Bridge Public Art Submission – [Name of Applicant]*

For any enquiries regarding the submission process please send your query to the above email address.

11. Accessibility and Support

Croydon Council is committed to providing an inclusive and accessible application process. Applicants requiring support or reasonable adjustments should contact the project team.

Requests for support will not affect assessment outcomes.

12. Assessment Criteria

At Stage 1, Expressions of interests will be assessed against:

- Response to brief and site context – 25%
- Quality and Creativity of Design Concept – 20%
- Deliverability and Feasibility – 20%
- Connection to Local Area – 15%

- Durability, Maintenance and Sustainability – 10%
- Relevant Experience including previous community engagement experience – 10%

Responses will be scored on a scale of 0-5 for the criteria above. Should an applicant receive a 0 or 1 for any criteria, their submission will be disqualified.

Applications will be scored by representatives of Croydon Council and Love Norbury.

Applicants will be provided with the Stage 2 assessment criteria upon notification of short-listing.

13. Further Information

The selected artist or team will be expected to work collaboratively with Croydon Council, Network Rail, local organisations, community groups and project partners throughout the commission.

The appointed team may also be asked to support project communications and promotional activities in collaboration with the Council's communications and press teams.

The completed artwork will become a significant long-term feature within Norbury Town Centre, contributing to local identity, pride in place and the overall improvement of the public realm.

Applicants should note that:

- All final artwork proposals will require Network Rail approval prior to installation.
- Existing wall fixings will remain in place and should be incorporated into the design where appropriate.
- Statutory signage may be temporarily removed during installation and subsequently replaced, reinstated in their existing location unless Network Rail has approved an alternative location.
- The retaining walls beneath the bridge should remain the principal focus of proposals, although complementary treatments to adjacent gable walls may be considered subject to approval.
- Tenders should include maintenance and repairs two years post completion.

We look forward to receiving ambitious and inspiring proposals.



Existing View from South - Norbury Railway Bridge