

OPPORTUNITY:

Black or Global Majority Graphic Designer for Samuel Coleridge-Taylor 150 Anniversary Programme

Introduction

Croydon Council are looking to work with Black or Global Majority graphic designers on a cultural programme to mark the 150th anniversary of Samuel Coleridge-Taylor 150 – a conductor and composer of British-African heritage, who lived most of his life in Croydon.

The graphic designer will come up with a brand identity for the Samuel Coleridge-Taylor 150 anniversary programme which will appear across a wide range of materials, including marketing materials for events, education resources for schools, two walking trails around Croydon, outdoor advertising, lamppost banners and hoardings.

Delivered by the Culture team at the Council, the Samuel Coleridge-Taylor 150 programme will include a weekend of outdoor live music in August and a concert led by the London Mozart Players at Fairfield Halls in October. There will also be a music programme running in schools, education and outreach events, and a music industry event for early career artists in partnership with Finesse Foreva. We are also currently fundraising to host a new exhibition at the Museum of Croydon celebrating his life and legacy.

The programme will run from July – Dec 2025.

Context

15 August 2025 marks the 150th Anniversary of the birth of Samuel Coleridge-Taylor.

During his time, Taylor was the most famous man of African heritage in England. He also had an excellent reputation in the US where he toured three times and was invited to meet President Theodore Roosevelt. Taylor was the first Black recipient of an English Heritage blue plaque in 1975, which is on his home in South Norwood, Croydon.

Many people in Croydon recognise Taylor's face and name but without really knowing very much about him. Within the town centre there is a large mural of him on the Centrale shopping centre, along with his inclusion in a composite mural created by ATMA as part of Croydon's Music Heritage Trail.

Throughout Croydon's year as London Borough of Culture, surfacing hidden histories and celebrating seldom seen communities has been a core objective and an ongoing legacy. This remains a crucial strand of the cultural programming by Croydon Council.

In May 2025, the Mayor of Croydon launched a new Growth Plan. Arts and culture play a central and strategic role in supporting the vision for the town centre. The anniversary will amplify positive stories about Croydon, and draw people to the town centre.

About Samuel Coleridge-Taylor

You can read more about Samuel Coleridge-Taylor [here](#):

[Samuel Coleridge-Taylor - Wikipedia](#)

[Samuel Coleridge-Taylor: a trailblazing composer - The National Archives](#)

The programme

Celebrations begin in August with public art installations including street banners and hoardings. On 16 & 17 August, free live music performances will animate Croydon town centre blending classical and African heritage sounds.

During October there will be a takeover of Croydon Clocktower by students from The BRIT School, which we hope will coincide with the museum exhibition launch on the 18th. There will be family-friendly events, drumming workshops, and creative activities.

The London Mozart Players will perform Taylor's works and new commissions in a concert at Fairfield Halls on 19 October.

From October to December, subject to funding, schools will engage in African drumming workshops, while the Museum of Croydon hosts heritage activities. Outreach activity includes Talawa Theatre-led workshops and a training event for emerging music artists by Finesse Foreva.

Two new walking trails will also explore Taylor's legacy.

The Brief

The selected Graphic Designer will design the branding for the anniversary programme and a suite of assets. The designer will first work with the Culture team to agree a hero artwork for the anniversary programme which will inform the design of all subsequent collateral.

Key deliverables include:

- Look and feel/logo for the anniversary programme
- Artwork resized to different formats for website & social media
- A5 Flyer, A3 Poster, Programme for the weekend of music in August
- A5 Flyer, A3 Poster, Programme for Clocktower events and concert in October
- A5 Flyer and A3 Poster for Museum exhibition (tbc)
- Design for town centre hoardings which explore Samuel Coleridge-Taylor's life and legacy
- A digital resource for schools which can be accessed online and downloaded – content of the resource is TBD but it is estimated to be around 6 days' work on the design
- 10 x Lamppost banner designs using newly commissioned artwork
- Bus shelter advertising
- X 2 self-guided walking trails including map which highlights key locations connected to Samuel Coleridge-Taylor's history (A4 Digital download)
- Possibility of 2 – 5 family activity A4 sheets for Museum of Croydon (tbc)

Budget and timeline

The delivery of assets will be between June and October 2025.

To note: Turnaround on the banners and possibly the hoarding will be tight. We expect final artworks from the artists on July 24th and deadline for print will be July 29th/30th.

The budget for delivery of the branding and all programme assets is set at £11,000. Raising to £15,000 if funding is secured for the exhibition.

Stakeholder and partner engagement

The lead point of contact for the Council's Culture team will be Rosie Mackie, Senior Audience Development & Marketing Officer, with significant input from the Anniversary Programme Lead, Caterina Loriggio.

The programme involves working in partnership with the Museum of Croydon, London Mozart Players, The BRIT School, Croydon Music & Arts and Centrale & Whitgift Shopping Centre. Sign off processes and partner involvement may vary across different assets.

The lamppost banners will be displayed throughout North End and the High Street in Croydon town centre and will give visibility to the anniversary. The Council will commission up to 10 artists to create a visual artwork inspired by the life and work of Samuel Coleridge-Taylor. These will be displayed on the lamppost banners, and the graphic designer will need to be able to adapt the artworks according to the spec.

Examples of lamppost banners and hoardings from other projects:



You can see more examples on the Creative Croydon banner programme [here](#). Note this anniversary commission is not part of this excellent programme which is managed by Croydon BID.

How to apply

If you are interested in being considered for this opportunity, please contact Rosie Mackie, Senior Marketing and Audience Development Officer, by emailing rosie.mackie@croydon.gov.uk. The deadline for expressions of interest is **5pm on Tues 17 June**.

In your email, please include:

- Your name, and any links your website or professional social media accounts
- Your quote for the project based on the budget available – please include your day rate

You may also include (optional):

- A portfolio or examples of past work
- CV or details of previous relevant experience
- Any initial creative ideas in response to the brief or how you would approach this project

Deadline

To be considered for this opportunity, please get in touch by **5pm on Tues 17 June**.

Explore more at www.culturecroydon.com

Find us on [Instagram](#)