

## CALL FOR PROPOSALS

NOVEMBER 2012

### MOBILE ARTIST IN RESIDENCE:

Commission to design and build a mobile artist studio; undertake a mobile residency in east London with a programme of public activities; and support a mentorship programme with an education partner for young people

### INTRODUCTION

The London Legacy Development Corporation is a public sector body responsible for the regeneration of its Mayoral development area, consisting of Queen Elizabeth Olympic Park and its surrounding areas in East London. As part of this, it is responsible for the long-term planning, development, management and maintenance of the Park (see <http://noordinarypark.co.uk> and [www.londonlegacy.co.uk](http://www.londonlegacy.co.uk)).

As part of our long term vision for the Park and surrounding areas, the Legacy Corporation wishes to commission a high quality, innovative, exciting and engaging arts project. The project will move around the surrounding areas of the Park in the four boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest, and at certain times, into Queen Elizabeth Olympic Park.

The Legacy Corporation is inviting proposals from a wide range of artists (or groups of artists), curators and arts organisations throughout the UK in all art forms, to develop this exciting project with us and an external educational partner, who will be appointed in early 2013.

**Timescale:** The project will run for a period of 18 months from **February 2013 to September 2014**.

**Budget:** The Legacy Corporation is providing a budget of **£125,000 including VAT** to deliver the entire commission, excluding the development of the mentorship programme.

**Project details:** Please make sure you read this brief carefully. It fully explains all aspects of the opportunity and takes you through the application process. Please also take note of the eligibility criteria on page 5.

## **PROJECT DESCRIPTION**

The Legacy Corporation invites you to submit a proposal to create a recognisable and visually exciting mobile structure which will function as an artist's studio and move around the surrounding boroughs in the period from summer 2013 to summer 2014. The structure will base itself in a variety of locations (proposed by you) and will host a series of public events or activities in each location. The structure will be built and managed by you, and you would organise the events and activities to be hosted from the structure.

As part of the activities you will be required to work with our chosen external educational adviser (to be appointed in early 2013) to develop a mentorship programme with young people (ages 16 – 25).

This commission is designed to provide a new and unique opportunity for an artist or group of artists to create new work in a rich and varied context, interacting with the many communities surrounding the Park, including young people.

The commission supports the value of arts and culture in the future of east London, and encourages creative use of public spaces, high quality and innovative design, and activities that support local communities to shape their future connections with Queen Elizabeth Olympic Park.

By developing a mentorship programme within this commission, there is also the valuable opportunity to inspire and support young people develop a career in the creative sector, ensuring that east London remains a place to create new work and contribute to the cultural economy.

The commission can be summarised with four distinct, but connected elements as follows:

### **1. To design and build a visually exciting and functioning mobile studio:**

The mobile studio can use an existing structure or base, such as a vehicle, or can be built from scratch. It will need to be practical to move from location to location, whether on road, by man power, or rebuilt at each location. There is no specified timeframe that it needs to spend at each location, but within the space of one year, it needs to have been in each of the four surrounding boroughs at least once, and in Queen Elizabeth Olympic Park.

The mobile studio needs to function as a studio, and provide practical space for the artist or artists to make work. Consideration should be given to the winter months, when we would expect the project to continue in some form from the studio.

The design and visual appearance of the studio should be innovative, high quality and bring excitement to the locations it stops at. It should be considered as an artwork in itself, and thought should be given as to what materials it will be built from and who will build it.

Your proposal should cover all of these points.

The appointed artist will be required to ensure that the structure complies with all health and safety standards, and meets all accessibility requirements to ensure that the widest range of people can engage with it. The Legacy Corporation can provide advice and support to the appointed artist to achieve these standards and requirements, but they will remain the appointed artists' responsibility.

The mobile structure will at all times during the project remain in the ownership and under the responsibility of the appointed artist, and the Legacy Corporation will contribute to the costs of its construction through the project budget. After the project has been completed (September 2014), the studio will be owned by the Legacy Corporation, with the ambition of placing the studio in the Park for future arts and culture programmes.

The appointed artist will also be responsible for obtaining all necessary consents, licences, permits and permissions to install the structure at the various locations for the activities and events. The Legacy Corporation can provide advice and support to the appointed artist to achieve these, but they will remain the appointed artists' responsibility.

## **2. To undertake one year residency in the studio:**

The mobile studio will be used as a base from which you will make new work which relates to, or is inspired by East London. The historic journey that London and the UK undertook to deliver the London 2012 Games should not be considered a finished story now that the Games are over, and the appointed artist should respond to the ongoing historic journey of east London.

The residency could be used as an opportunity to develop the artist's practice, and the works should be of the highest quality, demonstrate innovation, and be made accessible to the public at some point during the residency, as agreed with the Legacy Corporation.

## **3. To deliver a public programme:**

The appointed artist will be required to develop and host a series of public events or activities over one year from the mobile studio. Your submission should consider what locations, or types of locations would best suit public events. These could be a mixture of well used public spaces such as squares and parks, disused spaces, community spaces such as community centre or estates, and partnering with other cultural activities such as festivals. They should encourage positive discovery of the areas surrounding the Park.

Opportunities will be provided for the mobile studio to host events in Queen Elizabeth Olympic Park. The first opportunity is likely to be on 27 and/or 28 July 2013, when the North Park opens to the public, or within the opening season of events and activity within this area in summer 2013.

The programme of events should aim to reach a diverse group of people, engage them through creative activities, and be accessible to a variety of age ranges and abilities. Advice will be provided by Legacy Corporation on both outreach and planning of community specific events.

Thought should be given to what resources you will need to deliver this programme and the residency, such as a project manager, curator, or other artists. Working with others will also help to create a diverse programme and reach wider audiences.

## **4. To support a mentorship scheme:**

In early 2013, the Legacy Corporation will appoint an external education partner to develop a mentorship programme. The appointed artist will be required to support this programme and contribute to it.

The mentorship scheme aims to pass on creative skills to young people so that they can feel inspired and informed on how to pursue a career in the creative sector. The appointed artist

will be required to contribute to this programme by working with the selected group of young people and carry out activities that are of benefit to them. The appointed artist will develop these activities in advance with the educational partner.

The education partner will be appointed after the artist has been appointed so that:

- a) it can build a mentorship programme that responds directly to the artist's proposal, and
- b) the appointed artist can be involved in the selection process.

It is likely that the involvement of the appointed artist in the mentorship programme will require the artist to hold a valid enhanced disclosure check undertaken through the Criminal Records Bureau including a check against the adults' barred list or the children's barred list, as appropriate. The appointed artist will be required to provide evidence of this check.

### **PROJECT TIMESCALE**

The project is planned to run in parallel with the following major milestones in the development of Queen Elizabeth Olympic Park:

February – June 2013:	Design and build of mobile studio Planning and preparation of public programme
February – March 2013:	Appointment of educational partner
March – June 2013:	Development of mentorship scheme
<i>July 2013:</i>	<i>Project begins, possible presence at North Park opening</i>
July 2013 – July 2014:	Year long residency, with public programme and mentorship scheme
<i>December 2013:</i>	<i>Whole of North Park opened</i>
<i>Spring 2014:</i>	<i>South Park opened</i>
July – September 2014:	Project evaluation and documentation

### **PROJECT BUDGET**

The Legacy Corporation is providing a budget of £125,000 including VAT to deliver the entire commission, excluding the development of the mentorship programme.

The budget needs to cover all costs including artist fees, materials to build the mobile studio, as well as materials for the public programme, the residency, costs for an evaluator to monitor the project, and all associated VAT costs. Any insurances, permissions and transport costs will also need to be covered. The Legacy Corporation can assist with marketing and publicising the project, but any specific materials to publicise the project will also need to come out of this budget.

### **THE CONTRACT**

**The appointed applicant will be contracted to:**

- Design, procure and construct the mobile structure within a defined budget
- Develop and plan the year long programme of events, outlining some key sites, their importance and strategic link to the Park, and how they will engage with events in the Park
- Support the mentorship scheme in partnership with the appointed educational partner, the Legacy Corporation and other host borough organisations working in this field
- Promote the programme, and manage all events and site permissions

- Organise all logistical and operational matters to do with the programme, including the management of health & safety, security of the structure itself and the events
- Budget management, accounting, cash security, payment of all suppliers, receipt of all incomes.
- Gain all planning permissions, licenses, and other regulatory requirements for operation as required.
- Adhere to all Health & Safety guidance and legislation.

A copy of the full contract will be available to view on the [www.procure4london.com](http://www.procure4london.com) website when you are applying for this opportunity. Please make sure that you read the contract before applying.

## **ELIGIBILITY AND REQUIREMENTS**

The Legacy Corporation is seeking proposals from a wide range of applicants. It is open to individual artists, groups of artists, curators and arts organisations, from a range of arts forms. It is open to applications from across the UK, although you must be able to demonstrate a commitment to working in east London. Due to the complex nature of the commission, we have set some eligibility criteria which you must be able to meet in order to apply for this commission:

1. You must have 5 or more years demonstrable experience as a professional artist or an arts organisation
2. You must have 1 or more years demonstrable experience engaging with the public in your work
3. You must have demonstrable experience of working with young people aged 16 or over
4. You must have a valid enhanced disclosure check undertaken through the Criminal Records Bureau including a check against the adults' barred list or the children's barred list, as appropriate, or obtain one if you are appointed and this will be a condition precedent for entering into the contract.
5. You must be able to dedicate sufficient time, and secure sufficient help and resources to deliver the project between February 2013 – July 2014
6. You must hold or take out at your own cost public liability insurance in relation to the structure, project and the services, and professional indemnity insurance, in each case to a sum of not less than £5 million for any one claim or series of claims. These do not need to have been taken out at the point of submission of your proposal, but must be taken out if you are appointed and before the contract is awarded.

In addition to these eligibility criteria, we are seeking proposals from experienced artists who can demonstrate that they succeed at taking on intensive and challenging projects.

We are looking for applicants who can demonstrate the following:

- A commitment to working east London
- Experience in developing a range of partnerships with individuals and organisations, and creating teams of creative people to deliver projects
- Experience in marketing and promoting their own work and developing audiences
- Innovative ideas and concepts for delivering the programme
- Experience of working with a set budget and competent budget management skills
- Experience of documenting your work and commissioning external evaluations of your work

Only one applicant will be awarded the commission, although we will consider applications from groups or a consortium of artists. Further arts and culture commissions from the Legacy Corporation are being developed and will become available in 2013.

We will only accept applications which respond directly to this brief and no preference will be given to applicants who are also educational specialists. The opportunity for the educational partner will be made available in early 2013 and the appointed artist will be eligible to apply for this if they have the required skills.

### **AIMS OF THE COMMISSION**

This project importantly contributes to the Legacy Corporation's ambition to place arts and culture at the heart of Queen Elizabeth Olympic Park experience, and to support the creative work that exists around the Park.

This commission aims to:

- Enhance London's appeal as a vibrant world class city and support the Mayor's vision for London
- Contribute to creating a distinct look and feel for the area, including public art and the built infrastructure and the animation of spaces through installations, events and programmes
- Make creative and imaginative use of spaces in and around the area for a wide range of diverse communities
- Raise awareness of the Park phased opening programme through creative activities
- Enable world class and east London artists to strengthen their impact and presence in the area
- Support and engage the participation of the many diverse communities of the area as part of enhancing education, life-long learning, skills and pleasure

### **APPLICATION PROCESS**

All applicants must apply for the commission through [www.procure4london.com](http://www.procure4london.com).

Simply go to the website and register under 'Supplier Registration'

Under 'Government Type' select 'Other'

To apply for this commissions go to 'Opportunities' and under keywords, search for 'mobile artist in residence'.

If you are applying as a group or consortium, you will need to nominate one lead person to register and submit your proposal.

For any questions or support regarding Procure4London.com, please contact the helpdesk on **0845 270 7098** or by email at [helpdesk@procure4london.com](mailto:helpdesk@procure4london.com), or John O'Dor from the Legacy Corporation's Procurement: [johnodor@londonlegacy.co.uk](mailto:johnodor@londonlegacy.co.uk)

The website will take you through a series of questions that need to be answered. The questions are replicated below so that you can plan your response. Please read through the questions carefully.

You will be able to upload one document, no longer than 8 pages long, onto the website. Your document must answer all of the questions, and use the headings provided below, numbered 1 - 5. Please note that each question carries a percentage with it, showing how important the question is.

All questions be assessed against the following principles, and you should demonstrate how you will achieve these throughout your proposal:

**Quality** – does the applicant demonstrate that all elements have been thought through and that they strive to produce the best possible experience and product

**Innovation** – does the applicant demonstrate that they are developing their own work and the experiences of others by trying new things

**Viability** – does the applicant demonstrate that their proposal is realistic and that they have the necessary experience and skills to deliver the project within the timescale, such as obtaining all necessary permissions to locate the structure at the chosen locations and deliver the activities

**Value for Money** – does the applicant demonstrate that they have planned the project budget and will deliver a project that ensure value for money across all areas

Please note that the questions will begin with the six eligibility questions listed on page 5, and these will be yes or no answers. You must answer yes to all of these questions, and be able to demonstrate your eligibility, in order to be considered for this commission.

**Proposal questions:**

**1. Details of the artist(s):**

Please give details of who will lead the project, including the following:

- a. A brief synopsis of your experience as a professional artist, why you want to undertake this commission, and what you feel it will bring to your practice
- b. Details of your relevant skills and experience to deliver a high quality, viable and innovative project
- c. If you are an arts organisation, please also add your experience as an organisation and explain how you have selected the artist(s)
- d. Details of two similar past projects that demonstrate your ability to deliver this project

**20%**

**2. Your mobile studio proposal:**

Please give details of an indicative proposal for the mobile studio, including the following:

- a. Details of the materials and base structure you plan to use, whether existing or new build
- b. Details of who you will work with to build/adapt the structure (such as any designers, architects, builders, skilled labourers etc.)
- c. How would you consider working with local people or creating employment for local people through the construction of the structure (if appropriate)
- d. How the structure would be mobile and what its constraints would be (e.g. does it need power, is it a particular height, will it travel on roads or water, or will it be remade at each site etc.)
- e. List potential sites in the four boroughs surrounding the Park where you would like the studio to be temporarily sited and why
- f. Initial ideas for an exit plan after Summer 2014, detailing what future use you could suggest for it

**25%**

### **3. Your residency and public programme proposal:**

Please give details of an indicative project plan which covers a 1 year period from summer 2013 to summer 2014, including the following:

- a. Details of what work you intend to make in the studio over the year, how this builds on your practice, and how it relates to east London
- b. Details of public activities and/or events you will host, how these relate to your work, and of what benefit/interest these will be to the public
- c. Details of your target audiences and why you have chosen these, how you would reach them and engage with them
- d. How you plan to document and evaluate the work
- e. List all key dates throughout the project, and what will be achieved by these dates, such as completion of build, key public activities etc.

**25%**

### **4. Your approach to the mentorship scheme:**

Please detail how you would like to approach to the mentorship scheme, including the following:

- a. What skills you could pass onto young people and what they would gain from this
- b. Any collaborative opportunities for working with young people during your residency or public programme
- c. How you would propose to work with the educational partner to develop the mentorship scheme

**15%**

### **5. Your budget:**

A proposed budget including the following:

- a. A detailed breakdown of how you would use the budget including all fees, material costs, transport costs, documentation, evaluation etc.
- b. How you would ensure value for money throughout the project

**15%**

### **Questions**

If you have any questions regarding the brief, the contract or the application process, you can log your questions through the [www.procure4london.com](http://www.procure4london.com) website. These will be answered promptly and the answers will be shared with all those who have registered. Please note that the **deadline to ask any questions will be Monday 10 December 2012**. This is to enable us to answer your questions fully and circulate the answers to all registered applicants.

Your proposal will be assessed by a panel with representatives from the following areas:

- Arts and Culture, Legacy Corporation
- Community Engagement, Legacy Corporation
- Community Events, Legacy Corporation
- Design, Legacy Corporation
- Regeneration, Legacy Corporation
- Independent and external curator
- Borough representative

### **Clarification Meetings**

The top scoring applicants may be invited to meetings with the panel to talk through their proposals in person, and clarify any areas that the Legacy Corporation feel need further discussion.

### **Timeline**

Brief published	Wednesday 7 November 2012
Deadline for any questions	12 noon, Monday 10 December 2012
Deadline for proposals	12 noon, Monday 17 December 2012
Applicants shortlisted by panel	17 December – 21 January 2013
Clarification meetings	Week beginning 21 January 2013
Contract awarded	Early February 2013

### **BACKGROUND INFORMATION**

Created on the 1st April 2012, the Legacy Corporation is the first Mayoral Development Corporation. On 1 October 2012, the Corporation also assumed planning powers for its Mayoral development area, which includes the Park and surrounding areas.

The Legacy Corporation's aims are to create:

- A diverse and dynamic community which is well connected with its neighbours and which acts as a catalyst for the economic regeneration of the Lower Lee Valley and east London
- A "must see, must return" destination which celebrates its sporting legacy with world class facilities shared by both elite athletes, members of the local community and visitors
- Unique cultural and leisure attractions and facilities centered around 252 acres of urban parklands and waterways
- The transformation of one of the most deprived areas in the UK into a world class, sustainable and vibrant neighbourhood where people will choose to live, work and enjoy their leisure time
- The development of some 10,000 new homes, many for affordable rent or ownership set within their own communities with schools and health care facilities
- Offices, shops, hotels, leisure and other commercial businesses capable, in time of sustaining many thousands of new jobs
- Significant private sector investment which provides the best value for the significant public sector investment in the Park and its unique assets.

In October 2012, following the Olympic and Paralympic Games, the site was handed over to the Legacy Corporation and the transformation works have commenced to create the future Queen Elizabeth Olympic Park. This will entail the completion of the park, the conversion of the legacy venues into permanent facilities for the public and the completion of the connections to and from the park. The Legacy Corporation intends that the Park will then open to the public sequentially, with part of the north park opening in summer 2013, the rest of the north park by the end of 2013 and the south park in spring 2014. In the meantime work is already underway to commence the future development of the site with the Legacy Communities Scheme (LCS) Masterplan which sets out the long term vision for the site and will determine development over the next 5-20 years.

It is vital that the existing communities adjacent to the Park, home to wealth of creative and cultural organisations and individuals feel connected to these new areas after the Games, and the Legacy Corporation has an ambition to promote and grow this character within the new Park, and support existing creative and cultural activity in the surrounding areas.

Please see our website for further information about the Company and our vision:

[www.londonlegacy.co.uk](http://www.londonlegacy.co.uk)

### **Olympic Delivery Authority's previous Art arts and Culture programme**

This commission builds on the previous artworks developed by the Olympic Delivery Authority during the first phase of constructing the Olympic Park. The ODA sought to integrate high quality and innovative artworks into the landscape of the Park, as well as commission temporary projects that could engage with communities surrounding the Park.

This project takes into consideration the lessons learned from projects such as the Olympic Park Artist in Residence, the Floating Cinema and Memory Marathon, among others. The Legacy Corporation is continuing the ODA's ambition of commissioning high quality artworks which will be of benefit to the public and which will provide a lasting impact. Applicants should consider the ODA's projects to ensure that they are not replicating previous work.

For details of all the ODA's arts projects: [www.london2012.com/spectators/venues/olympic-park/art-in-the-park](http://www.london2012.com/spectators/venues/olympic-park/art-in-the-park)

### **Legacy Corporation's Dents in the Fence programme**

The Legacy Corporation is working with communities that surround Queen Elizabeth Olympic Park to build a sense of local ownership. Our main objective is to share information about the legacy plans and enable local people to be involved in the transformation of their area and participate in the types of activities that they will be able to do on the future Queen Elizabeth Olympic Park once it re-opens from July 2013. To develop this, LLDC has commissioned a design team to undertake scoping and feasibility work for 'Dents in the Fence'. This piece of work will identify opportunities to build and programme projects around the edges of the Park, as well as identifying projects already in place. This project will then be delivered from Autumn 2012 to Summer 2014, and may provide opportunities to partner or collaborate with the Mobile Artist in Residence, especially in terms of identifying potential locations. The physical project scoping will include a spatial analysis of 'gateways' into future Queen Elizabeth Olympic Park, existing buildings that could be utilised and the gaps/opportunities for additional facilities around the Park.

### **CONTACT DETAILS**

Any enquiries about the application process should be directed to [www.procure4london.com](http://www.procure4london.com)

For specific information on the brief, applicant specifications or Arts and Culture at the Legacy Corporation, please contact Adriana Marques, Principal Advisor for Arts and Culture: [adrianamarques@londonlegacy.co.uk](mailto:adrianamarques@londonlegacy.co.uk)

For the period between **19<sup>th</sup> – 30<sup>th</sup> November**, please direct any Arts and Culture enquires to Claire Gevaux: [clairegevaux@londonlegacy.co.uk](mailto:clairegevaux@londonlegacy.co.uk)