

AUGUST 2014



Queen Elizabeth Olympic Park is commissioning a series of events and projects from locally based groups and organisations to take place in the Park.

These commissions will celebrate the Park being fully open, develop stronger connections with the local area, and be a catalyst for future activity in the Park.

Introduction

Queen Elizabeth Olympic Park is the largest public park to be created in London for over 100 years, and aims to be a park which is meaningfully connected to the local communities, as well as an international destination. It is a sensational events destination, in 2013 alone it hosted music festivals, concerts, community markets and numerous individual meetings and company events. In only its first year of operation, the Park has already earned a nomination in Time Out's London First Awards in recognition of its contribution to the city's cultural life. All this, against its background as host of the once-in-a-generation London 2012 Olympic and Paralympic Games. Since the Park was fully re-opened in April 2014, we have already welcomed over a million visitors.

The Local Programme is a new programme which aims to ensure that there is a foundation of year-round events and activity on the Park that are locally connected and stimulate local interest. We are commissioning a series of projects to animate the Park from local individuals, groups and organisations. The ambition for the Local Programme is to set a precedent for how the Park could be used in the future, and how it could continue to make and nurture local connections. Our aim is

to have a varied and inspirational programme of high quality events, activities and projects helping to deliver the vision of an inspiring, creative and welcoming Park. We want to represent and celebrate the diversity and energy of east London and its communities, and the themed programming and choice of events that take place on the Park is the key to achieving this.

This brief details the types of projects and events we are looking for, from small to medium scale, and how you can apply. The application process is open to anyone who can demonstrate they have the experience and resources to successfully deliver projects in a busy public park.

There will be two opportunities to apply:

Applications open Summer 2014 for projects in Autumn/Winter 2014

Applications open Winter 2014 for projects in Spring/Summer 2015

Programme brief:

The Local Programme is looking to commission small to medium scale events and projects focusing on community engagement, arts and culture and high quality design. We are looking to commission projects from to the following list:

- Community led events like picnics, treasure hunts and tea dances for varied audiences
- Celebratory events to mark key moments throughout the year
- Outdoor performances in various locations from dance to theatre and music
- Participatory activities like bake-offs, outdoor chess/board games, storytelling, outdoor sing-a-longs
- An audio programme of Park podcasts and talks that can be downloaded and listened to in the Park
- Very temporary 'pop-up' artworks with short timespans and minimal infrastructure, but with high impact
- An 'historian in residence' who can communicate the rich heritage of the Park to visitors
- A talks programme appealing to a wide range of audiences and covering varied topics
- Projects focusing on sustainability, the landscape and ecological and environmental issues
- A six month artist or writer's residency in the Park from October 2014 – March 2015; to be based in the Park's studio shed. Please see Appendix A for further details of this opportunity.

Please note that a participatory sport programme is already being delivered on the Park called Active Park Active People (APAP), so the Local Programme will not be commissioning any sporting related activity already delivered by APAP. Please visit our website for further details of APAP: queenelizabetholympicpark.co.uk/our-story/get-involved/community-sport

Timeline:

Projects can be of any duration and can take place at any time during the year until September 2015. The duration and time of year of your activity will need to be clearly explained in your application with reasoning behind your choice. It is advised that you remain flexible as to when your project or event can take place as these will need to be programmed around other Park events and activities. For this first round of applications we are particularly looking for activities to start during October half term 2014, and last through the winter to Spring 2015.

Budget:

There are budgets available to support your project or event between £1,000 - £10,000. You will need to state clearly in your application how much you are applying for and what costs this will cover.

We are looking to commission between 6 - 8 small scale projects in the first round. In addition, a few larger scale projects will be considered. If you have a larger scale project in mind, please detail the budget in your application.

Locations:

Projects can take place in a number of different places on the Park. Please see the attached map in Appendix B of the Park with indicative locations. Now that the Park is fully open it is advised that you visit the Park and fully explore the area for your activity before making your proposal. Please note that we are specifically looking for events and projects to animate the Park's landscape and will not commission projects to take place inside the sporting venues or cafes as these are run by separate operators.

Local Programme Manager:

There will be a dedicated contact at the Legacy Corporation who will be managing the Local Programme and can provide advice and support on delivering events and projects on the Park. They will manage all projects and oversee your health and safety plans and event plans for your activity.

The Commissioning Process:

We are inviting **proposals of no more than four pages** which will be assessed against our key priorities and the aims and objectives of the Local Programme detailed below. Please make sure that your reference these in your application. Proposals longer than four pages will be discounted.

All proposals must meet our key priorities:

- Benefitting local residents and encouraging community participation: Queen Elizabeth Olympic Park should be fully accessible for local people. This means ensuring that local residents are involved in how the Park develops; that economic opportunities are accessible to local people, businesses and social enterprises; and that sporting, cultural and leisure facilities and events in the Park can be used and enjoyed by local people at all income levels.
- Ensuring high quality design: Architectural, urban and landscape design will be essential elements for creating a place that is engaging, safe, usable and beautiful, and which creates and maintains value over the long term. We would expect events to meet these same high standards.
- Championing equalities and inclusion: Will the event/project/activity be inclusive, accessible and participatory? We have produced a simple guide that we expect all event organisers to work with and deliver against, in terms of meeting the requirements of deaf and disabled customers.. <http://queenelizabetholympicpark.co.uk/work-with-us/stage-an-event>
- Ensuring environmental sustainability: Is the event sustainable? Check out our simple guide which outlines the event organiser responsibilities towards sustainability.

Please visit our website for the Equalities and Inclusion and Sustainability Guides at: queenelizabetholympicpark.co.uk/work-with-us/stage-an-event

Aims and Objectives of the Local Programme:

It is important that the projects and activities we commission through this programme are seen as exemplary and pioneering. This is an opportunity to test out new activities and inform how the Park can be used in the future. These events will be considered separate and different to other external event bookings. All commissioned projects will need to clearly address the below aims and objectives:

- To attract a wide range of visitors to the Park and contribute to the Park's overall target of 3.5m visits per annum, generating 1.1m visits to events and attractions
- To provide a quality experience of the Park, peak interest and provide a varied experience throughout the year
- To support convergence by enabling locally based individuals and organisations to develop and deliver activities in the Park and benefit from opportunities created by the Park
- To enhance reputation and brand strength of the Park
- To celebrate and bring attention to all of the varied aspects of the Park's landscape and offer
- To develop stronger connections with the surrounding community
- To test out events and projects that could continue in the future
- Make creative and imaginative use of the landscape for a wide range of communities;
- Excite and inspire a range of audiences from regular local passers-by, to international destination visitors;

Your Proposal

Your applications needs to present your project in a four page proposal which covers the following areas: Please note the importance of each question represented by the %.

Contact details and Project details

Please state clearly the following at the beginning of your application:

- Name and contact details of the lead person making the application. If you are applying on behalf of a group or an organisation please make sure that one lead contact is provided.
- Who is making the application: are you a sole trader, a Community Interest Company, a charity, a social enterprise or a limited company?
KEY ELIGIBILITY CRITERIA: Please note that you must be registered as one of the above in order to apply.
- What type of project are you applying for: community, arts and culture or design
- What type of project you are proposing from the list on page 2

1. Project Proposal: 40%

Please give an outline of your proposed project, including the following:

- A concise description of the project;
- Why you feel the Park is a viable and suitable place to host this activity;
- Details of where you would like the activity to take place and why;
- Details of when you would like the activity to take place and why;
- Response to the aims and objectives of the Local Programme and how you think your project meets these.

2. Delivery team: 15%

Please give background information about who will be delivering the project, including the following:

- Details of all key individuals who will be involved in delivering the project and their roles;
- Current CV and /or biography and references for the above;
- Details of any previous relevant projects or activities which can demonstrate your ability and experience to deliver your project.

3. Viability of the proposal: 20%

Please demonstrate how you will achieve your project, giving details of your approach to management and coordination, including:

- The timeline to develop and deliver your project;
- How long you will require on the Park, including setting up and take-down time;
- How many people you expect to directly engage in your project and how you will manage them;

4. Budget: 25%

Please state what budget you require for your project and provide a breakdown of how that budget will be spent and how you will ensure value for money. Please include details of the following:

- All fees for project management and delivery;
- Any production costs;
- Contingencies and any other costs.

Panel

The Local Programme commissions will be selected by an internal panel including representatives from Arts & Culture, Community Engagement, Design and Events.

Submissions

All proposals should be submitted to Queen Elizabeth Olympic Park no later than **10am Wednesday 3rd September** to: localprogramme@londonlegacy.co.uk

Questions

If you have any questions regarding the brief or the application process please contact the Legacy Corporation: adrianamarques@londonlegacy.co.uk

Taking proposals forward

The Legacy Corporation reserves the right to not progress with any of the submitted proposals if they do not feel that they have adequately addressed the aims and objectives of the programme, or if they do not sufficiently demonstrate to be viable within the timescale and budget.

TIMELINE

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| Application process open | Week of 28 th July |
| Deadline for proposal submission | 3 rd September |
| Applications shortlisted | Week commencing 8 th September |
| Interviews if required | Week commencing 15 th September |
| Selected projects announced | Week commencing 22 nd September |

Public Liability

All applicants must hold or take out their own public liability insurance in relation to their programme to a sum of not less than £5 million for any claim or series of claims. This does not need to be taken out at the point of submission, but must be taken out before the contract is signed. The Local Programme Manager will be able to advise and assist appointed individuals/organisations with this. As the Park is a busy and heavily used public area, health and safety is of utmost importance and all selected projects will need to follow and adhere to our health and safety standards and processes, supported by the Local Programme Manager.

BACKGROUND INFORMATION

Queen Elizabeth Olympic Park & the London Legacy Development Corporation

Queen Elizabeth Olympic Park sits at the heart of east London and, combined with a number of significant major developments across the surrounding boroughs, will play a key part in transforming east London into an area of huge economic and social opportunity. The London Legacy Corporation is a public-sector Mayoral Development Corporation, established on the 1st April 2012, and has direct responsibility for the delivery of a successful legacy development on the Park over the next 20 years. The Legacy Corporation is committed to realising the Park's potential as a catalyst for regeneration and convergence in the wider area, helping to ensure that within 20 years the communities that hosted the Games will enjoy the same social and economic chances as their neighbours across London.

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 centred 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 now been completed to create the new Queen Elizabeth Olympic Park. 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.queenelizabetholympicpark.co.uk

Appendix A:

Studio shed residency for artists or writers, October 2014 – March 2015

As part of the Park's arts and culture programme, an ambitious poetry programme *Spoke* has been delivered in the Park and surrounding areas from August 2013 – September 2014. As part of this programme, a mobile shed was acquired to host poetry workshops and writing residencies in different locations in the Park.

The future plan for the shed has been to use it as a creative workspace and host a rolling programme of creative residencies on the Park. This call-out is asking for proposals to commission the first residency in the studio shed as part of the Local Programme. The criteria and aims for the studio residencies are the same as detailed earlier in this brief on pages 3 and 4, and your application should answer the same questions as detailed on pages 4 and 5.

The studio residencies will however be dedicated specifically to creative and cultural activities, therefore you should be an artist, writer or from an arts organisation/charity to apply for this opportunity. We would expect there to be a balance of solitary/private creative time in the studio and public facing activities that nurture local ownership and engagement. We suggest that the residency be six months long to allow for activity to be established in the Park, but we are open to shorter residencies.

Your budget should detail both the creative practice will be taking place in the studio and what public facing activities will be delivered. The budget available for this six month residency is up to £10,000 as per the other Local Programme opportunities. The studio will be provided free of charge and you should detail material costs and artist fees in your proposal. We do not expect an artist or writer to be in the studio full time, but your visible time on the Park must be detailed in your application.

The shed provides a good sized studio (approx 2.5m x 4m) and can be adapted and transformed internally and externally provided that its structural integrity is not compromised. Any physical modifications must be approved by LLDC in advance. The studio can be parked next to public toilets and it is possible that power could be provided, although this is currently being explored. Although the shed is technically mobile, it is not easy to move and while changing location in the Park is possible during the six months, it should be limited to no more than once a month.

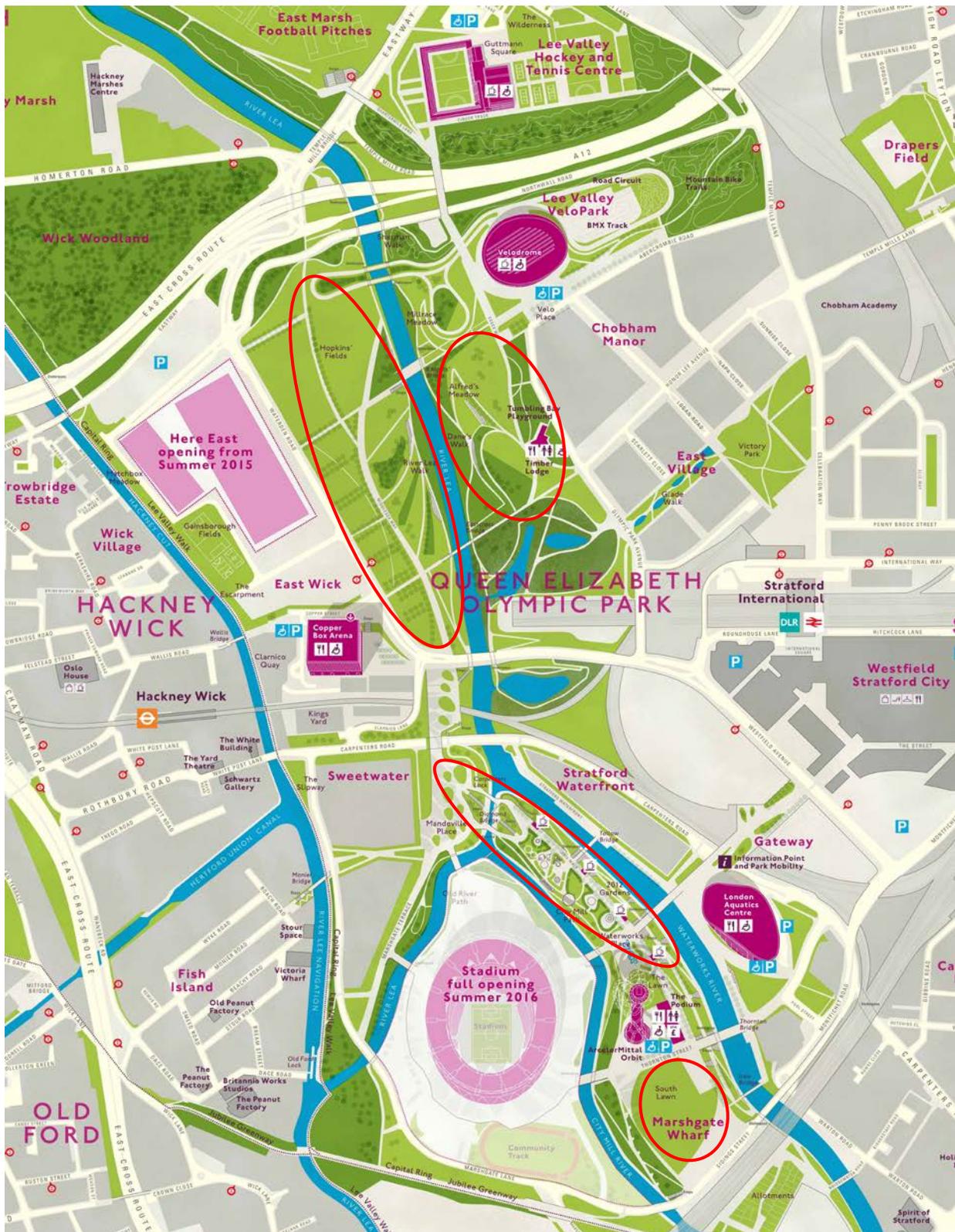
Below are photographs of the shed in its former states during the *Spoke* programme.





Appendix B: Indicative map of locations

Please visit the Park before making your application to fully understand the site where you are proposing your activity.



You can also find a map of the Park on our website:

<http://queenelizabetholympicpark.co.uk/the-park/plan-your-visit/park-map>