

REQUEST FOR PROPOSALS (RFP)

MARCH 2013

EDUCATION PARTNER for MOBILE ARTIST IN RESIDENCE project:

Opportunity to develop and deliver a 1 year mentorship scheme with the creative team leading the Mobile Artist in Residence commission. The mentorship scheme will engage with young people in east London between 16 – 25, and provide useful and meaningful experiences that will help them to secure future employment in the cultural and creative sectors.

(A) INTRODUCTION

The London Legacy Development Corporation (LLDC or the Legacy Corporation) is a public-sector, not-for-profit Mayoral Development Corporation, established on 1st April 2012. LLDC continues the work of the Olympic Park Legacy Company (OPLC) and is responsible for the long-term planning, development and operation of the future Queen Elizabeth Olympic Park ('the Park') and the regeneration of its Mayoral development area in east London.

For more information: www.londonlegacy.co.uk and www.noordinaypark.co.uk

Education has a pivotal role to play in the regeneration of east London and the achievement of Convergence. If local people are to benefit from the employment opportunities that the transformation of the area offers then they must have the confidence, skills and aptitude to be able to compete with the best of London and beyond.

As part of our long term vision for the Park and surrounding areas, the Legacy Corporation launched a national competition in November 2012 to appoint the Mobile Artist in Residence commission. The aim of the project is to develop 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 mobile studio will base itself in a variety of locations and host a series of public events and creative activities in each location, engaging with local people and responding to the changes in east London. The project is being funded by LLDC and Arts Council England.

The creative team appointed to lead this commission through the competition is a consortium including curator Fiona Boundy, architects Studio Weave and artist collectives Nous Vous and Hunt and Gather. Their proposal is based on the history of the arts and crafts movement in east London and how this can be explored and made relevant to the communities surrounding the Park, (further details of their proposal on page 3). This 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 between July 2013 and July 2014.

The Legacy Corporation is now inviting proposals from organisations or independent education specialists with a strong network of contacts in east London, to develop opportunities for young people to engage with and learn from this exciting project.

The Mobile Artist in Residence commission is designed to provide a new and unique opportunity for 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 the valuable opportunity to inspire and support young people to develop creative careers, ensuring that east London remains a place to create new work and contribute to the cultural economy.

Timescale: The project will run publicly for a period of one year from **July 2013 to July 2014**, but we expect preparation and planning with the creative team to take place between April 2013 and July 2013.

Budget: The Legacy Corporation is providing a budget of **£25,000 excluding VAT** (£30,000 including VAT for those who are registered) to deliver the mentorship scheme, excluding any costs to deliver the actual Mobile Artist in Residence project and activities.

Project details: Please make sure you read this brief carefully, including the background information at the end which introduces some of the education work we are already doing. This brief 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.

(B) PROJECT DESCRIPTION

The Legacy Corporation invites interested providers to submit a brief proposal to create and deliver a year-long mentorship scheme which is integrated into the Mobile Artist in Residence programme of activities from July 2013 – July 2014. The aim of the mentorship scheme is to pass on creative skills to young people so that they feel inspired and informed on how to pursue a career in the creative sector.

The scheme should draw directly on the activities being developed by the creative team for the Mobile Artist in Residence project and the aim is that both teams will work together to create a coherent programme, yet each responsible for their own elements.

The education partner will be required to deliver the following (not an exhaustive list):

- Establish relationships with education institutions and local job and community centres in the boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest to take part in the project
- Work with these local partners to recruit between 20 and 30 young people from each borough, between the ages of 16 and 25 (total of
- Work with the creative team to develop activities that would be of benefit to the young people and ensure that there is a mix of both long term and short term activities to take part in
- A majority of the activities should take place at the mobile studio and in line with the planned activities and events, any other events will have to be developed and delivered by the education partner
- Ensure there is on the ground support for all activities with young people
- Explore possibilities for accredited schemes to be used so that young people can also gain accreditation
- Work with the young people to provide progression routes or identify next steps for their careers

A summary of the creative team's proposal for the Mobile Artist in Residence project is as follows:

(a) The concept and team:

Drawing on a shared belief in the power of 'making things', the consortium has come together in a unique collaboration to deliver an inspiring and remarkable project. Taking east London's history as an 'Artisan Workshop' and the area's relationship with the Arts and Crafts movement as a starting point, the creative team will work with a range of artists based in east London to develop a programme which offers participants the opportunity to actually make things and a programme of celebratory events. The project will explore the notion of collaborative making, drawing on the inherent connections between art, design, craft and social citizenship.

The roles of the creative team will be as follows:

Fiona Boundy, project lead and overall management of the programme

Studio Weave, architects for the mobile studio

Hunt and Gather, creative engagement specialists leading on larger scale events

Nous Vous, artist collective working with local artists to develop 'making' workshops

(b) The programme of residencies and activities:

Nous Vous and Hunt and Gather have curated two strands of programming which are distinctive and complimentary. Nous Vous will focus on curating a programme of participatory workshops, which will run for a minimum of two weeks in various locations and will offer participants the opportunity to work alongside a truly inspiring and innovative roster of local artists and makers. The overarching aim of the Nous Vous programme is to meet a local 'need', to be useful, while also offering real opportunities to learn creative and craft skills. Planned workshops include:

- Creating a mobile print workshop with printmaker Kate Gibb and the London Centre for Book Arts, where production of a community notice board which will exist as beautiful printed ephemera in the form of flyposters, leaflets and a newspaper/printed publication, communicating a wide variety of messages within the wider community using screen printing and letterpress. The workshop will make links to William Morris and various historical publications such as The Commonweal.
- Creating or delineating new spaces by making furniture and ceramics with local artists and makers. Transforming abandoned interior spaces into community spaces (i.e. cafe or just a place to hang out) or altering/improving the function of outdoor spaces. Working together to create a new space with a function that evolves with the making process.
- Turning the mobile space into a portable recording studio with a sound artist, recording music and sound straight to vinyl. Oral histories, field recordings recorded throughout the residency will culminate in an event where DJs play the material recorded over the duration. Suzuki will also look into other physical recording processes such as reel-to-reel and tape where consecutive sounds can be recorded to build up a sonic representation of the local area.

These workshop programmes will also act as residencies for the lead artists and makers, who will gain a greater insight into the changes in east London through these collaborative activities, which in turn will inform and inspire their practices.

Running in tandem and punctuating Nous Vous workshop programme at key moments, Hunt and Gather have curated four seasonal events, which will act as an opportunity to celebrate other forms of local creativity, engage with the results of the workshop programme and learn of future opportunities to get involved. The seasonal events have been developed in order to respond to each location and will launch with a Summer celebration, incorporating activities such as William Morris inspired nail art and graffiti, music performances and storytelling. A welcoming atmosphere, locally sourced food and convivial hospitality will be the order of the day and Hunt and Gather will ensure that each event reaches out as many people as possible and entices them to get involved. The creative team will be responsible for developing and promoting the programme, and managing all workshops, events locations and making a link to the Queen Elizabeth Olympic Park.

(c) The mobile studio:

A memorable and inviting mobile studio will be designed by Studio Weave using a de-commissioned mobile library as the base structure to host the workshops and be a focal point for the events. They will transform the vehicle into a distinctive and characterful artist's studio, nimble, flexible, and functional which will also incorporate a number of extra additions providing pop-up, fold out external spaces ensuring that they are able to accommodate as many people as possible throughout the year. Nous Vous will work with Studio Weave on the external identity of the vehicle creating a welcoming, friendly personality that is easily recognised, inspiring and creates easy associations with the project. The creative team will be responsible for all vehicle responsibilities and location permissions.

(C) 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

(D) PROJECT TIMESCALE

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

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

(E) PROJECT BUDGET

The Legacy Corporation is providing a budget of **£25,000 excluding VAT** to deliver the mentorship programme.

The budget needs to cover all specialist fees, costs for recruiting the young people, managing activities (not including artist fees or art materials), and any insurances and permissions. 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.

(F) THE CONTRACT

The appointed applicant will be contracted to:

- Develop and plan the year long programme of events for young people with the Legacy Corporation and the appointed creative team
- Recruit the young people and manage their relationship with the project, including their attendance and outcomes
- Promote the programme to young people as well as promote the creative work developed by young people to wider audiences
- Organise all logistical and operational matters to do with the programme, including the management of permissions, health & safety, and the events
- Budget management, accounting, cash security, payment of all suppliers, receipt of all incomes
- Adhere to all Health & Safety guidance and legislation, including maintaining public liability insurance of £1 million

A copy of the full contract will be available to view on the Legacy Corporation's procurement portal www.supply4london.gov.uk when you register to submit your proposal for this opportunity. Please make sure that you read the contract before submitting your proposal as there is no possibility to negotiate the terms and conditions of the contract.

(G) ELIGIBILITY AND REQUIREMENTS

The Legacy Corporation is seeking proposals from a wide range of candidates. This opportunity is open to individual education specialists, groups/consortia of specialists, or organisations. It is open to candidates from across the UK, although you must be able to demonstrate a commitment to working in east London and existing contacts in the area.

Due to the complex nature of the commission, we have set some eligibility criteria which candidates must be able to meet in order for their proposal to be considered for this commission. Candidates must be able to demonstrate:

1. 5, or more years of relevant experience developing education projects with young people between 16 and 25 years;
2. relevant experience of working within the creative or cultural sectors in east London;
3. 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;
4. that they are able to dedicate sufficient time, and secure sufficient help and resources to deliver the project between April 2013 – July 2014.

In addition to these eligibility criteria, we are seeking proposals from experienced specialist providers who can demonstrate that they can succeed (in light of relevant past experience) at taking on intensive and challenging projects.

We are looking for candidate providers who can demonstrate the following:

- Commitment to working east London;
- Experience in developing a range of partnerships with young people and local education institutions and community centres;
- Experience in marketing and promoting youth led schemes and developing audiences
- Innovative ideas and concepts for delivering the programme
- Experience of working with a set budget and competent budget management skills

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

(F) SUBMISSION AND EVALUATION OF PROPOSALS PROCESS

All candidates must apply for the commission through www.supply4london.gov.uk. Simply go to the website and register under 'Supplier Registration' - Under 'Government Type' select 'Other'

To access the relevant tenderbox for this commissions go to 'Opportunities' and under keywords, search for 'mobile artist in residence mentorship' or use the following access code: **V8TW2E2TQF**

If you are submitting 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 Supply4London.com, please contact the helpdesk on **0845 270 7098** or by email at helpdesk@supply4london.gov.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 3 pages long**, onto the website. Your document must answer all of the questions, and use the headings provided below, numbered 1 - 3. 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 candidate's proposal demonstrate that all elements have been thought through and that they strive to produce the best possible experience and product?

Innovation – does the candidate's proposal demonstrate that they are developing their own work and the experiences of others by trying new things?

Viability – does the candidate's proposal demonstrate that it 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 candidate's proposal 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 four eligibility questions listed on page 5. These questions will be assessed on a "PASS or FAIL" basis. Candidates must answer yes to all of these questions, and be able to demonstrate their eligibility, in order for their proposal to be considered and evaluated for this commission.

Award criteria and weightings:

(All three questions to be answered in one document no longer than 3 pages of A4)

1. Details of the applicant(s): 30%

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

- a. A brief synopsis of your experience as an experienced education specialist, why you want to undertake this commission, and what you feel it will bring to your practice
- b. A brief summary of your approach to working with young people and developing meaningful experiences for them
- c. Details of your relevant skills and experience to deliver a high quality, viable and well attended project
- d. Details of your experience working in the creative or cultural sector
- e. Details of two similar past projects that demonstrate your ability to deliver this project

2. Your mentorship scheme proposal: 50%

Please give details of an indicative proposal for the mentorship scheme, including the following:

- a. Details of key activities you would plan to develop and how these would benefit the young people
- b. Details of how you would work with the creative team to develop the scheme and how this would draw on the planned activities and events
- c. How would you build partnerships with local organisations such as schools, job centres and community centres
- d. How you would work with young people to provide information and advice on the next steps they can take to pursue a career in the creative sector, including possible opportunities for providing any accreditation through existing schemes
- e. How you plan to evaluate the work and document the impact it has had on the young people

3. Your budget and programme: 20%

A proposed budget including the following:

- a. A detailed breakdown of how you would use the budget
- b. How you would ensure value for money throughout the project

Questions /Clarifications

If you have any questions regarding the brief, the contract or the application process, you can log your questions through the www.supply4london.gov.uk 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 Friday 22 March 2013**. 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:

- Appointed creative team (Fiona Boundy, Studio Weave, Nous Vous and Hunt and Gather)
- Arts and Culture, Legacy Corporation
- Community Engagement (focus on schools), Legacy Corporation
- Regeneration (focus on education), Legacy Corporation
- Independent and external curator
- Member of LLDC's Youth Panel

Clarification Meetings

The top scoring Candidates 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 before an appointment decision is made.

Timeline

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|---------------------------------|-------------------------------|
| Brief published | Monday 11 March 2013 |
| Deadline for any questions | 12 noon, Friday 22 March 2012 |
| Deadline for proposals | 12 noon, Tues 2 April 2012 |
| Applicants shortlisted by panel | 2 – 5 April 2013 |
| Clarification meetings | Week beginning 8 April 2013 |
| Contract awarded | Mid April 2013 |

CONTACT DETAILS

Any enquiries about the application process should be directed to www.supply4london.gov.uk.

ADDITIONAL BACKGROUND INFORMATION

London Legacy Development Corporation

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 Queen Elizabeth Olympic Park sits at the heart of east London and, combined with a number of significant major developments across the Growth Boroughs, will play a key part in transforming east London into an area of huge economic and social opportunity. LLDC has direct responsibility for the delivery of a successful legacy development on the Park over the next 20 years. LLDC 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 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

The Legacy Corporation and Education

LLDC already engages with a number of schools locally and every year we aim to run specific, schools-based projects in addition to our ongoing general community engagement work. These projects are designed to promote the opportunities in the Park, but to do so by aligning our objectives with those of local schools.

The Legacy Corporation estimates that its development activity across Queen Elizabeth Olympic Park will support up to 8,000 jobs, in addition to a multitude of jobs coming forward from neighbouring developments such as The International Quarter and Wood Wharf. LLDC are committed to ensuring that east Londoners are equipped with the skills and aptitude needed to secure those jobs. This means starting with how young people make choices about their careers and their pathways into those careers, whether vocational training, further education, apprenticeships or employment.

The Legacy Corporation has developed a **Legacy Careers Project** to effectively communicate the career opportunities in the Park to local students and provide them with information about the required skills/experiences for these jobs. The project will enable young people to better understand their career options at the time they are making their academic choices. We will be able to provide further information of who will be leading this project to the appointed education partner.

E20 Schools Network

The schools network has been established by the Legacy Corporation to help us better communicate with local schools. Schools that join the network will get an email each month from us letting them know the latest information about the Park. 61 schools have initially been invited to register, with the aim of growing this network as our activities broaden.