

## REQUEST FOR PROPOSALS (RFP)

MARCH 2013

### **TEMPORARY ART COMMISSIONS FOR QUEEN ELIZABETH OLYMPIC PARK, SUMMER – AUTUMN 2013:**

Opportunity to create celebratory and exemplary artworks for the landscape of the northern part of Queen Elizabeth Olympic Park (North Park) as part of the summer 2013 opening programme.

#### **(A) INTRODUCTION**

The London Legacy Development Corporation (Legacy Corporation or LLDC) 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 transformation of the former Olympic Park site into the future Queen Elizabeth Olympic Park (QEOP), a brand new piece of London, right in the heart of the East End. By spring 2014, the 560 acre Park will be fully open and become an exciting new visitor destination and community park, unlike any other in the UK. The LLDC will be responsible for the long-term planning, development and operation of the Park and the regeneration of the surrounding areas in east London. Find out more: [www.londonlegacy.co.uk](http://www.londonlegacy.co.uk) and [www.noordinaypark.co.uk](http://www.noordinaypark.co.uk)

Queen Elizabeth Olympic Park begins to open to the general public from the end of July 2013. As part of its opening programme the LLDC is working to deliver a number of high profile festivals and events, which include music concerts, athletics, as well as more cultural and community focussed activities. Post opening, QEOP will be the home to a regular programme of locally facing activities (including arts, culture, fitness and healthy living), interspersed with more major events, that collectively generate interest in the Park (locally, regionally, nationally and internationally), and that continue to bring great experiences to the heart of east London for everyone to enjoy.

**The Legacy Corporation is now inviting a wide range of artists across art-forms to propose new artworks or existing artworks that could be sited in the North Park. These artworks will follow the opening programme in late July, and will continue to animate the Park and inspire visitors. All artworks will be temporarily installed from August – October 2013.**

**Timescale:** The project requires all artworks to be installed in the North Park by **mid August 2013**. There will be minimal opportunity to assemble or create artworks on site, so artworks must arrive complete and ready to be installed on the Park by mid August. Artworks should be durable and robust and able to last in the open elements for up to three months until **mid October 2013**.

**Budget:** The Legacy Corporation seeking proposals **between £10,000 and £50,000** to cover all artist fees, fabrication, delivery and installation costs.

**Project details:** Please make sure you read this brief carefully as it fully explains all aspects of the opportunity and takes you through the application process.

## **(B) BACKGROUND INFORMATION**

### **The Park**

The Queen Elizabeth Olympic Park (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 end of the Olympic and Paralympic Games, the site was handed over to the Legacy Corporation and the transformation works have commenced to create the future 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 Legacy Corporation and our vision:  
[www.londonlegacy.co.uk](http://www.londonlegacy.co.uk)

## The Legacy Corporation's Arts and Culture Strategy

### Executive Summary

The Legacy Corporation is committed to creating world class arts and culture in and around the Park for all to enjoy. This is an opportunity to show how arts and culture can enliven our public spaces and connect and work with local communities. This is our chance to make sure that arts and culture are at the heart of this new piece of city so that it becomes a destination of international distinction and a thriving new metropolitan district.

Making arts and culture a core part of the Legacy Corporation's work will further enhance London's appeal as a vibrant world city and will support the Mayor's vision for London. This strategy makes the most of the once-in-a-lifetime opportunity provided by the London 2012 Games, and will continue to showcase our greatest talents to the rest of the world in east London. To achieve this, the strategy sets out our core aims and objectives, details projects already in progress and explains our next steps, while advocating for the support, development and investment of arts and culture in east London.

Our aims and objectives to achieve this are:

**Excellence:** to deliver the most spectacular, innovative and accessible work across all artforms in the Park, to be enjoyed by local and international visitors;

**Creative destination:** to strengthen the position of east London as a destination for arts and culture by connecting the area's existing wealth of arts and cultural organisations and spaces with each other, and with the Park;

**Participation:** to connect the Park to local communities through arts and culture by delivering the highest quality programmes of active participation – getting people making and doing;

**Influence and Advocacy:** to use our influence and position as a planning authority to advocate for best practice in public art, and to ensure arts and culture are considered and woven into future development plans;

**Employment and economy:** to support local employment opportunities and contribute to London's economy by developing the cultural infrastructure such as cultural venues and affordable creative workspaces;

**Talent and skills:** to inspire the next generation of creative talent by enhancing education and life-long learning opportunities in the area, and developing creative skills;

This is an exciting strategy which accepts there are challenges ahead, but remains committed to the value of arts and culture in east London. Our strategy will evolve over many years, and will remain flexible and responsive to opportunities and the aspirations of the many artists, communities and partners involved.

The Arts and Culture strategy will be delivered through the following five programmes:

#### 1. Creative Destination:

Commissioning highest quality performances, events, and participatory programmes; attracting world class artists; using existing venues and creating new ones to host a year round programme of activities.

#### 2. Creative Workspaces:

Making a range of affordable creative workspaces available within and around the Park; using interim spaces as an opportunity to develop temporary spaces for creative experimentation; and creating a variety of schemes to learn and develop skills.

### **3. Taking Part:**

Delivering diverse and high quality programmes of creative activities; creating a link with local communities; and supporting emerging talent.

### **4. Art in the Park:**

Celebrating the distinctive character of the area through permanent and temporary commissions; visually weaving the Park into the surrounding area; and using the existing artworks in the Park to tell the history of east London.

### **5. Festival:**

Hosting a recurring, large scale celebration of art and culture to the Park attracting hundreds of thousands of visitors and providing an international showcase for creative talent in east London.

We are committed to high standards in everything we do and our core principles are those of imagination, quality, viability and impact.

#### **Our remit and role:**

- We are not a cultural agency and need to work in collaboration with a number of organisations including Local Authorities and funders to make the Park and surrounding areas the place to be for arts and culture;
- We will work collaboratively across the organisation to deliver our core objectives and programmes;
- We will develop a range of projects to achieve our aims, which will be publicly funded through our budgets and through match funding from other partners; we will not give out grants;
- We will commission a range of artists and organisations to deliver these projects through open and competitive processes; we will not accept unsolicited proposals;
- We will act as facilitators to broker new partnerships between organisations and will use our influence and Section 106 planning obligations to advocate for and secure new opportunities for arts and culture in the area;
- We will work in close partnership with The Legacy List, the independent charity for arts and education, who receive private and corporate funding;

The principles of equality and inclusion, sustainability, skills development, training and quality are integral to all of our objectives.

#### **How will we know we have succeeded?**

- The area will become a significant arts and cultural destination, contributing to the Mayor's aspirations for arts and culture in London
- Creative talent in east London will be supported and developed, and its cultural infrastructure will be strengthened and sustained
- Artists, performers and other creative professionals will be key players in the future regeneration of the area
- A range of funders and other commercial partners will invest significantly in the arts and cultural programmes
- There will be increased levels of audience participation locally and beyond

- Development sites and infrastructure will incorporate high quality art commissions, adding to the long-term value and distinctiveness of the area
- Spin-off economic benefits will be experienced through spending on food and drink, travel and retail evidenced through information captured by working with other teams across the organisation

## **(C) PROJECT DESCRIPTION**

### **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, and ensure that it shows how arts and culture can enliven our public spaces and create a world class visitor destination.

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 innovative installations;
- Make creative and imaginative use of spaces in and around the area for a wide range of diverse communities;
- Excite and inspire a range of audiences from regular local passers-by, to international destination visitors.
- Raise awareness of the Park phased opening programme through creative commissions;
- Enable world class and east London artists to strengthen their impact and presence in the area.

### **Details (Scope)**

**The Legacy Corporation is seeking inspiring and exciting temporary artworks to animate the landscape of the North Park during this phase of the Park's re-opening programme.**

The temporary artworks will contribute to the LLDC Arts & Culture Strategy by celebrating the distinctive character of east London, providing innovative and accessible artworks to be enjoyed by local and international visitors to the Park, and by providing significant opportunities for artists to be involved in the Park's public programme.

Below is a summary of the key considerations for the artworks and what will be required of the artist:

- All artworks will need to be suitable for a range audiences; they should be inspiring and celebratory and enjoyed by audiences from all backgrounds;
- All artworks must be safe; they should not have sharp edges, be easily climbable or have the potential to cause harm to users/visitors/the public;
- All artworks will need to be either secured to the ground or heavy enough so that they cannot fall over or be easily moved. Details for securing your work on site can be detailed if you are appointed the commission, but must be considered in your proposal;
- All artworks should also consider durability, vandalism and theft; they should not be made of valuable materials, should be resistant to vandalism and should last in the open elements for three months. Please note there will be limited security around the artworks and there is no maintenance budget to repair works if they are damaged;
- All appointed artists will be responsible for the delivery and installation of their works on the Northern Park; this will be managed by LLDC Arts & Culture lead and LLDC Park Operation team;
- All appointed artists will be responsible for the de-installation of their works on the Park; again managed by LLDC Arts & Culture lead and LLDC Park Operation team;

- All appointed artists must consider using local fabricators or local resources if new works are being made;
- The artworks should have a considered after-life; there will need to be a plan as to what happens to the artworks after they leave the Park, this could include the materials being re-used for other creative projects or the artworks could be installed in other locations such as local schools.

It is important to note that there are already plans for creative shelters and furniture to be installed throughout the North Park for the summer programme, so proposals which include some form of shelter or furniture will be given lower priority during the assessment process.

### **Location**

The artworks can be sited in a number of different locations within the landscape of the North Park. All locations will need to be agreed with the LLDC's Park Operations team, taking into consideration issues such as public access routes and crowd flow areas. You should specify a preference for a location, or type of location in your proposal, and a final location will be agreed with you if your proposal is selected.

**Please ensure that you view the separate document which shows maps and photos of the are available for artworks.**

### **(E) THE CONTRACT**

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

- Provide a completed artwork fit for installation on the Park;
- Deliver the completed artwork to the Park ready for installation on an agreed date in mid August 2013;
- Install the artwork on the agreed location so that it is secure;
- De-install the artwork on the agreed date in mid October, or sooner if the Legacy Corporation and artist mutually decide that the work is no longer fit for purpose;
- Ensure that the artwork has an after-life and that materials are either re-used or that the work is located/installed elsewhere, preferably locally.

A copy of the full contract will be available to view on the [www.supply4london.gov.uk](http://www.supply4london.gov.uk) website when you are applying for this opportunity. Please make sure that you read the contract before applying as this cannot be negotiated after the appointment.

### **(F) ELIGIBILITY AND REQUIREMENTS**

The Legacy Corporation is seeking proposals from a range of artists across art forms with some experience of delivering projects in public spaces. It is open to individual artists, groups/consortiums, or arts organisations. It is open to applications from across the UK, although you must be able to demonstrate preparedness 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 and showing your work in high profile ;
2. You must have 5 or more years demonstrable experience of successfully delivering public art projects;
3. You must be able to meet the deadline of the project and deliver complete artworks by 5 August 2013.

We are looking for applicants who can demonstrate the following:

- A preparedness to working east London;
- Innovative ideas and concepts for animating the Park;
- Exceptional artistic practice and delivery track record.

We will select between 1 and 5 proposals to be delivered depending on their quality, viability and the budget available.

### **(G) APPLICATION PROCESS**

All applicants must apply for the commission through [www.supply4london.gov.uk](http://www.supply4london.gov.uk).

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 'temporary artworks' or use the following access code which will take you directly to the right page: **UUWD533U7H**

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 Supply4London.com, please contact the helpdesk on **0845 270 7098** or by email at [helpdesk@supply4london.gov.uk](mailto: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 (A4) 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 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 three eligibility questions listed below, 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.

1. You must have 5 or more years demonstrable experience as a professional artist and showing your work in high profile contexts;
2. You must have 5 or more years demonstrable experience of successfully delivering public art projects;
3. You must be able to meet the deadline of the project and deliver complete artworks by 5 August 2013.

## Proposal questions:

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

Please give details of the lead artist, including the following:

- a. A brief synopsis of your experience as an experienced artist, why you want to undertake this commission, and what you feel it will bring to your practice;
- b. Details of your relevant experience to deliver a high quality, viable and innovative artwork;
- c. Details of two similar past projects that demonstrate your ability to deliver this project.

### 2. Your proposal for a temporary artwork: 40%

Please give details of your proposal for a temporary artwork, including the following:

- a. A visual representation of what the artwork will look like; this can be sketches or CGIs if it is a new work, and must be photographs if it is an existing work;
- b. Details of how you would install the artwork, make it secure and de-install it;
- c. Plans for how the artwork would be used afterwards, considering links to local projects, schools and communities.

### 3. Your budget: 20%

Please provide a detailed budget for your artwork which includes the following:

- a. A detailed breakdown of all production costs, your artist fees and costs for installation and de-installation including delivery;
- b. Detail how you would ensure value for money throughout the project.

### 4. Details of how you would manage risk: 10%

Please give details of how you would ensure your artwork is safe to be sited in a public space. This should include the following information:

- a. Details of what materials you propose to use and how the safety of the public has been considered;
- b. Details of how you would install the work so that it is resistant to falling over, being moved manually or by high winds, and if you would require any support from LLDC in installing and securing the work;
- c. Detail any insurance policies you already own or would be prepared to acquire for this commission.

## Questions

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](http://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 10 April 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:

- Arts and Culture, Legacy Corporation;
- Events, Legacy Corporation;
- Transformation (Landscape); Legacy Corporation;
- Design, Legacy Corporation;
- Park Operations, Legacy Corporation;
- Legal and Procurement, Legacy Corporation.

**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 before an appointment is made.

**Timeline**

Brief published	Fri 22 March 2013
Deadline for any questions	12 noon, 10 April 2012
Deadline for proposals	12 noon, Mon 22 April 2012
Applicants shortlisted by panel	22 April – 26 April 2013
Clarification meetings	After 29 April 2013
Contract(s) awarded	Early May 2013

**(H) CONTACT DETAILS**

Any enquiries about the application process should be directed to [www.supply4london.gov.uk](http://www.supply4london.gov.uk)