



**Creative
Land Trust**



Alice Billings House art commission by Creative Land Trust

Open call for artists to create an inspirational public realm intervention around the historic Alice Billings House on Stratford High Street. The artwork will signal the exciting change coming to this newly acquired Creative Land Trust building with its transformation into a creative hub for the high street and the locality. Work to be carried out from 13 January to 9 May 2022, with a budget of £16,000.

Stage 1 of 2



Alice Billings House art commission by Creative Land Trust

1 You are invited to offer a proposal for the above, to the specification outlined in the attached documents. Enclosed are:

Document 1	Specification of the Requirement
Document 2	Instructions and information on the application procedures
Document 3	Evaluation Criteria
Document 4	Declaration and information to be provided by applicant
Document 5	Reference Documents

2 Please read the instructions on the application procedures carefully. Failure to comply with them may invalidate your application which must be returned by the date and time given below.

3 The application has a two-stage process. Your application for Stage 1 must be received by email to info@creativelandtrust.org no later than midday on 7 February. Late applicants will not be considered.

4 Please contact me if you have any questions about the application procedure. The enclosed Document 1 also contains further information or clarification of our requirements.

5 This work will be contracted by Creative Land Trust and is funded by Greater London Authority.

I look forward to your response.

Yours sincerely,

Yves Blais

Operations Manager

Creative Land Trust



DOCUMENT 1

SPECIFICATION OF REQUIREMENT

1 Introduction/Background

Creative Land Trust (CLT), a registered charity, supported by the Mayor of London, Arts Council England, Bloomberg Philanthropies and Outset Contemporary Art Fund, was established in 2019 to bring together grant and investment funding to help alleviate the loss of studio space, buying or taking on long leases in London to provide affordable workspace for artists and creatives in perpetuity.

Artists and creative practitioners are often caught in a vicious circle whereby they move into run-down or unattractive (and therefore affordable) areas, making them more desirable and attracting developers and landlords to capitalise on the increase in property value.

A more sustainable scenario is one where developers themselves understand the importance of permanent affordable space to underpin the long-term desirability, liveability and value of associated property.

We secure and let spaces to expert studio providers who operate the workspaces and in turn let to end user artists at an average of £12 to £15 per square foot all-inclusive, the affordable rent level defined in a recent survey by Greater London Authority. We plan to secure 1,000 affordable workspaces in London that would otherwise not exist in the next five years. By bringing lasting solutions to vacant and underused spaces, we help to lock in social and cultural value that benefits local communities for the long term.

Returning historic properties to beneficial use, with particular interest when in proximity to high streets, is a key priority as it often offers the potential for regeneration that is inclusive, responsive and amplifying. The cultural activities that take place in these spaces respond directly to the needs of communities, notably in disadvantaged areas such as the London Borough of Newham. Such places are homes to growing and diverse populations, where economic, employment and cultural opportunities have not always been available.

2 Setting the Scene

In 2021 Creative Land Trust agreed with London Borough Newham (LBN) to take on a lease and refurbish a disused Grade II listed building just behind Stratford Town Hall, at the junction of West Ham Lane and Stratford's high street The Broadway. Alice Billings House (ABH) is a property owned by the Council and was built c.1905 as two matching blocks of firefighters' accommodation with a courtyard between.

The property is currently unused but has enormous potential to better to serve the local community, due to its layout and location adjacent to the high street. A capital project to sensitively and effectively restore the property for a new use, will provide a focal point for creative activity, a cultural hub with public facing facilities like a café offer and gallery space, as well as studios for local makers, designers and visual, digital and performance artists to work and collaborate in proximity to the town centre.

Situated in London's youngest and most diverse borough and Stratford's high street lives in the shadow of nearby developments. Our partnership will turn a long disused listed building into the high street's creative hub, converting Heritage at Risk into jobs, economic activity, learning and inspiration for the local community.

Our vision for the site includes the creation of affordable studio spaces, but also activation of associated space (notably the courtyard) for public use, generating a community asset around a café and gallery/exhibition space. This will take place across 2022, with parts of the site being activated in 2022 and 2023. As a historic property in a high street location, ABH is an important site for the local area, and the re-activation of this space for public beneficial use needs to reflect its location, its history and all the vibrancy and creativity that Newham has to offer.



3 The Brief

Following receipt of funds from Greater London Authority's High Streets for All Challenge, which "looks to reimagine our high streets and to respond to the forces impacting upon them in the most local, resourceful and imaginative ways".

Creative Land Trust is looking for applicants to put forward proposals for a project, e.g. a temporary artwork, an installation, or intervention on the streets in proximity to Alice Billings House that speaks to Stratford and Newham's diversity and creativity, and where possible offers opportunity for collaboration and uses the voice of the community. Proposals can be put forward by individual artists or makers, partnerships between artists and/or makers, collectives, and/or other bodies working together to deliver the brief.

While Alice Billings House is in disrepair and currently closed to the public, applicants will have the opportunity to visit the property to get a sense of its history, its current place within a town centre, and the future opportunities coming out of the refurbishment project.

Please see Timetable in Document 2 for site visit options and confirm availability and number of attendees in an email to info@creativelandtrust.org

4 Objectives

The project should do a few things:

- Have a physical and visual outcome, creating a sense of interest, intrigue, engagement, and excitement that animates the high street;
- Tell a story about the new activities and creativity that will begin to take place at Alice Billings House, pointing to it and letting everyone know what is coming;
- Celebrate Newham and creativity in Stratford and along the high street;
- Be relevant to Newham, using the voice of the local community, for example, via local cultural organisations, schools, youth clubs, older peoples' groups and neighbourhood community centres;
- Consider accessibility issues within the public realm.

5 Deliverables

We are seeking to appoint an applicant with an innovative and bold response to the brief.

Applicants should:

- Have a practice that is socially engaged;
- Have a track record of producing work that engages and involves local communities, removing barriers to participation in the arts;
- Be based at home or in work in the Borough of Newham or neighbouring boroughs, or have proven close association to activities with the Borough of Newham.

We actively support proposals from applicants from diverse and underrepresented backgrounds.

Further:

- All materials submitted should be clearly labelled with the applicant's name and contact details;
- Applicants are responsible for the cost of delivering applications;
- Late applications will not be accepted.



6 Selection process

This is a two-stage process, with Stage 1 applications being reviewed and a number of proposals shortlisted, and Stage 2 applications resulting in a proposal being awarded. Applicants will be scored against the Evaluation Criteria (see Document 3) The selection panels will include representatives from:

- Creative Land Trust
- LB Newham Streets and Neighbourhoods and Communities teams
- Artist / designer
- Local resident
- Local arts organisation / Local youth organisation

7 Information on available and possible locations

Included as part of this brief is an information pack, which includes a map locating ABH and the public realm space that surrounds it images of ABH, and images of the adjacent streets (The Broadway and West Ham Lane) and surroundings. See Document 5 for more details.

Stratford's high street, The Broadway, is a busy two-way thoroughfare for motor traffic, with retail and commercial units on both sides, cycle paths and heavy footfall. A lot of street furniture is placed in the streets including cycle hoops, bollards, bins, streetlamps, benches, telephone boxes and advertising billboards. The Broadway has a mixture of modern 20th and 21st Century building types, but also makes up part of the oldest part of Stratford, with St John's Church and other older architecture nearby. At the North end of The Broadway sits Stratford East Theatre, Stratford Youth Zone, University of East London and Stratford library. Going south along the high street is the Discovery Children's Centre and further along the new Talent House that houses East London Dance and UD. The Stratford Centre sits directly opposite West Ham Town Hall and behind it is the gateway into the Olympic Park and Eastbank via Westfield Stratford shopping mall.

West Ham Lane joins The Broadway at the junction by West Ham Town Hall. This is a paved pedestrianised road with a cycle path, similar street furniture to The Broadway and trees in large planters. The pavements are wider here and there is less footfall in comparison to the high street.

Entrances to ABH are visible via gates on to both The Broadway and West Ham Lane, which lead into an internal courtyard, shielded by the Town Hall. The map in Document 5 highlights areas that can be used for the project, with pink indicating areas on The Broadway and West Ham Lane. Yellow indicates the gated courtyard in front of ABH, which whilst public realm space, has far less footfall as gates are not always open.

8 Copyright and use rights

Copyright of proposals will remain with the artist / designer. The applicant agrees to give CLT the rights to publish images of the project in printed and digital form. The applicant also agrees that the proposal will be exhibited publicly for the duration of the agreed commission period.

9 Budget & Costs

At the end of Stage 2 of the process, the successful applicant will be awarded up to £16,000 total for delivery of the project.

Applicants are expected to provide a breakdown of how they expect to use the award, including all materials, costs and applicable taxes. At Stage 1 this can take the form of a high-level draft budget, with indicative fees outlined. We expect all parties involved to be paid fairly.

Funds will be paid by CLT in two instalments, half at the beginning of the project with an approved breakdown of spend, and the second half at the end of the project installation, on receipt of all invoices.



DOCUMENT 2

INSTRUCTIONS AND INFORMATION ON APPLICATION PROCEDURES

1 These instructions are designed to ensure that all applicants are given equal and fair consideration. It is important therefore that you provide all the information asked for in the format and order specified. Please contact info@creativelandtrust.org if you have any doubts as to what is required or you have difficulty in providing the information requested. Pre-application negotiations are not allowed.

Contract Period

2 The contract is not for a specific time period but for a specific piece of work. Applicants should provide an approximation of the timescale for completion of the work.

Incomplete Applications

3 Applications may be rejected if the information asked for and Specification is not given at the time of applying.

Returning Applications

4 Please email applications to info@creativelandtrust.org

Receipt of Applications

5 Applications will be received up to the time and date stated.

Acceptance of Applications

6 By issuing this invitation, Creative Land Trust ("the charity") is not bound in any way and does not have to accept any application.

Inducements

7 Offering an inducement of any kind in relation to obtaining this or any other contract will disqualify your application from being considered and may constitute a criminal offence.

Confidentiality of Applications

8 Please note the following requirements, you must not:

Tell anyone else what your proposal price is or will be, before the time limit for delivery of proposals.

Try to obtain any information about anyone else's application or proposed application before the time limit for delivery of proposals.

Failure to comply with these conditions may disqualify your application.

Costs and Expenses

9 You will not be entitled to claim from the charity any costs or expenses which you may incur in preparing your application whether or not your application is successful.



Evaluation Criteria

- 10 The application process will be conducted in a manner that ensures applicants are evaluated fairly to ascertain the most relevant application to the requirements of the brief.
- 11 Your capability to perform the contract will be evaluated using information set out in Document 3.

Freedom of Information

12 As the charity is funded by public sector organisations, it is possible that information relating to this open call may need to be disclosed under the Freedom of Information Act. If you consider that any of the information included in your application is commercially sensitive, please identify it and explain (in broad terms) what harm may result from disclosure if a request is received, and the time period applicable to that sensitivity. You should be aware that, even where you have indicated that information is commercially sensitive, we may still be required to disclose it under the Act if a request is received.

Application Period

- 14 We require applications to remain valid for 3 months.

Basis of the Contract

15 The specification in Document 1 will form the basis of the contract between the successful applicant and the charity.

Timetable

16 This timetable is provisional and may be subject to change, but will be adhered to by Creative Land Trust as far as reasonably possible.

Activity	Timescale
Stage 1 of open call opens	13 January 2022
Arranged site visits with applicants	19 January (pm) or 25 January (am)
Clarification question deadline	Midday 31 January
Open call deadline for receipt of applications	Midday 7 February
Panel review and shortlist	7-11 February
Inform applicants of shortlist	14 February
Stage 2 of open call commences	14 February
Deadline for receipt of applications	Midday 7 March
Panel review and interviews	4-11 March
Inform applicants of award	14 March
Preparation of works begin and first invoicing	14 – 24 March
Installation, project is fully realised and second invoicing	9 May 2022
Unveiling event	June 2022, date tbc



Format of Bids

17 This application process will take place in two stages. For Stage 1, applicants should present their proposals in the following format:

- Short description relating to the thinking and ideas behind the art / design concept and approach to the commission (1 page maximum)
- Proposed materials and fabrication techniques (1 page maximum)
- Visualisations (including sketches/ mood boards using CGIs/ Photoshop / montages / etc) of the proposed commission (2 pages maximum)
- Indication of consultants and timeline (1 page maximum)
- A draft budget, including indication of the artist and consultant fees (1 page maximum)
- CV(s), portfolio or website of the artist and / or designer and in the case of a team, principal / key members of the team, including examples of relevant previous work by the artist / designer / team (4 pages maximum).
- Declarations, Undertakings and Attachments (see Document 4)

18 Whilst every endeavour has been made to give applicants an accurate description of our requirement, applicants should make their own assessment about the methods and resources needed to meet those requirements.



DOCUMENT 3

EVALUATION CRITERIA

Requirement Heading	Example Maximum Weighted Score
Quality of proposal	50
Costs	40
Applicant's relevant experience	10
Maximum Total	100



DOCUMENT 4

DECLARATIONS AND INFORMATION TO BE PROVIDED BY THE APPLICANT

Declarations

1 (Name of applicant) declares that we accept Creative Land Trust's standard terms and conditions included at Document 2 as the basis of the contract; and

2 declare that we have not communicated to any other party the amount or approximate amount of the application price other than in confidence and for the express purpose of obtaining insurances or a bond in connection with this application. The application price has not been fixed nor adjusted in collusion with any third party, and

3 declare that the application will remain valid until (insert a date) and that we are not entitled to claim from the charity any costs or expenses incurred in preparing the application or subsequent negotiations whether or not the application is successful.

signed on behalf of the Applicant

Undertaking

The charity requires all applicants to make full and frank disclosure to the charity in the form of a signed undertaking in respect of any or all of the following:

any state of bankruptcy, insolvency, compulsory winding up, administration, receivership composition with creditors or any analogous state of relevant proceedings;

any convictions for a criminal offence committed by the applicants (or being a company, by its officers or any representative of the company);

any acts of grave misconduct committed by the applicant (or being a company, by its officers or any representative of the company) in the course of their business or profession/the company's business;

d) any failure by the applicant (or being a company, by its officers or any representative of the company) to fulfil their obligations relating to payment of taxes or social security contributions.



Creative Land Trust

DOCUMENT 5

REFERENCE DOCUMENTS

Please find the associated documents pack with this Open Call briefing:

Appendix a – Map of ABH and surrounding area

Appendix b – Images of ABH

Appendix c – Images of streets and surroundings

Please contact info@creativelandtrust.org for access to Appendices b and c.

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