



**OPDC**  
OLD OAK AND  
PARK ROYAL  
DEVELOPMENT  
CORPORATION

# **Great Place Scheme: Annual Art Commission 2018**

## **Open Call for Artists' Expressions of Interest**

**MAYOR OF LONDON**



The Old Oak and Park Royal Development Corporation (OPDC) has been awarded funding from the National Lottery, through Arts Council England and the Heritage Lottery Fund as part of their Great Place Scheme initiative. The goal of the scheme is to ensure that art, culture and heritage are at the heart of the major development planned for the area.

To achieve this, an ambitious three-year cultural programme is being developed with local people, businesses and organisations, which will uncover, connect and showcase the culture, creativity and heritage of London's largest and most vibrant industrial area, Park Royal. This work also aims to shape and influence the development plans for Old Oak, one of the UK's largest regeneration projects, which is adjacent to Park Royal.

A major part of the programme will be an Annual Art Commission and we are now seeking Expressions of Interest from artists to work with communities and businesses to deliver a project which responds to the

industrial heritage of Park Royal.

The call is open to individual artists, or groups of artists, living and working both nationally and internationally, although a commitment to understanding the local context is essential. The Annual Art Commission will be managed and delivered by Create London, the Creative Programming Partner for OPDC's Great Place Scheme.

## Local Context

Park Royal crosses the three London boroughs of Brent, Ealing and Hammersmith & Fulham, and has been an important centre for UK industry and manufacturing since the early 20th century, providing employment to many of the first-generation immigrant populations in the neighbouring areas.

It has been home to both the design and manufacturing of many iconic UK products and businesses: the Routemaster Bus, Brompton Bikes, Jaffa Cakes, Heinz Soup and Rolls Royce to name a few.



A map of the local area



An amazing one third of all food consumed by Londoners still comes from Park Royal, it supplies 3.1 million meals every year. Of the 2,300 plus businesses in Park Royal, almost a third are in the creative industries. This little known, yet highly productive part of London is loyal to that heritage and continues to provide a home for new ideas, industry and products as well as over 35,000 jobs.

The wider OPDC boundary covers approximately 650 hectares in inner north west London and is predominantly industrial in nature, with some small residential communities housing around 4,000 people. Park Royal is the largest industrial estate in London. The total OPDC area has small pockets of new and old residential areas, as well as important ecological and heritage assets including the Grand Union Canal and Wormwood Scrubs.

The area is within the 20% most deprived areas in London across health, wellbeing and employment indicators. Compared to London as a whole, the community has a larger share of BAME and a lower proportion of white residents. This diversity has brought together an eclectic and dynamic local cultural life, and a strong and diverse sense of identity with over 40 active community organisations locally.

## Brief

**To develop and deliver a major new socially-engaged artist led project which uncovers, celebrates and showcases the industrial heritage of Park Royal by connecting it to the lived experience of its contemporary communities and businesses.**

The project can take any form and we are open to ideas which encourage us to think about the heritage of Park Royal in new ways and that can respond to local socio-political themes and the wider London and UK context.

Proposals should clearly demonstrate how they will embed and engage local communities, artists, workers, businesses and/or schools throughout the process. Proposals should also describe how the work will be presented in a way which is fully accessible to a wide and diverse audience, both locally and from across London.



The Kolak Snack Food Ltd. factory in Park Royal. Image: OPDC by Mattr Media Ltd

## Volunteering

OPDC and Create London are currently establishing a network of 'active citizens'; adults and young people living and working locally, who will play a role in creating, commissioning, deciding and delivering all aspects of the programme. As such, all proposals should demonstrate open, flexible and meaningful opportunities for local people to volunteer across the life of the project.

## Local Suppliers

OPDC is committed to supporting the local economy of Park Royal, Old Oak and its surrounding areas, therefore all goods and services relating to the commission should be, wherever possible, sourced from local suppliers.

## Duration

Commissions should start in Autumn 2018 and finish by Spring 2019, lasting a maximum of nine months with at least one public output expected in 2018.

The exact duration and timings will depend on the nature of the project, its location, budget and the local groups you intend to engage with.

## Available Budget

Up to £50,000 is available, which includes all artist fees and production costs.

Artists will be paid the full cost of the project, according to a payment schedule agreed in advance by OPDC. Artists will be responsible for paying and managing all production costs and suppliers.

Once selected, successful applicants will be asked to provide a detailed project plan and schedule of delivery. The plan will be mutually agreed and dependent on the nature of the project.

## Match Funding

Artists are able to raise additional funding towards the project from other sources, such as sponsorship or grants, although these would need to be agreed with OPDC in advance. You would still be required to present a proposal for a project that can be delivered within the £50,000 budget, in the event that you are not successful in securing additional funding to enhance your proposed idea.



View of existing industrial and rail infrastructure at Old Oak. Image: OPDC by Mattr Media Ltd



## Site Tours

Artists interested in submitting an Expression of Interest are invited to attend one of two site tours, led by OPDC officers and Create London to provide an overview and insight into the local context.

Date: *Wednesday 23 May 3.00pm-5.00pm or 6.00pm-8.00pm*

Please book your place here:

<http://bit.ly/OPDCEvents>

Alternatively, please send any queries to:

[grants@opdc.london.gov.uk](mailto:grants@opdc.london.gov.uk)

## Submission Process

In the first instance please send Expressions of Interest via email to:

[grants@opdc.london.gov.uk](mailto:grants@opdc.london.gov.uk)

This should include:

- Your initial response to the industrial heritage of Park Royal and how you would approach the commission (max 500 words)
- A statement explaining why you would like to be considered and how your experience is appropriate for a project of this type (max 300 words)
- Your CV/artist statement (max 2 pages)
- A Portfolio of your previous work, relevant to this commission (please send as a PDF – max 5 pages\*)

\*Please do not send image or video files.  
Links to online content are acceptable.

**Deadline for submission: 11:59pm, Sunday 10 June 2018**

## Selection Process

Representatives from Create London, OPDC and selected local community members will be involved in the shortlisting and selection process.

Proposals will be evaluated against the following criteria:

- Artistic quality
- Heritage outcomes
- Previous experience in delivering similar projects
- Impact of the idea on local community, economy and environment
- Value for money and financial sustainability of the idea

Up to five shortlisted artists will receive a fee of £350 to work up a more detailed proposal to bring to a Stage 2 interview in early July 2018.

## Timeline

- EOI open: 9 May 2018
- EOI close: 10 June 2018
- Selected artists for Stage 2 notified: 18 June 2018
- Stage 2 applications presented to interview panel: w/c 16 July 2018
- Selected artist notified: 30 July 2018
- Commission begins: September 2018
- Commission delivered by: Spring 2019

## Further reading

[Park Royal Atlas.pdf](#)



Supported using public funding by

**ARTS COUNCIL  
ENGLAND**

**CREATE**

## **Old Oak and Park Royal Development Corporation**

The Old Oak and Park Royal Development Corporation (OPDC) was established by the Mayor of London to oversee the delivery of 25,500 new homes and generate 65,000 new jobs for London.

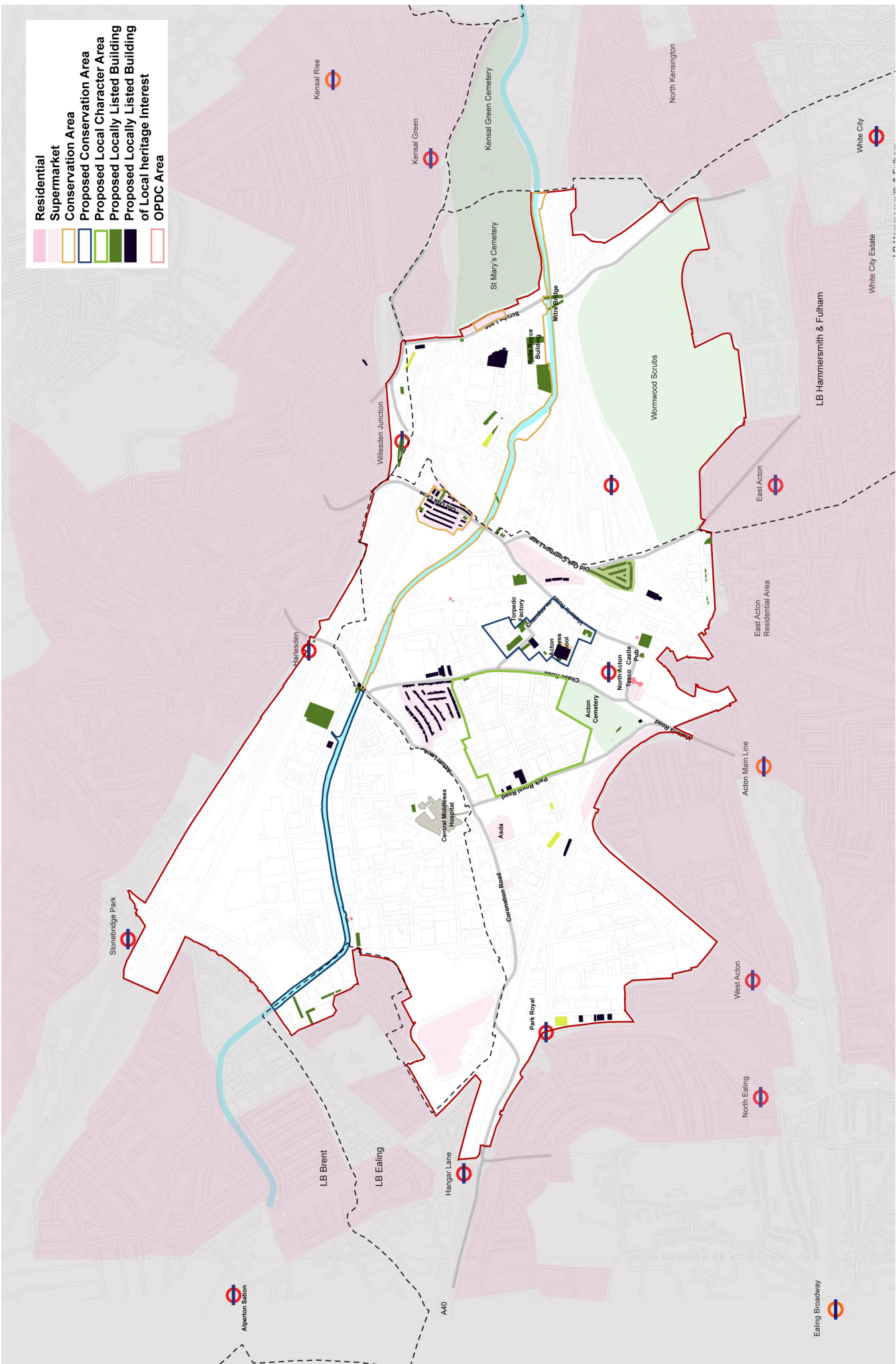
Over the next 30 plus years, we want to make sure that both current and future residents and businesses benefit from the significant investment in the area by the Elizabeth Line (formally Crossrail) and High Speed 2 (HS2). This will result in a new 'super-hub' station opening at Old Oak in 2026. New housing, shops, office and parks are planned for the Old Oak and Park Royal area. This is a very important regeneration project for the future of London, providing many of the housing and jobs Londoners need. OPDC will manage the regeneration over the next twenty to thirty years.

[OPDC website](#)

## **CREATE**

Create London is a charity that exists to explore the ways artists can contribute to the lives of people in cities. Its work is primarily focused in east London, home to more artists and art organisations than anywhere in Europe, and one of the most economically deprived parts of the UK. Create helps artists to connect more closely with communities through an ambitious programme of projects. Unlike a gallery or theatre, Create has no fixed public space, preferring to work in the places people encounter every day.

[CREATE website](#)



A more detailed map giving an overview of the wider area