

Annual Art Commission
2019

OPDC
OLD OAK AND
PARK ROYAL
DEVELOPMENT
CORPORATION

MAYOR OF LONDON

annual
art
commission

in the making

In the Making- Annual Art Commission 2019

The Old Oak and Park Royal Development Corporation (OPDC) is working to empower local people to shape and influence the development plans for UK's largest regeneration project.

In March 2017, we were awarded funding from Heritage Lottery Fund and Arts Council England as part of their Great Place Scheme initiative. This national fund puts arts, culture and heritage at the heart of successful communities.

Using this funding and along with local people, businesses and organisations we've curated an ambitious, three-year cultural programme that uncovers, connects and showcases the culture, creativity and heritage of London's largest and most vibrant industrial area, Old Oak and Park Royal.

We're now seeking expressions of interest from artists to engage with communities working, living and/or socialising in the area and locally based businesses to deliver the 2019 Annual Art Commission which responds to the heritage of Old Oak and Park Royal.

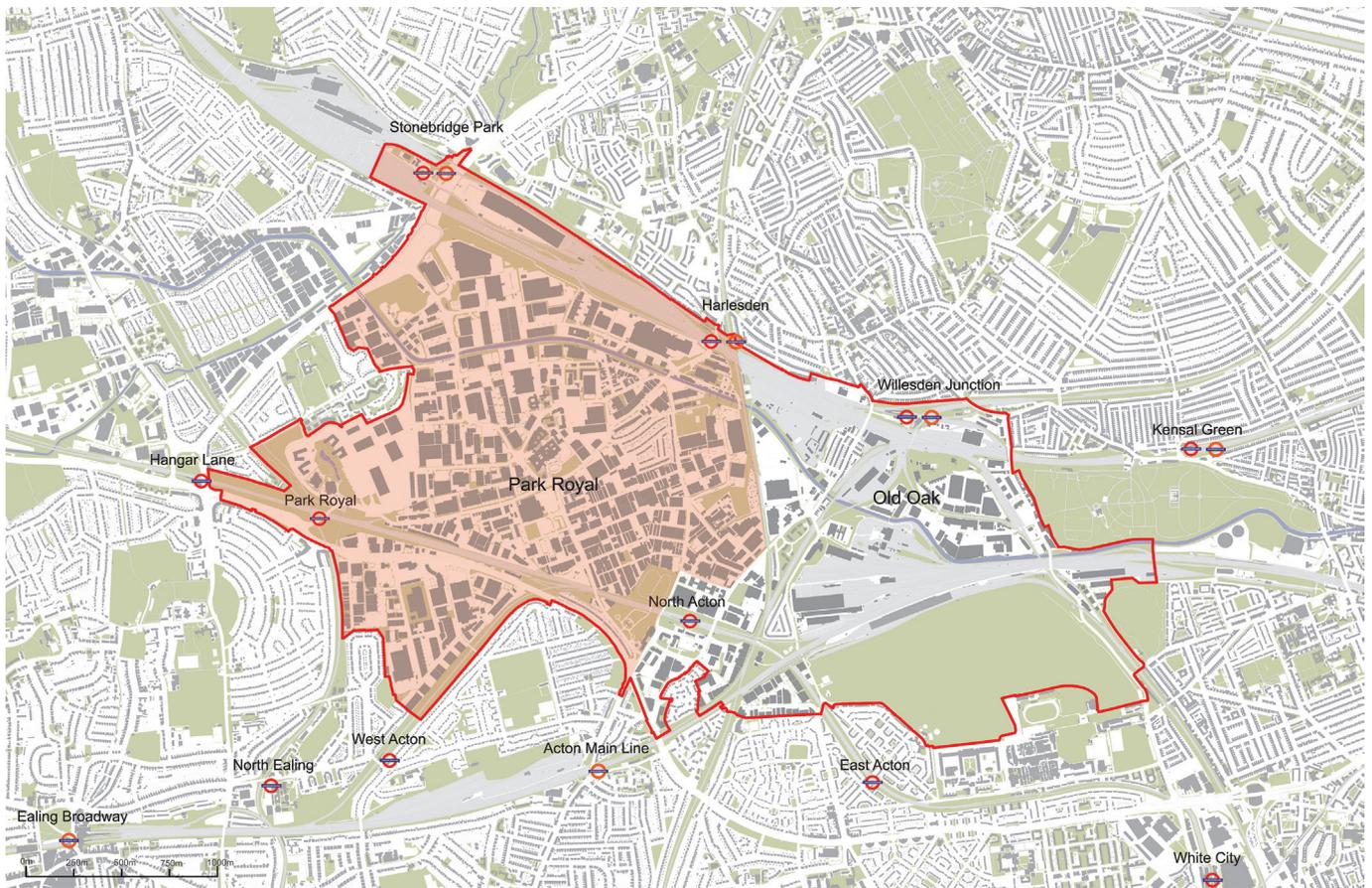
The call is open to individual or groups of artists, you could be living and working both nationally or internationally, but a commitment to understanding the local context is essential. The Annual Art Commission will be managed and delivered by Create London, the Creative Programming Partner for OPDC's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

Local Context

The industrial centre Park Royal emerged because of its connectivity to the Grand Union Canal and the opening of the Paddington Arm in 1801. The canal network was eclipsed by the railways in the 1840s but until then had, and continues to have, a profound economic importance, bringing raw materials into the capital and enabling the export of goods to inland areas.

OPDC boundary

The OPDC boundary is outlined and the designated industrial area of Park Royal is highlighted.



Park Royal crosses the three London boroughs of Brent, Ealing and Hammersmith & Fulham. It has been an important centre for UK industry and manufacturing, 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 some iconic UK products and businesses: the Routemaster Bus, Brompton Bikes, Digestives, Heinz Soup and Rolls Royce to name a few. 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 over 2,300 businesses in Park Royal, almost a third are in the creative industries. This little-known, 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.

OPDC is the local planning authority and delivery partner for the development and regeneration of the Old Oak and Park Royal area. The OPDC boundary covers approximately 650 hectares in inner north-west London and is predominantly industrial in nature, with over one third of land designated for manufacturing use. The area is interspersed with sites of ecological interest, key landmarks include: Wormwood Scrubs and the Birchwood Nature Reserve, as well as smaller green spaces such as the Wesley Playing Fields. The canal remains one of the few consistent east-west routes through the area – the towpath is a popular thoroughfare for walkers, cyclists and factory workers as a result.

Within the OPDC boundary there is an estimate of 3,900 residents. Housing is predominantly located in relatively isolated pockets across the area, including; the Wesley Estate, a network of Edwardian streets built by a local entrepreneur, and the Island Triangle conservation area.

Overall the development zone is within the 20% most deprived areas nationally across health, wellbeing and employment indicators. Certain wards fall into the bottom 10% in England: this is in relation to barriers to housing, alongside income deprivation affecting both children and older people. Looking to adjacent neighbourhoods similar constraints exist in terms of income deprivation, as well as higher than average crime rates and barriers to accessing green space (particularly to the North and West of the development area).

The wider OPDC area is inherently diverse, being home to a higher than average proportion of Black/African/Caribbean/Black British persons compared to London as a whole. Neighbouring districts - such as Acton and Harlesden - are characterised by their long-standing migrant communities, witnessed in the eclectic array of shops, restaurants and places of worship that front their respective high streets. This diversity has brought together a dynamic cultural life and a strong sense of identity of which we hope will be reflected in the commission.

Brief

To develop a major new artwork which uncovers, celebrates and showcases the heritage of Old Oak and Park Royal and the place it is today.

The final artwork can take any form, we are open to innovative ideas which encourage us to think about the heritage of Old Oak and Park Royal in new ways. As well as work that can enhance the sense of place and identity of the area or that bridges 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 as well as 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.



Volunteering

All proposals should demonstrate meaningful opportunities for local people to volunteer throughout the life of the project.

Local Suppliers

OPDC is committed to supporting the local economy of Old Oak and Park Royal 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 Spring/Summer 2019 and ideally be complete by Spring 2020. 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. This figure is inclusive of VAT.

If selected, the successful applicant 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 can 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, if you're not successful in securing additional funding to enhance your proposed idea.

Site Tours

Artists who are keen to submit an Expression of Interest are invited to attend a site tour, led by OPDC's Great Place Programme officers and Create London to provide an overview and insight into the local context. Although it is not a formal requirement.

If you would like to attend a site tour please email:
grants@opdc.london.gov.uk



Please send Expressions of Interest via email to:

grants@opdc.london.gov.uk

This should include:

- Your initial response to the industrial heritage of Old Oak and 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, 23 April 2019

Selection Process

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

Proposals will be evaluated against the following criteria:

- Feasibility of the idea
- Relevance of the idea to the themes of the brief
- Demonstrable ability to deliver the project on time and within budget
- Previous experience working with diverse communities and audiences
- Quality of previous work, artistically and in terms of community participation
- Impact of the idea on local community, economy and environment

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 May 2019.

Timeline

- EOI open: **22 March 2019**
- EOI close: **23 April 2019**
- Selected artists for Stage 2 notified: **w/c 29 April 2019**
- Stage 2 applications presented to interview panel: **w/c 20 May 2019**
- Selected artist notified: **31 May 2019**
- Commission begins: **June 2019**
- Commission delivered by: **Spring 2020**



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