

**Voids Activation Pop-up Project**

**Westminster City Council celebrates Art in Every Form in partnership with Art of London**

**Application process for a Pop-up space in the Piccadilly Circus and Leicester Square area.**

1. **Introduction**

This commission provides an opportunity for UK artists to occupy void premises to generate live art for a period of up to three months.

The objective of the commission is to support the creative sector by giving emerging artists maximum exposure and the opportunity to showcase their work and operate from within prime located spaces.

The project aims to activate and enliven void premises and turn these into practiced places where art in every form can be celebrated, produced and experienced through activities that encourage audience engagement.

Any form of art may be submitted dependant on suitability of chosen medium for their selected space, including but not limited to: painting, film, media art, performance, installation, sculpture, poetry, photography, drawing and craftmanship.

1. **Location and site specifications**

This commission aims to activate void premises in the following areas:

* Piccadilly Circus
* Leicester Square

The premises will be available from May until the end of August.

The maximum occupation period is 3 months.

**3. Artistic requirements**

* Commitment to the provision of engaging activities and visually stimulating production processes of live art that connect with visitors of all ages and backgrounds.
* Commitment to the creation of a dynamic space that is active during operational hours.
* Commitment to the production of a proposal suitable for the site under any of the following themes:
  + Environment & Sustainability
  + Identity & Inclusion
  + Learning & Skills
  + Heath & Wellbeing
  + Innovation & Future of Art
* Commitment to avoid the creation of art that might cause fear or distress.
* Commitment to avoid the creation of art that can cause harm or serious or widespread offence. Particular care must be taken to avoid causing offence on the grounds of: age; disability; gender; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation.
* The artworks created or exhibited within the premises must not contain:
  + Pornography
  + Violent content that is likely to condone, glorify, trivialize or encourage violence or anti-social behaviour
  + Contents that may be racist
  + Offensive imagery or symbolism
  + Misleading information
  + Gender stereotypes
  + Political content including campaigning, political activity or support to a political party, candidate or politician.

1. **Practical considerations**

* Any materials may be used that will not affect the site permanently.
* All installation elements and fixings must demonstrate compliance with health and safety standards.
* End occupiers will be responsible for the deinstallation and dismantle of artworks once the occupation period is over.
* End occupiers will be responsible for ensuring that the allocated premise is active during trading hours from Monday to Sunday.

1. **Ownership**

Ownership and copyright of the artworks remains with all those who developed the artistic design. The commission contract will specify obligations and details.

1. **Commercial activities**

Selling authorized artworks from the premises is allowed.

All artworks sold at the premise must comply with the guidelines set on section 3. Artistic requirements.

1. **Delivery framework**

A space operator will be responsible for managing the space during the three following phases:

* + Phase 1: Pre occupancy
  + Phase 2: During occupancy
  + Phase 3: Post occupancy

The space operator will provide the following services:

* Appoint a sub-contractor to undertake basic white box fit out works.
* Sign a lease agreement directly with the landlord.
* Draft a standardised license agreement detailing terms and conditions.
* License the space to end occupiers (with consent of the landlord).
* Induction of end occupier to space
* Prepare a contingency plan to the risk of Covid-19:
* Management of on-site health and safety.
* Management and payment of suppliers, contractors and service charges pertaining to the property on behalf of occupier.
* Daily inspection of shops and check-in with occupiers.
* Ensure the premise is reinstated back to the original condition.

1. **Basic white box fit out service funded by WCC:**

The basic white box fit out service will ensure the premise is ready so the temporary occupier can undertake decorative works (if required). The works that will be expected pre-occupancy are:  ensure walls are clean, ensure electrical switches work, ensure restrooms work, ensure lights work, remove old features that could put new tenant and visitors at risk (large-scale elements including furniture will not be removed unless they present an imminent danger to people).

The works that will be expected post occupancy are: ensure floors and walls are clean, remove tenant’s improvements including signages and decorative elements. Artworks as well as any large-scale furniture will be removed by the tenant once the license period is over. The Council reserves the right to recoup any cost incurred in removing artists’ property from the premises.

1. **Promotion:**

Successful applicants will be included within the Art of London marketing and press campaign and feature on the Art of London Website as well as in the Art of London Season (Festival) map.

**10. Application process**

All applications for a pop-up space must be submitted through our online platform:

[Application Form](https://forms.office.com/Pages/ResponsePage.aspx?id=FcHYUH-3lUOjujtAfK8NiHr5fMLKiFlBoSlxsOKrv8VUNUpYR0RBWk45M0s4UkdNQ1dHWk85TVZZRy4u)

The application process opens on the 25th of March 2021 and closes on the 11th of April 2021.

**11. Selection process**

The process has been designed to be transparent, clear and timebound and to maximise the opportunity to support BAME and Westminster based businesses.

WCC is committed to achieving diverse shortlists for all opportunities to

support our desire to increase the number of BAME owned businesses.

All applications will initially be validated against the following criteria:

1. That the application form has been completed in full and is legible
2. That the applicant is an individual who is over 18 years of age
3. That the applicant has a UTR number or a registered company

The link below provides more information on how to apply to a UTR number:

<https://www.gov.uk/register-for-self-assessment/self-employed>

1. That the application has been received within the advertisement period

Once applications are validated, they will be assessed against the scoring criteria set out in appendix 2. The scoring criteria is divided into the following sections; Concept’s Originality and Inventiveness, Context and Connection, Feasibility and Delivery, and Applicant Information.

The scores will be given by a Selection Panel formed by Arts Institution representatives, WCC officers in Cultural Policy and Economic Development and HOLBA representatives.

Information will be taken from the application form regarding their activation proposal.

The applications with the highest scores will be offered a pop-up space.

Selected applicants must obey the terms and conditions established in the license agreement which will be provided by the space operator.

**12.** **Showcasing Enterprise Fund:**

The budget allocated for the commission under WCC’s Showcasing Enterprise Fund is up to £5,000. The scheme allows applicants to apply for one of the two following grants:

* Up to £2,500 for proposals which benefit is career development (the opportunity to increase recognition, showcase their talent and raise their brand profile).
* Up to £5,000 for more ambitious proposals offering higher impact and public and audience engagement outcomes.

The budget allocated for the commission under the Showcasing Enterprise Fund should cover the following costs:

* All professional fees, expenses, design development, and workshop costs, insurances and permissions to deliver the project.
* Costs of materials, fabrication, production, installation and de-installation.

In order to apply for a grant, applicants must confirm that they meet the criteria stated below:

Following the outbreak of the Coronavirus, the European Commission has approved schemes to aid businesses affected by the Coronavirus outbreak on the basis of their Temporary Framework, including the COVID-19 Temporary Framework scheme for the UK.

The maximum level of aid that a company may receive under section 3.1 of the Temporary framework is €800,000 (€120,000 per undertaking active in the fishery and aquaculture sector or €100,000 per undertaking active in the primary production of agricultural products). This is across all UK measures under the terms of the European Commission’s Temporary Framework For aid for uncovered fixed costs under section 3.1.2 of the Temporary Framework the maximum level of aid is 3 million euros. The Euro equivalent of the Sterling aid amount is calculated using the Commission exchange rate applicable on the date the aid is offered.

Any aid provided under this scheme will be relevant if you wish to apply, or have applied, for any other aid granted based on the European Commission’s Temporary Framework. You will need to declare this amount to any other aid awarding body who requests information from you on how much aid you have received.

Aid may be granted to undertakings that were not in difficulty (within the meaning of Article 2(18) of the General Block Exemption Regulation) on 31 December 2019, but that faced difficulties or entered in difficulty thereafter as a result of the COVID-19 outbreak.

This aid is in addition to any aid that you may be have received under the De Minimis regulation allowing aid of up to €200,000 to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years), and any other approved aid you have received under other State aid rules, such as aid granted under the General Block Exemption Regulation. Aid for uncovered fixed costs under section 3.1.2 of the Temporary framework shall not be cumulated with other aid for the same eligible costs.

**13. Deadline:**

Please complete the online application form no later than the 11th of April.

We will endeavor to inform the outcome of applications two weeks after the application process closes.

**Appendix 1 – Application scoring criteria**

**Concept’s originality and Inventiveness - Maximum available points – 50**

|  |  |  |
| --- | --- | --- |
|  | **Criteria Detail** | **Points** |
|  | Artistic vision, purpose, quality of ideas and ambition of the proposal | 10 |
|  | Does the proposal reflect the mentioned themes? | 10 |
|  | Does the proposal contemplate the creation of live art, live performance or live demonstrations? Will the activities be visible from the exterior? | 10 |
|  | Is there an element of innovation involved? | 10 |
|  | Will the proposal attract new audiences? | 10 |

**Context and Connection – Maximum available points - 50**

|  |  |  |
| --- | --- | --- |
|  | **Criteria Detail** | **Points** |
|  | Does the proposal meet the goals envisioned by the BID? | 10 |
|  | Is the proposal relevant to the area, its values, culture, and people? | 10 |
|  | Will the proposal raise the profile of the area? | 10 |
|  | Does it provide community engagement activities? | 10 |
|  | Does the proposal activate or enhance the pedestrian and streetscape experience? Does it provide a constantly changing landscape? | 10 |

**Feasibility and Delivery - Maximum available points – 25**

|  |  |  |
| --- | --- | --- |
|  | **Criteria Detail** | **Points** |
|  | Has consideration been given to sustainability and environmental impact of this proposal? | 5 |
|  | Budget Feasibility | 5 |
|  | Can the artwork be dismantled easily by the artist? | 5 |
|  | Will the end product be a visually stimulating artwork? | 5 |
|  | Is the production process safe? Have all relevant protocols, permissions, regulations and insurances to deliver the proposal been contemplated? | 5 |

**Applicant Information - Maximum available points – 20**

|  |  |  |
| --- | --- | --- |
|  | **Criteria Detail** | **Points** |
|  | Artist track record / potential | 5 |
|  | Does the business owner/artist have affiliation to Westminster? | 5 |
|  | Is this a start-up business (a business which has been registered at Companies House, HMRC or registered self-employed for less than 12 months before an application is made) | 5 |
|  | Does the business/artist currently have a web presence through social media | 5 |