

Cultural Anchor Tenant Wanted For 'Space52'

At New Mansion
Square, Wandsworth,
London SW8 5AB

A Peabody development
of affordable homes
in Nine Elms



Peabody is searching for a dynamic cultural organisation, charity or business to become a tenant in a 52sq m space at the heart of a new affordable residential community in Nine Elms. The initial 10-year lease is available at peppercorn rent, with an additional revenue grant of £125,000 over 5 years.

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Introduction

160 years after it was established, Peabody is one of the oldest and largest not-for-profit housing associations in the UK. Following a merger with Catalyst in April 2022, the group is responsible for more than 104,000 homes and 220,000 residents across London and the Home Counties, with 20,000 care and support customers. Their purpose is ‘helping people flourish and they do this by providing great homes and services, by making a positive difference to the communities we serve and by providing an inclusive and inspiring place to work.

Peabody is seeking a cultural anchor tenant at their new development of New Mansion Square, Thessaly Road in Nine Elms. Peabody and Wandsworth Council see this as an opportunity for an organisation to be part of a dynamic community and to lead a sustainable placemaking activity for the local area. The cultural anchor will be integral to the neighbourhood and will help to directly or indirectly foster community connections.

Peabody is looking for an organisation who needs a home in order to progress their own future and who will thrive in a residential environment. ‘Space52’ is situated on a ground floor corner that can open to a large communal grass square. It is also adjacent to the Technology Enterprise Hub (which is also run by Peabody) and facing the creative industry incubator units across the Square, so will be part of a thriving mini-eco system of creative talent.

New Mansion Square is a 100% affordable housing scheme, meaning that the homes will have high occupancy and an active community. Supported by an NHS facility, and neighbouring new housing developments, including student accommodation, the area will have many immediate residents and neighbours, keeping the site active all days and hours. As the space is 52 sqm, it is perfect as a central place for organisations who have a ‘participatory practice’ and can benefit from neighbouring partnerships for potential collaboration. The space suits an organisation who wants flexibility of use between workshop/rehearsal/creation and presentation.

Peabody has embedded culture into their placemaking objectives, and most notably through their programme at Thamesmead. The Nine Elms development offers an opportunity to expand the creative and innovative approaches in Thamesmead at a scale and approach specific to place.

* ‘Space52’ is the holding name for the tender process and does not need to be retained.

The place - Nine Elms

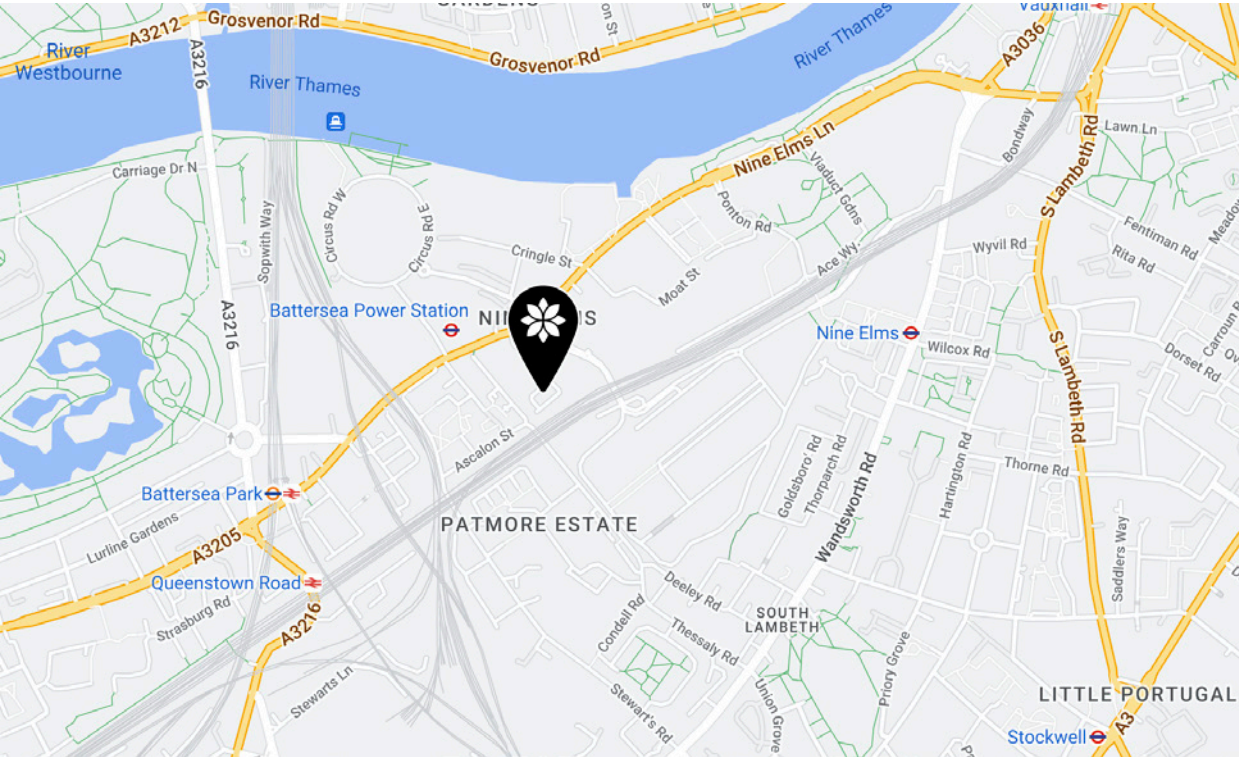
Wandsworth Council has been working in partnership to support Nine Elms and Battersea to become a dynamic, successful mixed-use places with diverse opportunities for people to make their home, build their business or enjoy the best of London’s culture, entertainment and shopping.

Arts and culture are essential to delivering the successful transformation of the area and to ensuring that Vauxhall Nine Elms and Battersea are vibrantly connected to surrounding communities in the borough of Wandsworth and the rest of London. A year-round programme of events, exhibitions and installations is already attracting and engaging visitors and residents alike, while bespoke new cultural spaces see Chocolate Films, World Heart Beat and Matt’s Gallery join a thriving cluster of arts organisations that includes Damien Hirst’s Newport Street Gallery. Apple’s London campus has moved into Battersea Power Station, alongside world-renowned institutions including the Royal College of Art, Foster & Partners and Vivienne Westwood, further enriching Battersea’s reputation for tech and design. Publishers Penguin Random House UK and Dorling Kindersley are now based in Embassy Gardens.

Recognising the importance of cultural exchange and ambitious partnerships, Wandsworth Council’s vision for the area includes helping to establish sustainable long-term local cultural infrastructure, and the Council therefore looks forward to working with the Cultural Anchor Tenant to bring benefit to local people.

In Partnership with Battersea Power Station (BPS)

As part of the planning obligations for Battersea Power Station and Peabody’s housing scheme, it was agreed that Peabody and the Battersea Power Station Development Company will work together to ensure that both sites are culturally linked. The BPS placemaking vision includes New Mansion Square as a community-based place where things will develop that may potentially grow and link to the commercial opportunities at BPS.



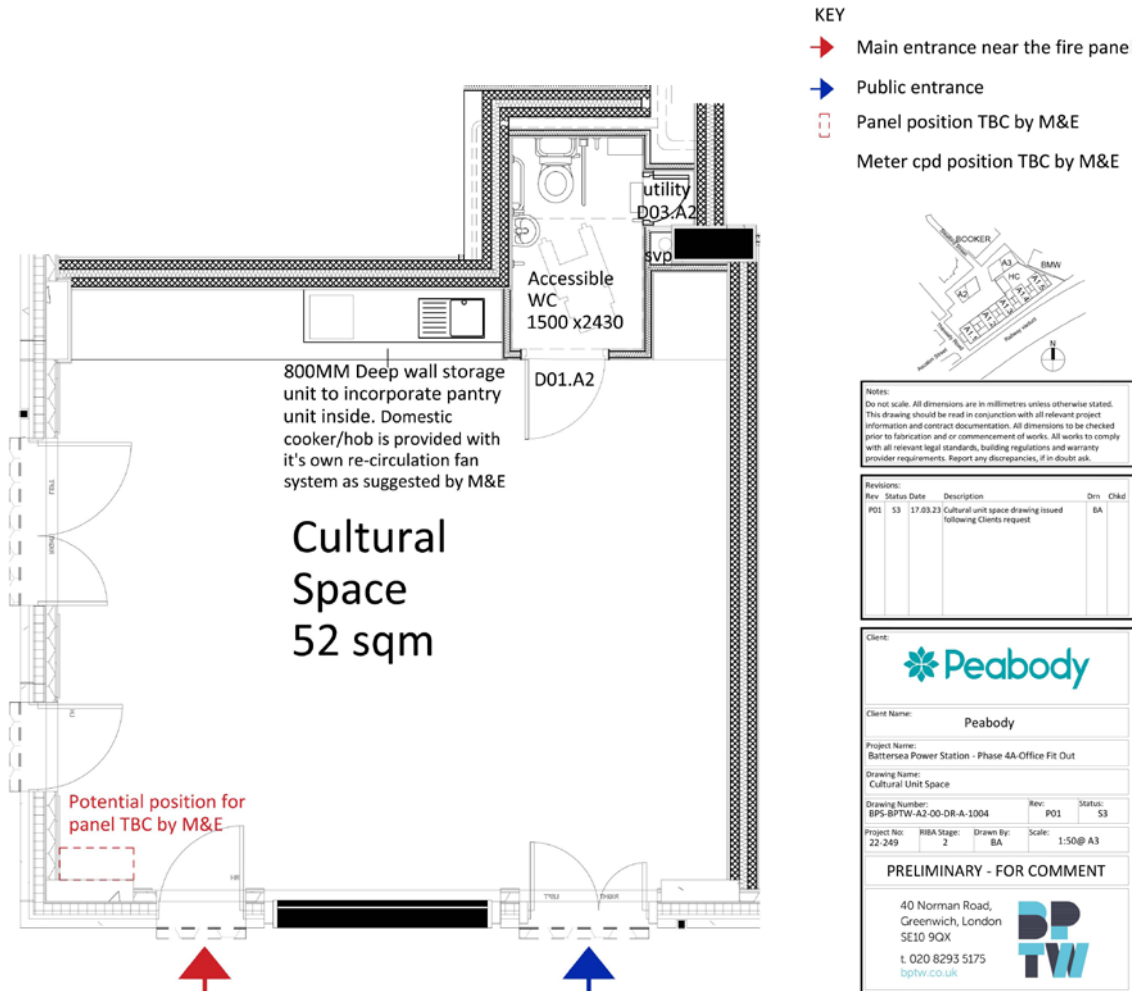
The offer - ‘Space52’

The 52sqm unit is prime ground floor, glazed on two-sides and dedicated for long-term cultural use that will be available from October 2023. It is offered at a peppercorn rent for a lease of 10 years with the objective of the Cultural Anchor Tenant to have a sustainable cultural presence for the neighbourhood. The additional revenue grant of £25,000 per annum for 5 years is available to enable financial stability and have time to embed long-term roots of a cultural partner and allow for partnership programming to be delivered for the site.

Peabody is looking for an operator who wants to come to New Mansion Square for a minimum of a peppercorn 10-year lease (which could be extended at an affordable rent thereafter) to ensure that the place is occupied and engaged on a daily and year-round basis.

The organisation should:

- Be financially solvent and able to demonstrate fiscal knowledge and ability to manage and/or share the facility
- Deliver the needs of Peabody and the Wandsworth Council objectives to support the cultivation and retention of divers, local cultural and creative industries
- Provide creative contribution that responds to and strengthens the ecosystem of the New Mansion Square neighbourhood and Nine Elms
- Connect with the adjacent Creative Technology & Enterprise Hub; Affordable Incubator units; and residents
- Build an active relationship with Battersea Power Station’s Cultural Offer



Cultural anchor tenant profile

This is a perfect opportunity for an organisation that has been struggling without a permanent home or would benefit from their home operating in the centre of a residential area. Whether a successful (or recently unsuccessful) Arts Council England National Portfolio Organisation or a CIC with a creative practice, this offer is setup to supplement five years of supportive funding to help a small organisation obtain stability and integrate its mission into a place. This offer may work well for practitioners who work in public realm or with non-professionals; who present in atypical cultural venues; co-create with communities; work in arts co-creation in wellness and health facilities; work with local partners in co-producing; and/or bring active participation into their work.

Cultural Anchor Tenant Characteristics:

Peabody is looking for an operator that can demonstrate:

- Evidence/ability to generate a sustainable, resilient operating revenue (from multiple sources)
- Case studies of community and artist engagement delivery
- Their role within the London-wide or national creative network(s)
- Case studies of past programming that indicate the type of programming for New Mansion Square
- Past reputation working with funders, local authorities, the creative/cultural sector, and/or commercial sector (ie experience with developers or managing a lease)
- Experience of developing a community-inclusive relationship with residents
- Experience working in non-traditional presentation spaces – such as schools, neighbourhoods, public realm, health facilities
- A tested cultural/creative approach that the organisation states in the vision or mission statement(s)

Compliance

We will need the tenant to demonstrate their operating compliance ability, in regard to the below and the documents in the appendix.

- Fire, first-aid, and health & safety procedures
- Relevant Insurances (e.g. Professional Liability & Professional Indemnity Insurance policies)
- Policy for Safeguarding children and/or vulnerable adults
- Maintaining insurances
- Adhering to the legal terms of tenancy

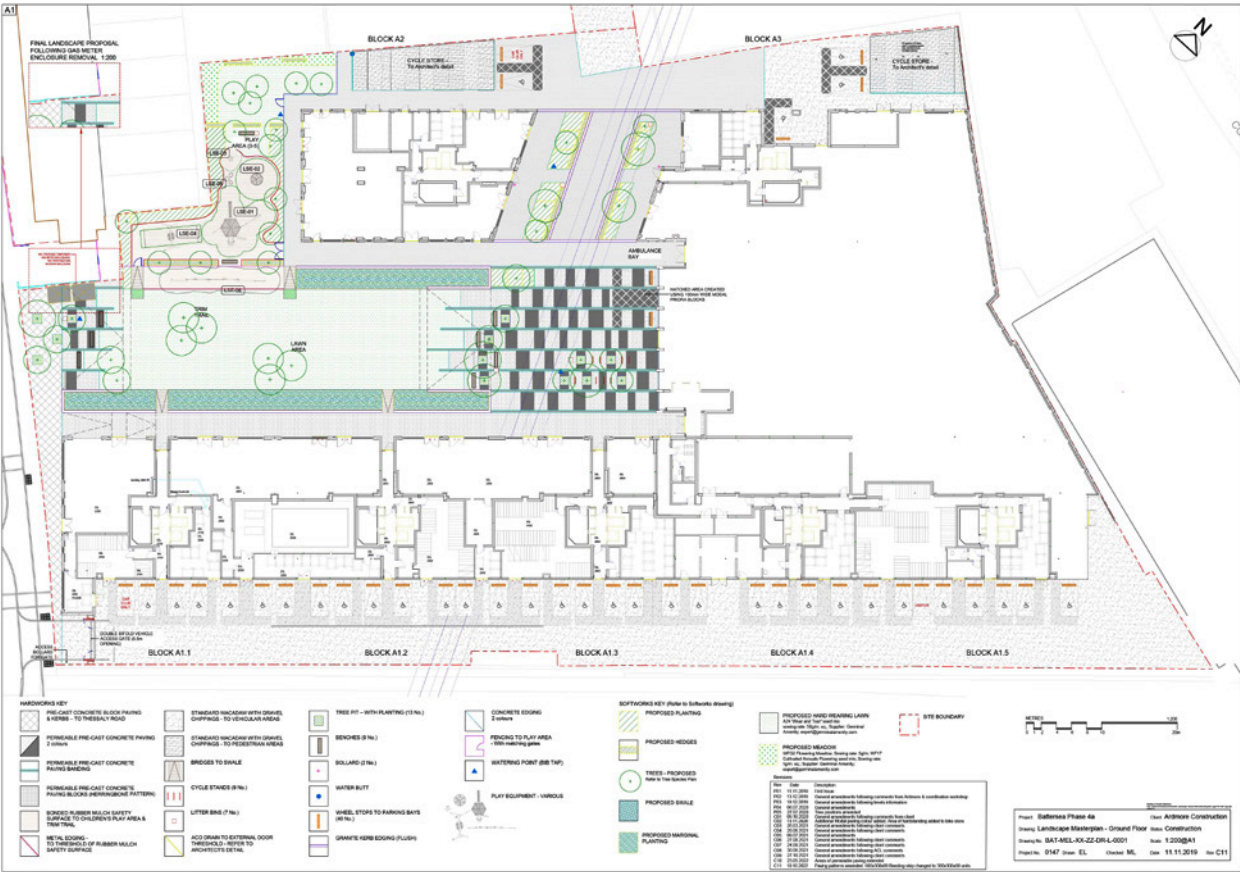


Context

Community Ambition

New Mansion Square was previously known as ‘Battersea Power Station Phase 4a’ and comprises the Section 106 affordable housing requirements for the Power Station masterplan. Peabody is delivering 386 homes affordable homes, of which many are geared towards

couples and families, and therefore, build an active community (vs a commuter rentals). The area benefits from an immediate, more established wider community including the Patmore, Carey Gardens and Savona Estates, St Georges Primary School and Griffin Primary School.



View from Thessaly Road landscape

Eco-System onsite

The ground floor tenancies of New Mansion Square are focused on affordable workspace. Based in residential buildings facing the grass square, their combined offer make-up an area supporting empowerment and innovation. The goal is to ‘incubate’ the work between culture and commercial creative technology industries.

The ground-floor clustering will provide animation throughout the day that includes:

- Creative Technology & Enterprise Hub (104sqm): shared working and convening space with central facilities for the incubators and residents with podcast studio, screening capabilities, office administration equipment and basic hospitality.
- 15 Affordable Incubator Units (ranging from 32 sqm-59 sqm, and one larger unit of 125sqm) to support the creative industries private offices
- NHS facility for the community.
- ‘Community Connector’ – is a funded position based on site in the Creative Technology & Enterprise Hub, five days a week. The role will focus on joining up shared opportunities, marketing, engagement and working across all partners onsite.



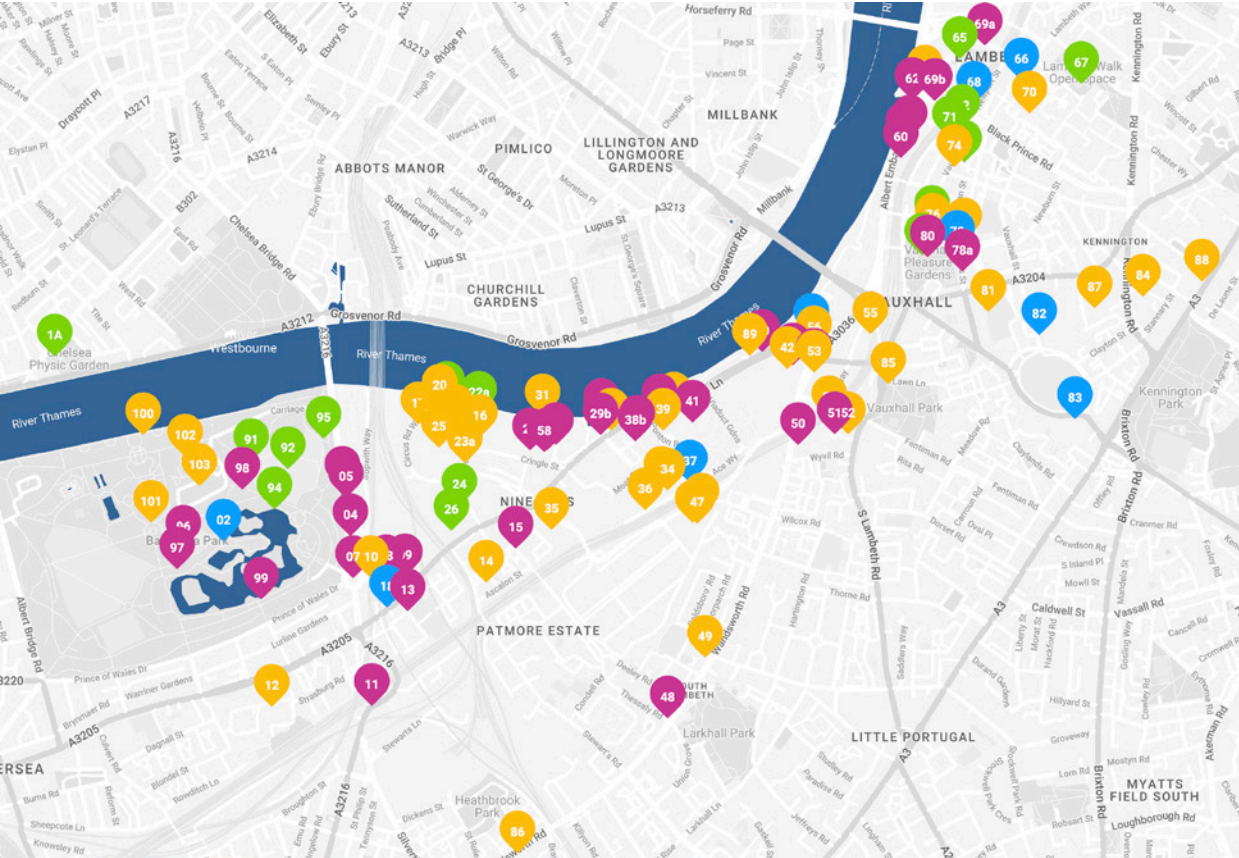
One of the key placemaking principles in the Planning Submission’s Design & Access Statement for this area involves “creating ‘active edges’ around the public space. People working in the incubators will also animate the frontage and public square and provide visual interest at ground floor for passers-by. The incubator spaces are being used for two purposes, firstly to nurture local talent and support the culture of enterprise within the borough of Wandsworth, and secondly to animate the ground floor public spaces in the proposals.”

In the area, there are several new cultural anchors who are forming a strong coalition. As more development is realised there will also new anchors. Nine Elms want to these anchors to complement (vs compete) with one another.

- **Turbine Theatre** – contemporary theatre venue
- **Matt’s Gallery** – visual arts gallery
- **Chocolate Films** – video production and affordable coworking space
- **World Heart Beat** – music academy, 120-capacity performance venue and recording studio
- **503studio** – new national centre for early career writers
- **Mission Kitchen** – flexible access to commercial kitchens, & co-working space



Nine Elms cultural ambitions



There are over 103 cultural points of interest mapped in the area, ranging from theatres, public art, affordable workspace, galleries and concert venues, inclusive of close cluster (the immediate neighbours referenced in the context section) linked to Battersea Power Station.

2022 Impact Assessment of the 2017-2020 Cultural Strategy set six major lessons to inform the future regeneration schemes

1. Combining the long-term big picture with specific, fixed-term goals
2. Encouraging an Inter-disciplinary Approach
3. Cultural Anchor Tenants
4. Embedding Culture in key infrastructure
5. Shared Space
6. Long-term sustainability

For 2023/24, Wandsworth Council includes community engagement goals to:

- Establish a Talent Development programme in Nine Elms, with an initial focus on design and production career pathways
- Offer free and subsidised places on masterclasses and events for Nine Elms based artists, partners and young people

Battersea Power Station & Peabody planning commitments

The Battersea Power Station Strategy from 2019 identifies five guiding principles by which the cultural offer at Battersea Power Station will be shaped:

1. Arts and Parks
2. Heritage
3. Nurturing Talent
4. Creative Manufacturing and;
5. Local Connections.

The Planning Permission for the scheme outlines the following delivery for a Cultural Organisation:

“Peabody and BPS will draw upon some of these principals and look to these themes to create a link between the sites. The cultural organisation

(will meet) regularly with the BPS team to maximise connections with other tenants and partners, identify cultural opportunities and to align with the wider area’s calendar of events. We recommend that this organisation also becomes a part of the Nine Elms/Wandsworth Cultural Programming Group to tap into local opportunities. By linking the cultural organisation to the BPS team and aligning the yearly calendar, a cultural link between the sites will be maintained. To build on this BPS and Peabody commit to ensuring that events taking place in and around the Power Station will be communicated to residents. Peabody also expects the cultural organisation to engage in other cultural events which might not be directly linked to the Power Station such as the Happy Streets festival which takes place annually on Thessaly Road.



“Due to the cultural landscape becoming increasingly competitive post Covid19, there is a commitment to “also encourage and support the Cultural Organisation to develop a commercial offer such as paid for events or workshops alongside free offers. This support will not only enable the Cultural Organisation to provide more cultural benefits and draw wider audiences, but will mean they develop the skills and knowledge to leverage in funding and ensure they remain a sustainable organisation when the revenue funding stops.”



Commitment to social value

The Cultural Anchor would need to hold social values that align with Wandsworth Council and Peabody.

Social Value Agreement (SVA) with Wandsworth Council.
Wandsworth Council enters into a Social Value Agreement with Cultural Anchor Tenants to help articulate ambitions and plans for local engagement in line with the Council’s priorities and to ensure that the space retains its focus on culture for local benefit over the long term.

All Nine Elms Cultural Anchor Tenants are invited to commit to delivering against the following general Social Value Obligations:

1. Strengthening the programme of cultural activity in Nine Elms;
2. Increasing audiences for the arts;
3. Increasing engagement with local communities and visitors;
4. Ensuring they operate as sustainable organisations fit for purpose;
5. Contributing to the health and resilience of the broader cultural sector in the area and, in turn, to a vibrant and successful place; and
6. Contributing to the improvement of the economic, social and environmental well-being of Nine Elms and the Opportunity Area.



Peabody has a mission of
“Helping People Flourish – We do this by providing great homes and services, by making a positive difference to the communities we serve, and by providing an inclusive and inspiring place to work.”

The three key commitments are:

1. We are all about people
2. We are focused on getting the basics right
3. We are passionate about creating a sustainable Peabody

Our values:
Be kind
We are thoughtful and show empathy in every dealing with customers and colleagues

Celebrate diversity
We encourage everyone to bring their whole self to work.

Do the right thing
We’re open and honest and keep the best interests of our customers and colleagues at heart.

Keep our promises
We do what we say we will and follow it through to completion.

Love new ideas
We’re curious and always looking for innovative ways to improve.

Pull together
We share our work and seek diverse views in good and bad times. We enjoy collaborating and celebrate successes together.

The space

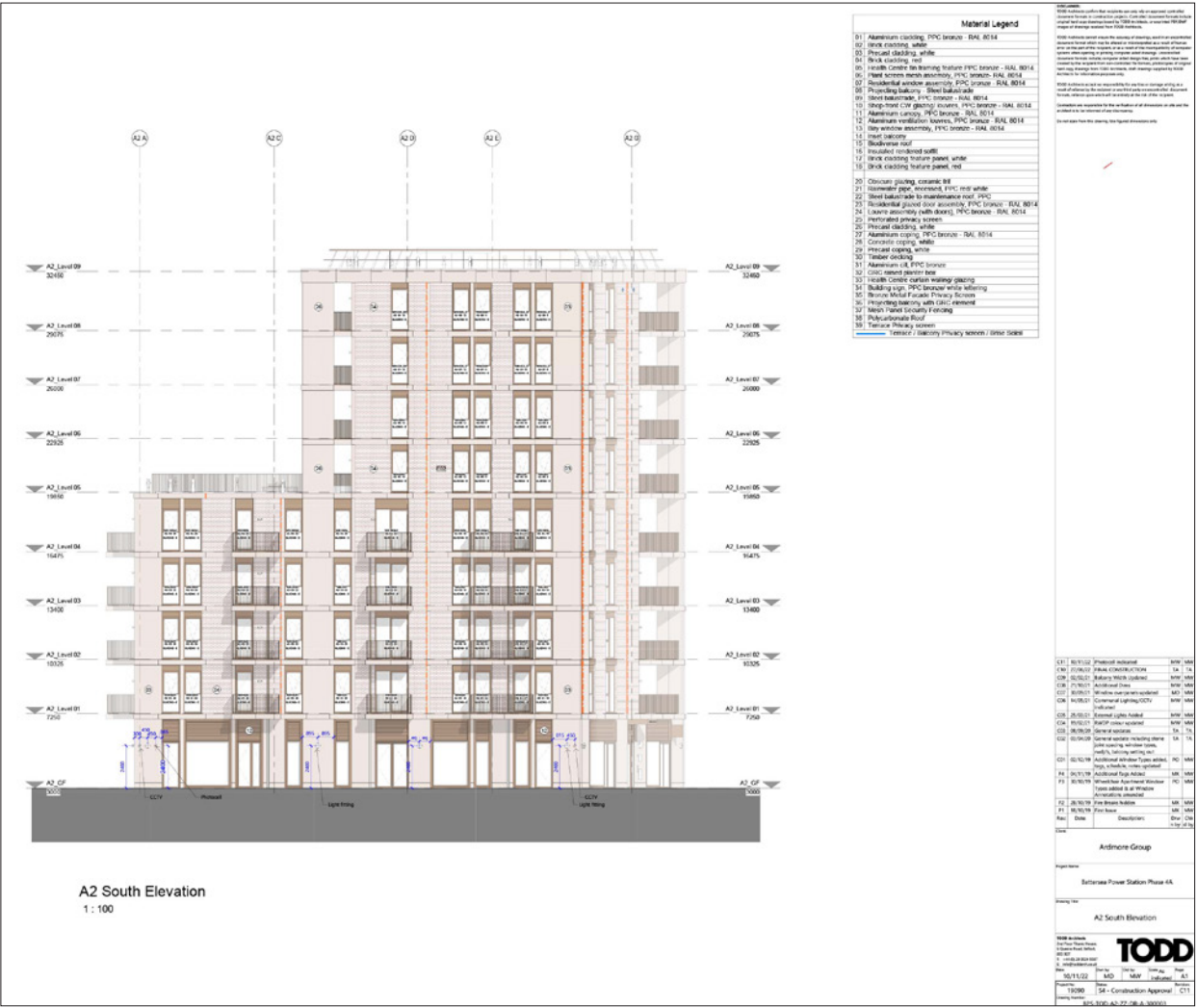
“Space52” interior is a multipurpose venue that will benefit the community and creative/cultural sector. The space must be for active creation and function as more than an office for private entry. (Offices will be available through the Affordable Incubator provision).

Specifications
The space is 52sqm GIA [Gross Internal Area] in total to accommodate the intended uses:

- Convening
- Workshops
- Low-height dance/movement/theatre workshop or informal presentations
- Exhibition
- Talks/symposia

Fitout Specifications:

- Dedicated space that has ground-floor, fully-accessible level access from the ‘front’ part of the building overlooking the Square
- Open Plan with 4 glazed doors that can act as windows or doors
- Kitchenette at back wall – with capability for refrigerator – fitted out with basic white cabinets that can be used for generic storage
- Potential to add domestic scale cooker and hob at the operator’s expense and according to pre-approved location only.
- DDA-compliant toilet located at the rear of the space with direct/easy entrance.
- Accessible showers accessed from the Enterprise Hub are available but not dedicated to the Cultural Space
- Suspended ceiling height – about 3600mm approximately
- A raised-floor (space between the concrete floor)
- Centralised Heating & Cooling
- All Electric and Fire & Safety components



The process

There are two stages for this process:

Expression of Interest

Organisations can apply by registering on the Delta E-sourcing portal, submitting basic information about their organisation, and a short expression of interest. (Details are included in this pack).

Finalists Proposal

Three Organisations will be invited to make full proposals and present to the selection committee.

Commitment to Economic Inclusion

As part of the process, the Greater London Authority (GLA) understands that there are barriers related to unrepresented groups accessing premises and has provided Peabody with a grant of £5000 that will enable Peabody to employ business advisors, who will provide business plan support for individuals and organisations that are led by or that will serve underrepresented communities. This will enable three finalist applicants to develop a credible and robust business plan suitable for this space. The two finalists who are not successful with being offered the space will then be able to use the business plan to place them in a stronger position to access other space in the city.

Review

New Mansion Square Team

The following selection committee, facilitated by Sherry Dobbin (SRD Culture Ltd), an independent arts professional procured by Peabody, will include:

- Cllr Kemi Akinola, Wandsworth Council Deputy Leader
- Robin Klassnik OBE, Founder of Matt’s Gallery, another Cultural Anchor in Nine Elms
- Alex Rinsler, Nine Elms Strategic Lead for Culture, Wandsworth Council
- Sara O’Donnell, Head of Arts & Culture, Wandsworth Council
- Adriana Marques, Cultural Director for Thamesmead, Peabody
- Economic Inclusion Team representative, Peabody
- Making Space for Culture representative, Greater London Authority
- Marketing & Placemaking representative, Battersea Power Station

New Mansion Square Team is made up of development, local government, and cultural neighbours to ensure that there are many perspectives analysing the submissions and the needs of the immediate area and greater London. Ambition and organisational capacity will be considered wholistically and debated to ensure the three finalists represent different opportunities for the neighbourhood.

Finalists

The finalists will have one month to complete their submissions. As stated in this tender pack, there will be additional services available to support the business case development for the finalist submission.

Finalist Tender Pack

The tender pack for finalists will include the sample lease, grant agreement, partnership agreement, business support options and social value contract with Wandsworth.

The finalist proposals will have a uniform structure and add detail to the EOI submission.

Timeline	
12 April:	Expressions of Interest Posted
10 May:	Expressions of Interest Due <ul style="list-style-type: none">• Longlist prepared for by facilitator and Peabody• New Mansion Square Team will review the longlist and also review all applicants to ensure no one else should be considered
19 May:	Finalists are Notified
14 June:	Finalist Proposals Due
19 June:	Interviews
30 June:	Winner notified & Heads of Terms Begin
October 2023:	Move into the Space (!) subject to completion of the facility and the legalities

View from Sleaford Street site entrance



How to apply

Register on Delta E-Sourcing.
<https://www.delta-esourcing.com/delta/respondToList.html?accessCode=M25UZZ886S>
(reference: Peabody Trust: Mansion Sq - EOI - Qualification) There is no cost. All documents that you need to access and upload will exist on this portal. (Should you be a finalist, you will be notified and add to this portal).

1. The Expression of Interest (EOI) shall require the following details:

- Organisation Name
- Director/CEO/Lead Name
- Organisation Website (or related social media page that you use as main landing place)
- Medium/Genre of the Work
- Does the organisation engage community as part of the practice?
- Do you currently hold education workshops?
- Do you have an existing dedicated space? Y/N
- Can you commitment to a lease for 10 years Y/N
- Have you held a lease in the past? Y/N
- Please confirm that you would be happy to uphold the Nine Elms/Battersea Social Value Obligations. Y/N
- Founding date of organisation
- Operation Budget Per Annum
 - FY21
 - FY22
 - FY23
- Do you have Arts Council England National Portfolio Organisation status:
 - currently Y/N
 - if no, would this space give your security to continue? Y/N
 - past Y/N
 - previously NPO.
 - if so, what years
- Are you a charity or CIC -Y/N
 - If so, charity number:
 - Charity Register Weblink:
- Do you have Trustees/Board? Y/N
 - Have you already prepared with your Trustees/Board Members for potential home?
- Please confirm that you can bring 1-4 members of your organisation for interview on 15 June 2023 Y/N
- Have you already worked/performed in Nine Elms or Wandsworth?
 - If yes, when and where?
- Have you worked with Battersea Power Station?
 - If yes, when?

2. Submit a mini-proposal as a PDF for presentation format (to the portal)

Provide the following information, as outlined. Visuals are encouraged, but you must adhere to the pagination. Landscape alignment is preferred to easily share on screen and limit the text. There is no ‘right answer’ as the selection commitment is weighing reliability, creativity, and ambition. Please demonstrate what this opportunity could mean to your organisation and avoid generalist outcome jargon or the need to repeat the language in this document verbatim. The Selection Committee want to ‘taste’ a selection of your spirit and to ‘hear’ your voice.

Page 1:

- Organisation name, contact details & lead contact name; image

Page 2:

- Vision of your organisation
- Current Programming

Page 3:

- Any difference or enhancement in programming if you were based at ‘Space52’ / How you may activate it
- What community engagement or participation you would deliver onsite (leverage the assets/ partners on site or in the vicinity)

Page 4:

- Outline the business plan support would you need from the GLA grant to support a finalist proposal
- Explain how you would use the revenue grant (up to a total of £125,000 over a 5-year period) to stabilise/advance the offer at Space52
- Is a space vital for your organisation to continue?

Page 5-7:

Provide up to 3 Examples of work with community/general public/engagement; inclusive of one image each

Page 6 (or 8):

- Your Team/Main Staff
- Current Income/Expenditure forecasts for 2023/24, 2024/25 and 2025/26

Questions?

You can post public questions through the Delta e-sourcing portal.

One online session is available 25 April, 10.00 - 11.30am through Zoom.
<https://us02web.zoom.us/j/89770511319?pwd=bHdIZjNjdXpIT01JYkN3MHFrZk5Edz09>
Meeting ID: 897 7051 1319
Passcode: 275350



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The Peabody Community Foundation charity registration number is 271731 and its company registration number is 01267728 and is a member of the National Housing Federation.