



**BLACK  
CULTURE  
COLLECTIVE**

Creating Cultural Spaces in Diverse Places

Commissioning Programme

Spring 2022

**THAMESMEAD** 

 Peabody

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# THE BLACK CULTURE COLLECTIVE AND PEABODY ARE SEEKING CREATIVE AND AMBITIOUS PROPOSALS TO CELEBRATE THAMESMEAD'S DIVERSE CULTURES AND HERITAGE WITH THE WIDER COMMUNITY.

**£30,000 is available to commission 4 creative projects which will celebrate black culture for the benefit of Thamesmead residents and communities.**

**Projects can be between £5,000 and £10,000 and must be completed by March 2023.**

Thamesmead was built in the late 60's, founded on a utopian dream of modernist architecture and a model town. Fifty years later it has a community of over 45,000 people, beautiful green spaces of unrivalled space and scale, iconic brutalist architecture and a growing creative community. Thamesmead also boasts the largest West African population in the UK and a diverse community which has grown and developed over the last five decades, unlike anywhere else in London.

In 2021 a group of local residents started the Black Culture Collective (BCC), an informal group set up with ambitions to become a bridge between individuals, community groups and organisations who wish to share their products, services, advice and information about African and Caribbean culture, history and heritage relating to the wider community. The BCC hope to increase active engagement, challenge and address issues of representation and positively influence the cultural and creative sector with the local area through information sharing, education, entertainment and enterprise.

In 2021/22 The BCC successfully commissioned 5 artists, collectives and community groups to deliver a range of activities in Thamesmead.

The Black Culture Collective are once again collaborating with Peabody's Culture Team in Thamesmead, to deliver this new commissioning fund

for 2022/23 to increase representation in Thamesmead's cultural programme, in order to improve the relevancy and accessibility of cultural activities to local residents from a diverse array of backgrounds.

Peabody, London's oldest and largest housing association, are leading the visionary regeneration of Thamesmead, and are putting culture and communities at the heart of their plans. Collaborating with local residents and community groups is a key part of the Thamesmead cultural strategy. These cultural commissions will mark a step-change in Thamesmead's cultural programme, as a public and ongoing commitment to diversity and local representation, led by local voices and expertise.

## Key Funding Themes

**BCC and Peabody are inviting ambitious and creative proposals to celebrate Thamesmead's diverse cultures.**

We are looking for creative projects that respond to the following themes and represents African and/or Caribbean culture and heritage.

- **Educational activities:** that promote the creative learning of African and Caribbean history, culture and language
- **Cultural programmes and provision:** celebrating the performing or visual arts. This can include dance, song, drumming, storytelling, spoken word, craft, film, discussions, traditional dress, carnivals, events, showcases, talks, readings, etc.
- **Food heritage:** providing opportunities to learn about cultural dishes and how to cook them using local communal kitchens/cafe spaces.
- **A market/selling space:** for African and Caribbean goods and services
- **A showcase of Black history, arts and culture:** to be delivered specifically in October in celebration of Black History Month

Activities can take place in any location in Thamesmead, and can last for any period of time, but must be complete by March 2023.

We also ask that you consider which area and communities within Thamesmead you intend to work with, which may require some research from you to be included in your application.

### **Funding Allocation**

The Black Culture Collective are responsible for deciding on the commissions, supported by Peabody's cultural team in the administration of the projects.

This brief sets out the context and opportunities in more detail and explains our ambitions for this programme. Please read the brief in detail as it contains important information on how to submit your proposal, the shortlisting procedure and how the final decision will be made.

**There is a total budget of £30,000 which will be used to commission 4 different projects: two of £5,000 and two of £10,000.** Only four projects will be selected for delivery this funding period, two from each of the funding brackets.

Where funding is not allocated for a specific commissioning pot, the panel retains the right to vary the distribution and allocation of funding etc. In such cases the panel's decision will be final.

**Who can apply:** Each application must be from either a black professional artist or creative practitioners, black led cultural organisations, black led voluntary or community groups, or a company/collective or consortium working with black artists or creatives.

Any individual artist wishing to apply must be a registered professional with a unique tax reference (UTR) number.

### **When an organisation can re-apply**

#### **If you were a recipient of funds in the 2021**

**commissioning round:** you may apply to be commissioned again to deliver a project with either a different purpose (i.e. one with significantly different outcomes to your 2021 awarded project) or for funds to run a similar project to what you were previously awarded for in the last commissioning round if:

- you can demonstrate you have completed all the project delivery
- you have met or exceeded all the outcomes from your 2021 proposal
- your end of project report has been submitted and approved by the Peabody Community Team: this includes all monitoring and evaluation information.

No special favour or consideration will be given to any projects previously commissioned in the 2021 round who wish to apply again; all proposals received will be treated the same.

#### **Previously unsuccessful applicants:**

Organisations or individuals who applied for funding and were unsuccessful in the 2021/22 commissioning round can re-apply.

**Work to be undertaken:** April 2022– March 2023

#### **Application process**

1. Proposals responding to this brief must be submitted by **Monday 4<sup>th</sup> April 2022**
2. For the purposes of clarification, shortlisted applications may be invited to an informal interview with the BCC Selection Panel, prior to a final decision being made.
3. Only four proposals will be commissioned as part of this programme

The technical details surrounding the procurement, what documents need to be provided and how to submit applications, are detailed within the 'terms and conditions' sections of this document.

**Please take time to read them carefully.**

# COMMISSION BRIEF

## 1. Our aims for the Commission

The commissioned programme needs to increase our celebration and representation of African and Caribbean culture and heritage throughout Thamesmead for the benefit of local residents and communities.

The projects need to be creative and of high quality, they must 'speak' to the local community and be accessible and relevant.

**You can submit a proposal for a project of either £5,000 or £10,000.**

### Key criteria

The project delivery should be black African and/or Caribbean led. Artists whose work centres around black art, culture or heritage are welcome to apply, as are those whose work does not.

Through the commissioning of this programme the BCC and Peabody aim to:

- Deliver high quality creative projects that increase the diversity of Thamesmead's cultural offer
- Raise the awareness and celebration of African and Caribbean cultures in particular
- Support local black African and Caribbean artists and creatives to access funding and deliver successful projects.
- Support creative projects that are of benefit and relevance to local residents and communities.
- Develop work that is inspired by, or that is specific to Thamesmead as a place and its diverse community.
- Embed talent development; providing some form of work experience or youth offer in the work.
- Support enterprise; encourage the use of local fabricators and businesses wherever possible.
- Support small black led voluntary and community groups, artist and creatives to showcase the work they do

## Key themes

- **Educational activities:** that promote the creative learning of African and Caribbean history, culture and language
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## 2. Social value

We want to achieve maximum social value through this commission for the benefit of Thamesmead residents and the wider community. This means providing opportunities for local businesses and residents through the delivery of this commission wherever possible. We want to foster a 'made in Thamesmead' approach to all of our work.

Through the Peabody Community Foundation (PCF), residents are supported to be healthier, wealthier and happier and PCF delivers a number of workstreams to support residents into higher value jobs, new and local business development, and supporting active and well communities. As a part of this work, PCF supports local businesses and also hosts the monthly Thamesmead Business Forum. We encourage all applicants to include and support local businesses as much as possible.

It is also required, if possible, that applicants provide some form of work experience offer for young people in Thamesmead, helping us to inspire the next generation of creative talent. An outline of your work

proposed experience offer should be included in your proposal and the PCF team will support the winning applicants to deliver these elements.

### 3. Key Outputs for the Commission

Below are details of all the practical deliverables expected from the appointed artists and/or organisations in delivering the work.

#### Production

Peabody can arrange to obtain permissions for artwork or events due to be held on their land.

In instances where the land is owned by, or permission is required from either Greenwich or Bexley Council you will be solely responsible for seeking and submitting the necessary permissions and licenses. Peabody can support you in this process and provide you with the relevant council department contact information.

If the project is due to take place inside a Peabody owned venue, like one of their community halls, Peabody can make introductions to colleagues who run them, however there may still be a hire fee payable. This fee can be factored in to your project budget.

#### **Your responsibility**

- To manage the delivery of the proposed project, including timeline and budget.
- To work closely with Peabody's Culture Team to co-ordinate logistics and permissions surrounding the delivery of the work.
- To be responsible for securing all insurances, licensing and legal provisions. Liaise with relevant persons in Peabody who manage most of the public spaces in Thamesmead.
- To consider the health and safety implications of the project, and work with the Peabody Health and Safety team to develop risk assessments,

method statements and project plans in good time.

- For events or public engagement programmes, ensure first aid, food, refreshments, and toilet facilities are provided at all locations, where they are required and not already in place.
- To provide sufficient staff and support for any events and activities delivered as part of the commission.
- Ensure that any appointed organisations/artists have sufficient core staff engaged in the delivery of the project.
- To work with local volunteers in the development and delivery of the project; passing on skills and providing work experience opportunities to work with local businesses and entrepreneurs (where possible).
- To coordinate marketing and communication with the Peabody teams, appropriately acknowledging the support of the BCC and Peabody.

#### Budget

- The budget submitted needs to cover all of the costs for the project; including all fees, materials and delivery costs. These should be clearly outlined in the budget submitted with your application.
- Peabody have allocated a budget to cover the costs of designing, printing, and distributing publicity material for this commission via Peabody marketing and communications team.
- **Alcohol:** This commission cannot be used to fund the cost of alcohol above £100 or for alcohol at events where the target audience will include children (or any persons under 18 years old).

#### Marketing and Communication

Peabody has a dedicated Communications and Marketing team to support all of our activity based in Thamesmead.

The Communication and Marketing team will support the winning applicants to promote their projects

locally. They can support with; social media posts, submitting information to Peabody's (Thamesmead) online newsletter, the quarterly newspaper and the Thamesmead Now website.

It is our intention to issue a local press release announcing the selection of the winning projects.

Please note that organisations will be responsible for designing, printing and/or distributing of any flyers and posters they wish to produce themselves. The costs of designers and printers should be included into your project budget

The appointed individual or organisation will;

- need to provide all text and images for marketing by times to be agreed with Peabody comms team.
- work with Peabody's Marketing and Communications team to co-ordinate distribution of marketing material, in order to support the aim to build new audiences.
- be expected to promote the work through their own channels.
- share Thamesmead messages, making sure to credit BCC and Peabody and include the relevant logos provided.
- follow GDPR rules when using data, photography and film.

#### **4. Additional Support**

The appointed individual or organisation will be supported by the Head of Culture for Thamesmead - Adriana Marques, and the Cultural Programme Manager - Lisa Drew. Additional support may include;

- assistance accessing permissions to use land
- coordinating other logistics.
- design and marketing.

The Black Culture Collective will act as a steering group and 'critical friend' throughout the delivery of each commission. The BCC will aim to meet a few

times with each project lead in order to talk through their progress and discuss next steps to ensure the best possible outcome.

# THE COMPETITION

## 1. How to apply

This section details what you need to do to apply, and how all submissions will be scored and selected.

Please note that ALL proposals must be submitted through the online portal Delta following this link:

<https://www.delta-sourcing.com/respond/4EK7448R57>

It is free to register and you only need to provide your contact details. Proposals submitted by email to Peabody will not be considered.

**The deadline for proposals to be submitted via Delta is 12 noon GMT, Monday 4 April 2022.**

Please provide 1 document, of no more than 5 pages of A4 and no larger than 10MB, that outlines your idea. Any information given outside of this limit will not be factored into the selection process. This document should provide responses to all of the questions and areas detailed below in the order outlined: **A) The Idea, B) Budget, C) Track Record and D) Social Value E) about the applicant.** Provided in brackets is the percentage score allocated to that area.

### A) The Idea (50%)

The highest weighting is given to your idea and project proposal. You will need to articulate your vision clearly and succinctly, making sure it addresses one or more of our key criteria for the commission outlined on page 7.

- What is your projects name?
- Please give a brief description of your project idea including details of how it will increase the diversity of Thamesmead's cultural offer
- Who is your target audience?

- How will your project be of benefit to the wider Thamesmead community?
- How will you ensure your project is accessible and relevant to local residents?
- Explain how you will ensure it is a high-quality project and who will be responsible for ensuring this

In the event of further Covid related restrictions which may impact your project, you will need to demonstrate that you have a contingency plan in place to enable you to safely deliver your project.

- Explain in detail what your contingency plan for delivery is in the event of further covid related health and safety restrictions

### B) Budget (20%)

Please provide a detailed budget, outlining all costs associated in the delivery of your project. All prices are to be exclusive of Value Added Tax (VAT).

You will be scored on the quality and detail of your budget rather than the total cost.

We want to see realistic figures that have been researched and feel achievable. We also want to see a good balance between fees and production costs.

We want to ensure that all artists, creative practices and organisations are paid appropriately, while also ensuring that enough budget is left to deliver cultural and artistic activity of high quality.

If you are applying as an organisation, the budget should not be used to cover standard overheads, but organisational fees can be included.

### C) Track Record (30%)

Include examples of previous work or similar projects you have delivered or worked. This can include

photos, testimonials, feedback forms, quotes from participants or case studies.

**Please note:**

Any work undertaken as part of the 2021 BCC commission round will not be taken into consideration for the purposes of this fund. If you were awarded funds in the 2021 commissioning round you cannot use details of that project delivery as evidence of your previous track record. Please submit alternative details of previous work or similar projects you have delivered.

No special favour or consideration will be given to any projects previously commissioned by the BCC; all proposals received will be treated the same.

**D) Social Value (not weighted)**

- Detail what work experience you could offer and what opportunities for local young people you would be able to provide.
- Detail how you could work with local volunteers in the development and delivery of the work.
- Describe how contributions from local creatives and businesses could be part of your proposal or fabrication/production.

**E) About applicant confirmation**

This commission is open to Black African or Black Caribbean individual artists and or Black African or Black Caribbean led organisations, community/ voluntary groups, companies, or consortiums.

For the purpose of this application, black led refers to your organisations, community/ voluntary groups, companies, or consortiums having at least 51% leadership who are either black African or Black Caribbean.

Please outline how you meet the above criteria in your application.

- Are you applying as an individual artist, a community/ voluntary group, company or consortium?
- Is this a black led project, please explain how you meet the criteria?

Please be aware that successful candidates will be required to provide additional information, policies and documentation which may include;

- Public liability Insurance
- Financial records – bank account details, financial policy and accounts
- Safe guarding policy and DBS if working with children or vulnerable adults
- Volunteer policy

Please identify in your application which relevant documents above you have in place.

You will also need to submit the following two forms which you can download from Delta:

**Form of Submission**

*This is a one-page disclaimer that all applicants need to sign, ratifying that their submission and the representations they make are truthful, and that they intend to honour the content of their submission.*

**Certificate of Non-Collusion**

*This is a one-page disclaimer that all applicants need to sign, stating they have not engaged in any activity in relation to this bidding exercise that might have placed them at an unfair advantage over their fellow bidders.*

## 2. Scoring

Unless otherwise stated in this document, written responses will be assessed using the following scoring mechanism:

SCORE	DESCRIPTION
10	Response is of a high standard which considers the full brief and provides detailed and robust answers; provides convincing evidence that the Provider can deliver what is being proposed and create a high-quality cultural experience.
7	Good responses which addresses most aspects of the brief and provides more detail and evidence than that of an 'acceptable' response.
5	Acceptable response meets all basic requirements of the brief and provides the required evidence of the skills and experience needed to deliver the project.
3	Less than acceptable response which lacks convincing evidence of skills and experience sought; lack of real understanding of the brief and evidence of ability to deliver.
0	Non-compliant – failed to address the question or a detrimental response; limited or poor evidence of skill and knowledge required.

## 3. Decision Panel

This programme is led by local residents. The decision panel will be made up of members from the Black Culture Collective (BCC) supported by Peabody's Cultural Team in Thamesmead.

## 4. Submission deadline and selection process

- Tender submissions should be kept to a **maximum of 5 sides of A4**, including evidence of previous work and all images. Tenders should be submitted via Delta by **12 noon GMT, Monday 4 April 2022.**

<https://www.delta-esourcing.com/respond/4EK7448R57>

- The shortlisting process will comprise a desk-top evaluation of the submissions received by the Black Culture Collective and the Peabody Thamesmead Team, applying the evaluation criteria provided above.
- The top scoring applications may then be invited for an informal interview with the panel before final decisions are made.
- Post-interview; Peabody Trust reserves the right to use the outcomes from pre-selection interviews during the shortlisting process to qualifying the content provided in the applications and moderate the scores allocated in response to the interviews accordingly.

For any questions or to discuss the tender, please submit your comments or questions via the Delta e-sourcing portal, and a member from our Thamesmead Team will respond accordingly.

## 5. Timescales and Project Management

The winning proposals will be contracted by Peabody Trust. The project lead and day to day contact for this commissions is Lisa Drew, Cultural Programme Manager for Thamesmead, supported by Adriana Marques, Head of Culture for Thamesmead and the Black Culture Collective steering board.