



## **Morello Quarter, Phase II East Croydon Tender Brief for Public Art**

This project is financed by Menta, a joint venture between Menta, Mitsubishi Estate London and Europa Capital.

Tender Brief to appoint an artist or art/design collaborative team to create designs using colour, materials and texture for the public realm of Morello Quarter, phase II East Croydon (Morello II). Fabrication/production will be managed by the site project management team in collaboration with the artist/collaborative group. Design opportunities exist for the following elements:

- Plaza entrance to the development: design a decorative finish or cladding to the six Hostile Vehicle Management (HVM) cubes
- Lift elevation: create an eye-catching design to assist with wayfinding and draw people from the plaza to the lift, upwards and across the new link bridge into East Croydon station
- Single storey brick building: design one or several of the facades to create focal interest. (One side of this building will be used as a children's climbing wall).
- "Pocket Park": create a welcoming visual identity to encourage use of this new garden space
- Temporary glass stair balustrade screens: create designs to be temporarily applied (approximately 5 years) to the glass screens to the link bridge (subject to National Rail consent)
- Imaginative ideas/designs for secure bicycle racks

Expressions of Interest are invited from experienced and suitably qualified artists or design teams to develop new public artwork for the Morello II development in East Croydon.

The total budget available for the design phase is £25,000+VAT. The budget includes all design fees, time, travel expenses, materials for maquettes, and all costs associated with public and stakeholder engagements. During the fabrication process, the artist(s) will be invited to collaborate with the site's project management team to fabricate the designs at the developer's cost.

**The deadline for Expressions of Interest is Wednesday 13<sup>th</sup> April 2022 at 12 noon.**

*Applicants are requested to read the full content of this document carefully as it contains details pertaining to all stages of the commission.*

***Please note that all submissions should be emailed to [morello@artprojectsLtd.com](mailto:morello@artprojectsLtd.com). All applications will be acknowledged within 72 hours of receipt. If you have not received acknowledgement within this timeframe please call Samantha Twomey, Art Projects Management Ltd 00 44 7956 858870.***



## **Morello Quarter, Phase II East Croydon Tender Brief for Public Art**

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## **1. APPLICATION PROCESS**

### **Stage 1: Expressions of Interest**

Expressions of Interest are sought from artists (or a team of collaborating artists) to design public art within the public realm of Morello II, East Croydon. Shortlisting will be based on the information provided in Appendix A (pages 25-27) using the Evaluation Criteria set out in Appendix B (page 28).

**The deadline for receipt of Expressions of Interest is Wednesday 13<sup>th</sup> April at 12 noon.**

The Selection Panel will consider submissions received by this deadline and select up to six artists/teams to go forward to Stage 2 of this process.

### **Stage 2: Concept Art Proposals**

From the Expressions of Interest, up to six artists/teams will be invited to present their concept proposals for this project to the Selection Panel (to include one member of Croydon's Placemaking Team). Proposals to include: a portfolio of previous work; concept design sketches or digital visualisations and/or a model of the concept for public art; an explanation of how the concept relates to the context of Morello II's development and the broader, diverse character and heritage (built, natural, social and cultural) of East Croydon; a method statement describing how the artist/team plan to approach the process of design and collaboration with the site's project management team during fabrication and installation; and consideration of maintenance requirements and material lifespans.

The artist/team must demonstrate how the work can be implemented within the allocated budget and details of the anticipated duration of the project with estimated delivery timescales allocated to research and design, with meaningful public engagement to be embedded throughout the proposed programme. The Selection Panel aims to select one to three artist/team(s) to undertake individual elements of design or undertake all of the design opportunities for public art. Artists to be provided with £500 per artist/team to develop their proposals.

**Proposals from shortlisted artists/teams to be submitted to [morello@artprojectsLtd.com](mailto:morello@artprojectsLtd.com) by Monday 13<sup>th</sup> June, 12 noon.**

The Selection Panel will consider submissions received by this deadline and select one or two artists/teams to go forward to Stage 3 of this process.

### **Stage 3: Detailed Public Art Proposals**

The selected artists/teams will prepare detailed design plans for review by the Selection Panel. Menta reserves the right to terminate the commissioning process prior to Contracts being issued.

**Presentation(s) of detailed designs will take place on Wednesday 5<sup>th</sup> October 2022.**



## **2. CONTEXT & BACKGROUND**

### **2.1 CONTEXT**

Croydon is undergoing an exciting transformation and is well on its way to becoming a modern European city. As London's "Growth Borough", Croydon forms a strategic centre in the London Plan, and is attracting leading companies to locate their headquarters here. It is forecast that this growth will create more than 23,000 new jobs and 9,500 new homes. Croydon has outstanding transport links to central London, Gatwick, Heathrow, the M25 and south coast, an increasing number of affordable homes to buy and rent, and new cafes and restaurants catering to a new generation of residents.

Urban regeneration specialist Menta Regeneration is working with Mitsubishi Estate and Europa Capital on the Morello Quarter Phase II development, East Croydon. Over the last six years the team has been working with the London Borough of Croydon and key stakeholders to deliver the major regeneration that will transform Croydon into a 21st century city.

As part of the Council's East Croydon Masterplan that guides the future growth and development of the wider area, the Morello Masterplan has already delivered over 330 new homes and includes a landscaped 'café culture' public piazza, flexible community and small business space, on a gateway site next to East Croydon train station. Morello Phase II is a residential-led development located on Cherry Orchard Road. It will deliver 445 new homes including 107 affordable dwellings. The development will complete the public East Croydon pedestrian bridge link that will provide a much-desired connection between central Croydon, with all its shops, facilities and transport links, and the Addiscombe community. This project is a key element in the "new Croydon", turning an underdeveloped and largely derelict site into a sustainable and innovative space that will integrate and regenerate East Croydon and its surroundings.

### **2.2 BACKGROUND, PUBLIC ART STRATEGY**

In August 2019 Menta commissioned a Public Art Strategy for Morello Quarter Phase II. The Strategy was developed as part of Menta's long-term investment in East Croydon to bring creative, cultural and economic benefits to the area. The Strategy seeks to connect the new development with the surrounding communities. It is the result of consultation with the joint venture team, local schools and a range of local individuals and historical research of the site. The Strategy aims to ensure that the arts make a positive and cohesive contribution to the character and identity of the development enabling wayfinding and linking the interconnecting pathways throughout the site and beyond.

The Public Art Strategy seeks to create a unique sense of identity and positive placemaking throughout the development with a series of permanently embedded public artworks that connect the entrances/exits and delineate the development's footprint.

The Strategy aims to celebrate the site's historic context as a Cherry Market/Fair and build on the area's unique built, social and diverse cultural heritage. The artistic interpretation of this theme may take a variety of forms such as (yet not limited to) conceptual, abstract or figurative creations. (Please refer to the draft Croydon Collection document on page 31 which outlines criteria for public art in the public realm).

The Strategy sees the role of the artist as a critical and creative catalyst within the process of urban design and as a creator of high quality, equitable and inclusive places within the public realm. For the urban dweller and visitor alike, art in the public realm can be an inspiring source of relevance, meaning and encourage pleasurable and unpredictable encounters.



The Strategy seeks to meet the ambitions of Croydon Council for access and inclusion to equitable and exemplary public realm, and democratic and inclusive access to public art and culture. It appreciates that the audience at railway stations and mixed-use developments is diverse. The Strategy aims to provide unique access to contemporary art by bringing art outside the traditional confines of museums and galleries and it aims to provide unique opportunities for artists to work in new uncharted places.

The Tender Brief represents the aspirations and current scope of work for public art within the scheme and it provides opportunities for diverse and meaningful public participation. For the purposes of this document “the arts” has been defined as visual arts permanently embedded into the public realm.

Public art objectives for this project:

- To identify and celebrate the unique site-specific qualities of the location, historically, physically, socially and culturally
- Engage, inspire and stimulate meaningful involvement with diverse audiences. This can take the form of co-design and co-production methodologies and should be embedded throughout all stages of the project programme
- Create inclusive and equitable places for residents to dwell and for the public to visit
- Establish a reputation for high quality public art
- Positively contribute to the process of placemaking and regeneration
- To foster and contribute to building capacity in local creative communities.

### 3. ARTIST’S BRIEF

**Theme: Cherry Orchard Road, East Croydon, *Past, Present, Future***

Opportunities exist to:

- Plaza entrance to the development: design a decorative finish or cladding to the six Hostile Vehicle Management (HVM) cubes
- Lift elevation: create an eye-catching design to assist with wayfinding and draw people from the plaza to the lift, upwards and across the new link bridge into East Croydon station
- Single storey brick building: design one or several of the facades to create focal interest. (One side of this building will be used as a children’s climbing wall).
- “Pocket Park”: create a welcoming visual identity to encourage use of this new garden space
- Temporary glass stair balustrade screens: create designs to be temporarily applied (approximately 5 years) to the glass screens to the link bridge
- Imaginative ideas for designs for secure bicycle racks

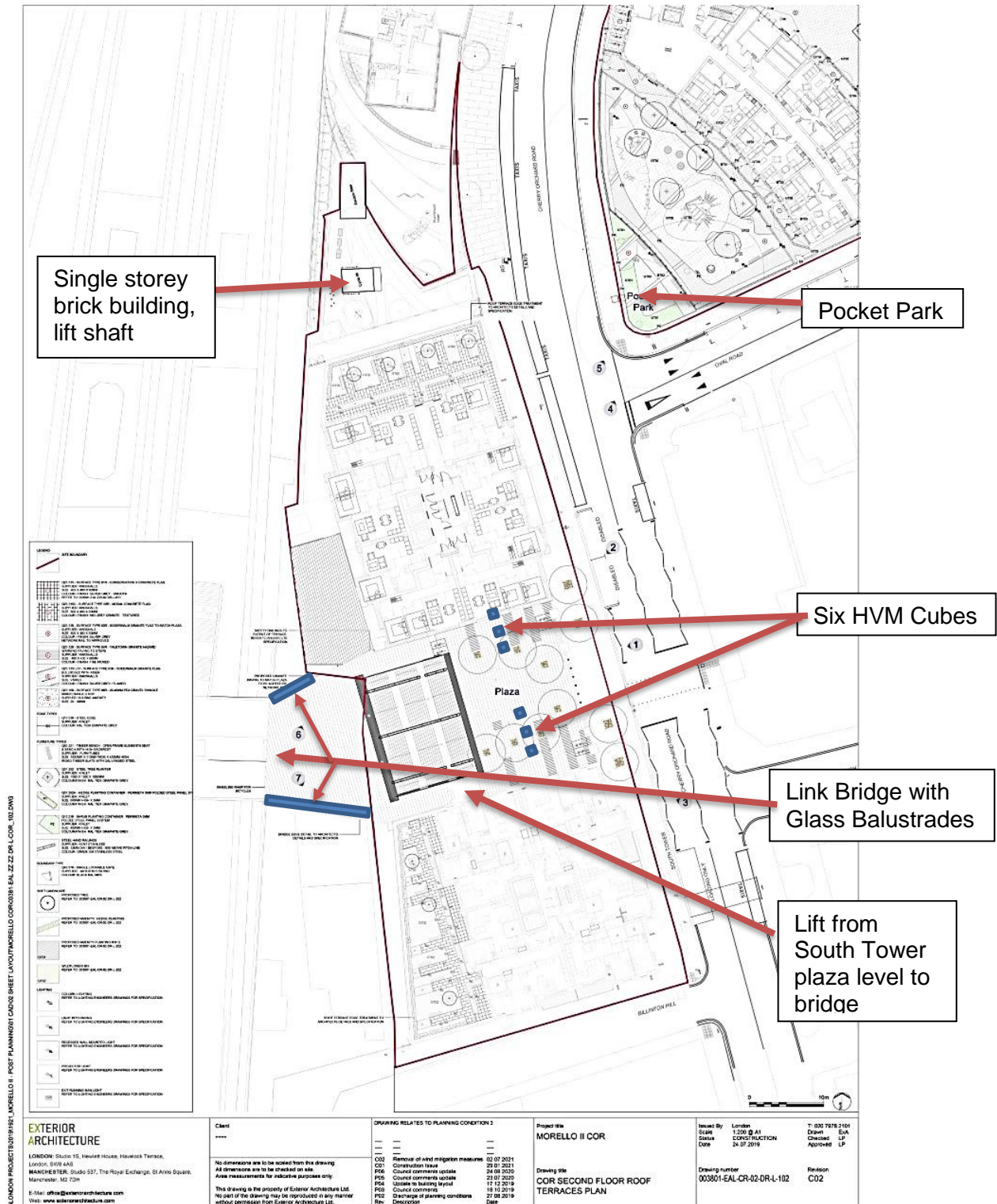
The public art is intended to be meaningfully relevant to the public realm and should be informed by the area’s rich and diverse history and character. Designs could, for example, acknowledge the historic cherry market of the site, the local character, its unique and evolving built environment, diverse communities, the businesses that shaped it and the sense of community and lifestyle that these activities engendered.

**Materials:** The artwork is intended to be permanent (durable for a minimum of 60 years) and of high quality. Materials need to be sustainable and require minimum ongoing maintenance.

**Other Considerations:** The successful artist/team will need to provide concept visualisations to illustrate the proposed ideas and to support an application for planning approval. At Stage 3 and prior to confirming commissions for public art, Menta will require a structural engineer’s certificate to satisfy the Selection Panel that the artwork has been designed and can be constructed and installed in accordance with adequate structural standards for public realm use.

## 4. DEVELOPMENT PLANS

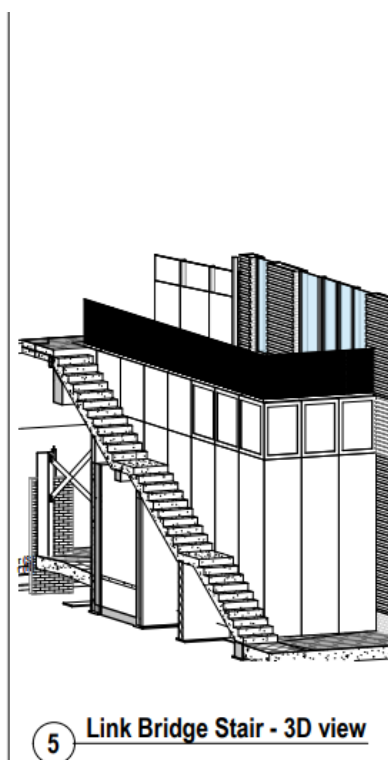
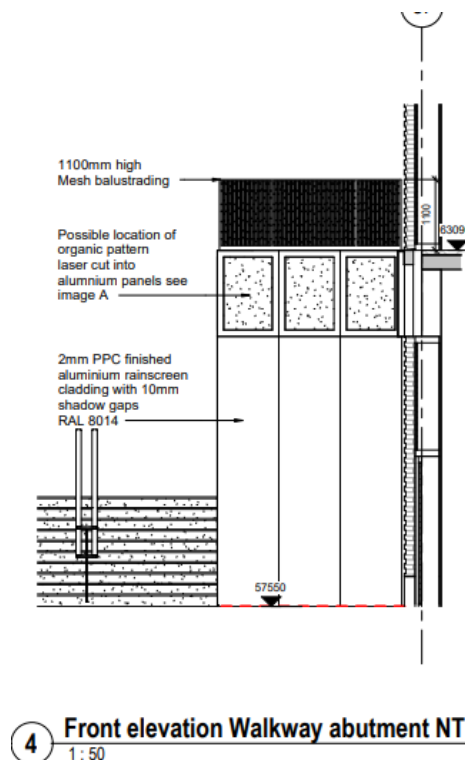
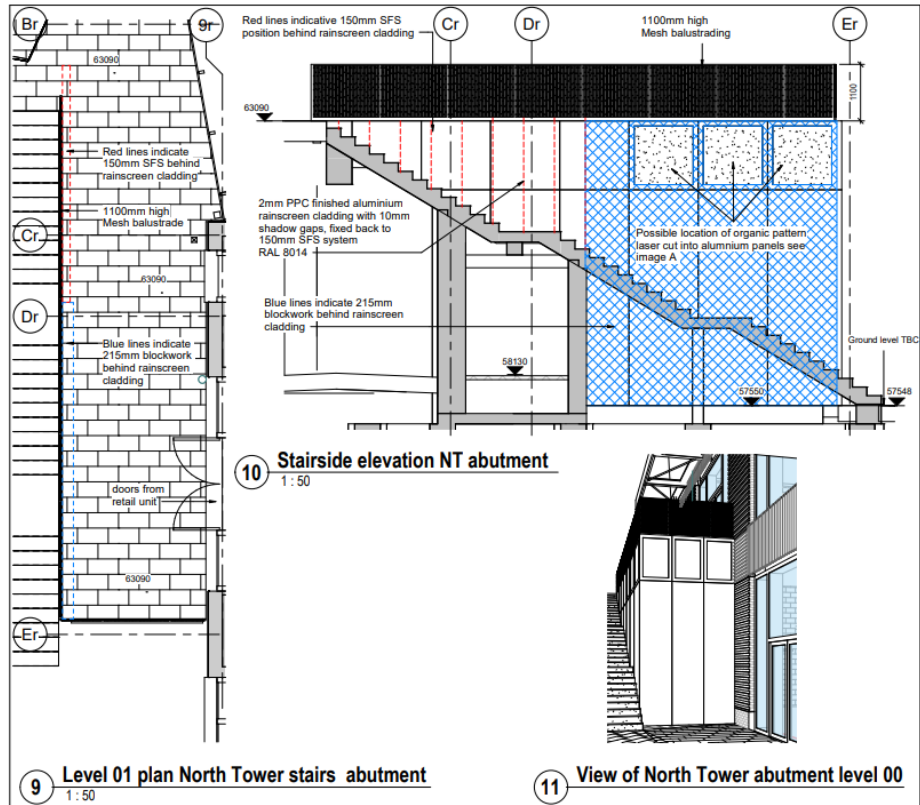
### Site Plan & Locations for Public Art



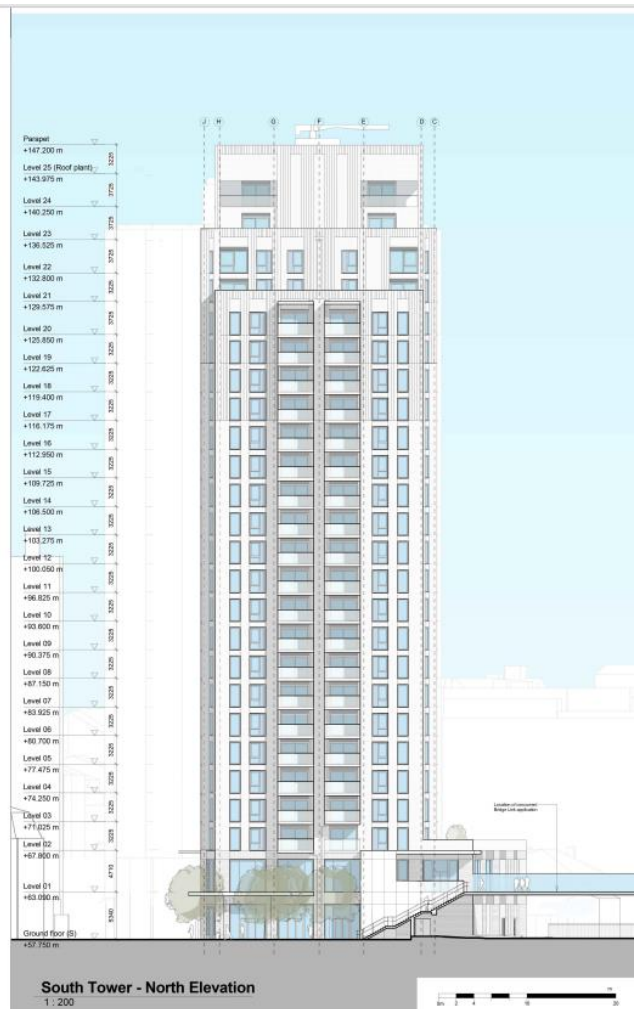
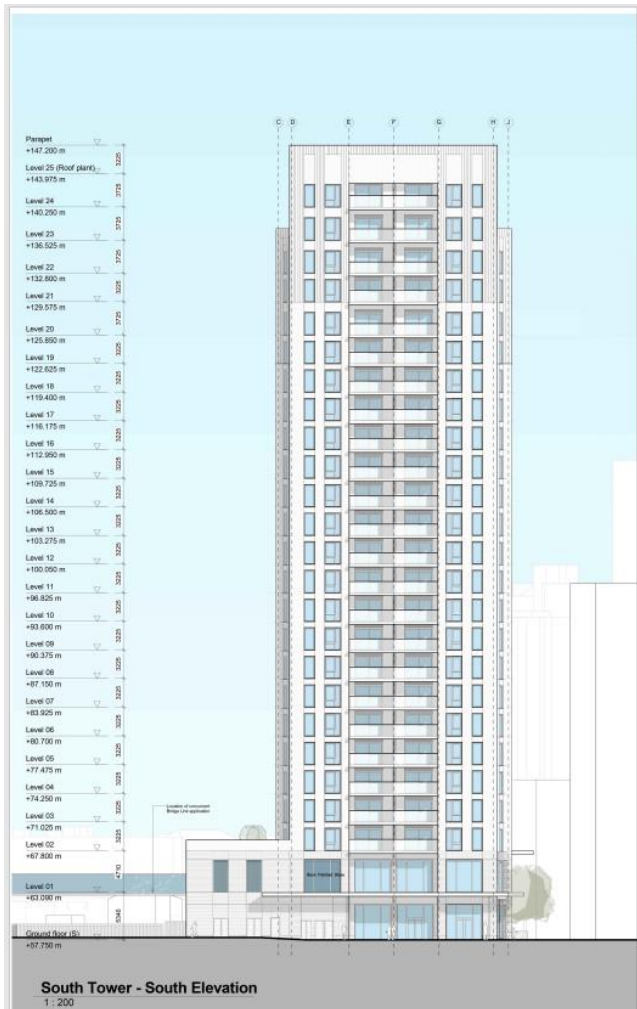
## North Tower North & South Elevations



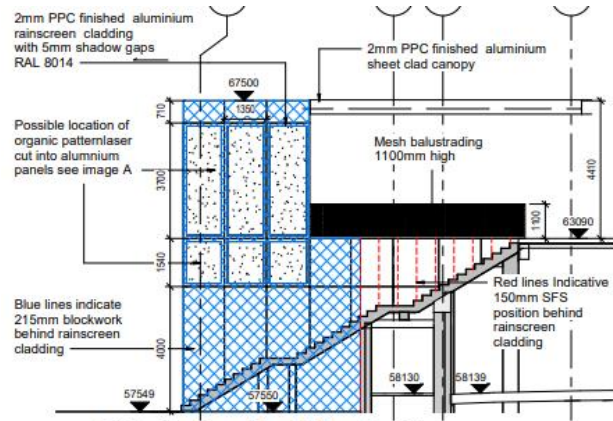
## North Tower Stair Abutment



## South Tower North & South Elevations



## South Tower Podium Lift Plans



**7 Stairside elevation Lift and walkway**  
1 : 100

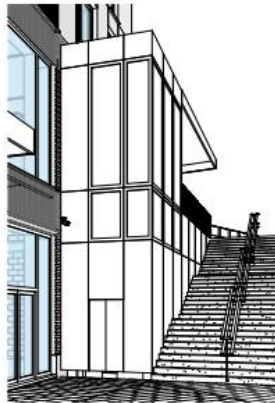
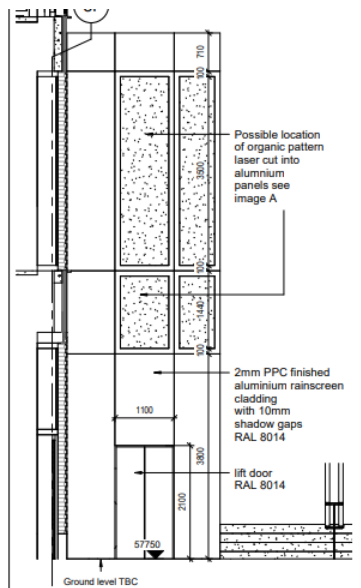


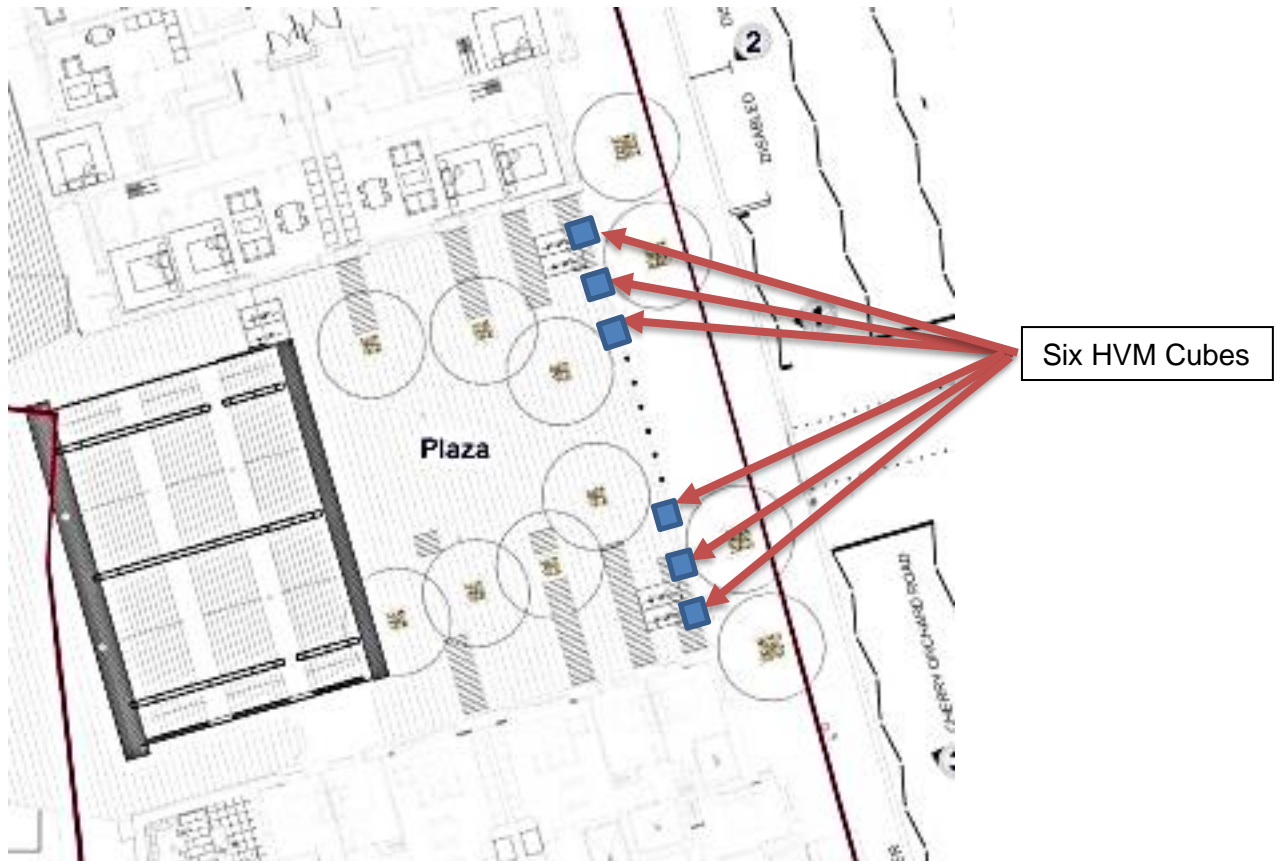
Image A - laser cut pattern metal cladding

**8 View from level 00 stairs and lift**



**2 Front Elevation Lift from level 00**  
1 : 50

## Location of Six Hostile Vehicle Management (HVM) Cubes



## Visualisation of Six HVM Cubes



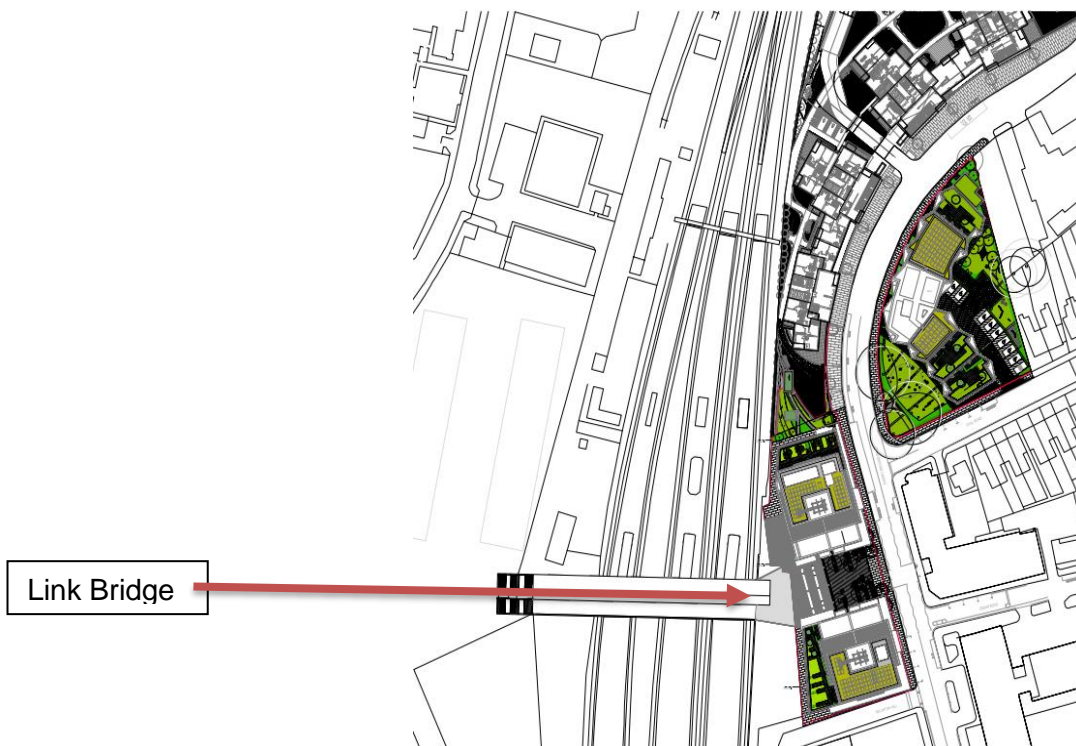
## Visualisation of Six HVM Cubes



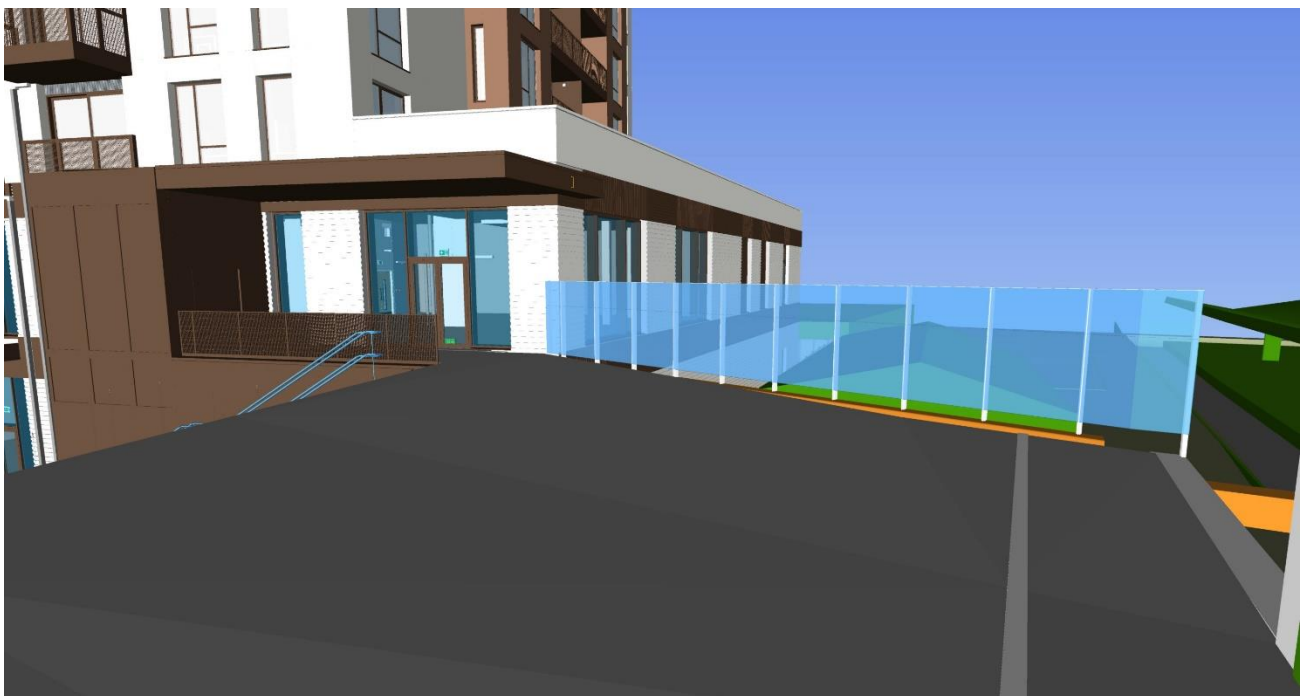
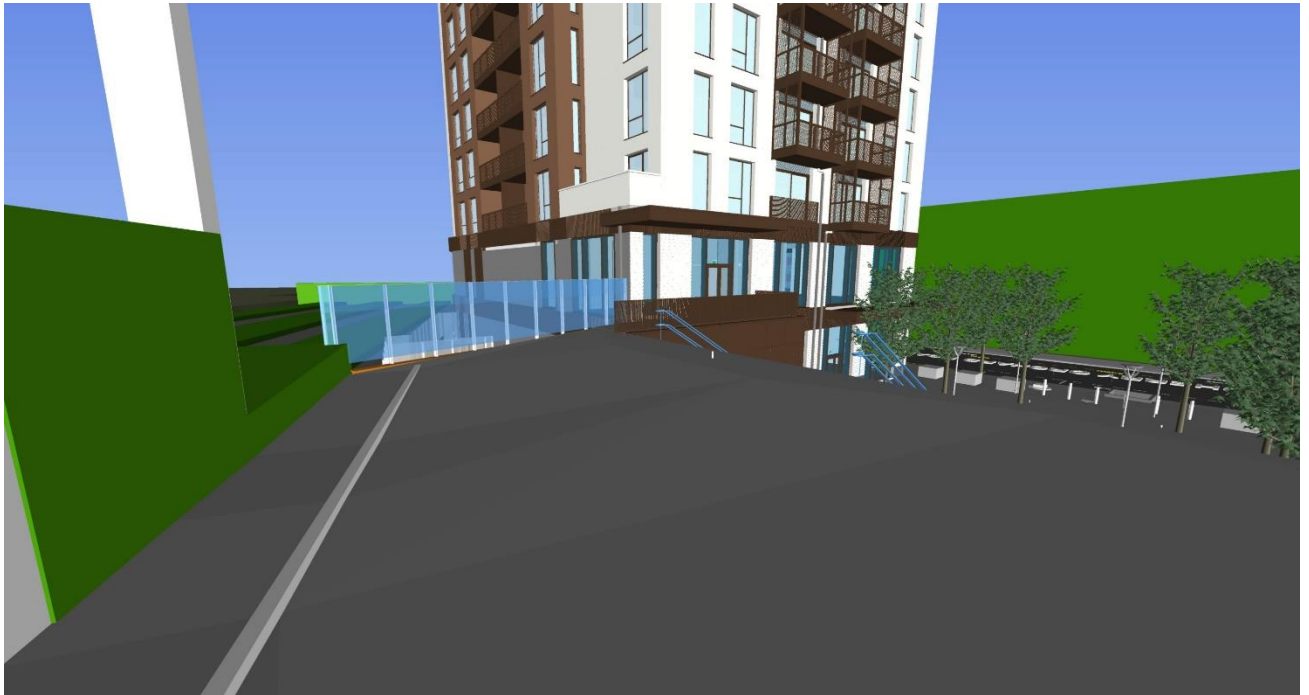
## Illustrative Example of a Standard HVM Cube



## Location of New Link Bridge with Temporary Glass Balustrade



**New Link Bridge with Temporary Glass Balustrade  
(Lifespan approx. 5 years)**



## South Tower North Elevation, Ground Floor



## North Tower South Elevation, Ground Floor



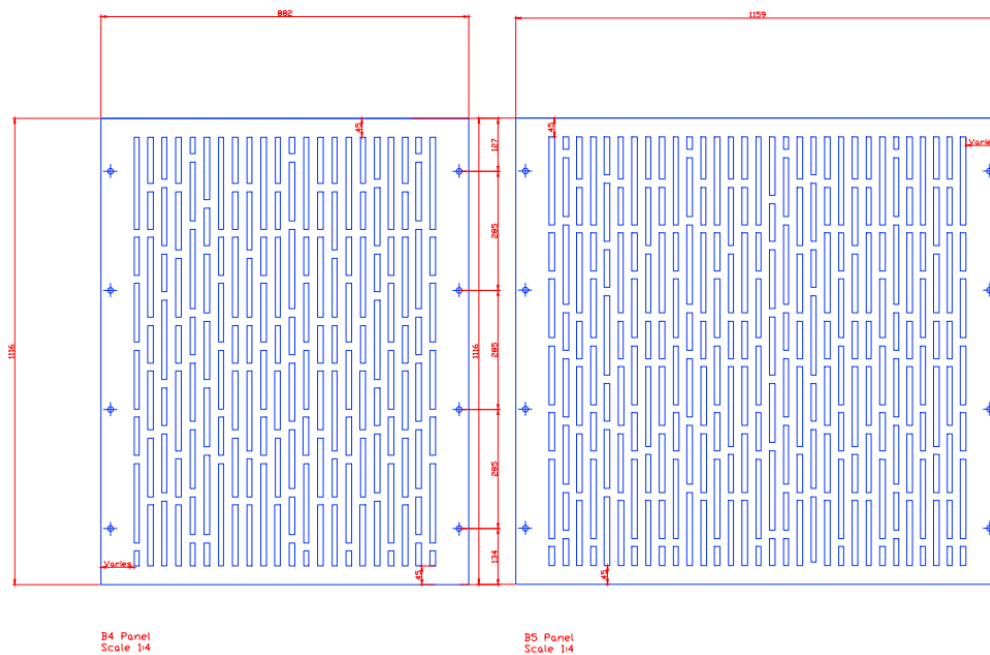
**“Pocket Park”**



## **Single Storey Brick Building, Lift Shaft**



## Examples of Existing Brick and Metal Finishes



## PUBLIC ART SELECTION PANEL

The public art commission(s) are being delivered in partnership with Croydon Council. The Project Team will include four members from the joint venture Menta team and two members from Croydon Council (one from the Cultural Team and another from the Placemaking Team). Together the team will participate in all aspects of the selection process and review all interim and final proposals. The Selection Panel's collaborative focus is to ensure innovative, high quality public art in the public realm with relevance and meaning to the place and its wider area and diverse communities. Public art will form an important and integrated element of the new development.

The Public Art Selection Panel will assess Expressions of Interest against the following criteria:

Section	Scoring
1. Organisation Details	N/A
2. Insurance	Pass / Fail
3. Health & Safety	Pass / Fail
4. Experience	Pass / Fail
5. Requirement Specific Questions	
- 5.1 Artistic Quality & Portfolio of Previous Projects	50%
- 5.2 Approach and Methodology	30%
- 5.3 Public & Stakeholder engagement	20%

## 5. BUDGETS, FEES AND EXPENSES FOR SHORTLISTED ARTISTS

- 5.1 Up to six shortlisted artists/teams undertaking Stage Two will be paid £500 + VAT per artist/team to cover the costs of developing a detailed design proposal including sketch designs, visualisations and/or a maquette. This fee will include all related costs involved in preparing and presenting the concept. Payment will be made within 7 days of submission of an invoice. All travel costs to facilitate expenses associated with site visit(s) and presentation to the selection panel are included in this fee.
- 5.2 The successful Stage 3 artist/design team(s) will be responsible for the designs of artwork within budget. A multidisciplinary team is therefore advised given the wider specialisms that will be required to design and collaborate with the site project management team on the delivery of public art. The budget is exclusive of VAT and will include all design fees, time, travel expenses, materials for maquettes, and all costs associated with public and stakeholder engagements. The successful artist/design team will be required to liaise with the selection panel (or their appointed representative) in providing information required to secure all required statutory approvals such as planning and compliance with all structural and technical requirements.
- 5.3 Short-listed artists/design teams will be expected to submit an itemised project budget that identifies all costs to cover expenditure such as: design time/expenses, materials, presentations, travel to site/public engagement initiatives, documentation, etc.



## **6. ARTIST/DESIGN TEAM'S RESPONSIBILITIES:**

The successful artist/design team will be responsible for:

- 6.1 Updating the Selection Panel with all aspects of progress to support the communications strategy.
- 6.2 Providing all necessary drawings, elevations etc. required to secure statutory planning approvals.
- 6.3 Providing a detailed design programme with a delivery timetable for meaningful public and stakeholder engagement, design reviews with London Borough of Croydon and consultation with the Secure By Design Officer.
- 6.4 Documenting the project design and specifications.
- 6.5 Collaborating with the site project management team to procure design colours, materials and textures required for fabrication
- 6.6 Completing the design work within the timeframe and budget provided
- 6.7 Contributing to marketing activities such as social media, photo shoots, allowing use of concept drawings, providing artist statements and any other reasonable activity requested by the Selection Panel to promote the project
- 6.8 Meeting the Selection Panel as required and updating the group on design development
- 6.9 Provision of an integrated artist's statement as part of the completed design works.

## **7. MENTA/SELECTION PANEL RESPONSIBILITIES:**

A representative from the Menta/Selection Panel will be appointed to be responsible for:

- 7.1 Monitoring the project through the selection and commissioning process
- 7.2 Providing the artist/design team with support
- 7.3 Overall Project Management and supervision
- 7.4 Drafting the Commission Agreement and Contracts
- 7.5 Primary artist/team contact
- 7.6 Liaising with community contacts and facilitating relationships
- 7.7 Co-ordinating project marketing
- 7.8 Overseeing the budget for the project
- 7.9 Collating the information necessary to obtain planning permission
- 7.10 Procuring all materials required for the project, including foundations, artwork materials, as well as all transport and works safety requirements
- 7.11 Ensuring appropriate work site safety procedures are undertaken throughout the preparation of the foundations and installation of the public art
- 7.12 Fabrication and installation of the art works
- 7.13 Provision of a structural engineer report for foundations and final installation to comply with current building regulations
- 7.14 Completing the project within the timeframe
- 7.15 Contributing to marketing activities such as social media, photo shoots, allowing use of concept development designs to promote the development's art project

## 8. PROJECT TIMELINE

Event	Date
Advertise for Expressions of Interest	Wednesday 16 <sup>th</sup> March 2022
Deadline for receipt of Expressions of Interest	Wednesday 13 <sup>th</sup> April 2022, 12 noon
Shortlisting of artists based on Expressions of Interest	Wednesday 27 <sup>th</sup> April 2022
Invitation email to shortlisted artists to move to Stage 2, Concept Proposals (and emails to unsuccessful artists)	Friday 29 <sup>th</sup> April 2022
Stage 2, Deadline for concept proposals by shortlisted artists	Monday 13 <sup>th</sup> June 2022, 12 noon
Presentation of concept proposals to Selection Panel & artist interviews	Weeks commencing Monday 20 <sup>th</sup> /27 <sup>th</sup> June 2022
Finalise selected artist(s) based on concept proposals	Friday 8 <sup>th</sup> July 2022
Stage 3, presentation of detailed designs	Wednesday 5 <sup>th</sup> October 2022
Commission contracts for artist(s)	Mid October 2022
Anticipated delivery of project	Friday 7 <sup>th</sup> July 2023

## 9. OWNERSHIP OF ART/DESIGNS

The artist retains the creative copyright for their designs. The materials and fabrication of the public artwork are the property of Menta during production, installation and thereafter.

## 10. CONTRACTUAL ARRANGEMENTS

The successful artist will be engaged by Menta and the payment schedule will be in the form of staged payments to be agreed prior to the development of contract (typically 50% deposit with confirmation and signing of Contract, 25% halfway through the Contract and the final 25% within 14 days of design delivery). These apportionments to be confirmed with the artist/team at the contractual stage.



## **11. SUBMITTING AN EXPRESSION OF INTEREST (EOI)**

Menta invites the submission of a completed EOI from suitably qualified and experienced artists for undertaking the provision of a public artwork. Preference will be given to multidisciplinary design teams working in collaboration with an established lead artist, local arts organisations and mentorship programmes and emerging artists. Please submit a portfolio of previous projects and individual CVs of the entire team.

The total budget for these initial design opportunities at Morello Quarter, phase II is £25,000 + VAT.

Submission requirements for Stage 1 are detailed in Appendix A.

Submissions to be emailed to [morello@artprojectsLtd.com](mailto:morello@artprojectsLtd.com)

**Expressions of Interest to be submitted no later than 12 noon on Wednesday 13<sup>th</sup> April 2022.**

Applications to be submitted in English.

## **12. FURTHER INFORMATION**

### **13.1 Requests for clarification**

All requests for clarification or further information in respect of this EOI, or any questions about the procurement, should be submitted by email to the nominated person from Menta dealing with the project. No approach of any kind in connection with this commission should be made to any other person within or associated with Menta or by any other means. The deadline for requests for clarification is two weeks prior to submission for each stage of the process.

If Menta considers any question or request for clarification to be of material significance, both the question and the response will be communicated to all artists/artist teams who have responded or have expressed an interest. All applicants will be notified by email.

### **13.2 Right to Issue Further Instructions**

During the procurement period, Menta reserves the right to make changes to the EOI documentation and any such changes shall be accepted by the applicants and incorporated into the finalised submission.

### **13.3 Expenses and Losses**

Menta shall not be responsible for, or pay for, any expenses or losses that may be incurred by any applicant in preparing their submissions or abiding by the conditions outlined herein.

### **13.4 Confidentiality**

All information supplied by Menta in connection with this competition shall be treated as confidential by applicants, except that such information may be disclosed so far as is necessary for the purpose of obtaining sureties, guarantees and tenders necessary for the preparation and submission of the EOI or by operation of law.

### **13.5 Ownership of application documents**

The documents comprising this application shall remain the property of Menta.



### **13.6 Return of specified documents**

Failure to return all specified documentation by the closing date, or such subsequent date as may be prescribed, may result in the submission not being considered.

### **13.7 Qualified submissions**

No amendments to the EOI documents issued will be considered valid, except as shall be explicitly required or admitted (in writing) by Menta.

### **13.8 Right to request additional information**

Menta reserves the right to require any applicant to provide additional information supplementing or clarifying any of the information provided in response to the requests set out in this EOI. Menta may also seek independent financial and market advice to validate information declared, or to assist in the evaluation of the submission.

### **13.9 Evaluation Criteria**

Evaluation criteria and scoring mechanism are set out below at Appendix B (page 28).

Only those applicants who achieve a minimum quality score of 60% may proceed to Stage II.

### **13.10 Conflicts of Interest**

Artists will be required at all times to adhere to high standards of propriety, including impartiality, integrity and objectivity. This means that any private, voluntary, charitable or political interest that might be material or relevant to the work of the project should be declared. Both real and perceived conflicts of interest must be declared, as the appearance of conflict could be as damaging as the existence of actual conflict.

It is important that all potential conflicts of interest are declared at the beginning of the appointment process. All submissions will be assessed on merit and not treated more or less advantageously because of an actual or perceived conflict of interest.

### **13.11 Equality**

Menta is committed to equal opportunities for all and the submissions will be judged as seen and purely on merit and without prejudice.



## APPENDIX A – EXPRESSION OF INTEREST, Format of Submission

Interested artists are invited to submit an Expression of Interest **by email** to [morello@artprojectsLtd.com](mailto:morello@artprojectsLtd.com) by **12 noon on Wednesday 13<sup>th</sup> April 2022**.

1	ARTIST/ ORGANISATION DETAILS		
1.1	Name of Artist (or collaborative team)		
1.2	Contact name for enquiries about this EOI:		
1.3	Job Title:		
1.4	Address:  Post Code:		
1.5	Telephone number:		
1.6	Mobile number:		
1.7	E-mail address:		
1.8	Website address (if any):		
1.9	Company Registration number (if applicable):		
1.10	Date of Registration: (if applicable)		
1.11	Registered address if different from the above:  Post Code:		
1.12	Are you registered for VAT?  If so, please provide Registration number:		
1.13	Are you:	i) a limited company?	
		ii) a partnership/ team?	
		iii) a self- employed sole trader	
1.13b	Are you acting as the lead artist in the partnership/artist team?	Yes/No	

2	<b>EXPERIENCE</b>	
2.1	<b>Experience of Working in the Public Realm</b>  Demonstrate a full understanding of problems which may be encountered whilst working in a busy operational public area and the approach to minimising the impact on operation of traffic and residents when carrying out the works. Outline relevant lessons learnt from other projects to this commission that demonstrate your understanding of public area working.	Please limit your response to 600 words
2.2	<b>Relevant Experience and Past Clients</b>  Provide a list of up to 5 examples (maximum) of designs or work for the public realm which have been devised in the last 10 years. Where relevant, please include the commissioner's name and contact details, site location, the commission period and value.	<b>Complete and submit Appendix C.</b>  Please include 2 images per project (see below 3.1)

3	<b>REQUIREMENT SPECIFIC QUESTIONS</b>	
3.1	<b>Artistic Quality</b>  Artistic quality will be judged on images provided for 5 examples of relevant past work. (See 2.2 above)	Please include 2 images per project on 5 examples listed in 2.2 (see above). Maximum size per image is 1 x A4 page.
3.2	<b>Approach</b>  Provide a document outlining the approach taken to the delivery of 3 of the artworks provided in 2.2	
3.3	<b>Community and Stakeholder engagement</b>  With reference to up to 5 completed artworks, please demonstrate how the applicant has worked with and engaged the community and key stakeholders.	Please limit your response to 600 words font size 11.

**The successful artist/ will be required to satisfy the panel that adequate safety provision will be made and that appropriate insurance cover will be in place.**

<b>4</b>	<b>INSURANCE</b>	
4.1	The minimum amount of Public and Products Liability Insurance required is £1 million for each and every claim. Please enclose copy of current certificate. If you do not have this level of indemnity you will be required, upon award of contract, to put this in place.	Information only
4.2	The minimum amount of Employer's Liability Insurance required (if appropriate) is £5m for each and every claim. Please enclose copy of current certificate. If you do not have this level of indemnity you will be required, upon award of contract, to put this in place.	Information only
4.3	Please confirm whether you would be willing to take out the appropriate level of insurance cover to comply with above contract conditions if you are successful in winning the contract?	Yes/No

<b>5</b>	<b>HEALTH &amp; SAFETY</b>	
5.1	Does your organisation have a written Health and Safety Policy? If "Yes" please enclose policy.	Yes / No
5.2	If "No", please explain why:	

## APPENDIX B – EVALUATION CRITERIA AND SCORES

Section	Weighting
1. Organisation / Applicant Details	N/A
2. Insurance	Pass / Fail
3. Health & Safety	Pass / Fail
4. Experience	Pass / Fail
5. Requirement Specific Questions	(100% Total)
- 5.1 Artistic Quality	50%
- 5.2 Approach	30%
- 5.3 Community engagement	10%
- 5.4 Stakeholder engagement	10%

Assessment	Score	Indicators
Excellent	80-100%	The content is excellent and fully addresses the requirements of the brief.
Very Good	60-79%	The content is very good and fully addresses the requirements of the brief.
Good	50-59%	The content is good and addresses some of the requirements of the brief.
Satisfactory	40-49%	The content is adequate and addresses some of the requirements of the brief.
Poor	1-39%	The content is poor and fails to address the requirements of the brief.
Nil Response / Unacceptable	0	No response or unacceptable information provided.



## APPENDIX C – PREVIOUS RELEVANT EXPERIENCE

Please list all relevant projects or concept designs including the following information: commissioner, commissioner contact name and telephone number, commission period, value, site location and commission description. Please limit your response to 1 side of A4 paper (font size 11) per commission. 2 images to be included, maximum size 1 side of A4 per image. The form below can be used for this purpose or another method of presentation. Menta reserves the right to contact the contact names provided.

**Commissioner:** \_\_\_\_\_

**Contact name and phone number:** \_\_\_\_\_

**Commission period:** \_\_\_\_\_

**Commission Value:** \_\_\_\_\_

**Description of commission including site location of final piece:**

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

## Further Reading, Sources for Public Realm Guidance in Croydon

Suggested resources for applicants to be aware of are:

- The Public Realm Design Guide, particularly the section on Public Art and HVM measures: <https://www.croydon.gov.uk/sites/default/files/Planning/Croydon%20Public%20Realm%20Design%20Guide%202019.pdf>
- The Mayors Public London Charter (<https://www.london.gov.uk/sites/default/files/public-london-charter-draft-march-2020.pdf>)
- The mayors Expanding London's Public Realm Design Guide [https://www.london.gov.uk/sites/default/files/expanding\\_londons\\_public\\_realm\\_combined\\_final.pdf](https://www.london.gov.uk/sites/default/files/expanding_londons_public_realm_combined_final.pdf)
- A useful local precedent is Ruskin Square's integrated and detailed public art strategy which involved local community groups and included precursor action research projects to inform the final designs: <http://muf.co.uk/portfolio/ruskin-square-art-strategy/>  
<http://muf.co.uk/london-ruskin-square/>



## **DRAFT CROYDON COLLECTION**

### **Criteria for Public Art in the Public Realm and the Museum of Croydon Collection**

#### **What is the Croydon Collection?**

The 'Croydon Collection' is a collection of 2D and 3D multi-media artworks within the public realm or part of the Museum of Croydon collection that will be commissioned or co-commissioned by Croydon Council in a process led and managed by the Museum of Croydon and/or relevant stakeholders and landowners as appropriate and agreed.

#### **Key commissioning Criteria:**

The key criteria for commissions within the Croydon Collection are outlined below. Croydon Collection artworks are to be:

- Grounded in and have relevance for Croydon as a place and its people (this can range from its historical, civic, cultural, social, physical fabric and more)
- Inclusive and accessible for all
- Respond to the physical context and townscape at a variety of scales
- Be sensitive to vulnerable viewers
- Relate to the wider collection
- Socially and/or culturally relevant
- Respond to the long term strategic objectives of the place
- Temporary or permanent pieces depending on the location; this will be specified for each commission
- That no material of an extreme political, racist, sexist or homophobic nature should be promoted
- No commission that will contravene human rights or be judged (by the Commissioning Panel) likely to offend public decency legislation would be supported

#### **Process**

The process for the commissioning public artworks under the Croydon Collection will be managed through the Museum of Croydon and relevant partners to establish opportunities for temporary and permanent works to be featured throughout the London Borough of Croydon. Where appropriate, these will be formally recorded and promoted through the Museum of Croydon as part of the Croydon Collection and may, where considered suitable by the Commissioning Panel, be acquisitioned into the Museum of Croydon collection.

Maintenance and Management Plans will also need to be produced for public art in the public realm and be signed off by the LPA. These will vary depending on scale, format etc.