

# Expression of Interest Information Pack for Renting Harrow Arts Centre's Studios

## *Newly Created Artists Studios at Harrow Arts Centre*



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## Introduction

We are seeking tenants in the artistic and creative sector to rent artists' studios at recently restored heritage building at Harrow Arts Centre.

This information pack provides further information on the artists' studios. Any artists, or creative person, interested in renting the studios is requested to complete the accompanying '*Application Form for Artists Studios at Harrow Arts Centre Phase 1*'. This is required to be submitted to [Shehzad.ahmed@harrow.gov.uk](mailto:Shehzad.ahmed@harrow.gov.uk) by 5pm on Friday 23rd October 2020.

Construction works to create the 4-studios in the delict Workshop building started on site in January 2020. The construction works are due for completion on 30<sup>th</sup> October 2020. Harrow Council would like to identify artists for the studios which will be ready to let from week commencing 16<sup>th</sup> November 2020.

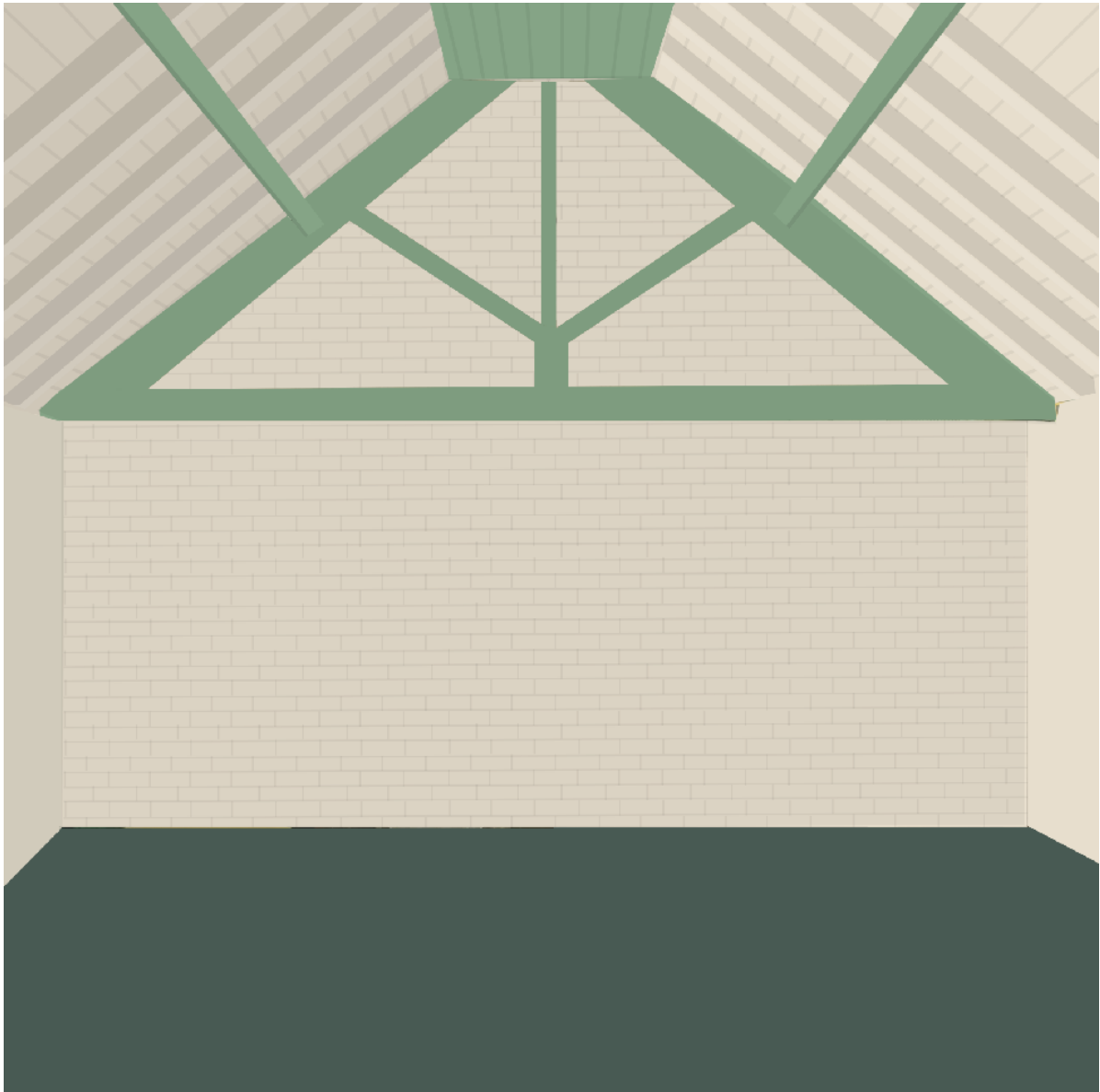
The project is joint funded by Harrow Council and the Greater London Authority (GLA).



*Above: Photograph of the Workshop building towards the right and Boiler House on the left before works started on site.*



*Above: Photograph of the Workshop building towards the right and Boiler House on the left during construction works on site on 16/09/20.*



*Above: Computer Generated Image (CGI) produced by the architect presenting an internal view of a completed artist's studio. All of the 4-artists studios will have the same fit-out specifications.*

## **Information on the New Artists Studios at Harrow Arts Centre**

The Workshop building dates back to c1880 and was originally part of the 19th century farm complex, converted for use as a workshop. It is curtilage listed Grade II. As such, the design quality and architecture for the new spaces create value and enrich the heritage values of the HAC campus.

Refurbishment works are underway to the old derelict Workshop. As part of the improvement works, the Workshop is being sub-divided to create 4-artists studios. The key features are:

- Four independent artists' studios, each with their own front door.
- Studios ranging from 13m<sup>2</sup> – 26m<sup>2</sup>.
- All on the ground floor
- Accessible
- Good Natural Light
- New Services
- Bespoke Design Fit-Out
- Close to Hatch End Station (5-minute walk).
- 22 minutes to Euston (via Wealdstone Station and via the West Midlands Train)
- Parking and Loading
- The Studios are within the HAC campus, which includes an Arts Block, and provides an opportunity for collaborative work
- Belfast sink (or the equivalent in each artist studio)

The following sections highlight the floor-plans and works in progress for the artists studios. The works are due for completion in late October 2020. Finishing touches include painting the floor.



## External Photographs of Workshop at 16/09/20 Showing Works in Progress to the Artists Studios

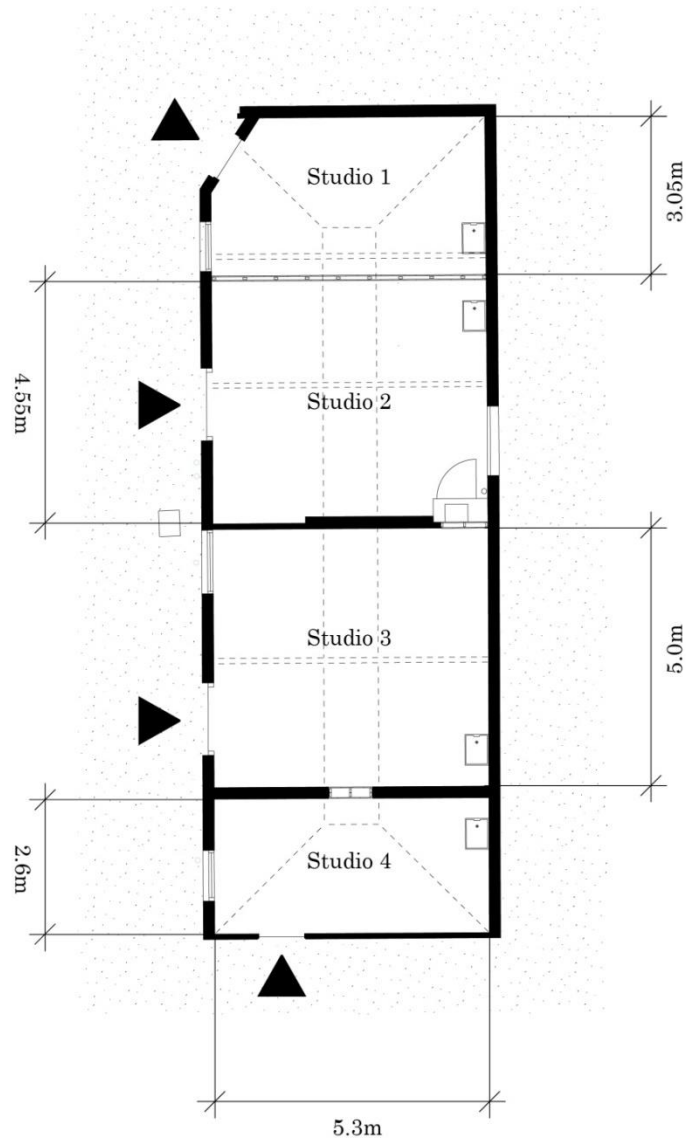




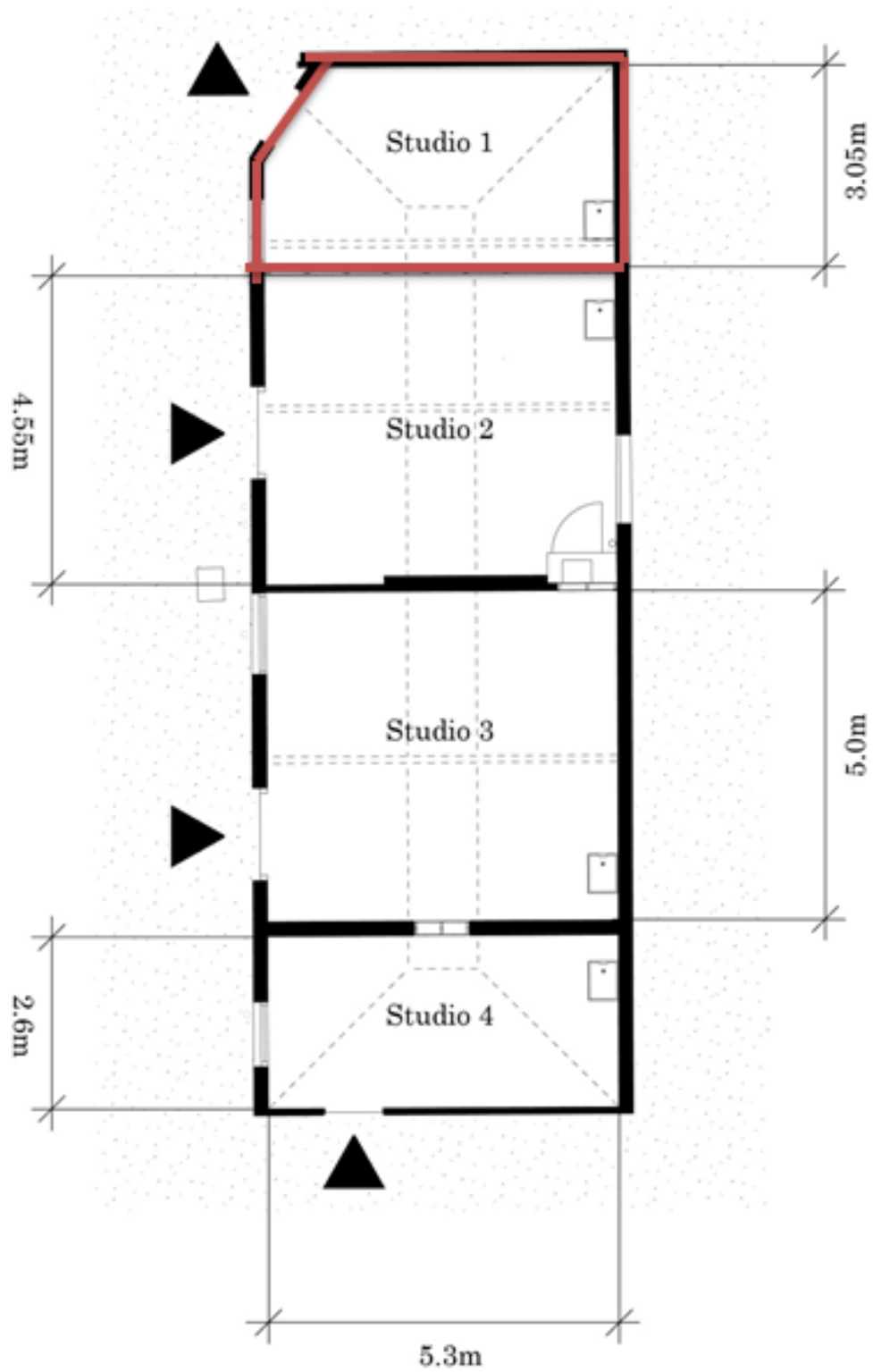




## Floor Plan for the Artists Studios



## Floor Plan for Artist Studio 1

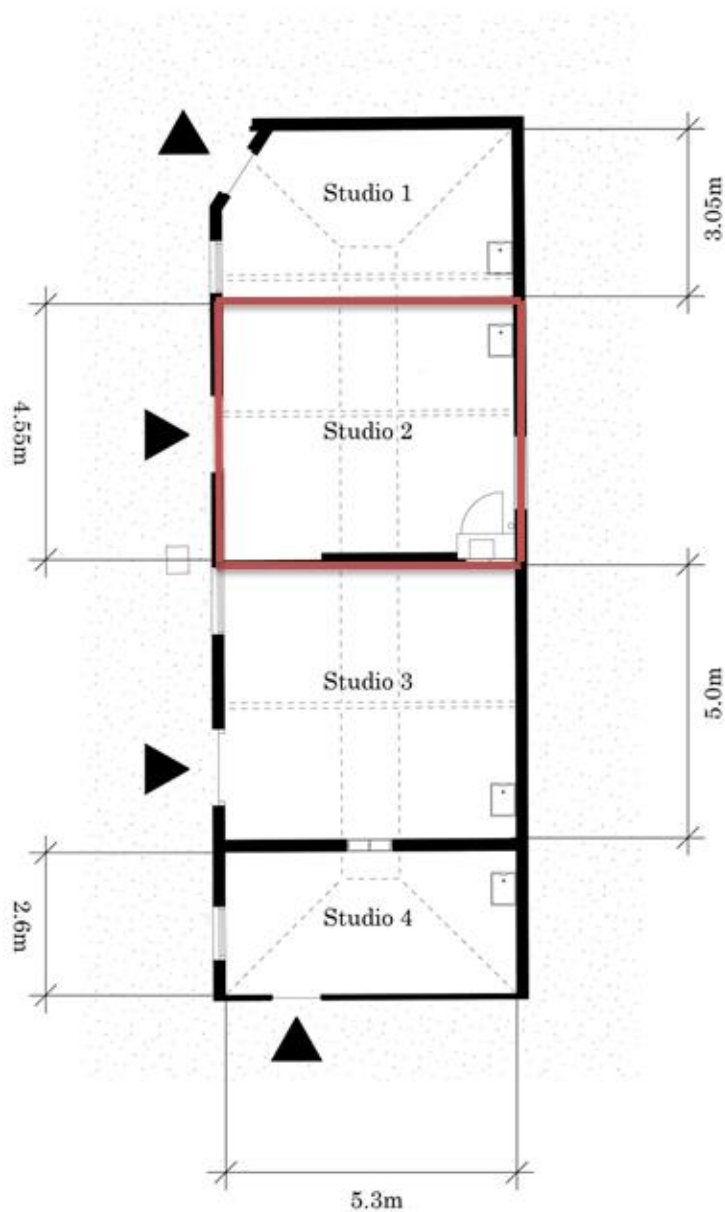


## Photographs of Artist Studio 1 as at 16/09/20 Showing Works in Progress





## Floor Plan for Artist Studio 2

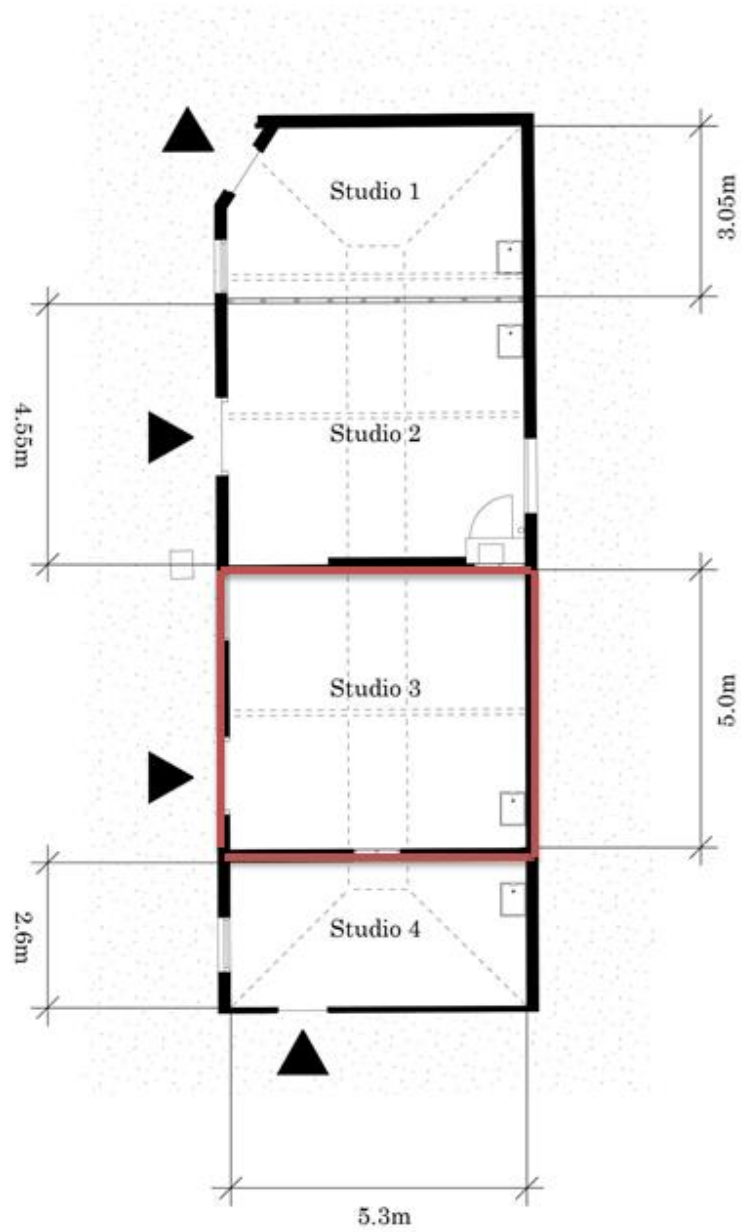


*Note – the boiler for the workshop that services all 4-artists studios is located in Studio 2 and is highlighted in the cupboard area with a door in the bottom right corner of the floor plan. The boiler will be on a timer system and as such, the cupboard will be locked. Access will be required for its annual servicing and repairs – the latter is as and when required.*

## Photographs of Artist Studio 2 as at 16/09/20 Showing Works in Progress



## Floor Plan for Artist Studio 3

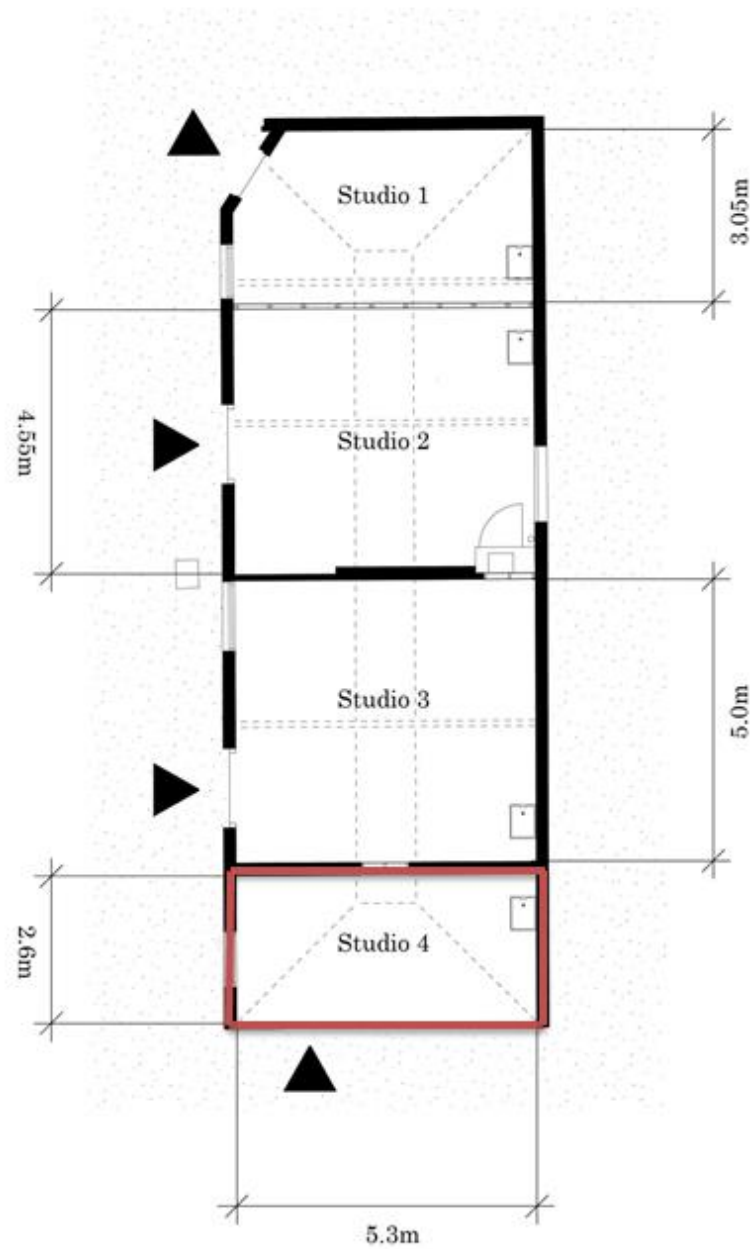




## Photographs of Artist Studio 3 as at 16/09/20 Showing Works in Progress



## Floor Plan for Artist Studio 4



## Photographs of Artist Studio 4 as at 16/09/20 Showing Works in Progress





## Rent, Utility, Rates and Insurance

### Rent

The rent is £16.50 per Sq.Ft. per annum for each studio.

There will be a 1.9% uplift expected each year on the rent as part of the licence.

### Utility

The following services are connected to each studio:

- Gas – for central heating to the radiators (there are circa 2 radiators in each studio)
- Electricity – for the lighting and electric sockets (there are circa 2 sockets on each available wall)
- Water – to supply the Belfast sink (or equivalent sink)

In addition to the rent, there is a £70 utility bill contribution per month payable by the tenant.

The rent and utility costs per studio for the first year is shown in the table below:

Artists Studio No.	Size in m2	Size in Sq.Ft	Rent at 16.50 per Sq.Ft PA	Total Utility Cost Per Annum at £70 Per Month	Total Per Annum for Rent and Utility	Total Per Month for Rent and Utility
1	16	172	£2,838	£840	£3,678	£306
2	23	248	£4,092	£840	£4,932	£411
3	26	280	£4,620	£840	£5,460	£455
4	13	140	£2,310	£840	£3,150	£262

### Business Rates

Business Rates are required to be met by the artists for their studio. However, it is expected that Small Business Rate Relief (SBRR) will be applicable and thereby reducing if not all, the substantial amount of rates payable. Harrow Council will support the new tenant to apply for the SBRR. The Business Rates will be established by the Valuation Office Agency (VOA) on completion of works to the building.

### Insurance

Harrow Council will maintain insurance for the building.

The tenant will be responsible for their own contents insurance if they require it.

The tenant will also be responsible for any other required insurance for their activities including, but not limited to, Public Liability, Professional Indemnity and Employers Liability.

## Types of Creatives Sought for the New Artists Studios to Add Value to Harrow

We would welcome hearing from artists that seek to add value to the arts and cultural agenda in Harrow. Public spaces have been created in Harrow to not only facilitate events, but also attract more footfall, dwell time and spend within the town centres. As part of this approach, we would love to see creative artistic flair animating the spaces and creating more value in our town centres.

To assist with the above, Harrow Council is currently delivering a project on the previous surface car park on St John's Road in Harrow Town Centre. Located opposite Gayton Library and in close proximity to the main entrance for Debenhams, the space is being transformed into a new public square with food kiosks, a space for markets and an informal space to play. To assist meet the objectives of the site and create the uplift and vibrancy desired, we are also creating an 'Art Display Kiosk'. This will be secure to display artwork without the continual need of any staff members. Located on the entry into the square, the purpose of the art display is not only to attract people into the square but celebrate the work of local artists and further improve Harrow's reputation linked to arts and culture. We would also welcome the opportunity of an artist holding a launch event when they display a new art-piece within the unit. As such, artists are encouraged to have a social media following to enable successful events to be held.

Below are images of the art display.



*Above: The art display unit is on the left of the blue star opposite the person taking a photograph with her camera.*



*Above: This is another angle facing into the square with a computer generated image showing the person taking a photograph of the art display unit.*



*Above: Architects drawing of the square showing the food kiosks located on the edge of the square behind the shops facing into the square with the art kiosk located at the entrance opposite Debenhams.*





*Above: showing works in progress on site at 18/09/20. The art kiosk is on the right of the work-person.*

In addition to the above, the Council has also created a new square in Wealdstone that can also be held for events and markets. The Council is also delivering a number of murals in Wealdstone and Rayners Lane.

## **Next Steps to Express an Interest**

Studios at Harrow Arts Centre will be available from the week commencing 16<sup>th</sup> November 2020.

The studios will be licenced to professional visual artists at any stage in their career.

Applications are now being accepted. To apply, please complete the 'Application Form for Artists Studios at Harrow Arts Centre Phase 1'.

Although the application process will be an ongoing procedure, we are keen to have artists booked before the opening. Therefore, please complete the application form by 5pm on Friday 23<sup>rd</sup> October 2020.

For further information and/or submit your application form please email [Shehzad.ahmed@harrow.gov.uk](mailto:Shehzad.ahmed@harrow.gov.uk) .

## APPENDICIES:

### Foreword - Shaping Harrow for a Creative Future

Dear Creatives,

Harrow Council views HAC as the Cultural Hub of the Borough that delivers many great social benefits to the community of Harrow.

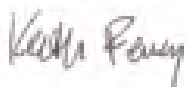
We value the cultural and creative sector and think it adds great benefits to Harrow, the people of Harrow and complements our borough very well. Culture breathes soul into places, buildings and bricks and I'm therefore glad that we have a strong creative sector.

For these reasons and more, we are investing to strengthen the work of the sector in the borough and the improvements at Harrow Arts Centre are one such example of our ongoing commitment. But it doesn't stop there. Backed by our Cultural Strategy, we have plans to provide more support for good growth in the cultural sector.

Although in Covid-19 times, HAC, just like other cultural venues throughout the country, is restarting physical operations and delivery. However, pre-Covid 19, it had great visitor and user numbers with over 270,000 visitors per year. This is due to not only the hard work of the HAC team but also due to the drive, determination, commitment, delivery and creative flair of the many groups and their users that deliver great services at HAC.

The 4-new created artists' studios will provide an opportunity for artists and creatives that share such community passion and a '*can do attitude*' as the existing groups at HAC. Whilst the core of the space on offer is '*internal*' we would very much like to hear from interested parties that will assist the arts and culture to '*externalise*' within the borough. We seek a partnership commitment from the artists of animating creativity and culture in our outdoor spaces. Essentially, we wish to see the artistic flair 'add value' beyond the 4-walls of the artists studios and decorate Harrow. As such, we have support mechanism and public spaces already created, and others in the pipe line where we wish to celebrate and enjoy the arts and culture benefits. From the centre of Harrow Arts Centre, we wish to build on existing provision and push boundaries to take arts and culture to all edges of the borough and beyond. If you are such an artist, we would love to hear from you.

In addition to the 4-artists studios, we are not resting on our laurels and have already submitted a planning application to deliver an additional 8-artists studios within the next 18-months. I am truly excited about the scope and opportunity that we have to further improve and support Harrow Arts Centre and the sector and look forward to seeing more benefits from a stronger partnership approach.



**Councillor Keith Ferry**

Deputy Leader and Portfolio Holder for Business,  
Planning and Regeneration





*Above: Photograph of Councillor Keith Ferry outside the artists studios visiting the site and the construction works on 16/09/20.*

## Overview of Harrow Arts Centre

Harrow Arts Centre campus, part of the former Royal Commercial Travellers Schools, is in Hatch End, Harrow. This places it in the north-eastern corner of the Pinner and Hatch End policy area (Local Plan Core Strategy, 2012) within the London Borough of Harrow. The nearest commercial centre is at Hatch End, a short walk to the west, and beyond that a primary shopping area at Pinner. The Arts Centre site is well-served by local buses, with stops immediately adjacent, and by trains, with Hatch End Overground station a few minutes' walk.

Established in 1988, Harrow Arts Centre plays a central role in the cultural life of Harrow and the wider area and is the only professional multi-platform venue in the London Borough of Harrow. It is much-loved and highly popular.

In 2019/20 over 270,000 people visited Harrow Arts Centre for classes, workshops, performances and exhibitions, over 11,000 classes and workshops were held on the campus and over 350 different organisations and individuals hired parts of the campus. These figures represent an 8% increase in events programming, a 9% increase in footfall and a 18% increase in ticket sales. Demand for HAC's facilities, from the 400-seater Elliott Hall through to one-to-one lessons in one of its many other rooms, is high and looks set to increase, with many community groups dependent on the centre's facilities on a regular basis. The centre is also visited by people who do not appear on ticket sales or formal hire statistics, people who are passing through on their way to the adjacent medical centre or Montessori school, visiting the coffee shop or using the adjacent playing fields, though this usage could be increased.

Facility hire is broken down into the different uses - Fitness (24%), Dance (21.3%), Music (19.7%), Visual Arts (13.7%), Drama (3%) and Performance (2.3%). The remaining uses include Education and Training (8.7%), Community Meetings (4.7%), Functions (1.3%) and Corporate Meetings (1%).

Harrow Arts Centre occupies multiple buildings on the site, providing arts and cultural events and bookable space in a variety of spaces, from the 400-seat Elliott Hall through to small classes and meeting spaces. Also, part of the campus (though not part of HAC) are a public swimming pool, Montessori nursery, residential accommodation, playing field changing rooms, a medical centre and the adjacent Morrisons supermarket. The campus context ranges from notable buildings, some of them statutorily or locally-listed (chief among them Elliott Hall, Grade II), the Arts Block (by the same architect) and the George Moores Memorial Hall, through to less elaborate industrial, agricultural and municipal buildings. Many of these have a neo-tudor or 'institutional perpendicular' quality, a reference to the late- Gothic, and red brick with sandstone dressings is a common language to many of the original buildings.

## #ibackHAC

There is a strong community support for our Good Growth Fund programme at Harrow Arts Centre.

Whilst we were in the process of applying for the funding we consulted with over 500 stakeholders including residents, businesses, community groups and local partners. Branded as #ibackHAC, stakeholders were given several opportunities to voice their thoughts, shape the projects and influence the Council's application.

Consultees were asked to comment on their support for various work strands, of which 80% agreed that converting the derelict workshop into new work spaces for the creative sector would benefit HAC. The majority of the feedback cited the current lack of studio spaces for local artists, and that addressing this would facilitate more people using the centre and showcasing their works.



*Above: Photos from the consultation of #ibackHAC during the funding application stage.*



## Good Growth Fund at Harrow Arts Centre

There are two main aims of the HAC Good Growth Fund Programme that are joint-funded by Harrow Council and the GLA. These are:

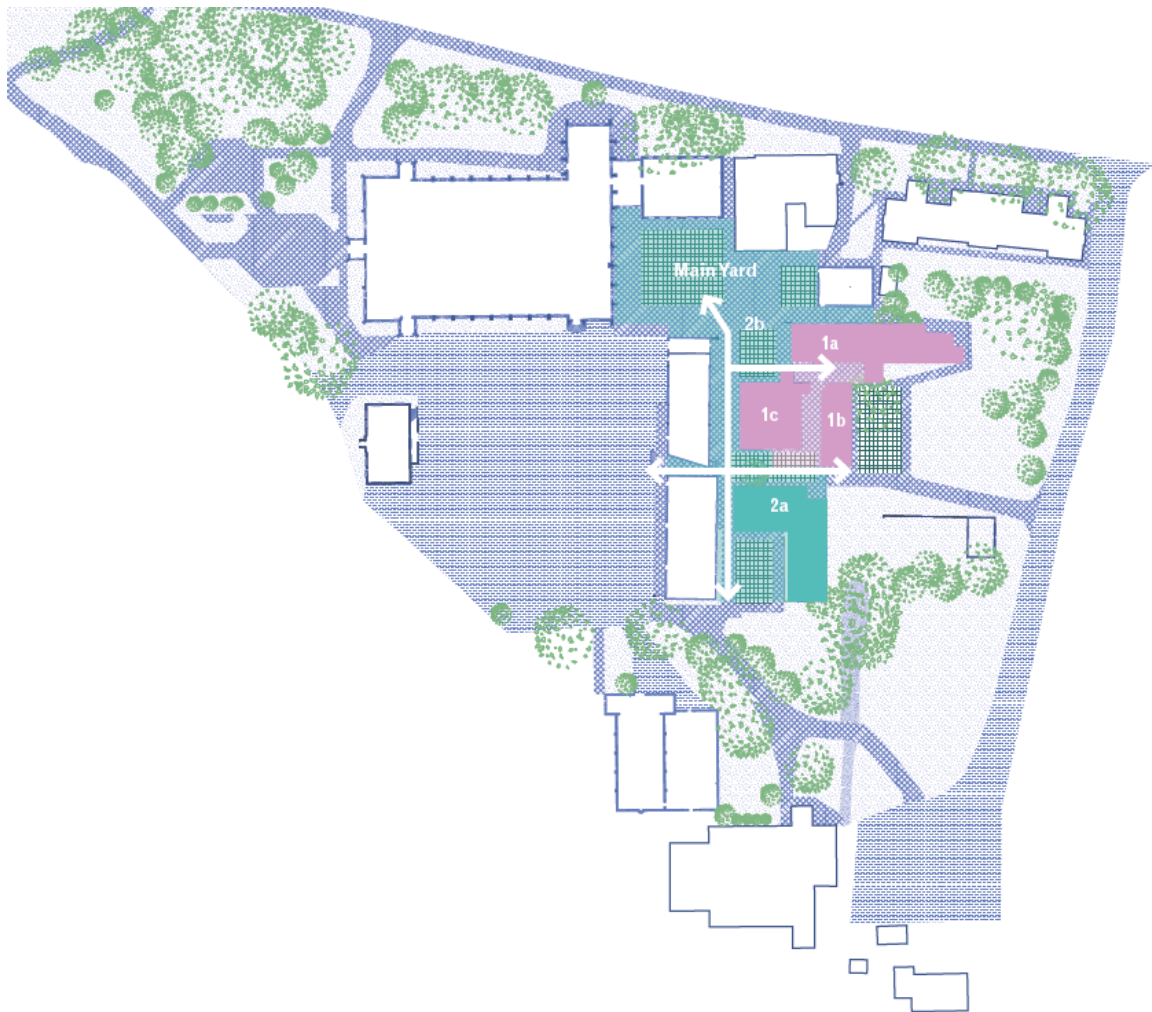
1. Create more bookable space at HAC to meet demand for additional multi-use rooms, workspace, artists' studios and dance studio.
2. Enable HAC to become self-financing.

There are 3 project strands to the Good Growth Fund programme that the funding will deliver:

1. **Masterplan** – this has already been completed and recommends how growth on the site is best delivered. It informed the next 2-project strands.
2. **Refurbishment of 3 redundant buildings** – this is referred to as phase 1. It includes refurbishment of the following 3 derelict buildings:
  - I. **Studio Theatre:** This building will provide a Dance Studio, Office and Classroom.
  - II. **Workshop:** This will be converted to 4-artist studios. This Information Pack is related to these artists' studios.
  - III. **Boiler House:** This will be one large multi-use room.

Phase 1 buildings will be completed in late October 2020 and will be ready to let on 16<sup>th</sup> November 2020.

3. **New Build** - of approximately 500m<sup>2</sup> which we are referring to as Phase 2. This is currently in the Planning Application stage. Works are currently scheduled to start in March 2021 and completion is due the following year in 2022. This will provide 3 large multi-use rooms and 8 additional artists' studios.



Harrow Arts Centre: A Masterplan

*Above: Image taken from the Masterplan that shows phases 1 & 2.*

- 1a is the location of the Studio Theatre.
- 1b is the location of the Workshop that will provide the 4-artists studios to which this Information Pack relates.
- 1c is the location of the Boiler House.
- 2a is the location of the New Build.
- 2b is the location of proposed light-touch outdoor improvements.

# Case Study of Previous Artists Studios Created in Harrow

Harrow Council has a history of delivering creative workspace projects with GLA funding.

Place West London 2018 Whitefriars Studios Selected As The Winner for Town Centre Category



## Summary

A partnership between Harrow Council, Allmonat, GLA and KCOM.

Automated by the resident artists and stakeholders.

Designed by Priscilla Architects.

Whitefriars Studios is a new recently created hub in Wealdstone, Harrow that provides 14 artist studios and a gallery space at subsidised rent for creatives and artists. Its location is perfect for its historic setting which not only benefits the new studios from being linked to 'legacy-brands' related to the sector, but also assists to catalyse place-shaping activities linked to the Regeneration Strategy of Harrow and to plant the seed for future growth of the creative and cultural sector in the area. The studios are Harrow Council's innovative three way partnership with private, public and charity sector partners to deliver subsidised creative workspace and it was an instant success.

Wealdstone has a rich history of being home to manufacturing industries with the highest concentration of industrial estates and business designated land in Harrow. Employers such as Kodak, Winsor and Newton and Whitefriars Glass Company were all based here, however over the last 30 years four of the five major manufacturing industries have been lost from the borough, with Wealdstone suffering a steady loss of employment. An estimated 6,100 jobs have been lost from 1981 to 2013 (55%) (Census 2011, BRES 2013).



Clockwise from right: Former Winner and Newton building exterior pre-construction, interior pre-construction, New exterior, Whitefriars Studios, Visitors in the central gallery, Thila Hoff studio interior, Gabriela Chambers studio interior.