



BRINGING PROPERTY  
AND PLACES TO LIFE

“THE GREEN”  
A NEW PUBLIC FACILITY  
AT WEMBLEY PARK



QUINTAIN





# INTRODUCTION

Wembley Park is a dynamic cultural neighbourhood in the London Borough of Brent, North West London. Building on its international reputation for music and sporting events, Wembley Park is fast becoming a landmark destination with culture, entertainment and a community at its heart. The 85-acre estate includes new homes, shops, restaurants, bars and places to work, as well as attractive public spaces, with pocket parks, wide boulevards, and the recently renovated Olympic Way.

Wembley Park is establishing its credentials as a creative hub for London, and the ambitious cultural strategy for the area includes 25 affordable artist studios, managed by Second Floor Studios & Arts, a public art programme and extensive cultural programming and events, most of which are free of charge. Quintain has formed joint ventures with Troubadour Theatre and BOXPARK to ensure that community interest and creative programming are central to the Wembley Park experience.

Wembley Park's growing collection of public art has been developed with local, national and international artists,

and has transformed bridges, steps, office buildings, and public squares into unique canvases. In September 2020, Wembley Park launched the Art Trail, a free-to-access, self-guided tour of 18 public artworks to enliven public spaces, boost the spirits of residents, attract visitors, and support artists. As of November 2022, the number of artworks in the Art Trail has expanded to 21.

Now, Wembley Park is looking to expand its cultural and community infrastructure with a new venue, "The Green," and seeks an external operator and cultural anchor.

More information can be found at [wembleypark.com](https://wembleypark.com)

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\* "The Green" is a working title to ensure it has a distinctive identity from the existing community hub "The Yellow", its role within the Wembley Park community provision and its location on the 7-acre Union Park.

## Wembley Park arts & culture:

Wembley Park's arts and culture programme seeks ambitious creators who tell unique stories through art, performance, and design, with the aim of encouraging and enlightening new audiences. Wembley Park seeks to create a balanced eco-system of creative industries partners - charity, emerging, professional, and commercial organisations that will contribute to an exciting cultural destination and a home for artistic ideas to flourish.

As Wembley Park develops its music, theatre and visual arts offer, we are welcoming the digital media sector to take up residence. We hope to encourage more hybrid (analogue/digital) creative expressions and experiences, including the growth of immersive storytelling across all performance and duration-based genres.



# SKILLS | PUBLIC EXPERIENCE | EDUCATIONAL | EXPERIENTIAL | BUILD LOCAL RELATIONSHIPS & PARTNERSHIPS | SECTOR LEADERS

## THE TENDER BRIEF

### Operator Profile:

Quintain is looking for a community based organisation that is already formed and looking for a home. The operator must be interested in the managerial running of the space, providing community programming and training opportunities, as well as presentations that contribute to a diversity of venues that make up the cultural destination that is Wembley Park. The venue is set to open Q2/Q3 2025.

In order to ensure a long-term lease and the related insurances and compliance assurances, the Request for Proposal (RFP) requires an analysis of fiscal sustainability that may not be appropriate for all organisations interested\*. We understand the time it takes to embark on such a submission, so please review the full RFP first.

\* If you are interested in a programming relationship with Wembley Park, but do not have the capacity to manage “The Green”, then please contact Josh McNorton, Cultural Director [[jmcnorton@wembleypark.com](mailto:jmcnorton@wembleypark.com)] for programming discussions.



### The Offer

Quintain is looking for an operator who wants to join the growing Wembley Park family with a 15-year lease to ensure that The Green is:

- Occupied and engaged on a daily and year-round basis
- Financially solvent and able to demonstrate fiscal knowledge and ability to manage and share the facility
- Can help deliver the needs of Quintain and the London Borough of Brent's objectives to make a destination for education, training, outreach programme and interactive story-telling that strengthens the ecosystem of the Wembley Park neighbourhood and Brent
- Offers complementary activity and partnering potential with The Yellow (see Context) and the other culture partners and offers at Wembley Park
- Contributes to creative sector knowledge-sharing
- Collaborates with local educators and students
- Occupied and engaged on a daily and year-round basis
- Financially solvent and able to demonstrate fiscal knowledge and ability to manage and share the facility





## Operator Characteristics:

**Quintain is looking for an operator that can demonstrate:**

- Evidence/ability of generating a sustainable, resilient operating revenue (from multiple sources)
- Case studies of community and artist engagement delivery
- Their role as a field-leader in innovative story-telling, using globally renowned techniques for the benefit of families, children, young people & their educators; emerging artists
- Case studies of interactive story-telling work created in collaboration with schools/teachers
- Past reputation working with major funders, authority, commercial sector (developer or lease management) and cultural sector
- Experience of developing a strategic approach to reach families, children & young people, educators and new artists
- Experience working in schools & in a specific community to create public experiences, educational projects & collaboration with teachers
- Demonstration of skills development for young people

## Compliance

Operator can demonstrate their operating compliance ability, in regard to the below.

- Fire, first-aid, and health & safety procedures
- Insurances (e.g. Professional Liability & Professional Indemnity Insurance policies)
- Safeguarding children and vulnerable adults





## CONTEXT

### Community Ambitions

#### Wembley Park Community Opportunities

- Community programme becomes a linkage between current arts, music, performance and leisure venues and events
- Encourage Drama, Music Performances, and Digital Art to connect to the heritage of Wembley Park for global music events and the cross-over between digital media-music-sports
- Complement The Yellow – Quintain's existing facility that promotes community, health and wellbeing with free and low cost events

#### The Yellow

Wembley Park's community centre, events space, learning hub and fitness spot, is open to everyone. The Yellow reimagines the traditional village hall as a meeting point for education and social events. It is constantly programmed, with a calendar jam-packed with free and low cost workshops, classes, clubs and events that cover a huge range of topics and interests. There are traditional classes, such as yoga or cooking lessons, as well as inter-generational events and community-submitted projects. "The Green" will serve as a different yet complementary offer to The Yellow; a Community Hall which aims to reach even broader interests and communities.

#### The Yellow's programming focuses primarily on health and wellbeing:

- Sports and Active (includes Yoga, TaiChi, Keep Fit, Pilates, Little Children's (3-5) Football and Soft Tennis)
- Talk and support groups
- Cooking classes
- Bookable multi-function spaces for community events and groups

Currently, those using The Yellow are predominantly women, between the ages 25-44. The Yellow's team have identified a need to give more attention to youth-oriented activities which require more engagement and supervision but will also greatly benefit the local community. It is envisaged that there could be a certain amount of crossover between The Yellow and The Green, however careful planning will ensure both centres have separate identities and programs.

The Greater Wembley Park neighbourhood also benefits from:

- Second Floor subsidised artist studios
- Troubadour Theatre programming
- BOXPARK hospitality and events
- Public Art Trail and temporary art installations
- Wembley Stadium
- OVO Arena Wembley
- London Designer Outlet retail offers
- Local, artisan and social-purpose retailers
- A fast growing residential community
- Acres of curated public realm and green spaces







## Brent's ambitions

### Brent is an Arts Council England Priority Place

The Arts Council England is working with London Borough of Brent (LBB) to support the need and opportunity for arts and culture in areas that have low rates of investment. LBB's role is to work with cultural partners and stakeholders to grow opportunity and to develop new venues that can contribute towards the goals for opening access and encouraging ambition.

**For this reason, all proposals for "The Green" should consider how their vision will support these goals:**

1. Cultural destinations contributing to identity of local areas
2. Increasing space (infrastructure): places where culture and creativity can thrive
3. Building capacity for sector support and skills development in a place where creatives have agency
4. Strategic enrichment and support to provide Brent with a more resilient eco-system
5. Engage and include Brent's diverse communities from the surrounding established neighbourhoods in the borough

**Brent's Community Engagement outlines their focus over the next 3 years to include:**

- **Families**, particularly those with early years aged children, and those families who speak English as a second language
- **Young People** aged 16-25, with a focus on Talent Development
- **Older People**
- **Primary Schools**

**For 2023/24, London Borough of Brent includes community engagement goals to:**

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







## The Place

### “The Green” – Performance and Media

“The Green” interior space is a multipurpose community venue and will be fitted out with audio-visual and theatrical lighting systems. The space shall be required to accommodate informal performances, drama, musical, spoken word, and screenings which will require the use of stage lighting and audio-visual equipment. It will also be a space for community and educational needs, hosting exhibitions, meetings, workshops, and light sports activities such as dance classes.

Quintain is looking for the following typologies to be realised at “The Green” to complement The Yellow’s focus on health and wellbeing:

- Drama and music performances
- Digital art delivered via a digital studio
- Radio station to provide community radio
- Links with Royal Philharmonic Orchestra (in residence at WP)



There are complementary creative services/spaces in the building and the immediate area (see plan, **Appendix 1**) that could be beneficial for programmes or collaborations:

- Royal Philharmonic Orchestra offices
- Co-working spaces
- Residents’ lounges
- Eastern Terrace playspace
- Northern section of 7-acre Union Park

## Specifications

The space is 300sqm GIA [Gross Internal Area] in total to accommodate the intended uses:

- Large double height performance space providing:
  - Changing room and prop store located in one of the stage wings
  - Theatre lighting and sound production
- Capacity of approximately 60-70 people (seated)
- Event kitchen that allows for food/drinks to be served via a hatch to the main lobby
- Operator office that allows for tickets to be sold
- Flexible Multipurpose space – can accommodate small stage/stage area + 127-139 chairs plus one designated wheel-chair space
- Radio studio with space for 2 operators
- Changing Places facility



## The Fitout

### Methodology & Planning Obligations

The venue design and fitout considerations involved research and site visits by Josh McNorton (Wembley Park Cultural Director) & Ash Patel (Manager of The Yellow) to comparable arts venues and community centres in London, such as Battersea Art Centre (Battersea), WAC Arts (Camden) and Rich Mix (Shoreditch). Quintain has a default specification but can adapt the delivery of the space to different requirements where it is reasonable and practical. The current plans are based upon working is based upon working with the retail, development, events and masterplanning teams to ensure the RFP covers the needs of the cohesive multi-stage masterplan as well as with architects and performing arts facility specialists. The following are some top-level recommendations from the indicative study for potential fitout to be delivered to the Operator. There is ability to agree fitout between the Operator and Quintain within a set budget.

**“The Green” provision is also a condition of planning for this stage of masterplan development, and it needs to:**

- The facility will fulfil the “Performance and Media” identity for space
- The tenant should deliver an all-year-round programme of activities that will bring together communities, develop audiences, and showcase innovative cultural projects in a dedicated indoor space.
- The facility must be made available to users at costs that does not exceed comparable local authority provision, where revenues are reinvested to the running of the facility.

### Staging

The space is designed to be equipped with loose seating and rostra to allow for different room uses depending on the function of the space. The assumption is that anything should be able to be adjusted by one person.

### Lighting

The stage lighting system designs will probably have an installed infrastructure with an initial stock of lanterns and lit by LED fixtures to keep heat and power consumption down. There would be a separate larger power outlet at low level for temporary dimmer racks if/when required.

A dedicated stage lighting control console shall be provided for the venue for control of the lighting fixtures for shows. The lighting desk will be plugged in and operated from the main control location at the rear of the room at floor level.

### Audio Visual Capacity

The audio-visual system suggested would allow for the provision of an installed wiring infrastructure, equipment rack, speaker system and a portable playback rack on wheels.

A projector and large screen are proposed for the venue. Due to the height of the venue and the backdrop of the full height windows a two stage projection screen is proposed. The screen is stored at ceiling level. The video source can be used either from the portable playback rack for technician-led performance events or from the day control location for non-technical operation. In both locations the video audio will be routed through to the audio system.







## The Tender Process

Please send your proposals as requested by  
**6 March 2023** to Sophie Eftekhar  
[\[seftekhar@quintain.co.uk\]](mailto:seftekhar@quintain.co.uk)



## Review

Quintain's Wembley Park Team will review the candidates with London Borough of Brent. Due diligence includes first reviewing applying organisations' ability to handle the operations and financial management of the facility within a larger corporate structure.

## Interviews will be held 20 & 21 March 2023

A short-list of up to 3 applicants will be brought in for interviews. It will be crucial to meet senior members of the applying organisation who would be responsible for managing the space. We intend to have an open conversation about the proposal and probe into more detail to test due diligence; confidence with crafting a vision and plan; and how the operator would expand partnership potential within Wembley Park.

## Feedback

We will be unable to provide feedback to all applicants. Feedback via email will be provided to those applicants who are granted an interview.

We may keep your details for use in the future by the appointed Operator as part of establishing collaborations with interested culture and creative partners.





## THE PROPOSAL

### What do we need from you? (PDF no larger than 10MB)

A deck in landscape format (PDF only) that can be easily shared on screen and is no greater than 25 pages/slides. Each slide should provide just enough information to address these questions and areas:

1. Coverage page with contact details
2. About the organisation and mission
3. About the team leading the proposal (and identify future team needed)
4. Snapshot of the past three years filed accounts (and links if on Charities Commission site) – income/ revenue; profit/loss; notes about variance (if applicable)
5. Snapshot of the future three years' operating budget and revenue targets
6. Compliance – please provide a statement responding to your confidence in working with Quintain's compliance and existing documents and systems
7. Snapshot of existing funders (up to past three years) and the range of annual gift provided, with indication of ongoing and future gifts
8. Your vision for "The Green" (1-3 pages) – what it can do, how it would function, how you respond to provisional ground plan & Wembley Park cultural ambitions
9. Statement of contributing to Brent's role as a Priority Place and the objectives listed in this RFP
10. Your top-level vision and questions for the fitout needs (response to the cursory suggestions)
11. Your comments on the Space and Programmatic Opportunities (1-3 pages)
  - a. Public experiences that deliver the destination element of "The Green"
  - b. Engagement (education, training & skills development, workshops)
  - c. Potential collaborations with Wembley Park creative partners (visionary vs tested)
12. Existing strategic educational and community outreach partnerships (may be umbrella programmes, for example) – this can be one page of titles; 5–10-word description and hyperlinks
13. Snapshot of educational partners – list and links
14. Case study of public experience/ticketed event/ exhibition/performance
15. Case study of community involvement that demonstrates achievement of diverse audience participation
16. Case study of educational programme with schools
17. Case study of skills & training (for artists or others) that is individual registration
18. Role as a sector leader – can include 1-2 pages (press release/ quotes / affiliations / accomplishments / whatever is appropriate to convey the network and potential knowledge-sharing)





# THANK YOU FOR YOUR INTEREST

Photos by Chris Winter





Q U I N T A I N

To find out more, please contact  
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