

**THE FORMER ASHBURTON LIBRARY  
ASHBURTON PARK  
CROYDON  
CR0 6RX**

**EXPRESSIONS OF INTEREST ARE TO BE SUBMITTED BEFORE 5PM April  
30<sup>th</sup> 2016 TO [NEVANS@SHW.CO.UK](mailto:NEVANS@SHW.CO.UK)**

**Please complete the enquiries below with as much detail as is possible.**

| <b>QUERY</b>  | <b>RESPONSE</b>   |
|---|---|
| Name  |   |
| Address   | Turf Projects, Unit 39/40 Centrale Shopping Centre, Keeley Road, Croydon. CR0 1TF   |
| Phone number  |   |
| Email address   |   |
| What type of organisation are you?<br><i>(ie commercial business / operator, voluntary / community organisation, social enterprise, registered charity, faith group, child care provider, health, leisure or educational provider, other etc)</i> | Registered charity / Art Gallery, Workspace & Studios   |
| What type of use are you proposing?   | Art Gallery, Affordable artist studios & makerspace, café, space for workshops & events, rooms to hire for community use  |
| Please provide a brief explanation of how you expect your proposed use to work.<br><i>(ie approach to building management, any unique selling points, alternative uses, partnerships, etc)</i>  | <p>Going into 2017, Turf Projects are looking to expand the provision of affordable artists facilities in Croydon:</p> <ul style="list-style-type: none"> <li>- 20-30 multidisciplinary studios of varying sizes</li> <li>- Makerspace</li> <li>- Workshops &amp; space for hire</li> <li>- Cafe (outsourced to local business)</li> <li>- Gallery (potentially additional to current Keeley Road gallery/ workspace site)</li> <li>- Min 3000 sq/ft up to 10,000 sq/ft</li> <li>- Easily accessible location</li> </ul> <p>What we hope to provide:</p> <ul style="list-style-type: none"> <li>- Non-commercial, affordable studios and workspace</li> <li>- Encouraging startups</li> <li>- Access to machinery and tools with technical support</li> <li>- Workshops / training available to the public</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>- Potential for putting disused building back into use</li> <li>- Long term legacy with Croydon School of Art &amp; Club Soda art group (adults with learning difficulties)</li> </ul>  |
| How much space are you likely to require?<br><i>(ie all of the building, parts of the building, sqm / sq ft etc)</i>                         | All of building, café to be outsourced to local business   |
| What would be your likely trading or operational hours?  | Monday-Saturday, 10am-6pm, 24/7 access needed to artist studio spaces  |
| Will Licensing be required? If yes please provide detail.  | No   |
| How will your proposed operation meet the community use aspiration of Croydon council and support Ashburton park?                            | <p>Turf Projects are a registered charity who work to provide the public and community with access to high quality art exhibitions, events and workshops. The building will be transformed into a:</p> <ul style="list-style-type: none"> <li>- Art gallery with free contemporary art exhibitions for the public to access</li> <li>- Workspace to be programmed with free events for families, young people, schools</li> <li>- Art studios for local artists</li> <li>- Makerspace with specialist machines &amp; tools for the local community to use from hobbyists, DIY-ers, artists, designers, tech start-ups etc. A technician will be on hand at all times to provide support.</li> <li>- Café which will be open to all and provide a hub of community activity for Ashburton and surrounding areas of Addiscombe, Woodside, South Norwood and Shirley.</li> <li>- 2 rooms for community groups to hire out at reduced rates</li> </ul> |
| Do you have a specific time table you are working towards? If yes please provide details.  | <p>July 2017: Move in to building &amp; install café, artist studios &amp; makerspace<br/> August 2017- Café open to public<br/> September 2017- Artist studios &amp; makerspace open to public</p>  |
| Please provide brief details of your relevant experience.<br><i>(ie Please include details of any other sites you have in operation etc)</i> | <p>Turf Projects are a Charitable Incorporated Organisation (CIO) co-directed by 7 artists &amp; architects; &amp; supported by 6 trustees who have a wealth of experience in the arts, community projects &amp; managing large budgets. Since 2013, founder Alice Cretney brought together a team of like minded creatives with personal connections to Croydon. We support the development of artists &amp; curators through our high quality ambitious programme of free exhibitions &amp; events, and the provision of a few</p>   |

affordable studio spaces hired out to 5 artists and designers.

Turf's Directors are graduates with formal training in the Arts, and have been working to put on events from our successful Kickstarter 'No Turf Unturned!', outdoor sculpture exhibitions 'Putt Putt' & 'Putt Putt #2' & an exhibition in association with Croydon School Of Art.

Turf Projects have a very good track record with Arts Council England, Greater London Authority (GLA) and Croydon Council who have all provided financial backing to our previous projects. This allows all of our exhibitions, events and workshops to be free to the public.

In 2014 Turf won the Croydon Meanwhile Use Competition, funded by Croydon Council and in 2015 Turf were successful in applying for funding from Greater London Authority's High Street Fund supported by Mayor of London, which enabled us to open a premises in Croydon's Centrale Shopping Centre with the augural exhibition 'Tru Luv' in May 2015.

Since then Turf have programmed 12 exhibitions in our gallery space on Keeley Road, featuring emerging & established artists – all of which have been supported by Arts Council England. In addition to our exhibition programme, Turf have lead over 100 events, talks & workshops at the gallery & around Croydon, including art classes for Club Soda (local group supporting adults with learning difficulties), artist talks, free drawing workshops, reading groups and family fun days.

Turf's ethos is bent upon being fun & accessible to all the community, whilst simultaneously engaged with contemporary art & emerging artist practices. This is evidenced in our projects to date.

Our client will be considering all of the expressions of interest after April 30<sup>th</sup> 2016 and will then report on how it wishes to move matters forward.