

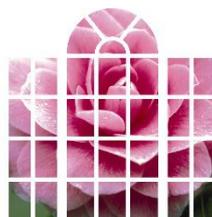
Chiswick House & Gardens Creative Enterprise Brief



Commercial Rental Spaces Available

for prospective vendors, operators and entrepreneurs

Aug 2020



CHISWICK HOUSE
& GARDENS TRUST

Introduction

This brief is intended as a guide for inviting expressions of interest and commercial proposals for enterprising uses of under-utilised spaces and places available in the Chiswick House & Gardens estate.

The aims of this creative enterprise initiative are as follows:

- Activate new economic opportunities in the Chiswick House & Gardens estate, including a route for local entrepreneurs.
- Improve consumer choice and attract new and return visitors to Chiswick House & Gardens.
- Renew commercial revenue flowing to CHGT and optimise under-utilised assets within the estate, to help it survive and thrive.
- Maintain a covid-secure, safe environment for traders and consumers that meets public health requirements and builds trust and confidence.

The immediate objective is to negotiate commercial hire and trading arrangements with interested parties and signal that the Chiswick House & Gardens estate is open for business, in line with government guidance, as we move out of lock-down.

This is not a formal tendering exercise. The range of opportunity is not fully specified and there is scope to negotiate what becomes of this venture. Chiswick House & Gardens Trust wish to co-design and co-create successful enterprise outcomes in partnership with interested operators, entrepreneurs and stakeholders.

The scope of this initiative includes a wide range of possible outdoor opportunities as well as some interesting buildings for consideration. We envisage a broad mix of potential up-take, from weekend markets, special events and festivals to product launches, makerspaces and other creative enterprise uses. The vision is for a blended portfolio that includes retail, social enterprise, creative enterprise, pop-up trading and experiential opportunities. As part of this brief, we are seeking expressions of interest and proposals for anchor events over the winter festive and springtime periods.

All potential operators will need to demonstrate that they fully comply with licensing and regulatory requirements as well as current and emerging guidance with regards to public health and covid prevention. We will welcome those that are able to make good use of technology to help manage public health such as cashless transactions and pre-booking arrangements on-line. We will also welcome those that are able to demonstrate environment-friendly credentials and practices.

Proposals will need to show a good 'fit' and respect for the heritage context and natural environment offered within the Chiswick House & Gardens estate. This includes Grade I listed buildings, Conservation Area designation and award-winning gardens.

Chiswick House & Gardens Trust (CHGT) is a registered charity that exists to sustain the internationally important architecture and landscape and make both available to people from near and far to learn; to be inspired and to enjoy a beautiful place. The mission is: 'to conserve our historic, horticultural and natural heritage for our visitors, and improve our biodiversity and support our local community's health and wellbeing'. The vision is: 'a special place to delight, educate and be inspired by our 300 years of stories of influence, design and environment. For everyone everyday'. More information about CHGT can be found on the website: <https://chiswickhouseandgardens.org.uk>

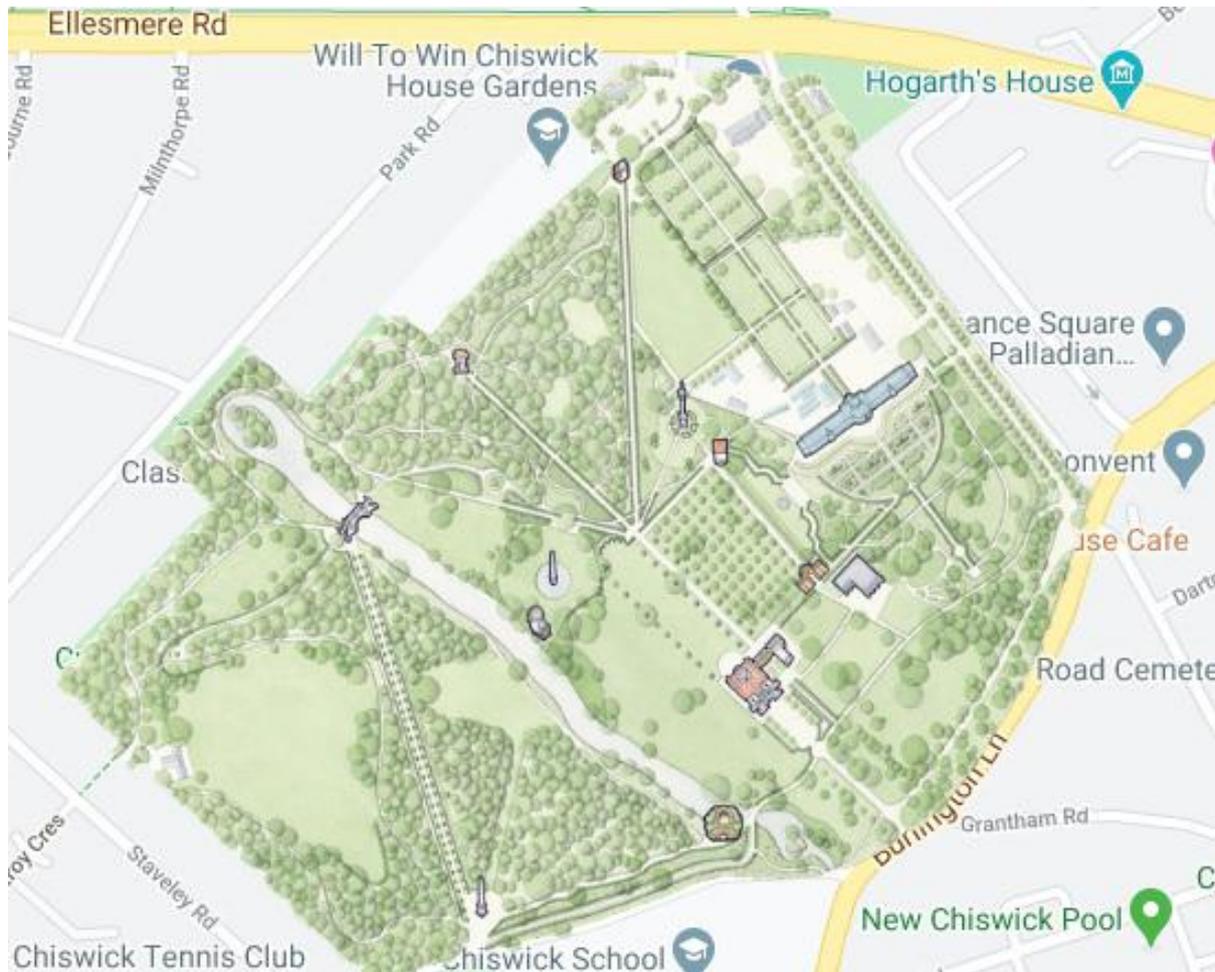
The Chiswick House & Gardens estate boasts 65 acres in the heart of west London, zone 2, include manicured lawns, architectural delights, high quality landscaping and some unique features such as the secluded walled garden and cherry orchard. Chiswick House & Gardens receive around one million visitors each year.

Some of places and spaces available for consideration are illustrated below. If you would like to discuss anything, express interest and arrange a site visit, please contact: enterprise@chgt.org.uk

Some guidance on the information that we will need and the on-boarding process is also provided below.

Spaces and places available

Below you can see introductory information about a range of spaces available for consideration. You can also have a look at where these spaces are on the estate using the [interactive map](#) on our website and the Google satellite view [here](#).



Visitors can use the public car park situated just off the westbound A4 (marked by a brown tourist board entrance sign). The E3 and 190 buses stop outside the park and Chiswick mainline train station (South Western trains) is a 10 minute walk.

1. Forecourt and Hard-standing area



Set in front of the classical neo-palladian villa, the forecourt and adjacent hard-standing area offer beautiful tree lined spaces that can host all manner of activities. There is a marquee pavilion available to hire for the hard-standing area, sometimes used for wedding and corporate events. Events in these areas have included Pub in the Park and Chiswick Book Festival.

Dimensions: House forecourt – 7,778 sq ft | Marquee hard standing – 6,215 sq ft

Access: Direct vehicular access from Duke's Avenue gate.

2. Walled Garden and Cherry Orchard



A unique enclosed space with direct vehicular and pedestrian access. The Walled Garden and adjoining Cherry Orchard can be used separately or together. Popular events that have happened in this space to date include: Giffords Circus, Chiswick Festival, Luna Cinema and Coys Car Auction.

Dimensions: Walled Garden 55,510 sq ft | Cherry Orchard 38,772 sq ft.

Access: Vehicular and pedestrian access from the car park. With operator / vendor parking option in Cherry Orchard.

3. Terrace Area



The terrace boasts beautiful views of lawns and Lake. This space can be used in conjunction with the forecourt of the house or on a stand-alone basis.

Dimensions: c5,000 sq ft

Vehicular access for deliveries from estate office yard.

4. The Deer House



Grade I listed single-storey ornamental building. Rendered brick, stone faced garden front. A lockable, restored period building that could host a stylish product launch or pop-up retail shop.

Dimensions: c360 sq ft

Vehicular access for deliveries from estate office yard.

5. Cricket Pavilion



Fenced outdoor area. Internal tea room with kitchen area, seating/desk space, toilets and changing rooms inside. Access will be needed when used by the local club at weekends, alongside school use and private hires, requiring some co-design for any ongoing proposition. Otherwise suitable for occasional or pop-up/meanwhile uses. Electricity and running water within.

Dimensions: Tea room - 421 sq ft

Access via the Staveley Road gate.

6. Workspaces



Three connected brick and beamed workspaces with herringbone flooring located at the rear of the Conservatory. Each space has electricity, lighting, heating and running water within. These spaces might be ideal for crafts people, as a joined-up makerspace or other creative use.

Dimensions: Workspace 1 - 375 sq ft | Workspace 2 - 364 sq ft | Workspace 3 - 81 sq ft

Access via the estate office yard.

7. Estate Office Outbuilding



A good sized unit that could be used as a workspace or studio space. This unit has electricity and lighting and good natural daylight.

Dimensions: 543 sq ft

Access via the estate office yard gate.

8. Stable Yard Buildings



Features: There are a few spaces available in the stables area including the Mullberry Barn (pictured with wheelbarrow against the door), the original stable building and an office building that is used for educational programmes with schools but otherwise available for occasional use.

Dimensions: Mullberry Barn - 260 sq ft | Stable building - 414 sq ft

Access from the estate office yard.

9. Old WC Blocks

Duke's Avenue



Staveley Road



These buildings offer an opportunity for repurposing self-standing units for alternative use. They will need some work but have potential for a range of possible uses such as a florists or another type of shop in the park.

Dimensions: Duke's Avenue - 459 sq ft | Staveley Road - 289 sq ft

Access via Duke's Avenue and Staveley Road gates respectively.

Expressions of Interest (Eols) and Proposals

To express interest you just need to email enterprise@chgt.org.uk with some brief information about yourself, your business proposition, the area(s) of the estate that you are interested in and why your offer is a good 'fit'. Feel free to attach relevant photos and background information about your offer. If you live or are based nearby, please tell us because we want to encourage and evaluate local take-up. Please also tell us how you discovered or heard about this opportunity to help our understanding of which communication channels work best.

We will acknowledge receipt of all Eols and open a dialogue so that we can each ask questions and decide whether we want to progress. If we agree on progressing, we will arrange a site visit and meeting to discuss what would be expected from a proposal and application.

The content needed in proposals will vary depending on the type and nature of your business offer. As regards the financial proposition, we are open to different models: from a fixed rate to rent or hire a space, to a revenue / profit sharing arrangement or some combination thereof, depending on what makes best sense in terms of mutual benefit. At the proposal stage we will also need to issue a simple application form to capture key details prior to preparing an agreement such as: legal status of entity, dates and times of trading, insurance cover, any safety certifications required and a risk assessment (including how you will trade safely in line with public health covid guidelines).

Successful proposals and applications will lead to a License Agreement being agreed and signed to capture the terms and conditions agreed and the mutual obligations of each party. We will then be good to go!

We look forward to hearing from you.