

MUSEUM OF THE HOME

Request for Proposal (RFP): The Museum of Home Kingsland Road Lawns for Events

On behalf of the Museum of the Home we are delighted to present an exciting opportunity to enter into a four year partnership (January 2024 – December 2027) around use of a large and versatile event space, 'The Kingsland Lawns' connected to the recently refurbished and expanded museum.

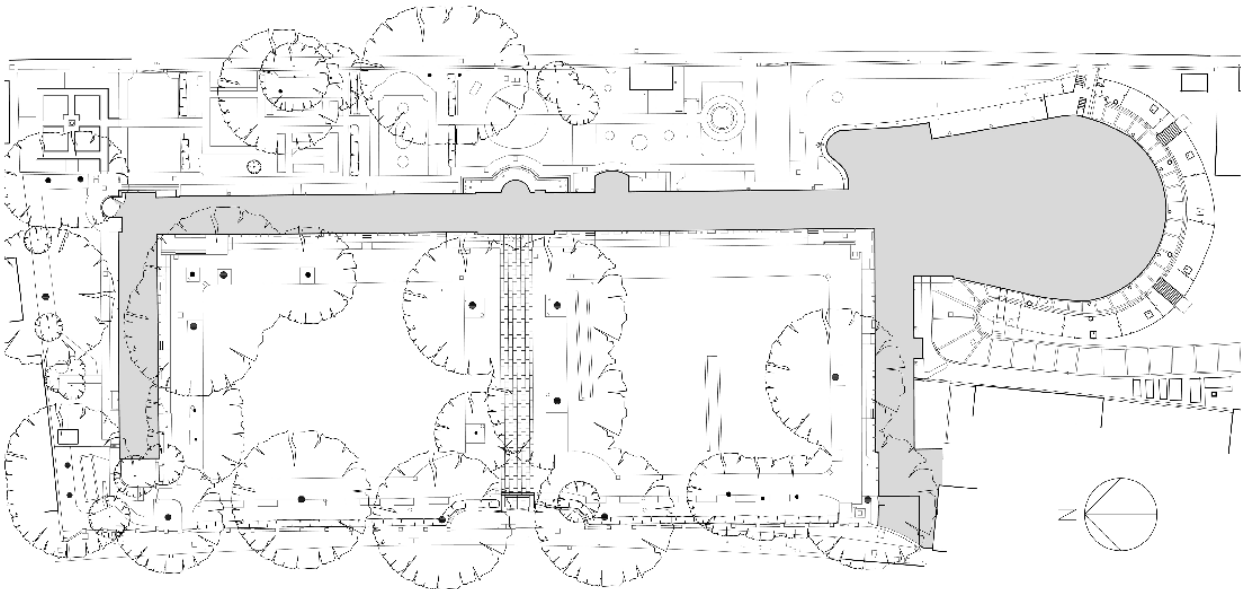
Context: Museum of the Home

The Museum of the Home explores ways of living from 1600 to the present day. Originally almshouses built in 1714, the museum has recently undergone an £18.1million refurbishment (completed 2021) which more than doubled exhibition galleries and added several exciting, contemporary event spaces. The Museum is now projected to welcome 120,000 visitors for 2022.

Directly opposite Hoxton Overground station, ten and fifteen minutes walk from Old Street and Liverpool Street stations respectively and on many bus routes, the location is closely connected to the City and ideally placed for corporate and social events.

The Kingsland Lawns

The lawns themselves are surrounded on three sides by the Grade 1 listed former almshouses, and on the fourth by the popular and busy Kingsland Road linking Hoxton with Shoreditch and the City. The two lawns (at 35m x 28m each) have a capacity for 800 standing, including the pathways and York stone in the centre. Access is available via three gates from Kingsland Road.



Opportunity

This is a unique opportunity for a talented and creative team to propose an exciting day to evening offering and build a successful business in a vibrant and rapidly developing neighbourhood. The candidate must be willing to work alongside the Museum as a popular cultural destination.

The candidate should provide necessary income for the museum by driving commercial use of the lawns. We are open to proposals as regards:

- Times of the Year- i.e. all year round, summer months only etc.
- Business model - i.e. acting as a booker and curator of events, running events directly, developing new activity (such as immersive theatre) etc.
- Financials - i.e. a first-call arrangement then accessing a discounted daily rate, a flat fee, a flat fee and a daily rate etc.
- Duration – length of agreement



Museum terms

The relationship would need to be a partnership with a clear understanding that the priority for the Museum is our visitors, reputation and staff, alongside a sustainable income source. There will be exception days built into the agreement when the Museum requires the space for visitor use e.g. festivals or all day family days. Museum visitors will need access to the entrance via the lawns except under exceptional circumstances. Access will be needed for staff to get to the offices at all times. The lawns remain a fire evacuation point for the Museum visitors and staff.

The Museum is open to the public Tuesday to Sunday 10am-5pm and on bank holidays. Our Premises License allows external events from Thursday to Saturday until 9.30pm (5pm the rest of the week). A maximum of 10 TENs (Temporary Events Notice) can be requested p.a. to extend that period.

Our reputation and relationship with our neighbours is of huge importance to us and any activity on the front lawn would have to support this.

The Museum is a charity (The Geffrye Museum Trust charity number 803052) but the commercial agreement will be with the trading arm; the Museum of the Home Enterprises Ltd. (company number 11687292). You may, however, wish to support the Museum's charitable aim or campaigns through your own CSR or via your corporate clients.

Proposals

Expressions of interest should include your concept and vision – outlining with evidence of previous experience:

- The nature of your proposed activity
- Indicative opening hours
- How you envisage working with the Museum and how your proposal supports [the vision of Museum of the Home](#)
- Your sustainability policy
- Your financial proposal including five year forecast of annual turnover
- Corporate structure and previous 3 years accounts
- An indication of any modifications that may be required (NB the lawns form part of a grade 1 listed space)
- The legal identity of the proposed contractual party
- Any additional requests

Application deadline: 25th November 2022

Please direct enquiries to [hires@museumofthehome.org.uk](mailto: hires@museumofthehome.org.uk)