
2c Maygrove Road

Open call for proposals



Work with us to activate a vacant space and bring exciting, impactful activities to the neighbourhood

March 2022



SUPPORTED BY
MAYOR OF LONDON



1. The opportunity

Camden Council and Transport for London (TfL), in partnership with the Mayor of London's High Streets for All Challenge, are seeking to activate vacant premises in Maygrove Road to bring new uses to Kilburn and positive opportunities to people within the neighbourhood. Owned by TfL, 2c Maygrove Road is a former fish and chip shop that unfortunately became vacant during the pandemic but can contribute to wider work to bring about positive change in Kilburn Town Centre.

We know that meanwhile uses can play a positive role in supporting high streets; giving people with exciting ideas the opportunity to try new things within a space, presenting local people with opportunities to do something a little different within their high street and bringing life and colour to empty spaces.

We want to hear from people with meanwhile use ideas and the capacity to make them happen.

The high street belongs to all of us and so many people want to make a difference within their neighbourhood; and have great ideas! The opportunity is therefore open to all - including individuals, start-up businesses and organisations - and the space is offered rent-free. In return, we want to see uses that bring tangible public value to local people and their local neighbourhood.

2. The space

2c Maygrove Road sits between the existing entrance to Kilburn Arches and the corner of Maygrove Road and Kilburn High Road. It is former fish and chip shop sitting below the historic Metropolitan Railway bridge serving Kilburn Station across the road and providing a strong frontage onto Maygrove Road.

The space was previously split in two; one side for service and display and another for storage.

The space will be provided with basic fit out so that it is safe for use and there will be an expectation that the user of the space provides decoration and furniture to make it work for their use, with some financial support provided to make that happen.

3. The offer

Camden and TfL will offer participants the following package:

- Between 6-12 months use of the space (there may be the possibility of extension)
- Rent-free
- Support with day-to-day repairs and maintenance
- Support with costs associated with preparing the space for the meanwhile use

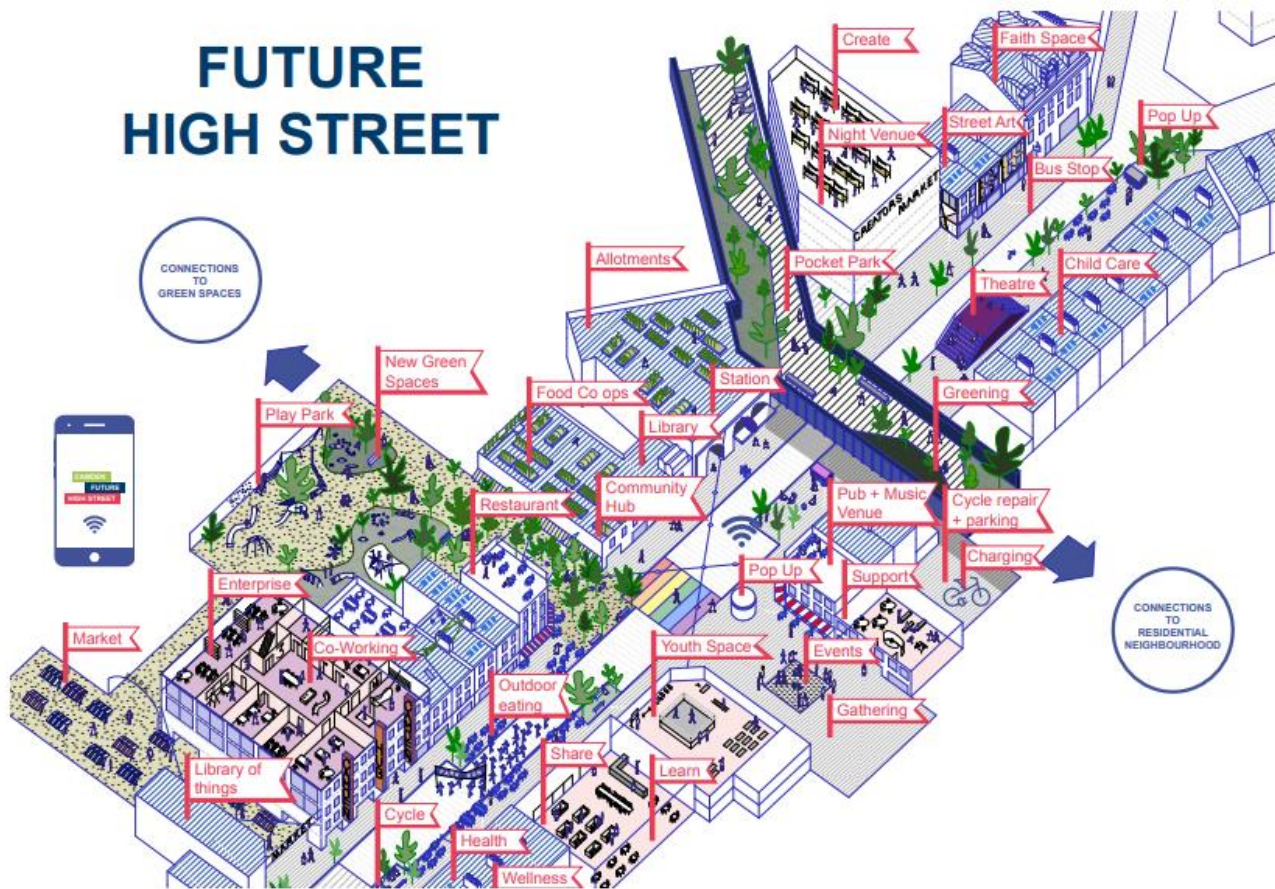
All other costs to be covered by the occupier - including utilities, business rates, etc.

4. What we want to achieve

a. Future High Streets programme

In the [Future High Streets prospectus](#), we set out how we want our high streets to:

...be safe, family-friendly, environmentally responsible, diverse, accessible and vibrant places to shop, work, socialise, share knowledge and skills, network, learn, make, live and play.



The prospectus also set out some key objectives for the Future High Streets programme:

SUSTAINABLE & ACCESSIBLE:

High streets that are sustainable: better air quality, more greening, and accessible to everyone in the community within 15 minutes travel from their home

INVITING PUBLIC REALM:

High streets that are inviting and enjoyable places to spend time: more space for people to meet, sit and socialise; more green, and less dominated by polluting vehicles

COMMUNITY & ECONOMY:

High streets at the heart of community life and local economies: more jobs and training opportunities, increased innovation, entrepreneurialism and a greater role for local partnerships, collectives and community activity

DIVERSE USES:

High streets with more diverse uses and less vacant space: increased leisure, workspace, community space, and culture; and appropriate activity day, evening and at night

5. Criteria

We think meanwhile uses can play a part in achieving these objectives within high streets and town centres across Camden, including within Kilburn Town Centre. Proposals should respond to the vision and objectives set out in the Camden Future High Streets prospectus, summarised in section 4 above and available for download on the [Camden Council website](#).

We will also favour proposals that can demonstrate some or all of the following factors:

- Are appropriate for the space and surrounding area, responding to the specific context of Kilburn Town Centre
- Will attract visitors and increase footfall in the neighbourhood
- Offer benefits and opportunities to local residents and/or businesses - we are interested in proposals that focus on Kilburn and improving the lives of local people
- Are able to use the space flexibly and share space with other uses where required
- Celebrate the contributions of Camden's diverse communities to the history and culture of the borough
- Generate positive publicity for the neighbourhood
- Ensure the space is open during regular business hours
- Are from organisations, businesses or individuals based in Camden and Brent – but this is not a requirement
- Those that are not in conflict with Council objectives and do not contravene planning and licensing guidelines
- Proposals should look to complement the existing assets within the neighbourhood, or do something different

6. Requirements

There are several requirements that prospective participants should note before submitting a proposal. Once the successful proposal has been selected by TfL and Camden, the potential occupier will be required to:

- Discuss and finalise detailed plans for the meanwhile use with Camden and TfL
- Sign a license before using the premises
- Return the premises in the same condition they receive them in and make good any damage
- Ensure the space is occupied and open during core business hours throughout the pop up (although exceptions can be negotiated for set-up, Sundays, private events etc.)
- Pay any business rates applicable to the building*
- Purchase public liability insurance up to the value of £5m*
- Acknowledge Camden, TfL, Mayor of London and LEAP support on all publicity and marketing materials relating to the meanwhile use
- Participate in a project evaluation and regular meetings for the duration of the meanwhile use to discuss progress and any support needed

We want 2c Maygrove Road to be a space that offers a diverse range of opportunities that reflect the diversity of the neighbourhood. We are therefore looking to see proposals that are open to working with other local organisations, projects and initiatives to make the most of the potential of the space.

TfL will occasionally use the space for its engagement events with the local community. TfL will give reasonable notice to the occupier when they will need use of the space and will work with the occupier to make sure this minimises the impact on their activities.

***Business rates:** According to the Valuation Office Agency (VOA), the rateable value for the property is £17,250. This is not the amount you would pay – please find specific details on the [VOA website](#).

***Public liability insurance:** Public Liability insurance covers any award of damages to members of the public because of injury or damage to their property caused by you. This type of insurance is offered by all major insurers.

7. Application process and eligibility

The opportunity is open to all. Please see below the key steps:

#	Milestone	Date(s)
1	Open to proposals	18 th March 2022
2	Q&A period for interested people to ask questions and find out more	w/c 21 st March 2022 – 8 th April 2022
3	Viewing dates	w/c 28 th March 2022
4	Proposal deadline	29 th April 2022
5	Shortlisting	w/c 9 th May 2022
6	Shortlisted applicants invited for interview	w/c 9 th - 16 th May 2022
7	Successful applicant notified	w/c 23 rd May 2022
8	Space provided to meanwhile use	June 2022 -

8. Useful information

Please see below links to documents that can be used to inform proposals:

	Document	Description	Link
a	Camden Future High Streets	The Camden Future High Streets prospectus was published in March 2021 and sets out our vision for high streets and some objectives	Camden Future High Streets prospectus
b	Camden 2025	Camden 2025 outlines the council's plan to make the borough a place where everyone has a chance to succeed, where nobody gets left behind, and where everybody has a voice	Camden 2025
c	Renewal Commission	Recognising the significant change that we have seen since Camden 2025 was written, the Renewal Commission report reflects on lessons of the pandemic, the inequalities it laid bare, and sets out 'missions' that can help us build a more equal and sustainable society	Camden Renewal Commission Report
d	High Streets for All Challenge:	The possibilities playbook developed by the GLA outlining their High Streets for All Challenge that Camden is participating in, with a focus on Kilburn. This programme was launched in March 2021	High Streets for All Challenge:

	Possibilities Playbook		Possibilities Playbook
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9. Please note:

- This invitation does not form a formal procurement or selection process and the Council and TfL are not committed to carrying out such a process. The Council and TfL will consider the responses received and will consider their future options. The Council and TfL is not obliged to accept any proposal, but the selection of any provider will be carried out in accordance with the Council's and TfL's decision making requirements. All correspondence, including this open call, remains subject to contract.
- Meanwhile uses are temporary in nature and, whilst this can be a positive thing, it does also create some uncertainty. Whilst we will endeavour to provide opportunities for as long as possible, it is important to note that meanwhile uses could be asked to stop if the situation changes and, potentially, this could be at short notice.

10. Contact us

Have a question? Please email us at regenerationandplace@camden.gov.uk

11. Project supporters

The project is supported and funded by the Mayor of London and the Local Economic Action Partnership (LEAP):

- The [High Streets for All Challenge](#) is the Mayor of London's £4m fund to support local partnerships to bring forward and co-design innovative high street recovery strategies and proposals. Each strategy can address common and local challenges and underpin the public re-imagining of high streets and town centres across London.
- Supported by the [London Economic Action Partnership \(LEAP\)](#), the Challenge will provide targeted advice and up to £4 million of strategic enabling funding to inspire and help form these partnerships, prepare strategies, propose projects and test their effectiveness. It will support local engagement and promote a culture of ideas, experimentation and invention and build a pipeline of schemes for future investment opportunities.