



OBSERVER BUILDING LEAD TENANT PACK – ARTIST MAKER SPACE

VISION FOR BUILDING

White Rock Neighbourhood Ventures (WRNV) is a locally rooted developer. Our mission is to create new models of neighbourhood development that safeguard affordable spaces in perpetuity in the White Rock area of Hastings and build a strong community of tenants that 'self-manage' their spaces.

Our first building, Rock House, was bought in 2014 and developed in phases from an 9-storey derelict office block into a mixed use, capped rent space for living and working. The building is home to 43 businesses and 78 work space tenants alongside 10 residential tenants. We want to build on this success to create more social impact in Hastings by growing and evolving our model.

The Observer Building is Rock House's direct neighbour. Often cited as the rotting heart of Hastings town centre, the building has been derelict for 34 years though it has had 12 different owners and as many planning permissions. With 7 empty floors totalling 4000 m², the opportunity is huge. Our aim is to fill it with life and protect the unique spaces using our sustainable business model, creating more affordable space for living, working and leisure. We will also focus on creating life-changing opportunities for local people, through affordable space for new enterprises to grow and through chances to train and learn new skills.

In the first phase of the development, the planned initial use of the second floor of the building is an artist and maker space. A major part of our mission to protect affordable space is to allow arts and culture to continue to thrive in Hastings. Creatives, small scale entrepreneurs and other project workers tend to face discrimination in the private rental sector because they don't have stable earnings or pay slips. They generally scrape a living of around £13-19k (around 30-50% of local median earnings) whilst contributing a great deal to the distinctive life of the town. As rents rise in Hastings affordable space becomes even more critical to protect.

THE OPPORTUNITY

We are looking for an enthusiastic artist-maker (an individual, group or organisation) to act as the floor manager of the second-floor maker space. The floor manager would take the lease on the space highlighted below in the floor plan and manage subletting space to individual tenants. We have had 23 enquiries so far by artist makers wanting to rent space in the Observer Building, from fashion to performance art, and many wanting to incorporate training into their offer.

We have used a similar lettings approach with some spaces in Rock House, namely The Old Bakers who lease and manage the whole space and sublet to others with a similar ethos.

The floor manager would meet the same criteria as all White Rock Neighbourhood Ventures tenants – they would demonstrate that they **need** affordable space; they will be **enthusiastic** about the neighbourhood and the ethos of our buildings (community self-management, creating local social impact, DIY regeneration, working in partnership); and be **willing to contribute** to the physical and social upkeep of the spaces and the neighbourhood. They would be responsible for ensuring that their subletting tenants also meet these criteria. Ideally, they would have experience of managing a similar space (for example artists' studios) or experience of coordinating multiple organisations.

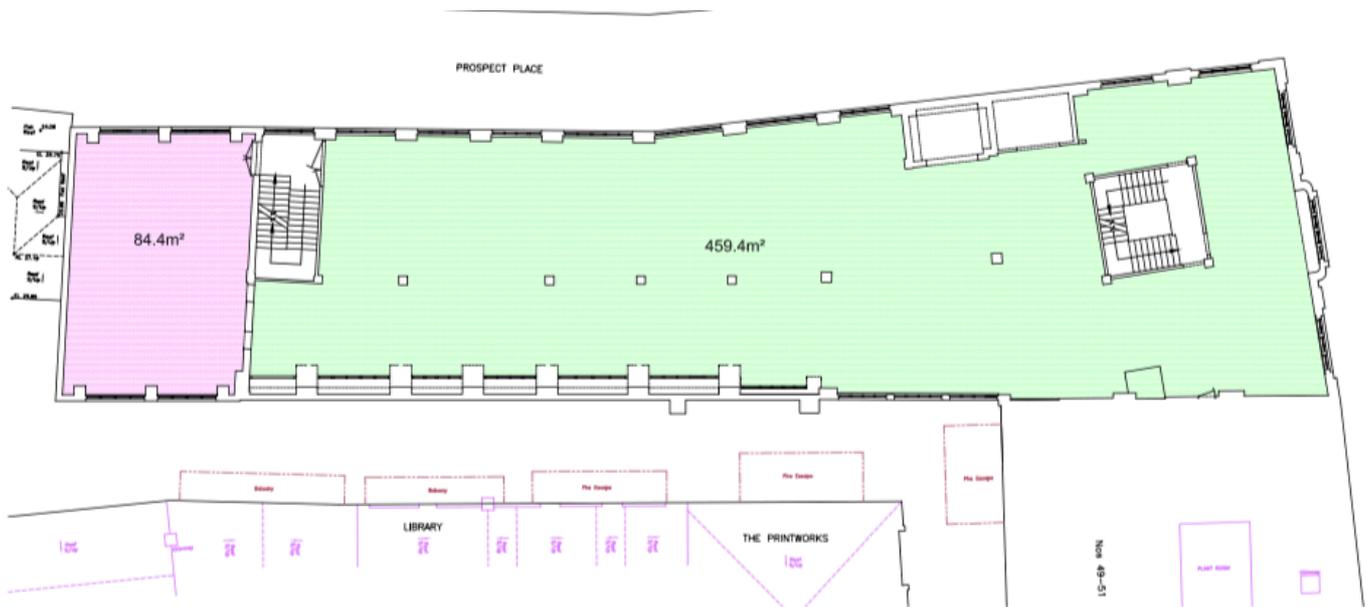
THE SPACE

The Managing Tenant will manage 545 m² of the second floor (highlighted in green and pink). The rent for the duration of the lease on the entire floor will be:

- £20 per m² for the open plan green section - £11,040 per annum including VAT
- £100 per m² for the southern box (higher quality space, likely to be heated) - £10,200 including VAT
- £40 per m² for service charge – £26,160 per annum including VAT

The Managing Tenant will be responsible for the fit out of the space, including lighting and sinks. WRNV will provide a water supply and electricity supply. The electricity will be metred for the space and not included in the service charge. However, WRNV have negotiated very affordable rates as we buy so much electricity for Rock House, our building next door.

Please note that the second floor of the Observer Building is due to be renovated into affordable flats in 2021, meaning that the second-floor lease will be medium term – minimum 18 months. This date may be pushed back and there may be other artists studio space available in the White Rock area by that point, namely on the top floor of 12 Claremont which is due for development by our partners Heart of Hastings CLT and Project Artworks.



HOW TO APPLY

Please fill in the OB commercial tenant application form (email info@theob.org.uk for a copy). Please also submit a separate proposal, laying out your approach to the floor manager role - tell us about your relevant experience and interest and how you would manage the spaces and tenants. We're particularly interested in how you would encourage your subletting tenants to create social impact through their work. Examples of this could be offering workshops or training, sharing resources, engaging with the wider public or something totally different.

The deadline for applications in **26 April 2019**.