HERITAGE ACTIVATION NODE AT KATONG-JOO CHIAT
CALL FOR COLLABORATION

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Annexes

1. Introduction

<u>About the Call for Collaboration for Heritage Activation Node at Katong-Joo Chiat</u>

This Call for Collaboration invites Singapore-based interest/community groups and/or individuals[1] to submit proposals to develop heritage-related projects to be implemented in the Heritage Activation Node at Katong-Joo Chiat (HAN@K-JC) in 2024.

<u>About Heritage Activation Nodes</u>

The National Heritage Board's (NHB's) Heritage Activation Nodes (HAN) initiative seeks to provide opportunities for the community to participate in and to co-develop projects aimed at celebrating the heritage of their neighbourhoods, thereby making heritage more present in our daily lives.

From 2024, a series of HANs will be launched in various precincts in Singapore. Each HAN will be unique with programmes and activities tailored to promote the heritage and character of the individual precincts. To facilitate this, NHB will empower and provide support to community groups and individuals who wish to conceptualise and implement heritage-related projects to celebrate the unique heritage of their neighbourhoods.

<u>Heritage Activation Node @ Katong-Joo Chiat</u>

The first HAN was launched in Katong-Joo Chiat in April 2024 to deepen our appreciation of the neighbourhood's multicultural heritage through programmes that re-discover and celebrate the precinct's rich culinary heritage, affiliation with Peranakan Culture, as well as its unique pre-war architecture.

NHB is working with community heritage group Katong Culture (KC), an interest group established by the Joo Chiat Community Club Management Committee, as an anchor partner to co-create heritage projects and to organise regular activities such as street festivals, guided tours, talks and other programmes that explore and celebrate the rich heritage of Katong-Joo Chiat.

Through this Call for Collaboration, NHB invites additional community groups and individuals, who may have a keen interest in exploring and celebrating the rich heritage of Katong-Joo Chiat to participate in HAN@Katong-Joo Chiat.

HAN@K-JC covers areas within Katong, Joo Chiat and Geylang Serai. Interested parties may refer to <u>Annex A</u> for the boundary of HAN@K-JC and <u>Annex B</u> for a list of suggested references and readings on the history of these neighbourhoods.

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[1] Individual Singaporean or Singapore Permanent Residents (PR) residing locally; Companies/Societies/Non-profits registered with ACRA/ROS/NCSS; Informal groups or collectives, with the lead applicant(s) (who plays a lead role in the production) is a Singaporean Citizen or Permanent Resident based in Singapore and at least half the team comprising Singaporean or Permanent Residents.

2. Proposal Brief for Heritage Activation Node at Katong-Joo Chiat (HAN@K-JC)

a. Programming Priorities

HAN@K-JC aims to showcase year-round activities and programming that creatively explore and increase awareness of heritage and culture, engage the community, and activate shared public spaces of the Katong-Joo Chiat neighbourhood from 2024 to 2027.

Projects can take on various formats, including but not limited to: (a) exhibitions; (b) guided tour programmes; (c) talks, lectures, and workshops; (d) screenings; (e) murals; (f) community games and competitions; and (f) temporary outdoor artwork installations.

Your project proposal should focus on at least one of the following HAN programming priorities:

   a. Celebrate the history, significance, key figures and/or communities in Katong-Joo Chiat;
   b. Reveal and promote new, or lesser-known, aspects of Katong-Joo Chiat's heritage and culture;
   c. Build new audiences that can appreciate the heritage and culture of Katong-Joo Chiat;
   d. Present Katong-Joo Chiat's heritage and culture in unique and/or innovative ways, such as through the use of technology to engage audiences and to provide them with agency to learn more about the precinct's heritage.

Projects may cater to different segments, including but not limited to: (a) residents of the precinct; (b) the wider Singaporean community; (c) elderly; (d) youths; and/or (e) families.

Projects that include collaborations with businesses or groups in the area, or across different industries or disciplines, are encouraged[2].

b. Project Dates

The duration of a project should be no longer than six months. Successful applicants are required to complete their project by 28 February 2025.

c. Project Location

Applicants are free to propose any venue(s) within the Katong-Joo Chiat neighbourhood for their projects, where relevant. Projects can take place in unconventional sites, such as cinemas, bookstores, homes, alleys, commercial spaces, roof tops and more.

While conceptualising each project, applicants should take into consideration the use of public spaces, landscaping and structures at the proposed site, including taking reference from the site and/or precinct's history and heritage. The usage of all spaces and locations is subject to approval by NHB and relevant stakeholders within the precinct. The boundary within which HAN@K-JC activities will be held can be found in Annex A.

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[2] Applicants may approach NHB should they require NHB's assistance to facilitate their approach to businesses or groups in the area for collaborations on their projects.

Where relevant, applicants must consider the following risks when developing the concepts:

- Public safety in relation to location, engineering, use of materials, visual distraction to main traffic, etc.;
- Disruption to traffic, pedestrians, businesses and residents during construction;
- Security during installation and after completion of installation;
- Advancement of a partisan political agenda;
- Realistic budget;
- Cross-cultural processes; and
- Environmental concerns and sound levels.

NHB and/or KC may suggest and provide a supported venue to successful applicants, subject to availability.

d. Budget and Funding

Funding support varies by project type and the amount disbursed for successful projects is dependent on the scale of the proposed initiative. Funding will be capped at a value of SGD$6,000 for each project and will be disbursed on a reimbursement basis upon completion of the project.

Applicants are required to submit a breakdown of the budget required. The budget should be all-inclusive, including direct project costs, as well as all other associated costs, including licenses, permits, production, installation and de-installation (where applicable) factored in.

All official receipts and supporting documents of successful projects must be submitted when the project is concluded.

Applicants are allowed and encouraged to partner with companies and sponsors to supplement the project budget to execute their project. Where possible, the projected value of these sponsorships should be made known at the point of application.

A commissioning agreement, which will include the funding conditions and disbursement schedule, will be drafted and issued by NHB to the successful applicant for agreement prior to appointment.

If there are no suitable proposals received, NHB and KC reserve the right to conclude the Call for Collaboration with no award.

3. Application Process

a. Eligibility

The Call for Collaboration is open to the following:

- Individuals who are Singapore Citizens or Permanent Residents (PR) residing locally;
- Organisations that are either organisations that are either registered with the Accounting and Corporate Regulatory Authority (including non-profit/ non-government/ community-based organisations/ sole proprietorship/ limited liability partnership (LLP)/ company limited by guarantee (CLG)), or a society with the Registry of Societies at the time of application; and
- Informal groups or collectives of which at least half the team is made up of Singapore Citizens or PR.

Proposals that involve collaborations with foreigners are eligible if the lead applicant(s) (who plays a lead role in the production) is a Singaporean Citizen or Permanent Resident based in Singapore and if at least half the team comprises Singaporean or Permanent Residents.

Applicants are welcome to consider applying for NHB's Minor and/or Major Project Grant should their proposed project fall outside of HAN@K-JC's boundary (Annex A) or if the proposed budget exceeds $6,000.

Youth applicants (aged between 15 to 35 years old) may also consider applying for NHB's and National Youth Council's joint Youth Kickstarter Fund for seed funding to realise their projects.

b. Evaluation Criteria

All project proposals are jointly evaluated by NHB and KC. They will be evaluated based on the following criteria:

1. Focus on Heritage and Public Engagement
a. Impact on/involvement of precinct stakeholders
b. Ability to promote learning and appreciation of the neighbourhood's heritage
c. Relevancy and relatability to its intended audience and/or community

2. Project Objectives and Creativity
a. Addresses at least one of the programming priorities of HAN@K-JC
b. Well-thought through and planned
c. Creative and has innovative merit
d. Foreseeable impact of the project on the community

3. Capacity and Commitment to Realise Project
a. Comprehensive account of the project with well-defined deliverables and a realistic implementation schedule
b. Viable strategy to manage the project and to actualise the stated deliverables
c. Clear and detailed breakdown of projected manpower, operating and other miscellaneous costs
d. Estimated costs cited are realistic and broadly consistent with market rates

As part of the selection process, NHB and KC may reach out to applicants to seek further clarifications.

c. Submission Requirements

Applicants will have to submit their proposal application via FormSG. Applicants are highly encouraged to prepare all necessary information and documents below prior to filling the application form.

Interested applicants are required to submit the following:
- Application Form (FormSG); and
- As attachments to the Application Form:
  - Project Proposal (Template provided in Annex C);
  - CVs/Portfolios of key parties involved; and
  - Other Supporting Documents (where relevant).

Kindly note that FormSG has a 20MB limit for attachments (proposal, budget, CVs, supporting documents). Images will be auto-compressed to a resolution of 1024x768, which will typically be less than 1 MB. Applicants are advised to submit their documents in a zipped file. Applications with file sizes that exceed the 20MB limit will not be able to submit the online application.

4. Selection Outcome and Dates

The key dates are as follows:

| Date	Item
20 April – 29 June 2024 (10 weeks)	**Open Call for Collaboration for HAN@K-JC** Interested applicants are to complete the online application form and submit supporting documents via FormSG.
29 June 2024 *Applications must be submitted by 2359 (Singapore Time)*	**Deadline for Call for Collaboration Submissions**
July – August 2024	**Clarification and Evaluation Period**
August 2024	**Call for Collaboration Results Released** Applicants will be notified regarding the Call for Collaboration results. Successful applicants are to work closely with NHB and KC to fine-tune the programme details and deliverables. A commissioning agreement with the terms and conditions and expected deliverables will be issued to the successful applicant for agreement.

5. Contact Information

Should you have any inquiries on the Call for Collaboration, please feel free to reach out to us at NHB_han@nhb.gov.sg.

A. Boundary of HAN@Katong-Joo Chiat

Proposed projects should be located within the boundary below:
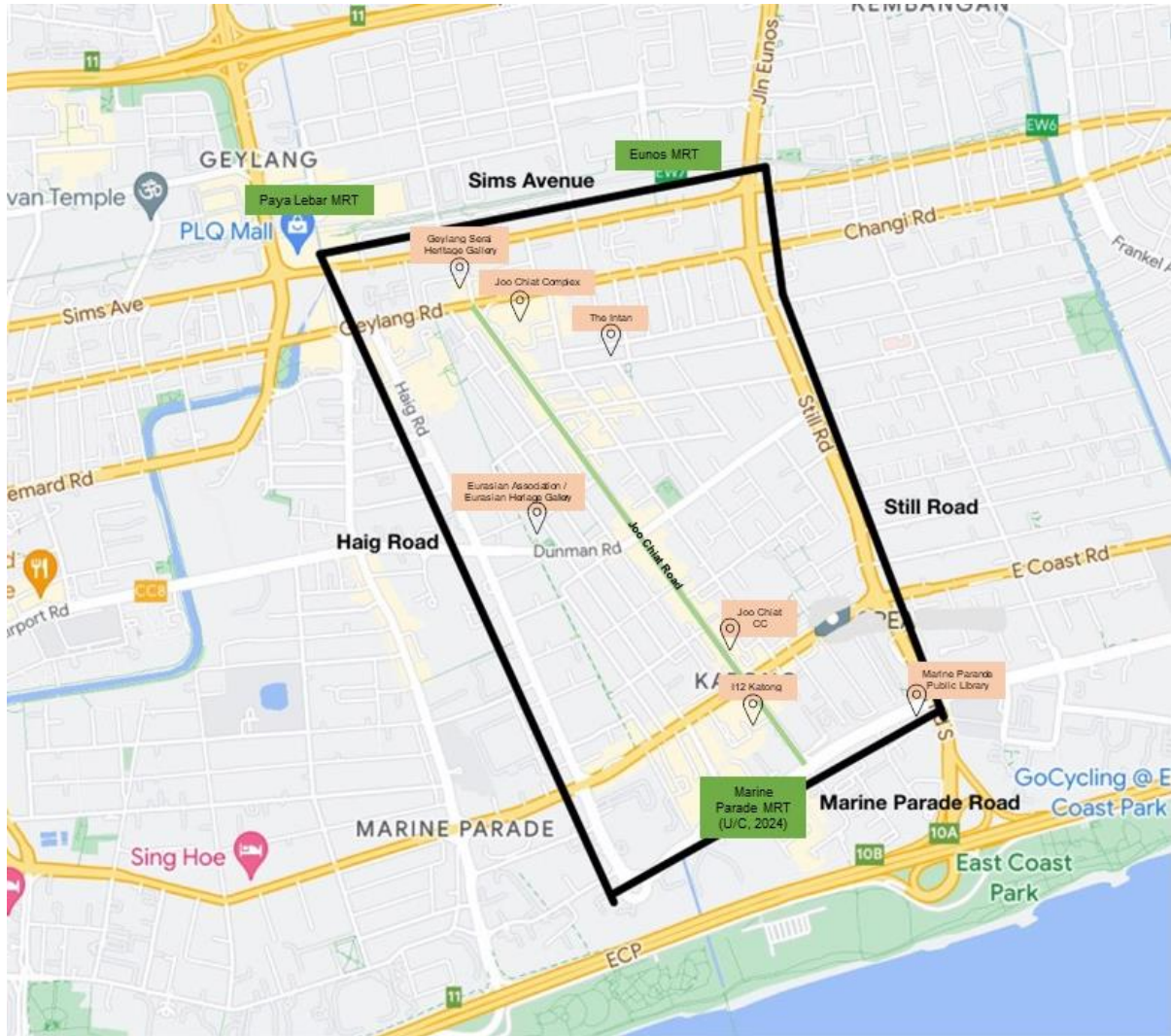
B. List of Suggested References

Applicants may refer to the list of recommended references below for more information on the history of Katong-Joo Chiat and Geylang Serai.

1. Buckley, Charles Burton. *An anecdotal history of old times in Singapore*. Singapore: Oxford University Press, 1984.

2. Dunlop, Peter K.G. *Street Names of Singapore*. Singapore: Who's Who Publishing, 2000.

3. Hong, Terrence. "A Seaside Walk to remember". *Passage*, May/ June 2009.

4. Kenangan Abadi. *Geylang Serai: Down Memory Lane*. Singapore: Heinemann Publishers Asia Pte Ltd, 1986.

5. Kong, Lily. *Conserving the past, creating the future: urban heritage in Singapore*. Singapore: Urban Redevelopment Authority, 2011.

6. Kong, Lily and Chang, T.C. *Joo Chiat: A Living Legacy*. Singapore: Joo Chiat Citizens' Consultative Committee, 2001.

7. Lee Kip Lin. *The Singapore House 1819-1942*. Singapore: Times Edition, 1988.

8. Ministry of National Development. *The Making of Wisma Geylang Serai.* Singapore: MND, 2013.

9. Patricia, Devasahayam. *Geylang Serai: The Malay Emporium of Singapore*. National University of Singapore Academic Exercise, 1984/85, Department of Sociology.

10. Phua, Yue Keng Roy. *Living the Katong Legacy: Culture, Identity and Place in Singapore.* Academic Exercise for the Department of Geography. Singapore: National University of Singapore, 1992/1993.

11. Urban Redevelopment Authority. *Architectural Heritage Singapore: Architectural Heritage Awards 1994-2004*. Singapore: URA, 2004.

12. Dr. Wee, H.L. Peter. *From Farm and Kampong*. Singapore: Graham Brash Pte Ltd. 1989.

13. Yeoh, S.A. Brenda and Kong, Lily (eds.) *Portraits of Places: History, Community and Identity in Singapore.* Singapore: Times Edition Pte. Ltd., 1995.

C. Project Proposal Template

Project Brief and Summary:

Within 200 words, please summarise your project brief in this section to aid our assessment of your application. Not all guiding questions under each heading will be relevant to every application – feel free to emphasise some points more than others and add other points that you feel are important for us to know. If you have any documents relevant to this application, please attach them with this template in your application.

Title of Project:

i) **What is the objective and goal of your project?**
- *What are you attempting to do?*
- *Who does the project influence and have an impact on? Who is the target audience of your project?*

ii) **What is the intended outcome(s) that you hope to achieve and impact you hope to see, by the end of the project?**
- *After the project is completed, what changes do you hope to make and see?*
- *How will this project meet the HAN objectives, i.e., engage the community, rejuvenate shared spaces and/or promote learning and appreciation of the neighbourhood's heritage?*
- *How will your target audience benefit from your project?*

iii) **How do you plan to achieve the goals and outcomes set out for the project?**
- *What is your estimated plan and timeline?*
- *What is your project duration? Is your project a one-off event (short-term) or will the project be ongoing and/or will your project commence periodically (long-term)?*
- *What activities and actions need to be taken to achieve the goals that you have articulated above?*
- *What is the proposed output and venue of your project?*

iv) Who are the key people involved?

- *Who is involved in your project? What are the manpower requirements of your project?*
- *Who are the partners and platforms you plan to collaborate with (please include their CVs and write-ups in your submission)? How and what will they contribute to the execution of your project?*

v) **What is the estimated budget of your project?**

- *Please provide a breakdown of your budget:*
  - *Manpower costs (e.g. project manager, consultant, artist fees, editors, consultants, designers, developers, engineers). Summarise their fees and wages.*
  - *Direct Project Costs (e.g. research, prototyping, training, testing, development, maintenance, material, production, venue rental, technical requirements, installation, hardware, software etc.).*
  - *Income (e.g. sales, other grants, donations, direct sponsorships, in-kind sponsorships, etc.)*