



**The Bluecoat Trading Company Limited**

**Request for Quotation**

**Commercial Strategy Development**

**Background**

Bluecoat is Liverpool's contemporary arts centre, a working home for artists, and a place where audiences can experience art in new ways. With an architecturally distinctive building in Liverpool City Centre the Bluecoat offers a dynamic mix of exhibitions and events, a programme for families and children and a bustling café serving delicious homemade food. Our legendary garden is open all year round and we're home to several independent retailers and creative businesses.

Bluecoat occupies Grade 1 listed premises extending to 3210sq ft. A newly renovated reception and café area serves as a visitor welcome point and provides access to 18 office spaces of various shapes and sizes, housing a number of SMEs, mainly cultural enterprises, alongside Bluecoat's own staff. There are also three meeting rooms, 12 working artists' studios and seven retail spaces spread across a cluster of buildings including a courtyard and a garden.

Bluecoat's artistic programme has been traditionally housed in four spacious visual arts galleries and a performance space, and is now increasingly extending throughout other parts of the building, making for a more rounded visitor experience. Working alongside the arts programme and interweaving cultural, commercial and social uses in our meeting and reception rooms, our events programme has gone from strength to strength. The building is much in demand as a venue for weddings and conferences.

As a charity that owns the building freehold, Bluecoat operates income-generating activities as a social enterprise with all earnings subsidising our artistic activities.

Over lockdown we introduced a new brand and refreshed our purpose. We have ambitious growth plans. Our strategy *Bluecoat 2030*, sets the goal of doubling our pre-Covid visitor numbers and reshaping our business model to maximise the income we can create from our spaces.

## **Requirement**

### **The brief**

We're looking for a consultant to work closely with us in developing a commercial strategy for the Bluecoat, providing a prioritised series of ideas and recommendations for generating unrestricted income from a series of initiatives focused on our estate and assets.

### **Outputs**

A full report and presentation on the commercial potential of Bluecoat, including a series of implementable recommendations, with specific reference to the following areas:

### **Work/meeting space**

#### Market Analysis

- Current demand and competition pricing in Liverpool City Centre
- Liverpool City Region overview workspace provision
- 1. Alternative models of office space with options as to how to meet the needs of businesses in a post-coronavirus world including:
  - Part-time office space
  - Shared workspaces and co-working hubs
  - Time share office space
  - Covid-safe working environment
  - dynamic office spaces
- 2. Conferencing, offsite-hosting and post-pandemic professional indoor/outdoor mixing environments

### **Retail**

- Market analysis
- Brand 'fit' proposals – linking audience development to footfall growth
- Opportunities to develop the retail offer

### **Outdoor Events**

- Market analysis
- Areas for growth including markets & fairs building on book fair and record fairs
- Filming, photoshoots
- Seasonal planning
- Day and night time economy, eg use of garden in the evening

### **Events**

- How we might grow our current successful event offer in a cost effective and value-consistent way
- Packaging and marketing our own events commercially, linking with existing programme e.g. talks.

### **Streamlining delivery**

- Optimum delivery systems
- Staffing
- IT: review of use of Patronbase in relation to commercial activity
- Delivery partnerships

We would like to work with someone who can demonstrate knowledge and understanding of an organisation like ours, and a national perspective on cultural venues using innovative ways of developing income streams using their assets.

**Deliverable Timescale**

We would like this work delivered by the end of October – Appointment anticipated late August 2022.

**Indicative Budget**

We have £5000 to carry out this project.

**Evaluation Criteria**

Quotations will be assessed and scored on the following criteria:

**Quality/Technical Merit (50%)**

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

**Delivery Timescale (20%)**

Supplier must demonstrate they can deliver the requirement to timescales above.

**Cost/Value for money (30%)**

Does supplier offer value for money. This will not necessarily be the cheapest quote.

**Scoring Methodology**

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

**Proposal Format**

Proposals should clearly demonstrate how they meet the requirement set out above.

Please provide the following information:

1. Intro to the company/individual, specifying the individuals who will work on the project and their area(s) of expertise.
2. Outline of how you would approach the project, detailing your process and the time commitment from the Bluecoat team.
3. Demonstrate your skills and ability in how best to work with our type of organisation on this project.
4. Breakdown of the budget.

**Deadline and Submission**

Proposals are required by midday on Monday 22<sup>nd</sup> August 2022, either electronically or by post/in person to Caroline Sanger-Davies, Bluecoat, School Lane, Liverpool L1 3BX, [caroline.sd@thebluecoat.org.uk](mailto:caroline.sd@thebluecoat.org.uk)

**Date Published**

3<sup>rd</sup> August 2022

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**Conditions of Tender**

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.