

Creative spaces at The Arches, Worcester – Marketing and Management brief

Worcester City Council, in partnership with Worcester University, Severn Arts and Worcestershire County Council is seeking interest in the marketing and management of four newly refurbished railway arches in the heart of Worcester for the use of creative industries.

The Arches Worcester project involves the development of a creative quarter at the heart of the City connecting the City Centre to the River Severn. The mix of uses already established in the surrounding arches includes restaurants and bars, a brewery, a coffee bar, entertainment and industrial design units.

Five railway arches are being refurbished with Cultural Development Fund capital from the Arts Council and are to be made available specifically for partnerships/businesses **working in the creative industries** and using the space for creative and artistic uses. The Arts Council defines creative industries as:

“...those industries with a high intensity of creative occupations. This includes those in creative and non-creative jobs within the creative industries.”

This definition extends to include professionals working in design, media as well as performance space.

The partnership is now seeking a provider to promote and secure the letting of four of the arches for the above purposes. This involves two distinct functions that may be combined if the provider can offer the suitable range of skills and experience: marketing and management of the site.

For further information visit:

[The arches worcester – a new cultural destination for the city](#)

[Home - The Arches Worcester Festivals](#)

Please address any enquiries about this brief to:

procurement@worcester.gov.uk

Partners

Marketing Brief

Purpose of the exercise-

1. To make prospective users/occupants aware of the opportunity to rent/hire/use space, promoting the project purpose and creating interest
2. To seek formal expressions of interest from suitable prospective users in renting the space
3. To have non-contractual discussions with interested parties on prospective occupancy arrangements
4. To analyse the responses and present to the client recommendations, based on the results of the campaign, for potential occupiers and areas for negotiation including
 - Alternative levels of rent/ service charge to meet market needs
 - Flexible layout of internal spaces within the arches
 - Alternative sectors to consider for future marketing

The creative spaces

The space will be available at completion stage to the following specification, ready for fit-out by the occupiers as agreed with the Partners:

Arch 27: 114.27sqm Gross Internal Area (GIA)

Arch 28: 111.92sqm GIA

Arch 29: 110.61sqm GIA

Arch 30: 108.81sqm GIA

Arch 33: 76.91sqm GIA

(A final measure for GIA will be taken once all internal fittings have been installed).

Each arch will have a WC, wash hand basin and sink, lighting and power sockets. Electricity will be separately metered.

Interest from individuals willing to share or from groups proposing to share space within an Arch will be welcomed

The arches in question are due for completion by January 2022 and will be available for let shortly thereafter.

The marketing exercise should seek feedback on whether the designs are fit for purpose and what alteration/fitting-out users will need to undertake themselves.

A mix of potential user will be required. Present thinking is that it would be acceptable for some individual arches to be taken for sole occupation by users (as tenants) and other spaces shared between users on more flexible arrangements, in line with the Partnership's approved Letting Strategy. The marketing campaign should seek to understand the level of interest for both more traditional and flexible tenure arrangements.

Marketing material will be made available but any additional promotional material may be created to promote the intended artistic/creative/cultural nexus that the project partners wish to create. It is

important that potential suppliers demonstrate how they intend to promote the opportunities to appropriate audiences both within the city and further afield.

Timescales

The delivery of the initial awareness campaign should be completed by and any initial formal expressions of interest provided by 31 January 2023, to a panel convened by the Council to consider applications.

Management Brief

Following the completion of the initial marketing and engagement exercise, there will be an ongoing requirement for management of the facility and continued promotional activities. This can be provided as a next stage of the marketing exercise, although applicants are invited to apply for either activity in isolation.

The **defined activities** for management of the facilities are as follows:

1. Following panel approval, to secure the prospective occupier's interest
2. To agree lettings and hiring of space
3. To provide day-to-day on-site support for users of the space and to manage any requirements in respect of asset security to ensure the long-term viability of the site
4. To triage and report repairs to the Council
5. To secure premises on conclusion of tenancies
6. To continue to promote the Arches in accordance with the project objectives and seek expressions of interest from suitable prospective users in renting the space and refer these to the selection panel
7. To manage a range of facilities management services

As the landlord, the City Council's Property team will retain responsibility for organizing repairs and servicing, rent collection, calculation of service charges, the negotiation of leases and instructing solicitors

Expressions of interest

The two functions defined above can be delivered under one contract or as two separate activities.

The initial **Marketing Brief** will be a fixed term assignment in line with the timetable set out above (subject to negotiation).

The **Management Brief** including the ongoing promotion of the Arches will be for a fixed term of two years which may be extended, dependent on performance, for the period of the project to 30 April 2028 and will be funded from project budgets. The partnership is open to offers, including options related to an agreed fixed fee or income sharing arrangements.

Interested parties are invited to complete the attached proforma and return this to:

procurement@worcester.gov.uk by 5pm on **Monday 29 November 2021**.

Interviews with applicants, if required, will take place in the week commencing 6 December.

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Outline your knowledge of the creative industries and artistic communities in Worcester and more widely, setting out relevant experience of working with these communities. (Max 500 words)

Which activity are you applying for?:

the Marketing Brief

the Management Brief

Both functions

Outline your approach to marketing and engagement for The Arches Worcester (Max 500 words)

Outline your experience of managing assets or facilities (Max 500 words)

Fee proposals

Marketing activity – fixed fee proposal (to the nearest £1)

Management Activity - fixed fee proposal (to the nearest £1), or alternative fee proposal

Name of organization

Company/charity number

Name of person authorized to complete this form

Signature

Date