



**Bournemouth 2026<sup>®</sup>**  
**Trust**

Company No. 8107118 Charity No. 1149697

July 2016

## **SPECIFICATION TO COMMISSION A SERVICE**

Bournemouth 2026 Trust has leased The Old School House (OSH) from Bournemouth Borough Council, and took over the running of the building at the start of April 2016. The Trust would like to commission a self-employed individual to provide management and marketing support to assist with the running of the building in Gladstone Road, Boscombe.

### **BACKGROUND**

The Old School House (OSH) was in operation for over a year, as part of a European funded project. The building is used as a Creative Industries Hub and creative co-working space and there is a requirement to continue this use for 5 years beyond the life of the initial project. Following the end of the European Project, the council has continued to support the building and there is a small group of creatives in residence. A business plan has been prepared including forecasting income and expenditure projections identifies the following as keys to success:

- Successful building and establishment of partnerships with relevant organisations throughout Bournemouth
- Remain dynamic and fluid with changes expected in the creative industry and the needs of Boscombe
- Remain open and responsive to feedback from existing and future creatives in-residence
- Create a clear and unique brand that is well recognised throughout the south west and potentially as far as London
- Be recognised as a community enterprise

According to the business plan the building breaks even financially at around 80% occupancy including the use of both the community, meeting rooms, hot desks and work pods. The challenge of achieving and sustaining this level of occupancy should

not be underestimated, and will depend heavily on maintaining user satisfaction with the facilities and continued marketing to attract new occupants.

## **REQUIREMENTS**

### **Marketing**

Strong marketing skills are required, to identify, connect with and achieve traction with appropriate creative talent and sell space at the Old School House for creative start up, growth and use of the community room, meeting room and hot desk facilities. The Trust is seeking an individual who can give the appropriate focus to the Old School House. The functions that will be required are:

- Refine and implement the marketing strategy
- Facilitate and run events for members
- Build partnerships with individuals and organisations
- Be the external representative of the Old School House
- Maximise the occupancy rate of the building
- Oversee the development and management of the OSH web site
- Manage the social media presence for OSH
- Help the Trust to maximise income

### **Management**

Management skills are required to develop appropriate systems, policies and procedures for running the building

- Set up management information systems to collect data about the use of the building in order to inform further development
- Refine and develop business strategies to ensure optimal results
- Research potential funding opportunities and develop funding proposals
- Update and refine the business plan in the light of experience
- Maximise the occupancy rate of the building
- Liaise with other contractors providing support in running the building such as the Caretaker and administrative support
- Ensure a quality service to members
- Maximise income
- Manage expenditure and costs

It is anticipated that the successful individual will be available 4 days per week, either on-site or out representing the facility with potential users/partners.

### **Proposals**

We are looking for proposals which will clearly set out the following:

Hourly, weekly or monthly costs

Track record of the individual applying for the commission

Indication of achievable outputs and outcomes

Evidence of previous experience of operating in a similar environment

Tenderers should send their proposals in a sealed envelope marked confidential to:

Tina Thompson, Company Secretary, Bournemouth 2026 Trust, The Old School House, Gladstone Mews, Bournemouth BH7 6BG

Or by email to: [tina.thompson@bournemouth2026.org.uk](mailto:tina.thompson@bournemouth2026.org.uk)

All questions should be put in writing by email to:

[tina.thompson@bournemouth2026.org.uk](mailto:tina.thompson@bournemouth2026.org.uk)

Additional information about The Old School House is available at:  
[www.theoldschoolhouseboscombe.org.uk](http://www.theoldschoolhouseboscombe.org.uk)

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**Timescale:**

Invitation to tender sent out/publicised: 15<sup>th</sup> July, 2016

All tenders to be received by 5pm on: 22<sup>nd</sup> August, 2016

Shortlisting to take place: 23<sup>rd</sup> August, 2016

Interviews with shortlisted applicants: To be advised

The initial contract is likely to be awarded for a period of 6 months.

**Budget:**

The total budget available is in the region of £15,000 over 6 months.