

PHOENIX Café/Bar

Application Pack

Deadline: 31st August 2018

**Phoenix Brighton
2018**



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About Phoenix Brighton: Brief History & Overview

Since its establishment by a group of artists in 1992, Phoenix has been providing artistic opportunities for the creative community of Brighton & Hove. As a registered charity, as well as providing and managing affordable studio space for over 120 artists, the organisation also presents a year-round programme of contemporary exhibitions, arts courses and events. Today, Phoenix is the largest independent visual arts organisation of its kind in the region, serving as a hub for visual arts production, discourse and learning. Our aim is bring together professional artists and the public in a setting that encourages creativity, collaboration and exchange.

Café Aims & Objectives

Under the new leadership of our first Executive Director, Sarah Davies, we are working towards an exciting new vision. This includes developing our audiences by expanding our inclusivity, growing our already extensive events program and offering increasingly professional and attractive packages to those that hire our spaces, all of which go towards creating an ever more welcoming environment for the thousands of people who visit us every year. Whether viewing an exhibition, enjoying one of our events, taking part in one of our courses, or visiting an artist's studio, we want those who walk through our doors to spend more time here. This in turn opens up new forms of income generation and ensures our sustainability. We believe a café/bar is the next step, and a central part, of achieving these aims. It is for this reason that we have decided to partner with an experienced third party, who is able to work closely with us in the continual development of Phoenix.

Partnership

We are looking forward to finding the right person/group/business that fits into our plan and vision. As the nature of this partnership is so important to the success of the venture, and with the ever increasing amount of activity at Phoenix, it is crucial that we are able to grow together and support each other. We are, therefore, interested in hearing from experienced and dynamic potential partners with the following essential qualities, skills and experience:

Business / Person Specification

Essential	Desirable
3 years' experience running a food/drink outlet High quality offer (food/drink) Friendly and approachable customer service Shares Phoenix's ethos of inclusivity Flexible and dynamic Pro-active, can-do approach Professional and reliable Collaborative Creative Vision Personal License Holder Level 3 Food Hygiene Qualification	Interest in the arts Able to cater for large events (100ppl +) Experienced staff team already in place

Agreement Overview

The successful applicant will have the opportunity to use the newly installed café/bar at Phoenix Brighton for an annual rent of £3000, at an initial contractual period of 1 year. They are to run a café and bar service on a daily basis and cater for all 'in-house' Phoenix events. The café/bar space is located in the south side of the building, with its own entrance, rear access and public toilets. The details of this agreement will be outlined in a comprehensive contract. Below outlines the basic provisions of both parties.

Phoenix will provide:

- Basic café fit out including plumbed in appliances (sinks, dishwasher, fridges and freezer, coffee machine etc.)
- Services: water, electricity, heating, Wi-Fi
- Storage space
- Café furniture
- Signage & menu boards
- Premises Licence
- A café/bar specific event program

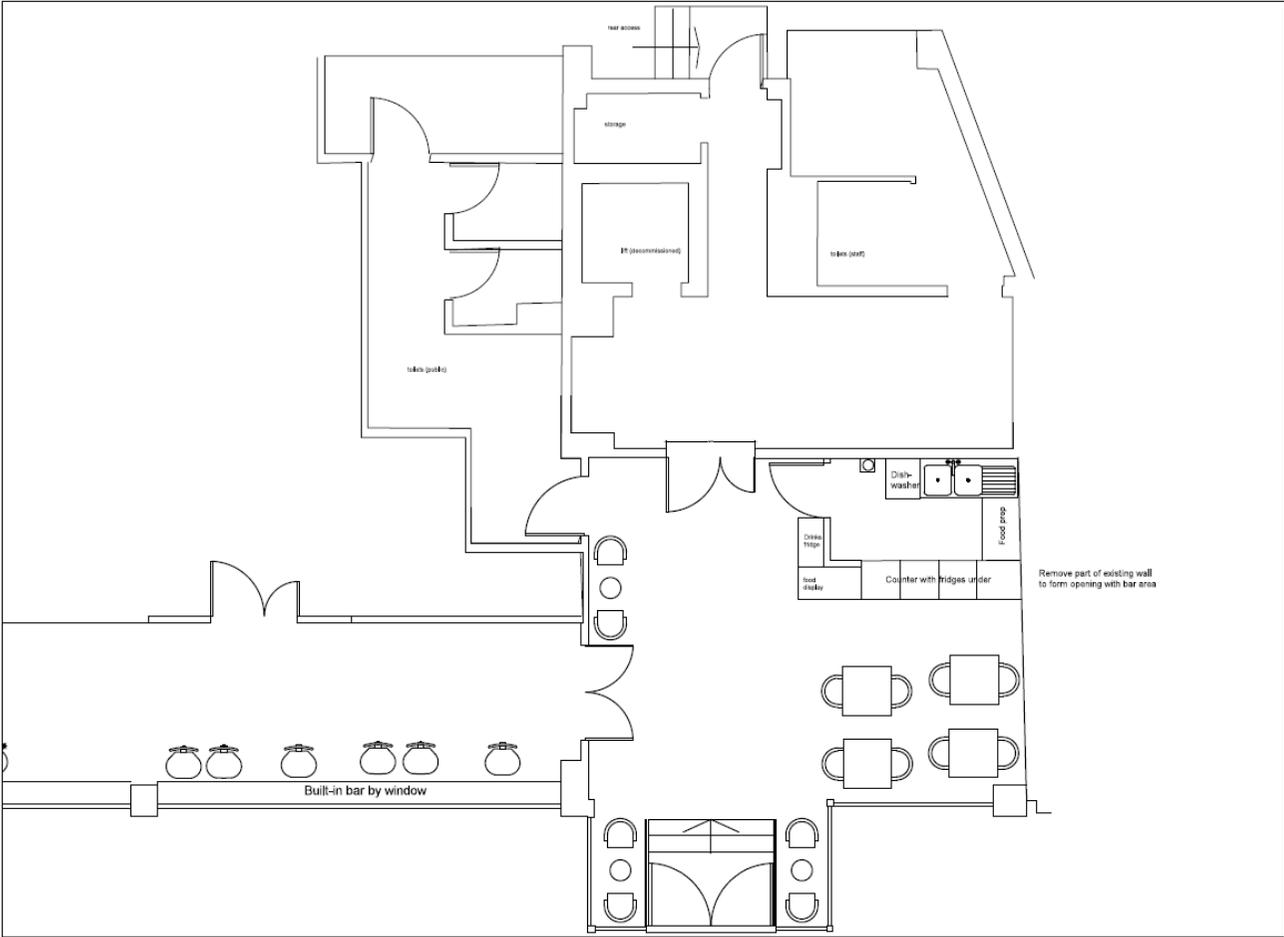
Successful Applicant will (provide):

- The day-to-day management and staffing of a café/bar at Phoenix Brighton including evenings and weekends
- A food and drink offer that includes hot and cold drinks, sweet and savoury snacks, a basic lunch menu and alcohol
- A bar service for Phoenix events
- All necessary equipment, utensils and crockery other than what is listed above
- Adhere to Phoenix's health and safety procedures, conditions of premises licence and food hygiene standards

Current Footfall & Predicted Income before Outgoings

Regular Groups/Events	Notes	Total per year	Av. spend	Annual Income	Other Potential Local Audiences
Phoenix Artists	68% would use weekly (survey)	4,260	£5.00	£21,300.00	New regular events - day & evening Phoenix Community Centre Phoenix Halls of Residence St Peters Church St Peter's House Library The Level Passers By Large Scale events/weddings Catering for venue hire
Phoenix Staff	24 staff days in total - 50% buy lunch	624	£5.00	£3,120.00	
Rockets	3 x 4ppl per week	624	£5.00	£3,120.00	
Adult courses	5 x 10ppl per week	2,604	£5.00	£13,020.00	
Public exhibitions	2017 exhibition foot-fall 5610	5,610	£5.00	£28,050.00	
Venue Hire	Jan - March 2018 foot - fall 793	3,168	£5.00	£15,840.00	
Events					
Family fun	12/year	720	£5.00	£3,600.00	
Arts Lab	6/year	960	£5.00	£4,800.00	
BPF	12/year	360	£5.00	£1,800.00	
Spotlight	8/year	720	£5.00	£3,600.00	
Previews	10/year	1,200	£5.00	£6,000.00	
Art Junky	800 twice a year	1,600	£5.00	£8,000.00	
Open Studios	2000 visitors in 2018	2,000	£5.00	£10,000.00	
sub-total				£122,250.00	
<i>Target - additional customers</i>	<i>equivalent to 32% of current customers</i>	7,803	£5.00	£39,015.00	
Yearly Income total		32,253		£161,265.00	
weekly income				£3,101.25	

Install Plan



Timeline

Deadline for Applications: Friday 31st August 2018

Interviews: Thursday 13th of September 2018

Install: November – December 2018

Café/bar opening: January 2019