



THE CORE

Marketing Services Brief

The Core,
Science Central,
Newcastle upon
Tyne.

June 2015

BRIEF FOR
MARKETING SERVICES
July 2015 – September 2015.

THE CORE, SCIENCE CENTRAL,
NEWCASTLE UPON TYNE

1.0 Background

Creative Space Management is seeking to appoint a supplier to undertake a number of key marketing tasks in relation to The Core, Science Central, Newcastle upon Tyne.

The Core opened in November 2014 to support the knowledge and innovation economy, principally through the provision of high quality serviced accommodation which is adjacent to forthcoming University research facilities.

Creative Space manages The Core on behalf of Newcastle City Council, which, together with Newcastle University is a partner in the Newcastle Science Central development site.

Creative Space Management is an award winning, property management and consultancy company that concentrates on managing workspaces, innovation centres, estates and urban realm for clusters of knowledge-based businesses including digital, creative industries, science, advanced manufacturing, and sustainable energy sectors.

Specifically targeted at innovation and high growth enterprise sectors, Creative Space Management provides innovative managed workspace solutions to stimulate business growth and enterprise. As well as initiating and operating landmark serviced office buildings, Creative Space manages a portfolio of neighbouring commercial investment properties including mixed use schemes. Delivering successful and dynamic business communities is at the heart of what Creative Space is all about.

The company is currently managing over 50,000m² of space in the North of England and advising on a further 40,000m² of projects across the UK and overseas.

Creative Space currently provides services to over 500 companies and around 2,500 people. In 2007 it won the RICS Award for Business Infrastructure and Facilities Management and in 2009 the British Institute for Facilities Management Award for Innovation and most recently RICS and RIBA Project of the Year for Toffee Factory in the North East Region as well as the RICS national commendation for Regeneration.

2.0 Science Central

The Science Central site provides 24 acres of prime development land in the centre of the most sustainable city in the UK. It provides a unique opportunity to be part of a city quarter of the future in Newcastle upon Tyne, a city that has invested in quality of life and has excellent cultural, academic and business infrastructure compared to any UK location.

Visioned as an exemplar of modern sustainable built environment, the mixed use development will combine high growth business accommodation, university research facilities and residential accommodation around a series of public spaces.

The capacity for smart metering technology has been embedded in infrastructure and the site will incorporate living green walls, green roofs and meadow seed planting of lots that await development so as to maximise the carbon capture potential of the soil and encourage biodiversity.

Newcastle City Council and Newcastle University are partners in Science Central and have both committed to major capital projects.

Newcastle University will be headquartering significant new research facilities in an adjacent development for Newcastle Institute for Research on Sustainability (NIReS), adding to the substantial cluster of research and testing facilities relating to sustainability in the city region. The project is planned as a pioneering set of facilities to house application-centred multidisciplinary research activity that contributes to the evolution of new technologies. The research approach is to focus on real world challenges that will impact on the development of cities.

Newcastle upon Tyne is UK headquarters to GE Wellstream and there are over 600 other global companies working in the region, many of whom are engaged in research partnerships. Science Central will be an important part of Newcastle's offer to companies that are in expansion mode working across the digital, energy, transport and related scientific and technical fields.

3.0 The Core

The Core is a seven storey 50,000ft² landmark building that opened in November 2014. As the first Science Central development, it offers an events programme, a range of themed serviced office spaces for high growth businesses and one floor of specialist facilities for Newcastle University. It is operated by award-winning company Creative Space Management on behalf of Newcastle City Council.

A cluster of high growth knowledge based businesses are based in The Core with a particular emphasis on companies offering scientific / technical services and products that relate to facets of digital, energy, transport or, indeed, any other business development activities that contribute to the evolution of more sustainable cities.

The Core opened with a much higher than expected level of pre-lettings and reached 90% occupancy within a few months. Whilst some office space remains, the emphasis is on building medium-term demand for space within the building and on the wider site. Approximately 33% of space is let to Newcastle University's Cloud Computing Innovation Centre and its associated Centre for Doctoral Training. These occupiers are expected to move from The Core to new adjacent research facilities in 2017. The Core aims to stimulate demand from firms to take this space in approximately two years' time.

An events programme on the ground floor is programmed by Creative Space in order to raise interest in and awareness of the building. It is influenced by the type of companies that are located there. The Core has a curatorial role, nurturing the development of partnerships with private sector companies, Science City and University researchers and generating interest in making the space one of at least national significance as a demonstrator and engagement lab.

Objectives for The Core

The creation of a professional working environment is vital to the success of The Core however Newcastle City Council and Science City have wider aspirations that include:

- An outstanding national profile with clearly differentiated users; specialist areas of expertise and business know-how.
- An international and outward looking approach, forging relationships between potential suppliers and competitors; challenging indigenous businesses to compete and collaborate on an international stage.

- Ambitious targets resulting in spin-outs that occupy other spaces on Science Central and across the wider city region.
- A set of exceptionally close working links with both universities in Newcastle, and with colleges and networks to stimulate increased knowledge transfer; increased opportunities for supporting high-growth business and for retaining talent within the local economy.
- The targeting of companies and individuals who have never been to the North East as well as those working locally or with established business or research relationships in the city region.
- A focus on innovation – The Core must continue to attract companies that want to showcase their commercial potential and it must be at the centre of an infrastructure that is geared to their needs.
- The provision of substantial scope for further grow-on space complementing other forthcoming developments on the wider Science Central site and elsewhere across NewcastleGateshead.

Serviced office workstations and ancillary business services

- The Core is comprised of up to 72 new work spaces ranging from 18m² up to 54m² let on flexible terms. These units can be combined in to larger spaces as required. People are able to use the office space at any time day or night via an out-of-hours entrance equipped with an access fob.
- Serviced office space at The Core gives flexibility to businesses. Unfurnished office space is provided with access to shared office facilities, supported by an experienced and helpful team. No start-up costs are required and users can plan on a fixed monthly charge with cost certainty.
- Businesses are able to move in and out at short notice or expand their space as their business grows without the need to move out of the building.
- A standard fee includes utilities, wireless broadband, access to informal meeting space as well as use of communal and private meeting spaces.
- Additional bolt-on services are available at a charge, including copying and bureau services, superfast wired broadband and use of larger meeting and presentation rooms.
- A full voice over internet protocol address telephone system will be provided. All units will have telephone and superfast fibre optic broadband points.
- Licence agreements provide flexible terms which allow businesses to grow and shrink their workspace according to their needs. Some companies may need to expand or reduce relatively rapidly in line with demand. The annual licence will allow two month's notice to occupiers.

Events space, meeting rooms and break-out space

- The Core's ground floor facility is predicated on flexibility in that parts of it may be used for seminars and debates, small scale

exhibitions and installations, screenings and training sessions or networking events. It is deployed as part of a marketing strategy to attract new visitors to the building and raise awareness of The Core and its focus on key future cities challenges.

- The ground floor functions are especially important as differentiators, providing a programme that develops a knowledge profile of benefit to occupiers.
- A large meeting room suitable for 16 people boardroom style or more theatre style is available on Level 3, allied to the offer of serviced office space and is used to undertake client pitches or provide venues for other meetings. A smaller meeting room is also available.
- The Core also offers smaller communal meeting spaces on every floor suitable for less formal meetings
- Catering is available for users of the meeting facilities on request. A short menu of quality buffet options will be available priced on a per delegate basis. Hot and cold drinks will be available on the same basis.

4.0 The Target Market

Each product area has a specific target market as follows:

- Office Space: Small to medium size innovation businesses (from 1 to 20 people) that require contemporary workspace in a highly professional, dynamic and exciting environment. The profile of these businesses is likely to be local (recent spin-outs, or those progressing from other premises), regional (relocating to prestige facility) and national (footloose businesses looking to exploit Newcastle Gateshead's growing cluster of science and technology businesses); as well as some international businesses (perhaps setting up second UK or European offices).
- Events space: a series of events, talks and installations led by private sector companies to engage the innovation business community as well as the public. These will be significant companies, many from out of region, that are using the space to engage with the public in a venue that is associated with leading-edge knowledge on future cities challenges.
- Conference and Meeting Rooms: All sector businesses and organisations that require conference and presentation space in a high profile location for up to 80 people. Local and regional customers.

5.0 Marketing services

Creative Space Management wishes to engage a supplier to deliver a set of marketing resources to support the marketing and development of The Core. The services need to be provided between mid-July and mid-September 2015 with work

completed, billed and paid for by 20 September 2015. Please make sure that any proposals take account of the need to deliver the project within this window.

5.1 The specific services required

We require marketing resources which will help us achieve our core objective of attracting around 50 businesses to locate to The Core over three years.

Creative Space may appoint one or more suppliers so elemental costs should be provided for each key area.

We currently anticipate that the work will include:

Required by 20th Sept 2015.

- a. Production of a series of bite-sized video articles or moving image pieces which drive interest in the wider Science Central site, profile the work of Occupiers in The Core and otherwise help to build credibility as a business location and generate momentum around the wider site.

Purpose

- To provide ‘shareable’ media content that attracts more understanding of, and interest in, Science Central as a business location.

Detailed description

- The content will typically be one or two minutes in length. It will have high production values and will be housed on a social media platform. It will be embedded on the website and distributed via social media. It will be released to media content providers.
- Features will focus on the forthcoming University Urban Science Building, NCC plans for a new Lab facility, the next phases of development, business growth at The Core, site-wide smart infrastructure.
- The Core’s website page templates will be adapted where appropriate to house the media content.

- b. Production of photography.

Purpose

- To provide imagery of The Core in use by its occupiers, visitors and events clients.

Detailed description

- People-based images that can be used to populate the website and accompany future publicity.

- Opportunities to be jointly identified so as to capture a range of events, meetings, social scenes in and around the building in order to convey the animated nature of the community based in the building.
- Photography of a number of internal and external features and objects associated with the building.

c. Other proposals

Purpose

- Suppliers are invited to make other costed proposals that, together with the above items, fall within the available budget and further The Core's marketing aims i.e. conveying Science Central's selling points as a great location firms to be based at, especially those that are addressing challenges associated with rapidly growing and evolving cities.

6.0 Budget

A maximum budget of £19,750 + VAT is available for all elements of the proposal.

Proposals should be clearly costed by element i.e.

- A: Moving image content
- B: Photography
- C: Other proposals

Staff rates per hour / day should be stated for each element of the work so that, in the event of changes to or additions to the work, there is a clear agreed basis for costing.

Pricing will be subject to an element of the scoring of responses. See Section 8 for further details.

7.0 Terms of supply

All aspects of the products and services will need to be licensed for use by Newcastle City Council and the management services operator in perpetuity (initially Creative Space Management) with no additional fees.

The supplier must demonstrate to what extent the content and its management are portable and could be delivered in-house or by another supplier at a later date.

The supplier must provide confirmation that in all aspects of the services provided, copyright and all relevant intellectual property is retained by Newcastle City Council.

8.0 Tender process

Please give an initial e-mail confirmation of intention to tender followed by a written submission sent by email to include:

- a) Two relevant examples of previous work.
- b) A preliminary indication of the creative approach to The Core marketing services brief. We do not require substantial speculative effort but would like to understand your thinking about your approach to meeting the brief.
- c) A draft budget, breaking down costs according to each service required. Please submit a transparent quote which sets out the design costs for each element together with staff rates per hour / day and indicative outsourced production costs where appropriate.
- d) Details of the individuals (or sub-contractors / partners) undertaking each part of the project, with named individuals and mini biographies and rates.
- e) Deadline for submission: Tue 7 July 2015 (2.30pm) by email to paul.fallon@creativespaceman.com
- f) Interview: Thu 9 July (time TBA between 10am and 2pm): The Core, Science Central Bath Lane, Newcastle upon Tyne, NE4 5TF.
- g) Appointment: Fri 10 July 2015.
- h) Initial stakeholder workshop: Tue 14 July 1pm: The Core.

9.0 Criteria

The following criteria will be applied to each submitted tender:

- 40% Financial
- 40% Creative approach
- 20% Added value ideas

Submissions should be in an electronic format and be made to:
Paul Fallon, Senior Project Manager, Creative Space Management,
paul.fallon@creativespaceman.com
