

building sustainable enterprises

# **CriSis**

**Old Fire Station – Feasibility Study** 

May 2009

# **1. Executive Summary**

- 2. Project Overview and Context
- 3. Defining Success
- 4. Overview of Findings
- 5. Business Design Analysis
- 6. Recommendations
- 7. Next Steps
- 8. Appendices

## **Executive Summary**

#### **Key Study Findings**



Genuine shortage of affordable making space for designer makers in Oxford

- Redevelopment of college and university work spaces for student housing accentuates shortage
- A central location and high foot traffic highly desirable to facilitate direct sales



A flexible arts hire space for a wide variety of needs can increase demand and utilisation rate

- A dance-friendly space is particularly attractive
- Demand also high due to prior venues becoming redeveloped into non-arts spaces or condemned

3

Experienced 3<sup>rd</sup> sector property management company interested in managing the OFS

- Ethical Property has shown interest in running OFS
- Demand also high due to prior venues becoming redeveloped into non-arts spaces or condemned

#### **Implications for Crisis OFS**

Creating a social enterprise 'hub' model with making space and shared admin space will tap into latent demand

 Potential for clients to establish creative partnerships with Skylight (e.g. a tenant like OVADA could deliver media suite training)

A flexible theatre space fulfils need for affordable rehearsal and performance space from a variety of arts organizations

 Flexible/movable seating (including rakes) and flooring type vital for optimal use of this space

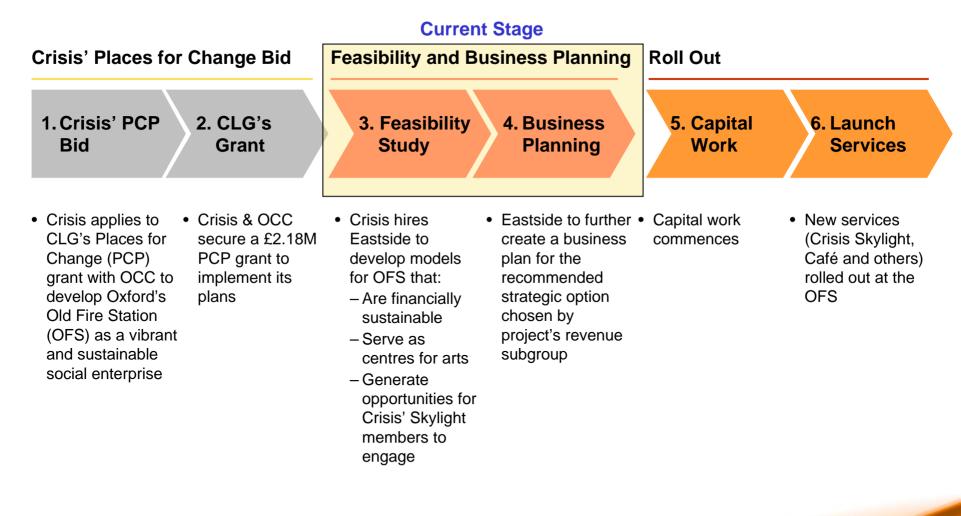
Outsourcing building management could help transfer risk from Crisis and enable greater focus on core activities

 Structuring a partnership where management company has incentive to optimize revenue while being faithful to arts and social impact goals is key

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#### **Project Overview and Context**

Crisis and Oxford City Council aim to refurbish the Old Fire Station to create high quality, inspirational spaces for arts and social enterprises



## **Project Overview and Context (cont.)**

	Com	pleted to date			Next steps
		Feasibility Study		Business	Planning
	Analyze Oxford Arts Market	Identify Suitable Case Studies	Prioritize Business Designs	Recommend Strategic Options	Develop business plan
Objectives	<ul> <li>Identify supply and demand for arts services</li> <li>Identify potential gaps in market</li> </ul>	<ul> <li>Identify potential business models, in Oxford and beyond, to study further</li> </ul>	<ul> <li>Develop and prioritize potential business designs</li> </ul>	<ul> <li>Revenue sub- group consulted on preferred strategic option</li> <li>Project managers to estimate cost of designs</li> </ul>	<ul> <li>Engage potential customers</li> <li>Business plan analytics</li> <li>Communication plan</li> <li>Management team</li> </ul>
Outcome	<ul> <li>Most arts performance venues depend on subsidy</li> <li>Distinct need for affordable designer / maker space and flexible hire space, especially for dance</li> </ul>	<ul> <li>Identified/studied         <ul> <li>Flexible space hire models (e.g. Jackson's Lane, Oxford House)</li> <li>Arts social enterprise hub models (e.g. Jinney Ring, Cockpit Arts)</li> </ul> </li> </ul>	<ul> <li>Evaluated and prioritized pure and hybrid models of arts social enterprise hubs and flexible space hire models, managed either by Crisis or by a 3<sup>rd</sup> party (e.g. Ethical Property)</li> </ul>	<ul> <li>Business design refined and expanded on</li> <li>Management structure considerations developed</li> <li>Customer interviews scheduled</li> </ul>	<ul> <li>Formal business plan development and capital requirements discussion, if necessary, to be had</li> </ul>

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#### **Defining Success**

An ideal OFS model will be sustainable, provide an arts service to Oxford and progression opportunities for Crisis' Skylight members

**Sustainability** 

• The model, outside of Crisis' Skylight and Café, has to be financially sustainable

#### **Arts Service**

- The model should provide an arts service to the Oxford community in ways such as<sup>1</sup>:
  - Enabling a well-resourced and vibrant arts community to flourish
  - Engaging more people with a diverse range of arts activity
  - Use the arts to transform lives and build communities

#### **Progression**

- The model should offer progression opportunities for Crisis' Skylight members, such as:
  - Engagement and volunteer opportunities
  - Training and Qualification
  - Work placements and part/full time paid work



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## Key Hypotheses tested through interviews and case studies

	Hypothesis	Approach	Insight Gained
1	Grant-independent pure performing arts venues rare or do not exist	<ul> <li>Primary research by interviewing industry experts and council arts officers</li> <li>Secondary research using online resources</li> </ul>	A pure performance arts venue not a financially viable model for OFS given competition and choices in Oxford
2	Demand exists for space that caters to sole trader artists and designers	<ul> <li>Primary Research:</li> <li>Case study of Jinney Ring and Cockpit Arts</li> <li>Tenant at Edith Road Workshops</li> </ul>	<ul> <li>Demand exists for space with following characteristics<sup>1</sup>:</li> <li>Affordable making space (dirty workshops)</li> <li>Shared admin space</li> <li>Central location for retail foot traffic</li> </ul>
3	A flexible space design can generate sufficient demand from varied clientele and increase utilisation rates	<ul> <li>Primary Research: <ul> <li>Claire Thompson (Arts Officer, Dance &amp; Theatre at Oxford City Council)</li> <li>Jan De Schynkel (Performing Arts Officer – Dance) Arts Council England, South East</li> <li>Chris Thomson (Director - Learning Access and Outreach) The Place, London</li> <li>Jo Ross (Director), Oxford Contemporary Music (OCM)</li> <li>Ben Morgan, Dance Teacher</li> <li>Case study on Jackson's Lane and Oxford House</li> </ul> </li> </ul>	<ul> <li>Demand exists for space with following characteristics <sup>2</sup>:</li> <li>A venue to seat 100-300 people</li> <li>Flexible seating and appropriate flooring (e.g. wooden sprung) for multiple uses (performances, rehearsal, social dance) and for multiple class sizes</li> <li>Central location</li> <li>Flexible venue that doesn't feel like a theatre put to a different use</li> </ul>

<sup>1</sup> See <u>Appendix A</u> for more evidence of demand for this offering

<sup>2</sup> See Appendix G for more evidence of demand for this offering

#### Hypotheses-driven business model designs

Insights led to focus on three business designs: a pure arts social enterprise hub, a pure flexible arts hire space and a hybrid of the two

	3 Hyl	prid
	<b>1</b> Arts Social Enterprise Hub <sup>1</sup>	2 Flexible Arts Hire Space <sup>2</sup>
Description	A vibrant environment for artists to work and/or showcase their art to the public	Flexible use of current theatre space (and other suitable space) for various uses, including dance and music performance and instruction
Target Customer	<ul><li>Designer makers</li><li>Creative entrepreneurs</li></ul>	<ul> <li>Broad range, including:</li> <li>Performance arts organizations</li> <li>Arts education institutions</li> <li>Dance companies</li> </ul>
Value Proposition	<ul> <li>Making ('dirty') space</li> </ul>	<ul> <li>Flexible seating with up to 200-250 seats capacity</li> <li>Dance-friendly flooring (wood sprung)</li> </ul>
Va Propo	Shared admin space • Competitive pricing refle w/ Crisis' Skylight to deliver training • Central L	cting 'zero' rent • Opportunity to barter/partner

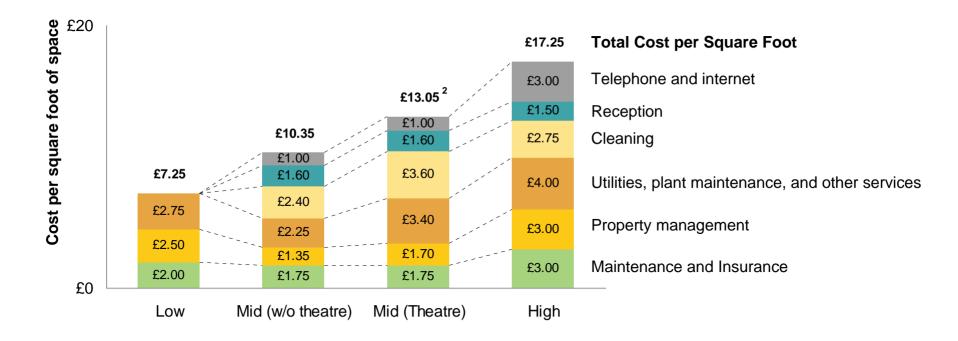
<sup>1</sup> See <u>Appendix A</u> for more evidence of demand for this offering

<sup>2</sup> See <u>Appendix B</u> for more evidence of demand for this offering

#### **Old Fire Station Building Management Costs (1 of 2)**

Building management costs depend on use of non-Crisis parts of OFS...

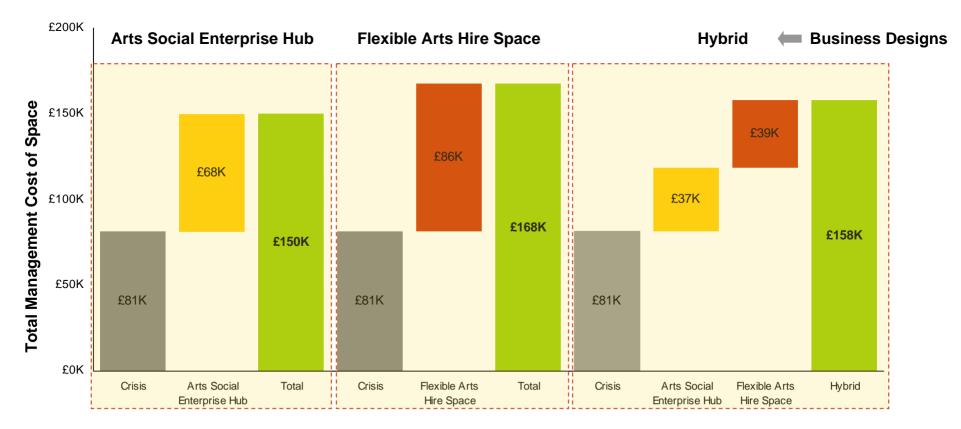
#### Old Fire Station Building Management Costs per sq. ft<sup>1</sup>



1 'Low' and 'High' estimates based on non-binding quote from Ethical Property while 'Mid' estimate is based on Crisis' current operations in Newcastle 2 Based on a conservative 50% premium for cleaning/utilities for theatre use

#### **Old Fire Station Building Management Costs (2 of 2)**

... and range from £150K for normal use to £168K for theatre-type use



#### Old Fire Station Total Building Management Costs<sup>1</sup>

<sup>1</sup> Based on allocation of 7,871 sq. ft for Crisis, 3,014 sq. ft for Theatre, and 3,595 sq. ft for other lettable space. See Appendix D for details on base-case space allocation.

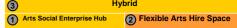
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# Business Design Analysis: Arts Social Enterprise Hub

The hub has potential to break even and meet its costs, but only just

Strengths	Weaknesses		Financials: S	Scenario Analysi	IS'		
•Flexible management style	<ul> <li>Closed spaces – no public access</li> <li>May require extremely wide range of equipment / facilities</li> </ul>		Economic Lull: Low Rent, High Vacancy	Steady State: Competitive Rent, Nominal Vacancy	High Growth : Aggressive Rent Low Vacancy		
(hands-on or arms length)	High facilities management	Rent/sq. ft/p.a	<sup>2</sup> £13	£16	£19		
•Demand in local community     •Provides visual arts within OFS	Artists' range may hinder branding	Vacancy Rat	a 30%	20%	10%		
•Range of art activities and crafts	•Limited synergies with theatre use	Sq. ft availabl	e 6,609	6,609	6,609		
<ul><li>Flexible units for workshop / office</li><li>Definition of 'arts' could expand i.e.</li></ul>	<ul> <li>Potentially low return on space</li> <li>No structure in place to coordinate applications/assist with</li> </ul>	Sq. ft rented p.	a 4,626	5,287	5,948		
model as artists responsible for financing their unit / workshop	•Shared facilities (kitchen, admin, bathrooms) may result in 'dead'	Pure Social Enterprise Hub Model: Revenue Poter					
	<ul> <li>spaces with no direct income</li> <li>No parking</li> </ul>						
Opportunities	•						
Opportunities •Creative skills hub for local artistic community/Crisis Skylight members •Accredited training possibilities	•No parking		even revenue				
Opportunities •Creative skills hub for local artistic community/Crisis Skylight members •Accredited training possibilities •Links to Skylight delivery/activities •Possible retail opportunities (open house)	•No parking Threats •Uptake/retention of artist dwellers •Financial stability of unit holders •Health and safety issues (eqpt.) •Competition with other workshop / units out of town •Potential for high vacancy rates		-		£116K		
Opportunities  •Creative skills hub for local artistic community/Crisis Skylight members •Accredited training possibilities •Links to Skylight delivery/activities •Possible retail opportunities (open house) •Artists' network/consortium could evolve	•No parking Threats •Uptake/retention of artist dwellers •Financial stability of unit holders •Health and safety issues (eqpt.) •Competition with other workshop / units out of town	Break е £68к	even revenue				
Opportunities  •Creative skills hub for local artistic community/Crisis Skylight members  •Accredited training possibilities  •Links to Skylight delivery/activities  •Possible retail opportunities (open house)  •Artists' network/consortium could	•No parking Threats •Uptake/retention of artist dwellers •Financial stability of unit holders •Health and safety issues (eqpt.) •Competition with other workshop / units out of town •Potential for high vacancy rates •High turnover of artists in	Break е £68к	even revenue £60K	£86K	£116K		

1 Assumes 6,609 sq. ft of non-Crisis space developed into social enterprise hub spaces and run at non-theatre maintenance levels 2 Steady state rents benchmarked from Jinney Ring and Cockpit Arts case studies and further discounted 15% to be market competitive



## Business Design Analysis: Flexible Arts Hire Space The model is highly feasible, despite needing capital investment and marketing and events staff

Strengths	Weaknesses	Financials: Scenario Analysis <sup>1</sup>
<ul> <li>High potential client take up/usage</li> <li>Flexibility for wide range of performance / rehearsal and events</li> <li>Audience and participants demand for events to support hirers events</li> <li>Retain current theatre use/clients</li> <li>Central location for all</li> <li>Existing demand for flexible rehearsal and performance space</li> <li>Reinforces OFS' arts venue brand</li> <li>Fulfils gap in 100-250 seat market</li> <li>Idea welcomed by stakeholders</li> <li>Flexible conference/seminar usage</li> </ul>	<ul> <li>Design for full flexibility expensive</li> <li>Flexible seating, wooden sprung floor, additional floor cover pivotal</li> <li>Capabilities required: strong management, bookings/front of house staff, long opening hours, appropriate site management. understanding of artistic / production requirements to manage time and flexibility of space, strong marketing/promotion</li> <li>Potentially high maintenance</li> <li>No parking</li> <li>Space potentially large for intimate rehearsal / workshop bookings</li> </ul>	Economic Lull: Low Rent, High VacancySteady State: Competitive Rent, Nominal VacancyHigh Growth : Aggressive Rent Low VacancyOff Peak rent/Hour£16£20£24Peak rent/hour£21£26£32Utilization40%50%60%Hrs. avail./wk848484Hrs. rented/wk344250
Opportunities	Threats	
<ul> <li>Potential venue for events, putting OFS on Oxford performance map</li> <li>Initiate dance as a branding focus</li> <li>Offers Crisis members opportunity to engage and develop skills (technical theatre / event management / front of house)</li> </ul>	<ul> <li>Competition with other arts hire spaces in and around Oxford</li> <li>Many performance venues with high profile for events</li> <li>Security and insurance issues</li> <li>High turnover of clients / hires</li> </ul>	Pure Flexible Arts Hire Space Model: Revenue Potential Break even revenue: £147К £390К
<ul> <li>To outsource building operations and management while retaining use by Crisis for its members</li> <li>Brings Skylight Café customers</li> <li>Create multiple spaces via partition when required</li> </ul>	<ul> <li>increases the risk of bad debts</li> <li>Bar requirement (licensees, management</li> <li>Cost implications of redevelopment</li> </ul>	Marketing /Events Staff Bldg. £86K Mgmt. Break Even Worst Case Most Likely Best Case

1 Assumes 6,318 sq. ft of non-Crisis space developed into a flexible space and run at theatre-level maintenance

2 Steady state prices benchmarked from Jackson's Lane and Oxford House case studies and further discounted 15% to be market competitive. Rents are per 1000 sq. ft

#### ③ Hybrid ① Arts Social Enterprise Hub ② Flexible Arts Hire Space

# **Business Design Analysis: Hybrid**

Hybrid model feasible while requiring capital and marketing investment than the pure flexible arts hire space model

Strengths	Weaknesses		Financials: S	cenario Analysi	s <sup>1</sup>
<ul><li>Offers artistic community a diverse arts service</li><li>Maximises usage potential through</li></ul>	•Hybrid results in less space for		Economic Lull: Low Rent, High Vacancy	Steady State: Competitive Rent, Nominal Vacancy	
multi purpose activity; desirable to a range of artistic genres.	<ul><li>each endeavour / artistic provision.</li><li>Uneven number of artists / income</li></ul>	Off Peak rent/Hour	L £16	£20	£24
•Creates varied opportunities for	generation / activities over similar amount of space allocation.	Peak rent/hour	£21	£26	£32
<ul><li>•Maximises revenue stream</li></ul>	•Requires double marketing and	Utilization	40%	50%	60%
•Hybrid service allows mix of long-	promotion appealing to widely	Hrs. avail./wk	84	84	84
term income from tenancy and ad hoc income through hires	<ul><li>different types of artists.</li><li>High management and resources</li></ul>	Hrs. rented/wk	34	42	50
•Marketing/branding a more	<ul><li>required to service hybrid activities.</li><li>Requires different management</li></ul>	Rent/sq. ft/p.a	£13	£16	£19 10%
<ul><li>exciting offering</li><li>Encourages visual art practitioners</li></ul>	skill sets for each model	Vacancy Rate	30%	20%	10%
as well as performance		Sq. ft available	3,595	3,595	6.609
Opportunities	Threats <ul> <li>Dilution of arts service brand for</li> </ul>	Sq. ft rented p.a	2,517	2,876	5,948
<ul> <li>Creating vibrant artistic network / community through maximising the amount/range of artists in building.</li> <li>Collaboration (e.g. designers can work on sets for performance)</li> <li>Linking Crisis members' activities and professional development across a wide range of arts genres</li> </ul>	<ul> <li>OFS – difficult to market clearly.</li> <li>Additional resource required to manage dual service; diminishes likelihood of financial sustainability.</li> <li>Pressure on building, maintenance and upkeep with dual model</li> <li>Practicalities of housing both</li> </ul>	Revenue	ible Arts Hire Potential revenue: £108	вк	£276K
•Diverse model creates higher	services; noise, access, public vs	/Events £32K Staff	£127K	£195K	

£76K

**Break Even** 

Worst Case

Most Likely

**Best Case** 

Bldg.

Mgmt.

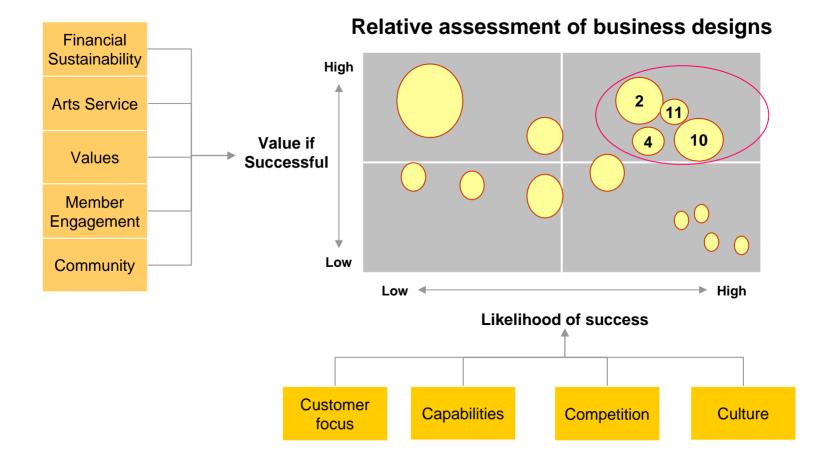
1 Assumes 3,014 sq. ft of theatre space used for flexible arts hire, 3,595 sq. ft for the arts social enterprise hub, each costed at corresponding building management fees. Steady state prices benchmarked from Jinney Ring, Cockpit Arts, Jackson's Lane and Oxford House case studies and further discounted 15% to be market competitive

potential for fund raising
Raises OFS/Crisis profile through exciting events/open day opportunities

Practicalities of housing both services; noise, access, public vs private areas, health and safety etc
Specialist spaces may be more appealing to artists than hybrid
Possible conflict between artists and their needs within building.

#### **Business Design Prioritization Framework: Introduction**

The business designs are then prioritized using two compound metrics of success – value creation if successful and likelihood of success



## **Business Design Prioritization Framework: Weighting Factors** Each dimension of success is in turn composed of several factors, each with different weights

Metric	Factors	•	Weights (if 3 <sup>rd</sup> Party)	Description
	Financial Sustainability	50%	35%	How big is the sustainability and revenue opportunity (both near and far term)?
	Arts Service	15%	25%	How much does this model enrich and contribute to the arts landscape?
Value creation if successful	Values	0%	15%	Does it resonate with Crisis' social values?
	Member Engagement	30%	20%	Does it offer progression and involvement for Skylight members?
	Community	5%	5%	Does this model enrich the broader Oxford community?
	Customer focus	40%	40%	How well does this business design address the target customer's need?
Likelihood of	Capabilities	25%	25%	How resource intensive is this design?
success	Competition	25%	25%	How much activity is there competitively?
	Culture	10%	10%	How intense are the organizational and cultural barriers to integrate this model?

#### **Business Design Prioritization: Score sheet and evaluation**

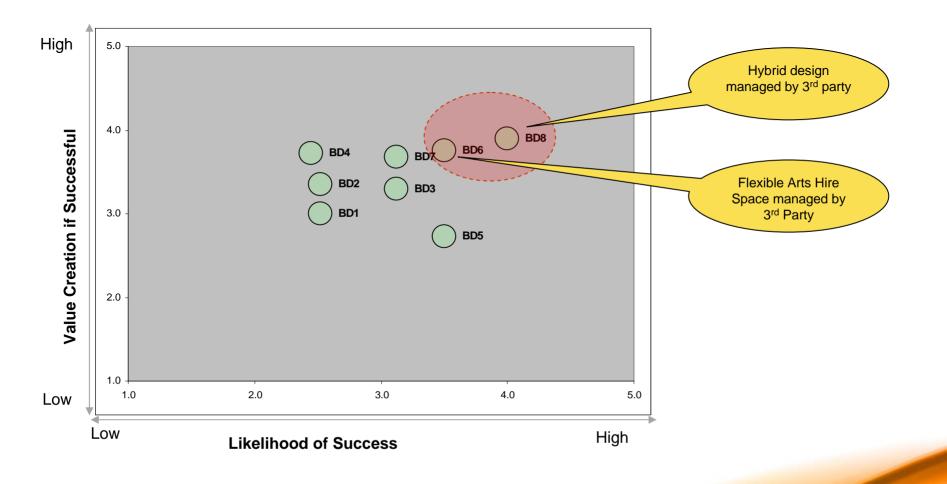
The business designs are then scored based on management structure, as dynamics of value creation and capabilities differ vastly

			Value Creation if Successful					Likelihood of Success			
		Financial	Arts				Customer				
Key: C=Crisis, T= 3rd Party		Sustainability	Service	Values	Engagement	Community	Focus	Capabilities	Competition	Culture	
Weights if primary is:	Crisis	50%	15%	0%	30%	5%	40%	25%	25%	10%	
Weights if primary is:	3rd Party	35%	25%	15%	20%	5%	40%	25%	25%	10%	
# Business design	Primary										
1 Arts SE Hub	Crisis	2.5	3	0	4	2	3	2	2.5	2	
2 Flexible Arts Hire Space	Crisis	3	3	0	4	4	3	2	2.5	2	
3 Hybrid [C, T]	Crisis	3.5	4	0	2.5	4	3.5	3	3.5	1	
4 Hybrid [C, C]	Crisis	3	3.5	0	5	4	2.5	2	3	2	
5 Arts SE Hub	3rd Party	3.5	3	3	1	2	4	3	3	4	
6 Flexible Arts Hire Space	3rd Party	5	4	4	1	4	4	3	3	4	
7 Hybrid [T, C]	3rd Party	3.5	4	5	2.5	4	3.5	3	3.5	1	
8 Hybrid [T, T]	3rd Party	4	5	5	1.5	4	4	4	4	4	

Score	s
Likelihood	Value
2.5	3.0
2.5	3.4
3.1	3.3
2.5	3.7
3.5	2.7
3.5	3.8
3.1	3.7
4.0	3.9

#### **Business Design Prioritization Results**

Optimal business designs are either a hybrid model or a flexible arts hire space, both managed by a 3<sup>rd</sup> party



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## **Recommendations**



Crisis can generate the most value with its resources by adopting either

- A hybrid model, with a vibrant arts social enterprise hub and a flexible art space hire or
- Develop the non-Crisis parts of the OFS into a flexible arts hire space



Crisis should consider outsourcing the management of the non-Crisis portions of the OFS to a 3<sup>rd</sup> party to better focus its resources on its core mission

- Ethical Property in Oxford has expressed an interest in the management of the OFS
- Terms to be negotiated that allows Crisis to transfer risk without sacrificing control and/or potential upside from the trading activities



Key issues to be given consideration while planning the flexible arts hire spaces include

- Flexible seating
- Flooring suitable for multi-use, especially dancing. Wooden Sprung flooring highly recommended

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### **Next Steps**

- Consult with revenue sub-group
- 2 Engage project managers to estimate building costs for recommended business designs
- **3** Engage with potential customers to
  - solicit interest
  - develop joint specifications for use of space
- Over the OFS
  Over the OFS
- Identify delivery partner for managing the flexible arts hire facility and/or hybrid model
- 6 Develop detailed business plan

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# **Appendices**

- A. Evidence of Demand for Arts Social Enterprise Hub
- B. Potential Clients for Flexible Space Hire
- C. Potential Partnerships
- D. Space Allocation

## **Appendix A: Evidence of Demand for Arts Social Enterprise Hub**

- Evidenced demand for artist workshop & making space as illustrated in Oxford City Council Arts Strategic Plan.
- Diverse, prolific and high level of local artisan / designermaker artists as exemplified in Arts Week.
- OFS direct links and potential partnership to gallery & exhibition venues / spaces through providing artist studio space.
- Need for Graduate artist studio space as a route to exhibiting and in conjunction with Professional Development initiatives such as OVADA / Brookes.
- Demand for media suites and administration space (cooperative model) for artists.
- Direct link to Crisis delivery and potential benefit for Crisis members.

## **Appendix B: Potential Clients for Flexible Space Hire**

- Dance Companies specialising in large-scale classes / social dance events; Ceroc Oxford & Tango Events.
  - Potential for 2-5 nights hire / week year round plus weekend events and monthly showcase hires.
  - Requirement of wooden sprung floor and open space dance floor with surrounding tables.
  - Event participant capacity up to 100 people.
  - Huge potential for café and bar custom.
  - Would welcome administration space / OFS to be a base.
  - Strong community feel / would explore links with Crisis members.
  - Self contained and self managed; space hire model as opposed to FOH or additional support requirements.

#### **Appendix C: Potential Partnerships**

# List of organizations with potential to partner with Crisis and/or assume tenancy at OFS

Good partnership fit

	Organization	Description	Fit
	Burton Taylor Studio	Hosts student theatre; Run by Oxford Playhouse on behalf of Oxford University; intimate studio space seating 50	
	Modern Art Oxford	Gallery devoted to modern and contemporary art in South East	
Arts and	New Theatre	LiveNation theatre with capacity of 1800, largest venue in Oxford	
Theater Venues	North Wall Arts Centre	Part of St. Edwards Schools; engages young people with arts projects and performances and the community with high standard arts events	
	Oxford Playhouse	Regional theatres with a reputation as a top class touring venue; seats 613 in main auditorium, premier venue for student drama	
	Pegasus Theatre	Youth arts venue; looking to rent space for 2009-10 to host workshops	
	Sheldonian Theatre	Oxford University venue used for its meetings and public ceremonies	
	Creation Theatre Company	Oxford's Largest Professional Producing Theatre Company	
	Fusion	Oxford's community arts agency; delivers quality participatory arts and initiates inspiring/innovative projects supporting social inclusion	
Arts and Performance	OFVM	Independent charity based at the Centre for Film and Digital Media offering training in craft of film and digital video production	
Organizations	OVADA	Development agency and gallery space to promote high quality visual arts for residents of and visitors to Oxfordshire.	
	Oxford Contemporary Music	Stages/promotes music performances, commissions new work, and deepens understanding/appreciation of musical cultures worldwide	
	Oxfordshire Touring Theatre Company	Tours high quality, challenging, entertaining and accessible theatre to non-theatre venues (especially rural areas) in Oxfordshire and beyond	

### **Appendix C: Potential Partnerships (cont.)**

# List of organizations with potential to partner with Crisis and/or assume tenancy at OFS

Good partnership fit

	Organization	Description	Fit
	Ethical Property	Buys/develops properties to bring charities, social enterprises and community groups under one roof to share skills and ideas	
	Fairtrade @ St Michaels	Fair-trade store run by St. Michaels church specializing in clothes, gifts, food and house wares	
	Goldenfuels	Workers co-op making and distributing biodiesel in the Oxford area	
Social Enterprises	Mid-counties cooperative	Independent co-operative with a turnover of £712 million	
	Oxford Cycle workshop	Full-service bicycle repair shop and sale of reconditioned bikes	
	Oxford Printmakers Co-operative	Open access fine art print workshop offering high standard facilities	
	Oxford Wood Recycling	Reuses/recycles wood and timber, reducing the amount of waste wood sent to landfill, in Oxfordshire and West Berkshire.	

### **Appendix D: Space Utilization**

#### Base-Case Space Allocation<sup>1</sup> (sq. ft)

#### Total: 14,480 sq. ft

				10tali 11,100 0q.		
	Area (sq.m)	Area (sq.ft)	Lettable?	764	3 <sup>rd</sup> FL: George St. facing offices	
Basement	338	3,638		936	Dense studie and edicining reams	
Cellar	44	474			Dance studio and adjoining rooms	Lettable
Dressing/changing rooms	88	947		1,119		
Circulation & storage	141	1,518		1,110	2 <sup>nd</sup> FL: George St. facing offices	3,595 sq. ft
Toilets	65	700		775	OVADA – Gallery	•
Ground Floor	776	8,353				
OVADA	153	1,644	Yes		٦	
OVADA - Cirucation/stairs	11	121		2.247	Auditorium	
Theatre Box office area (+disabled w/c and cloaks)	62	667	Yes	2,347	Auditonum	Theatre
Auditorium	218	2,347	Yes		<u> </u>	
Nightclub Ground Floor	270	2,906	Yes		<b>T</b> I ( <b>D</b> (1)	3,014 sq. ft
Ground Floor area to Gloucester Green	62	667	Yes	667	Theatre Box office area	
First floor	369	3,972		904		
OVADA - Gallery	72	775	Yes		Nightclub Mezzannine space	
OVADA - Exercise Room	46	490	Yes	484	1 <sup>st</sup> FL: George St. facing offices	
OVADA - Toilets	32	339		775	1 <sup>st</sup> FL: George St. facing offices	
OVADA - Circulation	15	161			j j	
George Street facing offices & circulation space	72	775	Yes	490	OVADA – Exercise Room	
Toilets	4	43		667	Ground Floor area to Gloucester	
Old Kitchen on Flat roof	45	484	Yes		Green	
Nightclub mezannine space	84	904	Yes		>	Crisis
Second Floor	191	2,056		0.000		7,871 sq.ft
George Street facing offices & circulation space	104	1,119	Yes	2,906	Nightclub ground floor	7,07 T SY.IL
Dance studio and immediately adjoining rooms	87	936	Yes			
Third floor	73	786				
George Street facing offices & circulation space	71	764	Yes			
Toilets	2	22		1,644		
Grand Total	1,747	18,805		1,044	OVADA	
Net lettable area (square feet)		14,480				

Space (In Sq. Ft)

1 Potential space allocation scheme based on Crisis' identified needs for Skylight and Café, amenable to change based on business design choice. Crisis' space includes: Ovada, Nightclub ground floor, ground floor area to Gloucester Green, Ovada Gallery, Ovada exercise room, George Street facing offices and circulation space, and Nightclub mezzanine space. Basement space currently set aside for use by theatre and/or otherwise not lettable in itself.