

21<sup>st</sup> March 2006

Dear Colleague

The Brewery Arts Centre, in partnership with Kendal College, is undertaking a feasibility study into a major potential development of the current Brewery site and adjacent premises to create a Creative Arts & Industries Campus that would also form part of the provision of the new University of Cumbria.

Proposed new facilities would include:

- Creative Industries incubator units
- Classroom and Visual Arts & Crafts workshop space,
- Performing Arts rehearsal and performance space
- Visual Arts and Crafts Exhibition/Showcase space
- Cinema exhibition and lecture space
- Music rehearsal and recording spaces
- New Media Suites
- Retail outlets
- Conference facilities
- Office Space
- Increased parking

This initiative would lead the proposed development of a Kendal Cultural Quarter taking in Abbot Hall, Kirkland and the riverside, stretching down to the Kendal College main campus and linking in with a re-developed K Village.

As well as creating a unique Creative Industries Campus and Quarter in Kendal, the development would provide a higher regional and national profile for the South Lakes & Cumbria, attract external public and private investment, create employment and regenerate disused buildings and the Kirkland district of Kendal.

As part of the feasibility study we need to develop a full needs analysis for the proposed provision of office space and incubator units for Creative Industries in the South Lakes. There is a real opportunity to access significant investment in this proposal but we need much more detail on whether you think it's a good idea and what specific requirements you would have for such a development at the Brewery.

We would be grateful if you could take the time to complete this questionnaire and return it to me as soon as possible and **by Friday 7th April at the latest.**

Thanks for your input

**MIKE JONES**  
**FINANCE AND OPERATIONS DIRECTOR**  
**mike.jones@breweryarts.co.uk**

# South Lakeland Creative Industries

## Capital Development - Needs Analysis

### Current Position

#### A) COMPANY

1. Name Of Company?
2. Where is your company based?
3. What is the nature of your business?
4. What is the status of your business (Sole trader, Company Ltd by Guarantee etc etc)?
5. What was the turnover of your business in your last full year of trading?

#### B) EMPLOYMENT

1. How many people are currently employed by your company (including yourself)?
2. How many full time staff?
3. How many part time staff?
4. How many permanent staff?
5. How many temporary/casual staff?
6. Are these skilled or unskilled positions (note % of each)?
7. How many of your positions require a graduate level qualification?

#### C) TRAINING

1. Do you provide training for your staff?
2. What type of training?

3. Do you have general business management training as well as training related to your particular field?

**D) CUSTOMERS**

1. How many customers do you estimate you currently have?

2. Where are they mainly based?  
(South Lakeland/Cumbria/North West/National/International?)

3. Are they mainly other companies or general public?

**E) PREMISES**

1. Where are the business premises that you currently use?  
(Please provide town & postcode)

2. What is the square meterage used?

3. What type of space is it (Office/Workshop etc)

4. What level of rental do you currently pay (per annum) for your business premises?

5. Do you own or lease your current business premises?

6. What special requirements do your current business premises provide (e.g. reception, car parking etc.)?

7. Why did you choose to base your business in South Lakeland/Cumbria?

## **F) ECONOMIC IMPACT**

1. How much do you estimate that your company spends per annum with other local businesses (i.e. within South Lakes)?

2. What percentage of your expenditure does that represent (estimate)?

## **Needs Analysis**

1. Do you need extra or alternative business premises?

2. If yes, why?

3. What size space do you require (sq. metres)?

4. What type of space do you require (office/workshop/other)?   
(If Other, please specify).

5. What special requirements would you have for work premises (e.g. reception, car parking etc.)?

6. What services do you require?

7. What extra equipment would you require?

8. What extra personnel would you require?

9. What facilities/personnel/services could you share with another business?

10. What other types of businesses would be beneficial to share a building with?

11. Would you benefit from sharing a building/site with educational institutions offering Higher and Further Education

12. Would you benefit from sharing a building/site with organisations engaged in national and international networks?

13. What extra training would you or your staff require?

14. Ideally where would those premises be and why?

15. Does a development on the Brewery Arts Centre site (Highgate, Kendal) have any obvious benefits to your business and why?

16. How much would you be willing to pay (per sq. foot) for business premises?

17. When would be the ideal time for your business to move premises (month/year)?

18. Are there any other factors influencing your response to the proposal e.g. concerns regarding traffic management systems, car parking, public transport etc.

## **Future Impact**

If you were to be part of a new Creative Industries Hub/Building at the Brewery Arts Centre what would be the likely short and long term impact on your business?

	<b>Short Term (1 – 2 years)</b>	<b>Long Term (3 – 5 years)</b>
1. Would you be able to employ any more staff?		
2. How many full time staff?		
3. How many part time staff?		
4. What type of jobs would be created?		
5. Would your turnover increase?		
6. If yes to 5. by how much (%)?		
7. Would your spend with local suppliers increase?		
8. If yes to 7. by how much (%)		
9. Would your customer base increase?		
10. If yes to 9. in which areas would you expand your customer base?		

Would you be willing to talk further to consultants working on behalf of the Brewery Arts Centre?

If so could you please supply a contact name, address, telephone number and email address?

**PLEASE COMPLETE THE FORM AND RETURN TO  
MIKE JONES, FINANCE AND OPERATIONS DIRECTOR  
BREWERY ARTS CENTRE, HIGHGATE, KENDAL, LA9 4HE  
mike.jones@breweryarts.co.uk  
DEADLINE – FRIDAY 7<sup>TH</sup> APRIL 2006**