



THEATR BRYCHEINIOG

BUILDING REFRESH: Project Design brief



Who are we?

Theatr Brycheiniog is mid Wales' principal civic space for Theatre, the Arts and Culture.

We present inclusive and diverse arts programmes through a newly redesigned high-quality and unique visitor experience (that is currently being redeveloped). We engage, entertain and challenge audiences.

The Theatr is situated in Brecon, within the national park, and boasts impressive attendance and visitor numbers. We host a wide-ranging offer, of both professional and community partners' work, in the 470 seat (or 600 standing) flexible theatre auditorium, large studio space, 2nd floor gallery, 1st floor theatre bar, and canal side café with soon to be created shop & ticketing centre.





What is the project?

We are redeveloping quickly and recently benefited from the European Regional Development Fund via the WCVA Social Business Growth Fund, and this scheme has now been joined by the Arts Council of Wales through their capital programmes.

We are investing directly in the visitor experience at the Theatr and want to reinvigorate artistic engagement for audiences and the visitor experience for when people make a trip to the Theatr's home at the Canal Basin in Brecon.

We are undertaking a significant capital project, investing up to £250,000, that will see us partner with a designer (or design team) to revolutionise the public spaces at Theatr Brycheiniog.

As part of this project, we'll be asking the successful bidder to imagine, think through and present to us costed designs for exciting changes, that will see us deliver a redesigned front of house feel that meets the expectations of modern audiences and visitors; these plans will include:

- A new café lounge for the ground floor, linking this space to the other areas on the canal side, creating a sustainable catering outlet
- A ticketing centre and shop instead of our box office in the old front of house desk area
- A remodeled and flexible bar area with meeting spaces on the 1st floor
- A reimagined 2nd Floor activity space, that continues to engage visitors in the visual arts, but extends our ability to provide hire space, a further hospitality overflow that feels purposeful and a flexible dining location for the frequent sell-out shows.

We have been recipients of Resilience Funding, and therefore have received guidance on café infrastructure, customer flow, the kitchen layout and practicalities of the new offers and our services. We will work with you to identify and contract a specific kitchen contractor, and other professional experts as appropriate.



Who is this for?

Theatr Brycheiniog is here for everyone, which is a tall order. We have analysis on who visits us, who uses our services and who buys tickets to our shows, but we need to have broad appeal, reach out to those who may not yet know us, and maintain an open welcome. We want to simultaneously play to the crowd and not to!

We need to increase our diversity, and the diversity of our offer. We need to be accessible and inclusive and strive for better access and inclusion. We believe this project is a fascinating prospect.



What is the purpose of this work?

We have been granted two funds for refurbishment work, one for the public spaces, to support the Theatr providing modern, flexible and engaging premises for artistic engagement, the other supports how the Theatr may engage in ancillary activities to support its financial balancing, creating income, employment opportunities and providing regeneration that stems from the Theatr's impact.

Once complete we will reveal a NEW Theatr Brycheiniog, which will be a welcoming and inviting building, with new facilities, service, produce and an overhauled visitor experience.

It will be a confident programme delivered by a venue that supports audiences, encourages attendance and is delightful to experience. Each element of the design will illustrate the Company we are and demonstrate the values we hold dear.

What does success look like?

The new building look, enticing spaces and inclusive welcome will reach out to people, bringing them into Theatr Brycheiniog to see our work, encouraging them to become involved, make a visit, see a show, have a coffee, sandwich, glass of wine and spend some time with us.

Our visitor, audience, customer engagement numbers, and the frequency of attendance will all increase, impressively.

What is the budget?

We have a detailed budget for the building, and its constituent areas, that are being developed as part of this proposal.

Overall we are working up budget areas that are allocated as follows:

Refurbishment budget for Ground Floor:

£30,000

Refurbishment budget for 1st & 2nd Floor:

£40,000

Kitchen redevelopment:

£20,000

Furnishings and Equipment Ground Floor:

£15,000

Furnishings and Equipment Other Floors:

£22,500

Contingency:

£30,000

The design concept, however, is being considered as a refurbishment and not a deep renovation, **we have therefore identified a budget for design at this stage of £15,000**, but there may be further funds available subject to a convincing business case.

How can you apply to be considered?

We will ask those interested to submit a pack to us, via email or by post to the Theatr. In this pack we will wish to see the following:

- A company or professional CV
- Examples of past work and/or projects
- At least one idea of how you would respond to this brief and tell us how you would approach this project
- An example budget breakdown (in relation to your submitted idea) and how you would allocate the spending
- At least two references from professional contacts or from clients you have provided similar work for.

In addition we would be delighted to discuss this project with anyone interested, and if you'd like an informal discussion prior to submitting anything (and we encourage you to get in touch) please do send our Theatre Director a short email and he'll get back in touch to discuss.

Please email david@brycheiniog.co.uk, you can also submit your proposal and information to the same address, or post it direct to us.

Theatr Brycheiniog, Canal Wharf
Brecon, Powys LD3 7EW

We are open to a discussion about the budget, and design fees, but any submission will be reviewed against our assessing criteria, which will focus on value, and we will look for value for money, and a rationale on how you might consider dealing with costing the project. We are also concerned with how the design will respond to sustainability, including plans to minimise environmental impact in the short and long term and on the ability to deliver to time and budget. We will also take a view on the quality of workmanship and service supplied. TBC reserves the right not to accept the lowest, or any, bid / tender.

How will we decide on a designer / design team?

We will review any submissions looking at the following design brief criteria:

- 1.** How does the design focus on access and inclusivity?
 - 2.** How does the design factor in sustainability and does it include plans on how to minimise environmental impact in the short and long term?
 - 3.** Does the design establish a building environment that attempts the widest appeal whilst reflecting the following:
 - a.** How the design will create an inviting welcome
 - b.** The building's purpose as a Theatre
 - c.** TBC's Vision, mission, aims & values, and the refreshed brand
 - d.** The Cultural life of Wales, Wales' audiences and artists
 - e.** The Welsh language
 - f.** The Theatre's Location and provenance
 - g.** The Arts and the arts industries
 - 4.** Has the design considered our audiences and visitors, specifically does it ensure that the building design and layout:
 - a.** Maintains the appeal and engagement of current visitors and audiences
 - b.** Strikes a distinct invitation to new, under-represented, lapsed, dormant or absent visitors and audiences
 - c.** Broadens the spaces' attractiveness to younger, more mobile groups, whilst
 - d.** Delivers a distinctly cross-generational sense of welcome
 - 5.** How the design might reflect the Theatre's needs as we come out of the pandemic and how any covid-secure measures might be considered
- We want any designs for these updated spaces to reflect the brand, values and vision for the Company. We are engaging in a brand refresh to make sure that we futureproof ourselves as much as possible, and we want you to work with, and take on the impact from this work to ensure that the new building image reflects the modern Theatre Brycheiniog we are, and the one we will become after all this change.
- We will also assess the submissions by reviewing the individuals or companies submitting, by looking at the following:
- a.** The reputation, experience and quality of project team or companies involved in the work
 - b.** The proposed approach
 - c.** Assessing value for money and best value
 - d.** Financial stability, quality assurance and sustainability policies of bid submission and/or team

What is the deadline and timetable?

The open call will be out until 30 June 2021, we will shortlist and request that interviews take place on 8th or 9th July 2021.

We will then want to appoint as quickly as possible, with the work planned between us to maximise our activities at this time, whilst also planning for the repealing of covid-restrictions and pandemic responses.

Month	Actions or activity
May	<ul style="list-style-type: none">• Project Start and Announcements
June	<ul style="list-style-type: none">• Call outs for brand and building tender submissions
July	<ul style="list-style-type: none">• Appoint teams• Map out design and capital refurbishment plans with design team• Immediately set out planning for café area and kitchen developments• Recruit and contract Kitchen contractor
August	<ul style="list-style-type: none">• Undertake Café Renovations• Agree equipment spec for kitchen, and source, procure and secure appliances and kitchen infrastructure, manage install• Consider plans / initial designs for box office and foyers
September	<ul style="list-style-type: none">• Consider plans / initial designs for gallery and bar• Undertake changes to Box office area• Finalise Café space• Install and finish kitchen• Undertake designed update for foyers (programme permitting)
October	<ul style="list-style-type: none">• Agree designs for Gallery or Bar (programme permitting)• Finalise design install to box office area• Open Café space and undertake new offer (measures permitting)
November	<ul style="list-style-type: none">• Reopen box office• Undertake installation of design in Gallery or Bar (programme permitting)• Refresh Café offer, analyse sales, review performance• Depending on event resumption, install food pass 2nd Floor, schedule catering events alongside programme• Depending on event resumption, road test catering events alongside programme
December	<ul style="list-style-type: none">• Undertake installation of design in Gallery or Bar (programme permitting)• December catering residency
January	<ul style="list-style-type: none">• Final areas of designed work to be delivered (programme permitting)• Spring menu refresh, analyse sales, review performance

THEATR BRYCHEINIOG IS SUPPORTED BY



THE CAPITAL RENOVATIONS PROJECT IS FUNDED BY

