

Performing Arts Academy, Widnes

Marmalade Developments



Brief

Appointed by Derbyshire-based Marmalade Developments to review business plan proposals from potential operators of the The Studio, Queens Hall, Widnes.

The Studio is the annex to the Queens Hall, a building Marmalade are developing into a commercial cinema, entertainment space and café bar. As part of the development Marmalade wish to encourage community and social use of The Studio.



Activities

The proposals spanned the entertainment sector - performing arts; music rehearsals and performance and repertory theatre.

Business plans assessed and interviews held with each organisation.

Discussions held with local authority officers regarding planning; highways; licensing; environmental health issues.



Outcome

the proposals critiqued against their viability; market awareness; marketing and sales activities; management structure and skills; financial forecasts; need for revenue funding; hours of use/impact on residents; planning and traffic impact; and compatibility with Queens Hall.

BE Group recommended the selection of an established Merseyside organisation wishing to start the sub-region's first performing arts academy, including a new record label and music training programme.

