



Expressions of Interest in providing marketing consultancy services to Coventry Cathedral

September 2019

Context

Coventry is UK City of Culture in 2021.

Now that the city has been successful in securing the prestigious title, the City of Culture Trust is working with strategic partners and stakeholders, local businesses, local artists, cultural organisations, and resident groups to deliver an amazing build-up programme, ambitious UK City of Culture year in 2021 and legacy.

Coventry Cathedral will play a pivotal role in the success of the year. Both the new Cathedral and the ruined medieval Cathedral are amongst the largest venues in the city centre, both indoor and outdoor. Having significantly expanded its events programme in recent years, the Cathedral is very eager to play a full part in the 2021 events and is now seeking support to fully capitalise on the opportunities the City of Culture year will bring.

The Brief

We wish to appoint, on a fixed term basis (from October to December 2019), a consultant able to advise Coventry Cathedral, as we seek to:

- develop our marketing and communications practices
- identify priority audiences and place in the market
- increase audiences and impact
- enhance our year-round programme of cultural events, including those for 2021
- identify team resource requirements

The areas of expertise we are likely to need include:

1. marketing and communications planning
2. audience segmentation
3. audience development through programming
4. horizon scanning and marketplace analysis
5. skills audit and resource planning

About You

We would expect to work with a consultant who can:

- Demonstrate experience in developing marketing and communications strategies to increase audiences in number and engagement
- Demonstrate a real commitment to delivering a quality, client-focused service at a competitive price

- Demonstrate appropriate management systems in place to ensure that work is always done at a level commensurate with its difficulty, complexity and importance

The Next Steps

Please provide the following information in any format you consider appropriate:

- Your experience of providing marketing consultancy services
- Details of the proposed client relationship manager
- The proposed team structure and brief details of colleagues likely to be involved
- Details of how you would supervise and deliver the service to the standard we expect
- Details of your proposed charges
- Details of your standard terms of engagement, complaints and billing procedures
- References for two current clients whom we can contact
- Any other information that you consider to be relevant

To discuss this opportunity please contact Isabel Merrifield, Cathedral Business manager:
Isabel.merrifield@coventrycathedral.org.uk 02476 521242

Completed Expressions of Interest should be submitted to
Isabel.merrifield@coventrycathedral.org.uk by 12 noon on 4 October 2019 in pdf format by email.

Timeline

Deadline for submission	12 noon on 4 th October 2019
Review and interview period	4 th October to 18 th October 2019 (interviews w/c 14 October)
Contract Period	20 th October to 31 st December 2019