



## Proposal for The Royal Pump Rooms and The Glasshouse



**The Assembly Room:** Increased use of the facilities for public and private events, weddings, parties, product launches and a new Sunday lunch offer. Facilities available to offer use for community activity. It is envisaged that greater use will be achieved through engagement with local stakeholders, community groups and businesses.

**The Café:** Increase usage for a tourist information/drop off point, operate gallery events linked to the museum, daily menus using seasonal high quality and locally sourced ingredients, sharing boards, coffee bar and weekly carvery. Stronger linkages with the local community to ensure that there is greater accessibility and engagement.

**The Glasshouse:** Increased use of the facilities for all public and private events, weddings, gala dinners, business meetings, food fayres and a new Sunday lunch offer. Menus will be high quality, sourced with quality produce and local ingredients.

The overall aim is to create an inspirational product, a benchmark of quality in the town and making the Pump Rooms and Glasshouse the “must visit” with an excellent reputation for customer service, high quality food and beverages and a high end although still affordable experience.



### Key Changes from the current offer

- Potential for much greater growth through emerging partnerships on the wider scheme with key partners such as University of Warwick and the LEP
- Greater co-ordination and integration into the wider Creative Quarter initiative and the various stakeholders and community groups
- Improved guest experience from improved menus, quality of produce and customer service
- Improved welcome, particularly to visitors to the town
- Executive Chef will be on site and responsible for all food
- A dedicated Event Manager will manage all aspects of bookings
- A state of the art IT system will ensure the customer journey from booking a table to paying their bill is trouble-free
- A flexible approach to low cost community events will be introduced
- Several full and part time jobs will be created
- A positive approach to working with local business partners for the good of the town and new creative quarter
- A willingness to drive footfall between the 3 sites by promotion of events
- Considerable increase in user engagement through interaction with the wider regeneration scheme
- Consideration given to investment in the venue particularly the ambiance of the café, working collaboratively with other stakeholders in reimagining the space. This is viewed as both a short-term action and more of a long-term integrated plan with the overall use of the wider Pump Rooms facility
- Greater use of the Glasshouse which is an underutilised venue in a truly special environment. This is to be delivered in consultation with the park team in particular to get 'buy in' to the journey

### Benefits

The improved offer has a number of key benefits for the local community, key stakeholders and visitors

- Improved "welcome" facilities particularly for visitors to the town who will arrive here by coach and this will be their first impression, with more linkages to the museum, other visitor attractions and new creative quarter
- Co-ordinated and effective communication with WDC and in particular the parks team in making use of the beautiful and historic space and making it available to more user groups
- A coordinated approach to management of the space ensuring profitable returns without compromising quality and experience
- Setting a benchmark for the town in terms of catering and event experience
- CDP is a development partner with a difference. We focus on area regeneration that specialises in delivering in partnership. To deliver area regeneration we have to both inspire local communities to get involved and use the facilities provided. The catering and events opportunity on these sites is therefore crucial and could be the first step in delivering change

### **Timescale**

As we understand the current contracts expires in February 2019, we would be seeking to get an operational agreement in place 6 months prior to us assuming responsibility for operation of the events and catering.

Clearly this is a process that needs to be undertaken with some sensitivity particularly with the current operator and the advanced bookings that may be taken. As such we consider time to be of the essence particularly in view of wedding bookings that are often made a long time in advance. It would be our intention to honour any venue bookings for these events although clearly the clients will need to know that it will be delivered by a different organisation.