



CAMDEN DISABILITY ACTION

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## Camden Disability Action

### Request for Proposals

**Maximum Budget £16,000**

#### Brief

We are looking to award a freelance contract to a Marketing/Social Media/Business development professional/organisation to support Camden Disability Action to generate significant income through the hire of our conference and meeting spaces in Camden's Greenwood Centre. The contract will be awarded in the first week of January 2021 and the work will be completed by March 2021.

This work is funded by the Social Enterprise Support Fund and The National Lottery Community Fund, distributed by UnLtd.

#### CDA Background

We are a Disabled people's Organisation (DPO) - led by Disabled people, for Disabled people. Based in and managing the Greenwood Centre, Camden's Centre for Independent Living, CDA is providing an inclusive hub, delivering services and activities to give Disabled people the same opportunities, choice and independence as everyone else. We work through the lens of the Social Model of Disability, meaning that people are *Disabled* by society, not by their impairment or difference.

#### The problems we need your help to solve



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- **We have one of Camden's (and London's) best kept secrets - an amazing suite of conference facilities and meeting rooms with the following features:**
  - Very high levels of accessibility for Disabled people including 2 changing places accessible bathrooms, 9 accessible toilets, automatic and wide multiple doors, scooter mobility storage, clear accessible signage, hearing loops, accessible roof garden, colour contrast considerations and staff trained in disability equality.*
  - Beautiful contemporary spaces*
  - COVID-safe, spacious, deep-cleaned and well-suited for social distanced events.*
  - The Greenwood Centre has a state of the art 150 seater conference room, 20 seater training room (opening onto roof terrace), 3 smaller meeting rooms, roof top garden, beautiful light-filled atrium and lobby areas, and fully equipped art room and music studio. Follow link to our website for more details. <https://camdendisabilityaction.org.uk/hire/>*
- We do not have a clear business and pricing strategy that reflects our objectives to balance income generation while offering free or low cost space to Disabled people and small organisations to benefit the community. It is important that local Disabled people have control of the spaces and can use them for activities of their choosing, as well as the building working to generate income for CDA.
- Operating in a COVID-world and thinking about how we combine the physical and the virtual spaces to support events. We have started to



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receive requests for 'hybrid' events, and this is a market we would like to explore more.

- Untapped market - Many potential hirers will **not** be considering disability access as a priority when hiring spaces if their event is not disability specific. Hirers are not likely to be automatically thinking that their clients/stakeholders/event attendees might be Disabled people. We would like to change this.
- We do not have in-house experience in room hire and business planning. We have a small team who can take room bookings with some capacity to set up rooms and handle billing and payments.
- We are currently 'between' websites. We are building a new website that will fully show case the rooms and provide a booking system. This will be launched at the end of March 2021. We will need to guide our appointed web developer and be clear about what we need the new website to do and support a coordinated digital strategy.
- We need to generate 100K per year to break even on rent and service charge. Pre COVID we were meeting this target. Currently we are projected to generate just 5k this financial year – 95k less than were we need to be.
- In 2 years' time we want to be generating at least 250k per year through room hire
- We need private money; however, we have strong values around Disability equality, social justice and human rights and we seek trading relationships with organisations who share our values



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- We do not have any quality content to promote our rooms through any of our digital platforms
- We do not have skills or expertise in email marketing
- We are not currently decided on our branding and logo.
- Our main customer (and supporter) is Camden Council and we have yet to diversify our customer base.

## Timeline

Go to market	Thursday 10 <sup>th</sup> December 2020
Deadline for proposals	Thursday 31 <sup>st</sup> December 5pm 2020
Shortlisting	Monday 4 <sup>th</sup> January 2021
Interviews	6 <sup>th</sup> - 8 <sup>th</sup> January 2021
Projects completed by	31 <sup>st</sup> March 2021



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## To Apply

Please send a proposal which must at least include the following:

- Specific response to the problems we have as stated in the brief
- Your approach to the work
- Your suitability to undertake this work (skills and experience)
- How you will use the 16k budget

## Contact

For more information and to submit your application please contact, Colin Brummage, 07732 746 231 [colinceo@camdendisabilityaction.org.uk](mailto:colinceo@camdendisabilityaction.org.uk)

**Deadline 5pm Thursday 31st December**