

In Your Space Circus Cathedral School Project Marketing and Communication Consultant



About In Your Space Circus:

In Your Space Circus (IYSC), based in Derry-Londonderry in the North-West of Northern Ireland, is a circus school and performance company focused on circus, street theatre and outdoor productions. We work individually and in collaboration with other organisations and communities involving circus skills (including juggling, diablo, acrobatics, unicycle, aerial, stilt-walking, clowning, etc.), street theatre, visual arts, music, costume-making, large scale carnival constructions and theatre.

Our Current Work

Current activities include the following:

- An open circus school training children, young people and adults in a wide range of circus and performance skills.
- Personal and social development of children and young people from disadvantaged groups and communities through a proactive outreach programme in a range of community venues across the North-West region.
- Producing circus and street theatre work for a wide range of festivals and events.
- Producing our annual Circus, Arts and Music Festival – Carnival of Colours.
- Event Management services including Big Top and technical equipment hire.

We are at an incredibly exciting junction in our journey, having been offered the lease on a stunning heritage building in the Cathedral Quarter area of Derry; taking on the building will involve a major capital development but ultimately, we will have a physical space which matches our ambitions.



Marketing and Communication Consultancy Brief

Task Overview

IYSC has been successful in securing funding to contract dedicated support for the Cathedral School Development project (please see Appendix for further information).

IYSC is seeking a consultant or agency to help us grow our brand profile and develop our engagement with audiences. This will include but is not limited to:

1. Conduct an audit on current IYSC marketing and communications practices to help us better understand our needs and inform areas for growth and improvement. This should include an in-depth analysis of our website and social media usage. We use Facebook, Instagram, X and LinkedIn.
2. Create a digital marketing strategy based on widening IYSC's reach and enhancing reputation growth – sharing the message that heritage is now part of the IYSC brand and organisation.
3. Work with the IYSC team to deliver the strategy and action plans. This could include some training for staff, volunteers and circus participants on content creation and digital editing tools.
4. Designing specific event campaigns informed by and advising on current trends. This may include:
 - a. Public fundraising campaign for the Cathedral School Project
 - b. Events aimed at attracting support for the project and the organisation
5. Embed systems and insights into our current processes.
6. Assist in the creation of a job description and person specification for a future IYSC marketing and communications role.

Estimated Contract Value

The maximum budget available for this contract is £10,000 (excluding VAT)

Timeline

The work period is expected to be 13 May – 30 September 2024

PURPOSE OF THIS TENDER

The purpose of this tender is for a sufficiency of information to be provided by each tenderer, such that IYSC can select their proposed Consultant for the project.

Tenderers will be evaluated against the criteria set out in this document.

Tenderers must respond to all the questions in the tender and must provide all the supporting information requested.

Applicants must supply the following information:

1. Please send a proposal of how you would work with us in the areas specified above giving examples and providing details of relevant experience you have had with other organisations in the past 3 years.
2. If you feel that the brief is best fulfilled by more than one person, please could you provide information on who would work with you and their experience.
3. Please provide a full cost for the work as outlined in the brief.
4. Please include information on the total number of hours/days which will be committed to the work.
5. Please indicate when you could begin your engagement with IYSC and how long you expect the work to take.
6. Please include details of 2 clients you have worked with, who could provide testimonials.
7. Include details of preferred payment terms where applicable.
8. Please note whether your services will incur VAT.
9. Please include details of your professional indemnity insurance.
10. Your submission should not exceed 6 pages (A4) in length.

Please note the following:

1. All submissions will be assessed on the basis of price, availability and relevant experience.
2. IYSC is under no obligation to accept the cheapest, or any quotation received.
3. The submission deadline is **Friday 19th April at 4pm**.

We expect to reply to proposals by Friday 26th April.

If you have any questions about the brief, please call **Cath McBride** on the number below ahead of submitting your proposal.

Please send your proposal via email to:

Cath McBride, Company Director

cath@inyourspaceni.org

028 71377 113 / 07540 232756

Appendix

Project Media Coverage:



BBC News Line, June 2023: https://www.youtube.com/watch?v=-N_as6qGk6o

Derry Now Article, June 2023: <https://www.derrynow.com/news/local-news/1190132/derry-based-in-your-space-circus-awarded-140k-lottery-heritage-fund-grant.html>

Heritage Fund NI post on X, June 2023: <https://twitter.com/HeritageFundNI/status/1668637448241561600>

BBC News, June 2023: <https://www.bbc.co.uk/news/uk-northern-ireland-65843982>

Irish News, June 2023:

https://www.irishnews.com/news/northernirelandnews/2023/06/09/news/derry_circus_receive_140_000_of_lottery_funding_to_revive_school_in_city_walls-3336797/

Belfast Telegraph Article, June 2023: <https://www.belfasttelegraph.co.uk/news/northern-ireland/cathedral-school-in-derry-leased-by-circus-and-street-theatre-company/1049174815.html>

Derry Journal Article, June 2023 <https://www.derryjournal.com/news/people/in-your-space-circus-to-develop-new-circus-school-and-circus-arts-venue-in-derry-4090855>

BBC Newsline, March 2024: <https://www.youtube.com/watch?v=bYRmaG6924Q>

BBC Radio Foyle, March 2024: https://drive.google.com/file/d/1GMd4upJsQ-40mVmepPAn8Xd7_u7LUYGM/view





**IN YOUR SPACE
CIRCUS**



The Cathedral School

A New Home for In Your Space Circus

Change is Coming

In Your Space Circus, the Northwest's only Circus School and Producing Circus and Street Theatre Company, have been given the exciting opportunity by St. Columb's Cathedral to lease the Cathedral School and transform it into our new home.

The location, on the city walls, will put us in the heart of the city. The space inside the building has huge potential to meet the needs and aspirations of the company.



In Your Space Circus





An Historic Building

Historically, there were several 'Cathedral Schools' around the City. This building was a school for over a hundred years until the mid-1990s and is still owned by the Cathedral.

Both In Your Space Circus and the Cathedral are excited to be breathing life back into the building and reinstating its school status, this time as a school of circus.

The building is currently a shell. The roof, walls and general structure has been made sound through an initial £1.5m restoration project in 2010 but the building continues to deteriorate while it has been empty.

It is estimated that the development costs to create a new circus centre at the former Cathedral school will be approximately £2.5 million but we are excited and ready for the challenge.

When complete the space will provide state-of-the-art facilities for the city and the region. It will become a place of magic where artists, participants and audiences can learn, explore and develop their creative talents.

Our Plan

Circus school programmes with space to expand our offerings for children and young people

Artist training, development and residency space. Producing new and exciting work in circus and street theatre

Delivering Circus accreditation beginning with OCN qualifications

Developing new programmes for people with disabilities, older people and those who face complex challenges in their lives

Hosting multi-arts performance as a prime venue for creative programming

Tourism offerings including a Circus Cafe, pay-to-play circus sessions for visitors and a 'Very Derry Tour'

Revitalising a heritage asset to provide a space for multi-community integration, stimulating city regeneration

Update

In March 2024 we were awarded £601,000 from the Community Ownership Fund (Department for Levelling Up, Housing & Communities).

This will finance an enabling works package, initiating the building and planning process and support the next step towards turning the dream into reality.

This follows a resilience grant of £140,000 in 2023 from the National Lottery Heritage Fund which enabled us to initiate the project planning.

Progress to date includes:

Procuring architectural services from Mullarkey Pedersen architects who completed a condition survey, architectural drawings and quantity surveying of the building.

Procuring The Arts Fundraisers to produce an in-depth funding plan for the Capital project.

Procuring business planning services from Venturei Consulting to complete a business plan and feasibility review.

We have undertaken significant community engagement activity, including distributing surveys and introducing the building to existing and new audiences, stakeholders and advocates. We hosted performance events in the Cathedral School building to provide a taste of how the space will be transformed by the colour, light and laughter of Circus



Exterior views



Opening onto the
Derry Walls



London Street
Entrance



View from the
Cathedral Grounds



Interior views



Ground Floor Spaces



First Floor Spaces





Proposed Design Ideas



Proposed Design Ideas



Media Coverage

[BBC News](#)

[BBC Newsline](#)

[Irish News](#)

[Heritage Fund](#)

[Derry Journal](#)

[Derry Now](#)

[BBC Newsline](#)

[BBC Radio Foyle](#)

“This is the opportunity to bring this historic building back to life, and fill it with love and laughter. A fun filled space at the heart of the community.”

Parent of Circus School participant

“The development of this new circus building will make a real and important difference to the arts offer across the North and Northwest of the island. It will create more opportunities for performance, participation and employment, help to develop and retain talent and offer an important safe and creative space for local young people and their communities.”

Jenna Hall, Chief Executive, Circusful, Belfast

“The Old Cathedral School is an iconic building in the City, fronting the historic St Columb's Cathedral and this project will ensure its unique heritage will be secured, and once more take pride of place with other historic buildings in the Cathedral Quarter.”

Robert McGonigle, Parish Administrator, St Columb's Cathedral

“There is so much enthusiasm, energy and collaborative motivation to materialise this plan and I feel incredibly excited at the prospect. We have a business in one of the neighbouring streets and feel really positive about the contribution the circus school would make to the community.”

Local Business Owner

Contact Us

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In Your Space is a registered company limited by guarantee: NI 050953
Registered Charity number: NIC103059

