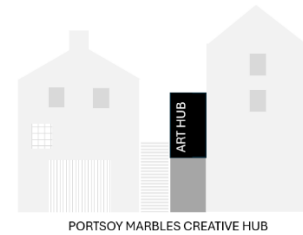




**NORTH EAST SCOTLAND
PRESERVATION TRUST (NESPT)**

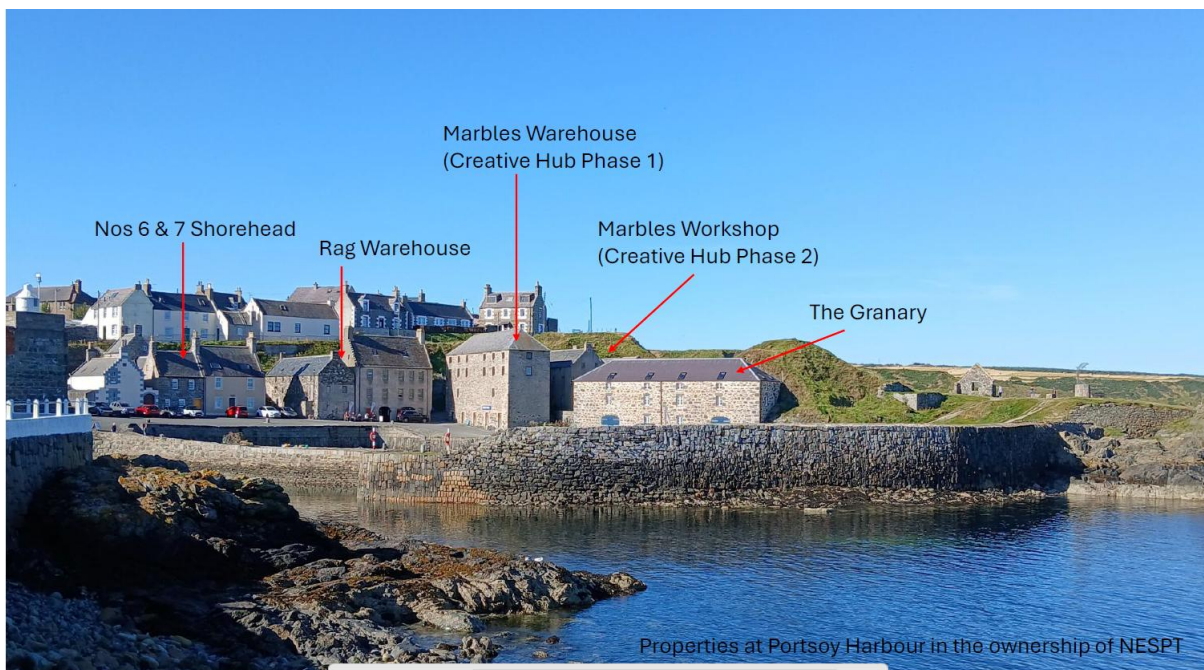
**MARBLES CREATIVE HUB,
PORTSOY**



CONSULTANT'S BRIEF FOR THE PREPARATION OF A BUSINESS PLAN FOR THE PROPOSED MARBLES CREATIVE HUB

1 Introduction

The NESPT has been left six historic building at the Old Harbour, Portsoy, in the will of the late Thomas Burnett-Stuart. Following an extensive public consultation exercise and the completion of a full Options Appraisal it has been decided to convert two of the buildings into a Creative Hub providing studios and workshops for artists and crafts people to rent. The buildings are the category A listed Marble Warehouse dating from 1765 and the mid-eighteenth century, category B listed Marble Workshop.



The project is currently at RIBA Stage 1 and funding has been secured to develop the project through to tender stage. Advice from the funders is to tackle the project in two phases: phase 1 being the Marble Warehouse and the modern link building

housing the lift; and phase two incorporating the Marble Workshop. Phase 1 must be viable on its own in case phase 2 does not proceed.

2 The work required

The NESPT wishes to appoint a suitably qualified and experience Consultant to prepare a Business Plan for the Marbles Creative Hub in Portsoy. The Plan should outline the strategic, operational, and financial aspects of establishing and running a physical space that fosters collaboration and community among creative individuals and businesses. Key components include defining the Hub's unique concept, market analysis of the target audience and competition, a robust marketing and outreach strategy to attract tenants, a clear operational plan for managing the space and services, and detailed financial projections to ensure sustainability and growth.

The Consultant will be required to join the multidisciplinary Creative Hub Project Team which will be chaired by the NESPT Project Manager and include the lead Architect, the Evaluation Consultant, the Community Engagement Consultant, the Heritage Curator and others as and when required.

The Plan should contain the following:

2.1 Executive Summary & Concept

- **Define the Vision:** Clearly state the purpose and unique value proposition of the Marbles Creative Hub, including providing co-working space, offering networking opportunities, and delivering specific creative resources.
- **Target Audience:** Identify the types of creative professionals, artists, or small businesses likely to rent space.
- **Mission and Values:** Articulate the core principles that will guide the Hub's activities and community culture.

2.2 Market Analysis

- **Identify the Market:** Understand the local market for creative professionals and the demand for the specific services.
- **Competitive Landscape:** Research existing creative spaces, networks, or communities in the area and identify how the Marbles Creative Hub will differentiate itself.
- **SWOT Analysis:** Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to understand the position within the market.

2.3 Services & Operations

- **Physical Space:** Detail the location, size, and amenities of the physical space, including co-working areas, private offices, meeting rooms, and communal resources.

- **Pricing:** Outline different rental options including sole use, pricing structures, length of tenancies and the services included in each.
- **Events & Programming:** Plan for workshops, networking events, training, mentorship programs, and other activities that will engage the tenants.

2.4 Marketing & Community Building

- **Outreach Strategy:** Develop a plan to promote the Hub and attract tenants through social media, partnerships, local campaigns, and targeted content.
- **Community Engagement:** Create strategies to foster a vibrant and collaborative community, such as introducing tenants, facilitating partnerships, and encouraging idea exchange.
- **Partnerships:** Identify potential collaborators, such as educational institutions, local businesses, and cultural organisations, to expand the reach and offerings.

2.5 Management & Structure

- **Legal Structure:** Determine the legal structure of the business (e.g., a trading subsidiary of the NESPT Charity) and ensure compliance with relevant regulations.
- **Team & Staffing:** Describe the roles and responsibilities of the management team and any required staff to operate the hub.
- **Governance:** Establish clear governance structures and processes for decision-making and conflict resolution.

2.6 Financial Plan

- **Startup Costs:** Detail all initial expenses, including equipment, technology, marketing, and legal fees.
- **Revenue Projections:** Forecast revenue from rent, service charges, event rentals, commission on gallery sales, increased sales in the Portsoy Marble Shop, and other potential sources.
- **Operating Expenses:** Project ongoing costs for utilities, salaries, maintenance, insurance, and software.
- **Grant Funding Opportunities:** Clearly state the funding opportunities available (e.g. Creative Scotland) and how it will be used to achieve the goals.
- **Financial Sustainability:** Explain how the Hub will achieve financial independence and profitability over the two phases and in the longer term.

3 Funding and Timetable

Grant funding from the Architectural Heritage Fund is in place so an appointment can be made immediately. A budget of £10,000 has been secured for this work.

The completed Business Plan should be delivered by September 2026. This is an indicative timetable that may be subject to change.

Development Phase	Date
Brief issued	4 May 2026
Tender returns	12pm, 19 May 2026
Interviews	w/c 25 May 2026
Appointment of consultant	w/c 1 June 2026
Development Phase tasks start	w/c 8 June 2026
Completion of Business Plan	September 2026





4 Further Information

For further information please contact Paul Higson, Project Director, NESPT, info@nespt.org

Presentation of information: all rights, including copyright to the detail of the Business Plan must be assigned to the NESPT at the end of the project.

Reporting: the lead professional appointed will be required to liaise with and report regularly to Paul Higson, the NESPT's Project Director.

5 Submitting a Proposal

If you are interested in this proposal, please provide the following information as soon as possible and by **noon on Tuesday 19 May 2026** at the latest through the Public Contracts Scotland Portal. If you are not already set up as a supplier, you will need to do this, but there is no charge. [Home - Public Contracts Scotland](#)

. The Quotes will be evaluated against the following:

- Details of relevant experience of business planning, particularly for a Creative Hub project
- Proposed methodology and assessment of key issues to be addressed and how objectives will be met.
- A fixed-price quote, including daily rates for all team members and VAT (if applicable), production costs for final documents and any anticipated expenses.
- CVs for Consultant(s)

Quotes must also include:

- Confirmation that the consultant has the capacity to complete the work within the timescale indicated
- An explanation of each person's responsibilities and any sub-contracting for particular parts of the work, where necessary
- Insurance details. Consultancies are required to have Public Liability and Professional Indemnity insurance cover of at least £500,000.

Please note that the maximum budget available for this piece of work is **£10,000**, including expenses but excluding VAT. This post is funded by the Architectural Heritage Fund.

6 Evaluation Criteria

Responses will be evaluated based on the most advantageous offer to the NESPT. The main factors which will be considered in this assessment, along with allocated weightings, are:

Price	10%
Overall Quality of Submission	30%
Evidence of Past Work	40%
Team Experience	20%



North East Scotland Preservation Trust
Portsoy Marble
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