



**blue**  
horizon

Blue Horizon Ventures  
Credentials



Market Context.  
Culture & Leisure...



# Market Context

## Culture & Leisure

- Volatile and unstable – trend analysis uncertain
- Cautious optimism in the producer fraternity
- Social Value objectives – utilising existing cultural assets to deliver Council's Social Value objectives
- Restructure & reengineer business processes – traditional models fractured
- Cost of living – driving irregular consumer buying patterns

- Evaporating funding streams – Local Authority subsidies, ACE grants etc. is demanding cultural & leisure organisations find new revenue streams
- The commercial operator market is very shallow and only interested in the high value opportunities
- Talent shortage – attract, retain, invest, retrain & wellbeing are business priorities
- De-skill models – automation, simplification – invest in tech
- Value for money, trust and quality are minimum standards



Who are we...



## Who are we...

BHV is a Theatre, Culture, Hospitality and Leisure Consultancy providing strategic thought leadership that will drive commercially sustainable growth, and remove the reliance on funding and public sector support.

Unlike many other Consultants our team of experts have all grown and run businesses within the sector. Additionally, real time hospitality expertise will ensure optimisation of all possible revenue streams.

Our support and advise is not based on abstract theories, it comes from real life experience.

# The team



**Julian Russell**  
Business Growth  
& Commercial  
insight Specialist



**Lisa Thomas**  
Client  
Partnerships &  
Marketing  
Specialist



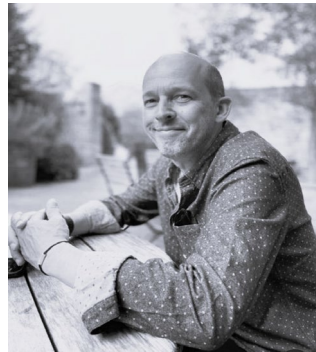
**Howard Allen**  
Senior Operations &  
Procurement  
Specialist



**James Mackenzie**  
Michelin Star Chef  
Patron



**Owen Catto**  
Proposition &  
Planning Expert



**Iain Peebles**  
Hospitality Specialist



**Chris Symons**  
Leisure Sector  
Specialist & Strategist



**Kim Chalkley**  
Culture Finance  
Specialist



Our approach...

And the services we provide



# Our approach

Working alongside your team, we immerse ourselves in your business, gaining invaluable insight which we convert into clear, measurable business objectives.

Create a bespoke plan to re-energise your organisation, by unlocking the maximum potential of your culture and entertainment offering.

Assign a specialist team based on objectives and desired outcomes to deliver the project.





# Our expertise

The BHV team excels in conducting comprehensive **options appraisals**, **facilitating new build developments**, and **assessing the economic and social value impact** of cultural initiatives.

We have a proven track record of collaborating with **Local Authorities**, influential cultural stakeholders such as **Arts Council England and UK Theatre**, as well as the broader cultural and heritage sector, to effectively **deliver their social value and commercial sustainability objectives**.

Our expertise in options appraisals allows us to thoroughly evaluate different possibilities, considering factors such as financial viability, social impact, and long-term sustainability.

Moreover, BHV's strong network and partnerships within the cultural sector enable us to leverage valuable resources and industry expertise to support the successful implementation of projects.

# Our services

## Masterplanning

Balancing the skill of assessing the broader perspective with the art of coordinating intricate details is no small feat.

Our expertise extends from collaborating with top industry professionals on the big picture to overseeing every aspect of the project.

## Tender Management

We understand tender management is not always straightforward.

Whether a contract or group contract, is due to expire or it's a first time tender, we help businesses and institutions through the challenges of selecting suppliers for theatre, arts and foodservice services with PCR compliant systems.

## Food & Beverage Experts

Collaborating with a team of experts, we assist you in crafting a consistently premium approach to food and beverage.

Our fundamental belief is that true hospitality originates in the kitchen, and we partner with your teams to ensure that radiates throughout every corner of your business.

## Execution & Operations

This is where we get into the detail, ensuring that all of our planning comes to life and your systems are set up to support you from day one.

## Option Appraisals

We conduct systematic evaluation processes used to assess various options or alternatives related to cultural projects, initiatives, or assets.

The goal is to provide decision-makers with comprehensive information and evidence to make informed choices regarding cultural investments, developments, or strategies.





Case studies...



# White Rock Theatre Hastings

## The Brief

A comprehensive appraisal of the current contract partnership with Trafalgar Theatres in the context of the current contract ending in January 2024. It has led to the development of a plan to engage with the market to seek a long-term tenant partnership, to secure the future of the White Rock Theatre.

Supported by a diminishing council subsidy, the theatre's commercial viability has come under increasing pressure operating as a traditional theatre.

BHV were commissioned to support the council secure a new leaseholder for the theatre via a long-term zero subsidy partnership agreement.



## The Response

The work addressed the following:

Created a compelling opportunity prospectus to engage with the operator/lease market.

Collation of all asset management information to provide a comprehensive deck to all interested parties.

Supported the council with the compilation and delivery of the market engagement and evaluation process including:

- Market Engagement & Communication
- Preparation & Publication
- Shortlisting & Invitation to Tender
- Evaluation & Selection
- Lease Award & Mobilisation
- Post Mobilisation Support & Evaluation

## White Rock Theatre Hastings

### The Outcome

The appointment of a new long-term operator and leaseholder.

Innovative commercial partnership.

25-year, FRI, zero subsidy lease.

Enhanced community engagement framework, protecting the economic impact and social value benefits to the town.



# Heliot Steak House

## The Brief

The Heliot Steakhouse is a premium dining experience located in the heart of one Europe's most prestige luxury Casinos.

Open 24 hours a day, 7 days a week the Hippodromes' hospitality operation is complex, relentless and almost without parallel.

Alongside other areas of the hospitality business, the leadership team were seeking to ensure that the Heliot Steak House is optimising its commercial performance.

BHV were commissioned to carry out a comprehensive hands-on performance health check & audit.



In partnership with Design LSM and James Mackenzie of the Pipe & Glass BHV delivered a detailed report, outlining the current commercial performance of the Heliot Steak House.

The report will also include the following:

- Objective, expert-based commercial performance synopsis
- Menu engineering assessment & improvement plan
- Benchmark report
- SWOT analysis
- Logistics – goods delivery, storage, production, service, layouts & service route analysis
- Interior design review
- Floor plan & room layout iterations
- Options appraisal – what next recommendations


## Heliot Steak House Hippodrome Casino

### The Outcome

Comprehensive data driven report which provided the senior leadership team with complete commercial performance transparency.

A clear, measurable action plan which included a strategic overview and tactical interventions.

Profit improvement road map highlighting the relationship between product, systems and brand identity.



# Swindon Cultural Quarter

## The Brief

A two-stage project, comprising a market and financial analysis to establish an optimum capability and technical capability for a new theatre in the Cultural Quarter Development in Swindon Town Centre.



## The Response

The work addressed the following:

- Detailed analysis of the UK theatre operator market to highlight key factors related to theatre configuration, capacity, and programming projections.
- Presenting commercial operating models to include gain share options and contractual/lease & commissioning mechanisms.
- Developed ancillary income opportunities including hospitality, ticketing, and booking fee strategy.
- Comprehensive stakeholder consultation and operator engagement.

# Swindon Cultural Quarter

## The Outcome

A four-month project delivered a detailed assessment of the commercial viability of the new theatre design scheme.

This gave the Council demonstrable evidence of the commercial sustainability of a new venue and the market confidence.

Stage two of this project has been commissioned and will focus on the operating models and funding strategies.



# Southend

## The Cliffs Pavilion

### The Brief

Project leadership of the £10mil refurbishment and extension of the Cliffs Pavilion, Southend.



## The Response

The work addressed the following:

- Conceived the design scheme and business justification in conjunction with the Council and the operator HQ Theatres (now Trafalgar Theatres)
- Lead the procurement programme and the appointment of the entire project team.
- Building a detailed 25-year commercial model outlining the commercial output and ROI of the enhanced venue focusing on comprehensive hospitality and food & beverage capabilities.
- Day to day leadership of the project on behalf of the Council and Trafalgar Theatres.
- Detailed contribution to the Council's LUF submission

# Southend

## The Cliffs Pavilion

### The Outcome

Funding secured for the project, and it is ready to start in January 2024 and will complete in September 2024.



# Marine Lake Event Centre

ASM Global

## The Brief

Supporting ASM's tender submission for the new venue complex in Southport, BHV were asked to provide a detailed commercial and technical viability assessment of the theatrical & hospitality capability of the new 1200 seat theatre.



## The Response

The work addressed the following:

- General overview of the commercial programming market from a theatrical content perspective .
- Review of the Facilities Description – from a theatre technical perspective including view on the appropriateness of the flying provision and the hospitality strategy adopted by the design scheme.
- Review of the FF&E schedule
- Detailed assessment of the hospitality strategy
- Stakeholder engagement providing feedback on the potential for the venue to attract musical touring theatre or other theatre-based product.

# Marine Lake Event Centre ASM Global

## The Outcome

A one-month project delivered a detailed assessment of the commercial viability of the new theatre design scheme.

This gave ASM demonstrable evidence of the commercial sustainability of the new venue and stakeholder and market confidence, supporting and strengthening their tender submission.

In August 2022, ASM were appointed as preferred supplier of the new Marine Lake Events Centre.



Why BHV...



# Why BHV

Unique blend of hospitality, leisure, culture and entertainment experience...

Board Level expertise in commercial theatres

Sector specialist

Unrivalled hospitality expertise

Entrepreneurial

Agile and actionable

Value – low-cost base translates into high value return

Empathetic but honest guidance

Personalised solutions to meet your business ambitions

Social Value ambassadors

Overall we are your allies not interrogators

**blue**  
**horizon**

Helping transform the commercial  
resilience of cultural assets.

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