

CASE STUDY:
The Midlands Art Centre



CATERING
CONSULTANTS

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New Catering Operation – café, bars and events

Set within Canon Hill Park, Edgbaston, Birmingham mac has served as one of the country's most foremost arts centres for over 50 years, receives over 920,000 visits every year and has a catering turnover in excess of £1m.

In 2009 as part of the mac's major refurbishment works AD Catering were appointed develop the catering strategy for the mac's new catering operation. Working with the project team we produced a feasibility and business case report with indicative financial scenarios along with a service delivery options paper and provided design advice and costings for all of the catering areas.

A major challenge was to ensure that the catering operation could flex and respond to the huge variation in customer numbers on a daily basis; this was accomplished by designing the catering service areas as multi point, operating independently or conjointly dependent on demand.

AD Catering was further asked by the management team to lead on the set up and opening of the catering operation and then to support the operation through its first 12 months.

Services provided included:

- Development of catering and bars strategy
- Determination of offer via clients objectives, the user groups and target markets
- Identification of optimum locations for catering service points and production area
- Business case and financial modelling developed with high and low service demand considerations
- Service delivery options with Ideal operating structure
- Catering spatial arrangements, design and equipment requirements
- Full set up and opening of operation
- Full suite of operational and financial management documentation
- Support and "critical friend"

