



Appendix 2: Footfall and Audience numbers guide/projections*

Student Numbers

Academic Year	Year 12 cohort	Year 13 cohort
21/22	250	130
22/23 (Onwards)	250	250

Term dates

Bidders may wish to consider term/holiday dates to inform their financial projections. This year's term dates are noted below and future years are likely to be structured in a similar way.

Autumn

Start

Year One Students - Friday 18th September 2020

All Students – Monday 21st September 2020

Half Term

Monday 26th October 2020 – Friday 30th October 2020

End

Friday 11th December 2020

Spring

Start

Tuesday 5th January 2021

Half Term

Monday 8th February 2021 – Friday 12th February 2021

End

Year One Students - Monday 29th March 2021 – Friday 16th April 2021

Year Two Students - Monday 29th March 2021 – Monday 12th April 2021

Summer

Start

Year One Students – Monday 19th April 2021

Year Two Students – Tuesday 13th April 2021



Half Term

Monday 31st May 2021 – Friday 4th June 2021

End

Wednesday 14th July 2021

Community Classes and public performance programme

The new building will enable us to launch a community engagement programme onsite with community classes for all ages. A weekly timetable is likely to include classes such as dance, yoga, storytelling, nutrition, mindfulness, HIIT, drama, creative writing and an intergenerational community choir.

We aim to engage approximately 100 people a week in this programme from April 2023. We hope to increase participation numbers over the next 3 years, engaging approximately 300 people a week by 2026.

The building's auditorium (150 seats) will host student performances. In a usual year (non COVID-19) we would expect to programme approximately 20 student performances.

External Hires

We are keen to offer areas within the building for hire to external organisations. However this area of work is still to be scoped out and we are unable to provide projections at this time. Whilst we would still like to see your menu examples for this area of work, Contractors should not include external hire figures within their financial projections. (Any subsequent external hire catering income will be subject to the contract terms agreed).

**All numbers and dates are projections only and cannot be guaranteed.*