



**An initial checklist as you consider whether
your historic religious building could also
become a corporate event venue**

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The following is a simple checklist as you consider whether your historic religious building could also become a corporate events venue. If you cannot say yes to everything, this absolutely does not mean you cannot become a venue, but I would recommend reaching out to a venue specialist : an initial meeting will generally be free of charge.

Is there demand?

- Cities generally have a strong demand for event spaces, but smaller towns also have potential.
- Are local venues and hotels busy with events? This might involve a few “mystery shop” visits and asking them to send you a quotation for an event.
- This will guide you on the commercial potential - only the most exceptional buildings can thrive as a venue if there is insufficient local demand.

Space

- Can your corporate event spaces be completely cleared to become a blank canvas?
- Do you have storage for your usual furniture, away from the space you want to let?
- Do you have a separate, easily accessible “back of house” area food can be plated in and served from? How easy is it for your suppliers to deliver in furniture and catering equipment to the right parts of the building.
- You do not need to have vast corporate event capacity (the majority of events are for 50-150 people) but you do need to have sufficient toilets. I would say three unisex or two male and two female loos works for up to 100 guests, but H & S considerations will also apply.

- Decide what sort of corporate events you are best suited for – e.g., business events, awards dinners, filming, summer parties (if you have an outdoor space. Contact a local friendly party planner or events agent and ask if they would come to you and give their considered feedback in return for a coffee; Most event professionals would be pleased to do this.

Easy Access

- How good are your local transport links – trains, airports, bus routes – are you easy to get to?
- Do you offer on-site parking – how many spaces?
- Are there decent local hotels if guests want to stay overnight?

Becoming a venue – some basic requirements

- TENs have an annual venue limit, which can vary by local authority: if you are going to get into corporate events, you will need to be a licensed premise, and will require a Designated Premises Supervisor
- Consider the legal requirements for events - specialised insurance cover; fire marshal requirements; security; food hygiene regulations; undertaking risk assessments for each type of event, etc.
- What are your sustainability and CRM credentials - this is a key factor in determining which venue to book
- Create a specification for building operation specifically for corporate events – from access times to removal of rubbish to power sources to “do’s and don’ts”. This is a dynamic document that grows as your business grows.

Sales

- Launching a new venue requires up front investment and specialist sales and marketing acumen.
- Do you have the skills in your current team? Even if you do, I would recommend a specialist to guide your journey.

- If you do not have this expertise in house, are you open to partnering with a specialist who can help you develop this, bring the venue to market and deliver the events? This could be a catering or events company, or potentially a specialist events sales and marketing set-up.
- Talk with those who have turned their building into a venue to ask for lessons learned and recommendations.



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