

**Freelance Opportunity: Market Analysis & Marketing review
Must be completed in July/August 2021 £2000 budget**

Flo's The Place in the Park is a thriving Community hub based in East Oxford. We are seeking a freelance consultant with excellent skills and experience in communication and marketing to conduct a market analysis and marketing review of our community cafe and refill shop. This could suit someone wanting to gain/ extend their experience in consultancy or working with social enterprise



About Flo's: Flo's the Place in the Park is run by the community benefit society People, Place and Participation Ltd. Opened in 2018, Flo's is a place for people from all walks of life to meet, eat, work and play. We run a community cafe, a plastic free refill shop, a nature-based nursery, room hire facilities and many social impact programmes- such as the OX4 food crew, supporting social enterprises and the Nature Escape. We also host the NHS midwives and many other parent/family groups. Flo's is seeking to strengthen the local economy and community and have a positive community impact through its traded services.

Step Change: As we approach our third birthday, Flo's is making a "step change" to develop our trading facilities further and help the growth of our organisation. With support from Oxfordshire Community Foundation, we are looking to increase our trading arm and have ambitious targets for cafe and refill shop income. We are looking to invest more heavily in our marketing and communications, as well as develop our offer of traded services.

Aim of this market analysis: We are now looking to commission some work in July-August 2021 which will review our current marketing, communication and traded services offer and provide some market analysis to help us shape our next stage of development.

What we require:

- Communicate with customers and potential customers about what works and what doesn't work at our cafe and refill shop currently.
- Communicate with customers and potential customers about potential future initiatives such as a Sunday market, Community meals and weekend children activities.
- Conduct a SWOT review of current marketing strategies and platforms
- A competitor analysis.

Presentation: The research should be presented back to the managers in a short report/ presentation alongside recommendations for future developments.

Budget & Time frame: We are able to pay £2,000 for this piece of consultancy work. In your proposal you should consider what is achievable with this budget. We are looking for the work to be delivered July-August 2021.

To apply: Please send a project proposal of how you will deliver this piece of work, alongside a CV and 2 referees to anniedavy@flosxford.org.uk by 9am Friday 16th of July. If you would like to find out more you can contact Annie Davy on the above email or calling 07966499830