

**DRAFT SPECIFICATION
FOR "SOFT MARKET TESTING
PURPOSES" ONLY**

**Operation of Market
in
Bromsgrove**

DRAFT

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In this Specification, except where the context otherwise requires, words and expressions shall have the same meaning as are respectively assigned to them in the Terms of Contract.

1. Background

- 1.1 Bromsgrove District Council wishes to enter into a Concessionary Contract with an experienced and capable market operator to develop a proposal for market operation within Bromsgrove Town Centre and to run markets in accordance with that proposal.
- 1.2 The Concessionary Contract will be for five years, with the potential to extend for a further five years
- 1.3 The Concessionary Contract will be based on a flat rate annual fee (with annual CPI increases at the beginning of each financial year starting from April 2016) or stepped increases to be determined.

2. Background on Bromsgrove TO BE ADDED

3 Objectives

- 3.1 The objectives of our Markets Programme are:
 - To increase visitor numbers and spend in Bromsgrove
 - To increase footfall within the Town Centre
 - To promote and grow the market within Bromsgrove
 - To provide residents with an improved and high quality market experience and variety of offer that reflects the requirements of all age groups and social classes within Bromsgrove
 - To provide opportunities for new enterprises to be created.

4. Outline requirements

- 4.1 The Council wishes to appoint an operator who can pro-actively grow the operation of the market in Bromsgrove, building from the existing regular market on the High Street. The operator will be expected to apply innovation and professionalism to the work, and increase customer satisfaction for the market.
- 4.2 As a Concessionary Contract, the market operator would be expected to take the majority of the risks in the development and running of markets, and be capable of making any future capital investment required.

- The Concessionaire will be expected to use the existing Council owned market stalls and keep them in good repair and condition and ensure that they are kept in a clean and attractive style until such time as it is determined they need replacement at which time new market stalls and canopies are to be supplied by the Concessionaire to an agreed specification with the Council.

4.3 In terms of day to day management, the Concessionaire will be expected to:

- Erect the stalls no later than 08.30 hours on each market day subject to weather conditions or prior agreement with Council, and remove the stalls not later than 1900 hours
- Be responsible for the storage, transportation erection and dismantling of the stalls
- Be responsible for the cleansing and waste management of market areas and the immediate environment of markets, ensuring that the High Street is litter and debris free both throughout the day and following the removal of stalls.
- Ensure that the market stalls are confined to the defined Market Area (*plan to be provided*)
- Manage the allocation of pitches to traders at all markets
- Collect pitch fees and any fees for electricity consumption
- Have a day to day market manager to supervise the operation of markets and communication with stall holders.

4.4 The Concessionaire, in operating markets in Bromsgrove, will be required:

- To be responsible for any costs or taxes arising out of the operation of the markets including any future National Non Domestic Rates liability
- To be fully responsible for compliance with all laws, statutes, common law duties and regulations concerning all aspects of operating and managing the markets
- To be responsible for the cleansing and waste management of market areas when being used
- To ensure that no nuisance or annoyance is caused to members of the public, adjacent businesses and residents, arising from the holding, setting up or dismantling of the markets
- To liaise with Worcestershire County Council as the highway authority for Bromsgrove, who will be responsible for any highway matters arising during the duration of the Concession Contract

- To develop a coherent advertising and marketing campaign for the markets .

5. Services

5.1 High Street Market

5.1.1 The requirements for running a general market at under this contract will continue as per the current arrangement:

- A general market on every Tuesday, Friday and Saturday between 8.45 am and 4.00 pm (4.30 on Saturday) – closed all National and Bank Holidays including Christmas Day and New Years Day.
- Essentially a “single trade” policy market, meaning that there will only be one product line stall at any one time. Consideration will be given to waiving this policy if, following consultation between the Concessionaire and the Council, the Council believes that there is sufficient demand for more than one stall selling the same product line.
- Subject to the “single trade” policy, the allocation of pitches will be for the Concessionaire to determine.
- The Concessionaire will need to ensure that in operating the market, the detrimental effect on the surrounding retail premises is minimised.

5.2 Other location for a market

5.2.1 There is an “events” space on the High Street for town centre events and activities, including alternative “speciality” and “one off” markets. The Concessionary Contract provides the opportunity to utilise this space, as the opportunity arises and following consultation with the Bromsgrove District Council for additional market activity.

5.3 Other Organisations

Other organisations run occasional markets and have been granted market charter rights by the Council for specific events. Under the Concession Contract, they will only be granted market charter rights in agreement with the Concessionaire, ensuring no overlap. Pre-agreement will be required from the Council.

5.4 Management and Stakeholder Engagement

5.4.1 The Council will set up a Strategic Markets Forum to provide an overview and consultation group for the Concessionaire. This Forum will be chaired by a senior representative from the Council, and will include:

- A relevant Council Member
- A relevant Council officer
- Representative(s) from local stakeholders including a regular market trader.

It will meet on a quarterly basis. It will be led by the Council but the Concessionaire will be required to attend.

5.4.2 The Strategic Markets Forum will have no formal role in the management of the contract – which responsibility lies solely with the Council. The contract manager for the Council will provide progress reports to the Markets Forum.

5.4.3 The Concessionaire will be expected to set up arrangements for on-going engagement and discussion with the local stakeholders, including market traders. This will be led by the Concessionaire, with no specific role for the Council.

6. Performance Measures

6.1 The performance of the Concessionaire will be measured through:

- Compliance with all laws, statutes, common law duties and regulations concerning all aspects of operating and managing the markets
- The sustainable growth in the number of traders operating on the market
- The effective management, supervision and daily operation of markets
- Customer Care - the engagement and communication with market traders and other local stakeholders.

6.2 The Concessionaire will be required to provide short quarterly reports to the contract manager demonstrating progress against these performance measures.

6.3 The Council reserves the right to undertake periodic surveys with both strategic and local stakeholders who will be asked to rate in terms of quality of offer, range of offer and management of markets against the specification.

POTENTIAL PROVIDER'S AWARD PROPOSAL

Please answer the questions below with reference to the Specification and Contract.

ALL questions must be completed.

Please answer all questions in the boxes provided and the boxes provided can be expanded.

Please only provide your responses in this format - standard sales promotional literature is not accepted.

Quality Criteria (100% will be converted to 40% of the total Tender Score)	Weighting
<p>1. <u>Method of Operation</u> Please describe in detail how you propose to operate the markets, as shown in the Specification, within Bromsgrove Town Centre. Please include how you will manage and supervise the markets, the daily operation of markets and the control of counterfeit or illegal goods, the management of the allocation of pitches and the collection of charges.</p>	30%
<p>2. <u>Market Stalls & Canopies</u> Please describe in detail how you would store and maintain the Market Stalls & Canopies and provide for replacements in future as required.</p>	10%
<p>3. <u>Proposed Programme for Future Markets</u> Please describe in detail your proposed programme for future markets on the "events" space.</p>	10%

<p>4. <u>Advertising, Marketing and Promotions</u> Please describe in detail how you will advertise, market and promote the market. Please include how you will advertise to the general public, market traders and how you will promote activities.</p>	20%
<p>5. <u>Communication & Customer Care</u> Please describe in detail how you will provide high quality Customer Care and Communication. Please include customer care and communications with Bromsgrove District Council, market traders, members of the public and key stakeholders.</p>	10%
<p>6. <u>Corporate and Social Responsibility</u> Please propose how you will add Social Value to this Contract (i.e. how you will improve social, environmental and economical wellbeing of Bromsgrove and its residents). Please include effective protection of the environment, prudent use of natural resources, working with local communities and businesses.</p>	10%

7. <u>Management & Quality Information</u> Please demonstrate how you approach and manage the quality of information in your organisation. Please include the provision of management information, reporting to the Council, self monitoring systems and new industry practices.	10%
8. <u>Services, Utilities, Recycling and Waste Management</u> Please describe in detail how you will manage Services, Utilities, Recycling and Waste. Please include the management of disposal of waste, litter, cleaning and maintenance.	10%
TOTAL	100%