

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

**Operation of Markets
In
Redditch Town Centre**

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 Redditch Borough Council wishes to enter into a Concessionary Contract with an experienced and capable market operator to develop a proposal for market operation within Redditch 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.

2. ***Background on Redditch - TO BE ADDED***

3. Objectives

3.1 The objectives of the are:

- To increase visitor numbers and spend in Redditch
- To increase footfall within the Town Centre
- To promote and grow the market within Redditch
- To encourage other markets such as Continental markets, Farmers markets and other "speciality" markets to take place in the town centre.
- 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 Redditch.
- To provide opportunities for new enterprises to be created.
- To provide opportunities for local voluntary organisations and recognised charities to be accommodated on the market as required.

OPTION A

4. Outline requirements (Assuming no fixed stalls)

- 4.1 The Council wishes to appoint an operator who can pro-actively grow the operation of markets in Redditch building from the existing regular market at Market Place. The operator will be expected to apply

innovation and professionalism to the work, and increase customer satisfaction for the Market Place site.

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 the capital investment required.

- **The Concessionaire will be expected to supply market stalls and canopies, provide and maintain the stalls in good repair and condition and ensure they are kept in a clean and attractive style.**
- **The stalls will be of a design and specification to be approved by the Council.**
- **The Concessionaire will need to store erect and dismantle the stalls on each market day**

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

- Ensure that the market opens for business no later than 09.00 hours on each market day subject to weather conditions or prior agreement with Council, and close the market by 16.00 hours each day
- Ensure the safe movement of vehicles within the market area including trailers
- Be responsible for the cleansing and waste management of market areas and the immediate environment of markets, ensuring that the market area is litter and debris free both throughout the day and following the removal of stalls.
- Ensure that the market stalls are confined to the market area as defined by the plans provided
- Manage the allocation of pitches to traders at all markets
- Collect pitch fees and 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 Redditch, will be required:

- To be responsible for any costs or taxes including National Non Domestic Rates (Business Rates) arising out of the operation of the markets
- 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 Redditch, 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 Redditch Market.

5. Services

5.1 Planning Permission is granted to operate an outdoor market within the area shown edged red on the plan at Appendix xxx

5.2 Whilst the current market is generally limited to the area shown hatched black on the plan, the potential exists to extend the current operation within the rest of the defined area shown edged red on the plan. In this regard the existing "fixed stalls" will be removed to allow for the existing area to be "opened up" for a new stalls layout for the Concessionaire to propose and which would be subject to agreement by the Council.

5.3 Redditch Borough Council has a desire to encourage more traders and introduce other market activities to supplement the existing "general" market.

The requirements for running a market under this contract are:

- **A general market on a minimum of three (*or five*) days per week to be agreed with the Council, between 9.00am and 4.00pm.**
- **Additional trading days at Christmas as the Concessionaire sees fit.**
- **Other days and other types of market to be run and the allocation of pitches will be for the Concessionaire to suggest with the agreement of the Council**

5.4 In addition note that:

- The Concessionaire will ensure that all additional markets are of a high quality.
- Agreement may be required from Worcestershire County Council as the Highways Authority.

- The Council has expressed a desire to develop a “food court area” and the proposal will need to show how this might be included within the market operation.
- The Concessionaire will need to demonstrate how new businesses will be encouraged to join and grow within the market environment.
- The Concessionaire will need to allow for recognised charities to take a stall on the market and will need to demonstrate on what basis these will be allowed to occupy stalls.

OPTION B

4. Outline requirements (Including utilising existing stalls – 3 or 5 days per week)

4.1 *As above*

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 the capital investment required.

- ***The Concessionaire will be expected to use the existing permanent market stalls and canopies situated in Market Place and maintain them in good repair and condition and ensure that they are kept in a clean and attractive style.***
- ***In addition and on order to facilitate the operation of additional markets and additional traders, the Concessionaire may be required to consider providing new, demountable market stalls and canopies and associated equipment. If so these will be to a design and specification to be agreed with the Council and the Concessionaire will store erect and dismantle the stalls and maintain them in good repair and condition and ensure that they are kept in a clean and attractive style.***

4.3 *As above*

4.4 *As above*

5. Services

5.1 *As above*

5.2 Whilst the current market is generally limited to the area shown hatched black on the plan, the potential exists to extend the current operation within the rest of the defined area shown edged red on the plan.

5.3 Redditch Borough Council has a desire to encourage more traders and introduce other market activities to supplement the existing "general" market. The requirements for running a market under this contract are:

- **A general market on three (or five) days per week (actual days to be agreed with the Council) between 9.00am and 4.00pm.**
- **Additional trading days at Christmas as the Concessionaire sees fit.**
- **Other days and other types of market to be run and the allocation of pitches will be for the Concessionaire to suggest with the agreement of the Council and subject to the Concessionaire providing, erecting and dismantling appropriate demountable stalls the Concessionary Contract provides the opportunity to extend the market beyond the current established location.**

5.4 As above

6. Management and Stakeholder Engagement

6.1 The Council will set up a 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.

6.2 The 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.

6.3 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.

7. Performance Measures

7.1 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 in markets in Redditch
- The increase in the range and quality of the markets in Redditch
- The effective management, supervision and daily operation of markets
- Customer Care - the engagement and communication with market traders and other local stakeholders.

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

7.3 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.

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Attachment x

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.

N.B. Each question and the presentation will be scored out of 5 as specified in paragraph 12.3. If you score three or more 1s or 2s you will be disqualified from the Tender process.

Quality Criteria (100% will be converted to 40% of the total Tender Score)	Weighting
<p>1. Method of Operation Please describe in detail how you propose to operate and layout the market, as shown in the Specification, within Redditch 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. Market Stalls & Canopies Please describe in detail any Market Stalls & Canopies you will be supplying as part of this Contract. Please include the style, specification and the maintenance of market stalls and canopies.</p> <p><i>OR (If keeping "fixed stalls") Please describe in detail how you will clean, maintain and replace (as required) the existing "fixed" stalls)</i></p>	10%

<p>3. <u>Proposed Programme for Future Markets</u> Please describe in detail your proposed programme for future markets, location and themes.</p>	<p>20% (10% of this will be assessed on the basis of a presentation to the evaluation panel)</p>
<p>4. <u>Advertising, Marketing and Promotions</u> Please describe in detail how you will advertise, market and promote the markets. Please include how you will advertise to the general public, market traders and how you will promote activities.</p>	<p>10%</p>
<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 Redditch Borough Council, market traders, members of the public and key stakeholders.</p>	<p>10%</p>

<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 Redditch and its residents). Please include effective protection of the environment, prudent use of natural resources, working with local communities and businesses.</p>	5%
<p>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.</p>	5%
<p>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.</p>	10%
TOTAL	100%