

Winchester City Council Commission

Specification

Winchester Car Club

Summary: A 'high quality environment' is one of the key outcomes of Winchester's community strategy, and 'improving the quality of the District's environment' is one of the five strategic themes of the emerging Council strategy. Winchester City Council is committed to helping to reduce the carbon footprint of the District. The Council is also concerned with addressing poor air quality in Winchester city centre by reducing car movements, and making the cars present in the city centre increasingly environmentally friendly. More information is available in the Air Quality Action Plan.

Winchester City Council is seeking proposals for a car club in Winchester city centre for a three year period from April 2017.

Deadline for bids: Bids from appropriate organisations and individuals should be submitted by **noon on Wednesday 29 March 2017**, in accordance with the requirements set out in section 3 of this specification.

1) Background Information

1.1 Introduction

In line with its established commissioning approach, Winchester City Council continuously reviews the services it provides and looks for opportunities to identify different ways of working which are likely to deliver innovative, effective and cost-effective responses to local needs.

As part of a number of activities to improve the environmental performance of the District, a car club has been proposed for Winchester city centre (see PHD723 'Winchester Car Club'). It is felt that this would help to reduce the number of privately owned vehicles coming into the city, build on Winchester's reputation of excellent transport links, and enable those who do not own their own vehicle to access a car for short periods of time if that is the best option for them.

1.2 The Policy Context

The revised Winchester District Community Strategy (2010 to 2020) sets out four overarching outcome areas in which the Council is committed to delivering real change for local people. These are: Active Communities, a Prosperous Economy and a High Quality Environment, alongside its own ambition to be an Efficient and Effective Council.

The emerging Winchester District Council Strategy (2017 to 2020) sets out five areas of work. These are: Delivering an Entrepreneurial approach to efficient public services, Winchester will be a premier business location,

Delivering Quality Housing Options, Improve the health and happiness of our community and Improving the quality of the district's environment. Each commission issued by the City Council is designed to support the delivery of one or more of the outcomes of the Community Strategy, and – more specifically – at least one of the objectives identified as a means to do this.

This commission supports the outcome of a High Quality Environment, but also links with the Prosperous Economy outcome.

1.3 Transport options in Winchester

Winchester enjoys only an hours journey time to London Waterloo via rail, a number of national coach and international bus services, and a 20 minute drive to Southampton Airport at Eastleigh. In Winchester city, the Council's parking strategy takes a three-ring approach, with a number of short stay, city centre car parks, longer stay edge-of-city car parks, and at the outer ring four Park and Ride sites with frequent buses to the city centre.

CAB2874 Mid Term Review of Winchester's Car Parking Strategy is available at <http://www.winchester.gov.uk/meetings/details/1547> which details further the car parks available and plans to 2018. This includes promoting the use of Ultra Low Emission vehicles (ULEVs) in order to combat poor air quality, and the emerging Air Quality Action Plan.

2) The Commission

2.1 The Brief

The Council seeks to commission by broad outcomes, progress towards which can be measured using a thoughtful and succinct list of performance indicators. This commission seeks to achieve the key outcome of a car club operation in Winchester city centre.

This brief sets out the nature of the commission, and provides further details about submitting a bid, the evaluation process and contractual arrangements.

Bids are invited from any individual or organisation in the private, public or voluntary sector with the appropriate expertise and capacity to deliver the commissioned work, as outlined below.

2.2 Expectations and Assumptions

Whilst the Council is interested in hearing from a range of potential providers, all of whom may approach this commission in different ways, there are some key expectations:

- a) The provider should be able to promote the scheme to the local community, and liaise with groups such as Winchester BID in order to do this.
- b) The provider should promote the use of ULEVs wherever practical including hybrid vehicles for which charging points will be provided by Winchester City Council. The Council would bear the cost of the

electricity used for the first two years, after which this would be reviewed.

- c) The provider should have a robust strategy for managing customer expectations on any occasion where a car is unexpectedly not available.
- d) The provider should have gained a nationally recognised quality standard related to this work.
- e) The provider will work with Winchester City Council and key partners such as Winchester BID in order to promote the scheme and ensure it meets the needs of the local community.

2.3 Anticipated Characteristics of the Successful Bidder

The Council has no preconceived view about the type of provider suitable for this commission, but expects the operation to be completed to a high professional standard. To this end, it is anticipated that the successful bidder will have knowledge, skills and capacity in *some or all* of the following areas:

- an excellent and current knowledge of car club operations
- an understanding of current car usage trends both nationally and locally
- an ability to help potential users calculate the most suitable method of completing their journey
- access to relevant statistics/evidence to provide a sound evidence base for the project including monitoring of the usage and success of a Winchester car club
- excellent communication skills
- excellent organisational skills
- excellent marketing skills and capacity to implement a marketing plan
- a track record of innovation and use of new and emerging technologies to increase efficiency and ease of use of the car club for customers

2.4 Assessment factors

The Council will consider the cost to the user, customer care, and the environmental sustainability credentials of the scheme as part of their assessment of bids. The proposal of a profit sharing scheme once the operation is established locally would also be considered positively.

2.5 Fee

There is no fee available to the operator for operating a car club in Winchester. However, the Council will make available up to three car parking spaces in the city centre for the use of car club vehicles and accept the associated loss of income. This number would be reviewed annually or as demand for the scheme dictates. The possible car parks where these may be located are Colebrook Street, Jewry Street, Gladstone Street, Cossack Lane, St Peters or Friarsgate. In order to promote the use of ULEVs, the Council will also commit to providing electric car charging points for up to three car club vehicles, and pay for electricity used to charge vehicles for the first two years.

2.6 Monitoring Arrangements

The successful provider will attend a contract inception meeting to agree milestones and performance indicators. This will be followed by quarterly contract monitoring meetings, led by Winchester City Council's Head of Parking and CCTV.

Short, emailed updates with high level statistics will also be required each month by the Head of Parking and CCTV. These should also be based on a set of pre-agreed performance indicators.

The scheme would last for a minimum of three years with an option to extend to five years based on the performance of the scheme. It is possible for either party to cancel the arrangements with six months notice on either side.

3) Making a Bid

3.1 Eligibility to Bid

This commission has been advertised on the South East Business Portal, Contracts Finder and via local and regional networks. Bids may be submitted by any organisation (private, public, voluntary sector) which considers itself able to fulfil the brief effectively, or indeed by an individual on the same basis. Where individuals or organisations feel they would benefit from working together to deliver this project, the Council will accept bids from a combination of partners. However, the contract will only be with one lead individual or organisation and this lead partner must be made clear on the submission.

3.2 Timings

| Date | Activity |
|-----------------------------|--|
| 15 February 2017 | Specification published on South East Business Portal and Contracts Finder |
| 15 February – 29 March 2017 | Questions from potential bidders: responses to be published on the procurement sites |
| 29 March 2017 | Deadline for written bids received by the Council |
| 3 April 2017 | Evaluation panel meeting: bids scored and shortlist of 3 selected for presentation stage |
| 12 April 2017 | Presentations to evaluation panel and determination of preferred service provider |
| 20 April 2017 | Contract inception meeting at Council offices |

A shortlist of 3 bidders will be invited to make presentations to the panel. Please note these dates in your diary as they cannot be changed to accommodate individual bidders. The panel will expect to meet the personnel who will actually be delivering the commission at interview.

3.3 Content of a Bid

There is no set format for a bid, but you must include the following information:

- Full description of the organisation(s) including governance arrangements, or – for individuals – a current cv
- A clear description of around 3 - 4 A4 pages of how you propose to deliver the commission, describing the expertise available for delivery and a set of possible performance indicators relevant to the commission outcomes set out in 2.1 above. *(Additional pages may actually diminish your chances to secure this commission, so please do not submit in your standard company format at the expense of the information we most require, and please avoid jargons or acronyms that may not be understood by all the panel.)*
- For lead organisations, a copy of the most recent annual accounts, latest management accounts and an up to date balance sheet. Also evidence of insurances covering this area of activity
- A planned project budget including anticipated break-even point, and other key milestones
- A simple project plan, risk assessment and method statement
- A general statement explaining how you meet the evaluation criteria for the commission set out below
- Two referees for work of a relevant or comparable nature

3.4 Evaluation Process and Criteria

Process: All bids will be evaluated in the following sequence:

- Shortlisting by a panel, which will include the Head of Parking and CCTV; the Economy and Arts Development Manager and a representative from Winchester BID;
- Checks on shortlisted organisations by the Council's finance officers;
- Take-up of references;
- Presentations by up to three individuals/organisations to the panel;
- Second interviews may be arranged if required.

Please note that if it is considered by the Council's finance officers that there are serious financial weaknesses or risks associated with any bid, the Council is free to reject that bid at any stage in the process regardless of its overall evaluation score. However, this would not be done without reference to the bidder and a request, where appropriate, for further information.

Criteria: The evaluation criteria which will be applied to all bids are as follows:

- a. the ability and capacity of the bidder(s) to deliver the commission, based on:
 - approach to delivery of the commission (methodology, proposed PIs, familiarity with local trends and issues)
 - relevant skills and experience (including skills mix)
 - response to the brief, and to the commissioning approach more broadly (understanding of issues and opportunities)

max 35 marks

- b. recognition of the need to promote access and accessibility to the service by all sections of the community
max 20 marks
- c. the capacity of the bidder(s) to deliver the commission, combined with the requirement for any lead-in time and the credibility of the method statement proposed
max 15 marks
- d. the stability and reliability of the bidder (track record, financial status)
max 10 marks
- e. level of customer service offered including contingency plans should car club vehicles be unexpectedly unavailable.
max 20 marks

3.5 Contracting Arrangements

Following the selection of the preferred bidder, a follow-up meeting may be arranged for further information or clarification. Assuming this is satisfactory, there will be an inception meeting at which contractual details can be finalised, performance indicators agreed and project milestones defined.

A service order will then be issued, and must be accepted within two weeks in order for the contract to begin.

4) Making a Bid

Please submit your bid by email to Carol Hussey at chussey@winchester.gov.uk by noon on Wednesday 29 March 2017.

Please mark the email 'Winchester Car Club Commission - confidential'.

For a discussion about the specification, contact Kate Cloud, Head of Economy and Arts on 01962 848 563 or email kcloud@winchester.gov.uk, or Richard Hein, Head of Parking and CCTV on 01962 848 060 or email rhein@winchester.gov.uk. All questions and answers will be published on the South East Business Portal.

5) Background Documents:

- Winchester District Community Strategy 2010 – 2020 (revised):
<http://www.winchester.gov.uk/assets/files/18898/CAB2533.pdf>
- Winchester City Council's emerging Council Strategy:
<http://www.winchester.gov.uk/about/council-structure/council-strategy/council-strategy-2017-2020/>

- CAB2869 Approval of Key Measures for Winchester Air Quality Action Plan: <http://www.winchester.gov.uk/meetings/details/1547>
- CAB2874 Mid Term Refresh of the Parking Strategy: <http://www.winchester.gov.uk/meetings/details/1547>
- Formal decision leading to the Council's procurement of the service: PHD723 <http://www.winchester.gov.uk/decision-notice/2016-17/556>
- Map of the Winchester's car parks <http://www.winchester.gov.uk/parking/council-car-parks/>