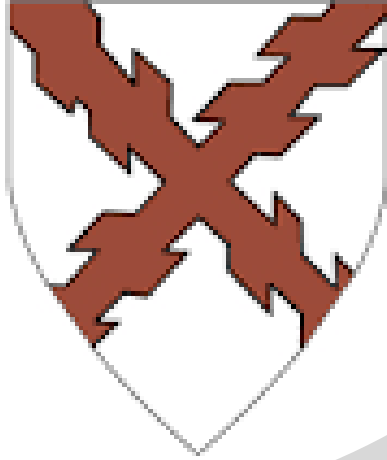


# St Austell Town Council



## Soft Market Assessment Town Centre - Vitality Funding Scoping approach

November 2021



# Soft Market Assessment – Town Centre Vitality Funding

## Background:

St Austell Town Council aims to be in a strong position to take advantage of future Government funding opportunities to improve St Austell town centre. It is exploring scoping options around how to package a range of support work to deliver a range of outputs. The main areas which we are proposing to group together are:

- Production of a single strategy and masterplan for the town centre
- Development of vision and strategy for the redevelopment of the town centre, agreed by all partners
- A strategy for improving the inclusivity and accessibility of the town centre
- Produce a signage and way marking strategy with deliverable outcomes and costed projects
- Audit of current leisure provision and identification of gaps carried out (for circulation and comment) to establish opportunities for developing the leisure offer in the town centre
- Prioritised list of town centre properties available for re-purposing to be set out in portfolio of deliverable outcomes and costed projects, linked to the other workstreams.

The sum of money allocated to this is £63,000.



# Soft Market Assessment – Town Centre Vitality Funding

## Background:

In addition we plan to secure as separate packages:

- Creative and cultural events and community engagement – an activity calendar of creative and cultural events in the town centre to increase footfall and facilitate community engagement with strong focus on engaging residents, businesses and disability groups (~£31,000)
- Leisure events - Delivery of a programme of pop-up leisure events to showcase and test different sports linked to local clubs, or new activities such as gaming, bouldering, urban sports etc. (~£6,500)
- Educational packages - Portfolio of deliverable educational outcomes and projects (~£16,500)
- Active transport – proposals to enhance active transport (awaiting the production of a Local Cycling and Walking Infrastructure Plan by Cornwall Council) (~£24,700)

# Soft Market Assessment – Town Centre Vitality Funding

## Important note:

- *This is a soft market assessment and is not part of any procurement process. It is purely investigatory in nature, although it may be used to assist the Town Council in defining both how viable it is as a proposition and a potential preferred procurement route to advance this programme. Providing a response will not preclude your participation in any future procurement exercise.*
- *We are not looking for the following:*
  - *Solutions to any requirements;*
  - *Formal presented proposals which could be constituted as an offer;*
  - *Suppliers releasing or offering IPR related information or documents;*
  - *Evaluation of supplier competencies or capabilities;*
  - *Short listing, selecting proposals or contracting on the back of this process.*

# Soft Market Assessment – Town Centre Vitality Funding

Please tell us a little about you...

- As part of our engagement with potential interested parties we are keen to learn more about you.
- We would like to hear more about you as part of your initial written response and any follow up discussions.
- Tell us about you as a business, your history and experience within the industry to date, your plans and what you consider your strengths are and what your values and ambitions are going forward – and what would excite you in bidding for this opportunity.
- Tell us about any community or environmental initiatives you may have been involved in.

# Soft Market Assessment – Town Centre Vitality Funding

**Please tell your thoughts on how we propose to package the main works**

For the main package of work, e.g. Production of a single strategy / masterplan; Development of vision and strategy; proposals for improving inclusivity and accessibility; Produce a signage / way marking strategy; Audit of current leisure provision and establish opportunities for developing leisure, plus Prioritised list of town centre properties. We consider the following skills and experience would be required:

- Town Centre planning consultancy / Commercial retail and residential property experience
- Optimising urban space / design for range of purposes including leisure
- Experience of Planning law and obligations and understanding of Local Planning issues
- Consultation and stakeholder experience

We are proposing to advertise this opportunity for tender on Contracts Finder

Based on the above we would welcome your thoughts on the following questions:



# Soft Market Assessment – Town Centre Vitality Funding

## QUESTION:

1. Do you consider the proposed grouping of activities as a single contract is a sensible grouping to enable suppliers to effectively bid for the work?
2. Do you feel there are additional skills and experiences required over and above the ones we have listed?
3. Do you consider the sum allocated for this piece of work is suitable?
4. Do you consider the proposed approach to tendering (via Contracts Finder) is appropriate?
5. Please let us know of any other issues you think may be of interest or value in us exploring further as part of our Soft Market Assessment?

# Soft Market Assessment – Town Centre Vitality Funding

- We would welcome your thoughts and your response to the Town Council by email to:  
[info@staustell-tc.gov.uk](mailto:info@staustell-tc.gov.uk) by **Friday 3 December 2021**
- As noted, the Council proposes to publish any formal tender arrangement via Contracts Finder – if not already registered please look to do so (see here for more info <https://www.gov.uk/contracts-finder> )
- **THANK YOU FOR YOUR TIME AND INTEREST**