



Pre-Tender Market Engagement

Towns Delivery Body CPD4126090

Authority: Department for Levelling Up, Housing, and Communities (DLUHC) (“the Authority”).

Date Response required: 12:00PM on Friday 31st May 2024

1 PURPOSE

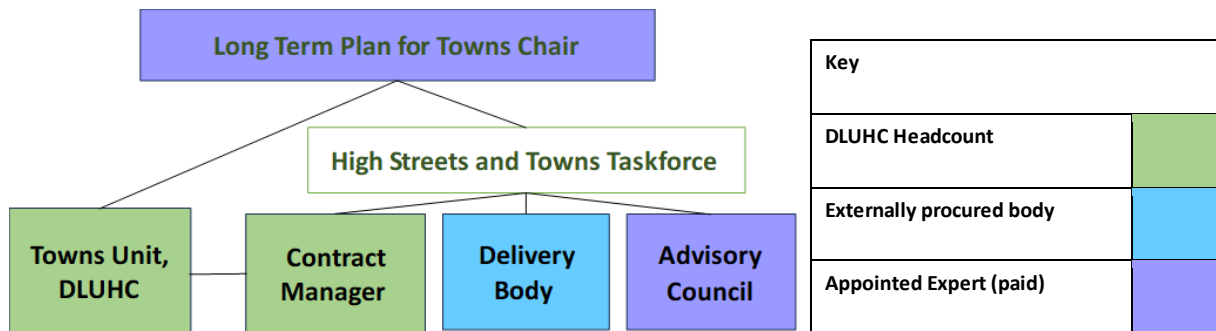
- 1.1 This Pre-Tender Market Engagement (PTME) seeks information in preparation for the potential procurement of a Supplier (from herein referred to as a “**Potential Supplier**”) [to establish a Towns Delivery Body. The purpose of this PTME is to:
 - 1.1.1 help define the requirement;
 - 1.1.2 help provide a better understanding of the feasibility of the requirement;
 - 1.1.3 understand the best approach;
 - 1.1.4 understand the capacity of the market to deliver and possible risks involved; and
 - 1.1.5 provide the market with an opportunity to ask questions, raise queries and any issues to be addressed at an early stage.
- 1.2 The Authority shall maintain commercial confidentiality of information received during the PTME.

2 INTRODUCTION

- 2.1 On 30 September 2023, the Government announced The Long-Term Plan for Towns (LTPFT) Programme for 55 towns. On 6 March, the Government announced an expansion to this programme, with 20 additional towns. Each town will receive up to £20 million of ‘endowment style’ funding and support. The purpose of this programme is to regenerate local towns across the United Kingdom over the next decade, as well develop local capacity and capability.
- 2.2 Each town will have a towns board, the chair of which, will be selected by the Local Authority. The Chair will then work with the Local Authority to determine the makeup of the board, which should be a cross section of the local community, including community leaders, employers, local authorities, and the local MP. This board will then develop a shared vision for the town and oversee the funding together, based on community engagement.
- 2.3 The Government has committed to providing towns across the UK with “access [to] consultancy-style support through a new High Streets and Towns Taskforce (HSTTF). The ‘High Streets and Towns Taskforce’ name may be subject to change. This support will come after Town Boards have submitted their Long-Term Plan, as the HSTTF is about providing hands-on place making assistance to deliver on those plans”.
- 2.4 **The Department for Levelling Up Housing and Communities requires a potential Supplier to create and manage the Towns Delivery Body**, an arm of the High Streets and Towns Taskforce. The Contract will be for a period of five years.
- 2.5 The **Towns Delivery Body** will deliver hands on support to the towns within the Long-Term Plan for Towns programme, boost capacity and skills amongst members of the Towns Boards and selected community groups to support the implementation of the interventions as outlined

in the Long-Term Plans that Boards are developing over the summer. Those Long-Term Plan's will be composed of a ten-year vision document and three year investment plan.

- 2.6 The Delivery Body will be run from within an existing organisation (the chosen supplier) rather than established as a new, standalone organisation. DLUHC would expect a degree of separation from the managing organisation and the Delivery Body, in order to avoid any conflicts of interest.
- 2.7 The other arm of the proposed High Streets and Towns Taskforce is a newly established **Advisory Council**.
- 2.8 The **Towns Advisory Council** will be a non-statutory committee, led by a ministerially-appointed Chair, composed of subject matter experts related to the three pillars of the LTPFT to support Towns (safety and security, high streets and regeneration, and transport and connectivity), with a function analogous to the Levelling Up Advisory Council. We envisage the Council will provide strategic advice and suggestions on how best to maximise the outputs from the Delivery Body.
- 2.9 The diagram of the proposed structure:



3 HIGH LEVEL OUTLINE PROJECT OUTCOMES REQUIRED

- 3.1 The aims of the Towns Delivery Body would be to:
- 3.2 **Boost local authority & Towns Board capacity and capability:** The Towns Delivery Body will chiefly offer advice as to how to implement town's Long-Term Plan, with a specific focus on the delivery of the interventions they will set out in their 3-year investment plans, alongside support and guidance to ensure continued engagement by the Board with the local community. It will also work with the Towns Advisory Council on strategic direction and maximisation of output and resource.
- 3.3 In practice, the work of the Towns Delivery Body could include:
- Convening expertise to provide direct support to Towns Boards with the development and the 'how to' of the delivery of specific interventions. This might include support for Towns Boards to perform targeted community engagement; identify appropriate interventions to address local priority issues; and support in the delivery of complex capital projects.
 - Provision of support to Town Board's to unlock private sector investment.
 - Provision of learning and development to Towns Boards to support delivery of the Long-Term Plan, for example on project management, unlocking private investment, or working with public bodies on the delivery of public funds.

- Dissemination and sharing of expertise and best practise between Town Boards and their chairs, including the clustering of towns seeking to pursue similar interventions to encourage information sharing and learning lessons from one another.
- Provision of access to a consortium of 'on-call' experts (for example, planners, architects, branding experts), sourced from internal (to the Towns Delivery Body) and external expertise – both community-focused and 'private' – who can be drawn on for advice on common issues across a number of towns seeking to pursue similar interventions or achieve analogous outcomes, as well as provide bespoke individualised support where required.

3.4 High level outcomes the supplier would be expected to demonstrate at this stage include:

- High quality advice to Towns Boards on the delivery of their Long-term Plan, across the three investment themes, to maximise impact.
- Ability to work strategically with the Towns Advisory Council: providing advice and expertise on pursuing interventions identified by the council, and ensuring interventions and potential issues are tracked effectively and provided to the advisory council

4 OUTPUTS/DELIVERABLES

4.1 The work of the Towns Delivery Body will improve the capability of Towns Boards to develop and deliver their Long-Term Plans.

4.2 **Boost Local Authority & Towns Board capacity and capability.** This should include activities like:

- Analytical capacity to assess all Long-Term Plans and areas of similarity and difference;
- Specific support for towns, and groups of similar towns, identified as needing additional support to address complex issues and direct assistance with the 'how to' of delivery of interventions in towns; and
- Central co-ordination for queries from Towns Board members and chairs.
- Coordination and delivery of capacity and capability workshops across essential delivery skills and policy areas identified across all Long-Term Plans;
- Aggregation and sharing of best practice examples of policy and implementation across all towns;

4.3 To meet the requirements set out in 4.2 a supplier might consider the following:

- Liaison with external experts to provide advice and support to boards in areas identified by Towns Boards, the Towns Unit or Towns Advisory Council. We expect a significant aspect of the potential suppliers role to be sub-contracting expertise dependent on town board requirements.
- Creation of a website for Towns Boards, with blogs on the programme's themes and examples of best practice.
- Delivery of workshops with Town Boards with similar characteristics (demographic spread or geography) or proposed interventions.
- Short vlogs by subject matter experts on case study examples of best practise.
- Direct expert intervention in areas that require bespoke support.

4.4 The potential Social Value priorities for this Contract are expected to be: Improving Wellbeing and Tackling Economic Inequality as further described in the [Governments Social Value Model](#), Theme 5 and Theme 2. The potential supplier will deliver relevant Social Value benefits and commitments explicitly through the delivery of this contract.

4.5 Potential Key Performance Indicators (KPIs) may include:

- 4.5.1 Percentage of towns boards that have their query solved within 5 working days ;
- 4.5.2 Web analytics, covering the reach and downloads of Task Force advice and guidance. Baseline followed by year-on-year percentage increases;
- 4.5.3 Total number of direct requests for support raised by Town Boards and the specific interventions undertaken by the Task Force;
- 4.5.4 Provide evidence of positive feedback from local areas who receive advice and support from the Delivery Body, demonstrating a year-on-year increase in feedback;
- 4.5.5 Provide evidence on the quality of Task Force services (e.g. training and expert advice), including number of feedback forms received from participants after attending classes and demonstrating impact of learning in their placemaking skills. The Delivery Body should aim for 90% positive feedback;
- 4.5.6 A year-on-year increase in the number of participants who feel their place making skills have improved due to training;
- 4.5.7 Evidence of engagement and partnership with national stakeholder organisations to include representatives of; businesses, business improvement districts, community groups, local authorities, young people and others as appropriate;
- 4.5.8 Demonstrate improvement in use community engagement data. The Delivery Body will first be required to identify how best to do this and will agree its approach with DLUHC as part of its submission;
- 4.5.9 Volume of data published by the Delivery Body;
- 4.5.10 Evidence from authorities that the Delivery Body's work on data has facilitated improvements in their high street; and
- 4.5.11 Testimonies from Towns Boards and local authorities, this could include case studies.

4.6 Potential Suppliers are invited to consider what other key performance indicators should be, what outputs they should produce and how they would demonstrate the Towns Delivery Body has:

- increased the capacity, knowledge and expertise of Towns Boards of programme design and delivery;
- directly supported Town Boards on the delivery of specific interventions set out in their Long-Term Plan; and
- brought together Towns Boards, experts and others to develop a best practice approach to common policy and delivery aims and challenges, as set out in 3.2 and 3.3.

4.7 The maximum proposed budget for the delivery body is expected to be £1.7 million (exclusive of VAT) per annum. This budget is intended to be inclusive of all costs, including but not limited to staff, facilities, equipment, materials and all other expenses incurred by the potential supplier. The Authority will expect the potential supplier to make efficient use of the Towns Delivery Body's expertise to ensure value for money.

5 KEY DATES & TENDERING PROCESS

- 5.1 If it is decided this service is required, it is anticipated that a procurement will start over summer 2024 with the contract to commence in the autumn. These indicative dates are for information purposes only. DLUHC reserve the right to amend these dates at any time, and Potential Suppliers rely on them entirely at their own risk.
- 5.2 The contract is expected to be for an initial duration of 3 years, with the option to extend for a period of up to 2 years. The contractual options will provide an opportunity to review delivery to date and ensure the outcomes and key performance indicators remain

appropriate and applicable, accounting for feedback from towns, local authorities, the Task Force provider, the Towns Advisory Council and UK Government officials.

6 RESPONSE

- 6.1 Please respond by email to commercialtenders@levellingup.gov.uk with the following by 12:00pm on Friday 31st May 2024 (the “Response Deadline”). Please ensure you use the reference – CPD4126090 – Towns Delivery Body in the subject line of your email.
1. Would you be interested in bidding for this project?
 2. Is this project deliverable in the timeframe proposed?
 3. Is what the Authority asking for clear?
 4. What, if anything, has the Authority missed or overlooked in setting out their requirement?
 5. Is there anything here which is irrelevant, outdated or unnecessary?
 6. Is the suggested set up of the delivery body appropriate? What other factors should be considered in the setting up the delivery body?
 7. How much it would cost you to set up and run the Delivery Body (estimate)?
 8. What do you think would work best in terms of the membership of the Delivery Body? For example, academia, planners, legal, financial, analytical professionals, experts on high streets and regeneration, transport and connectivity, safety and security, or other members not listed above;
 9. How long would it take to set up the Delivery Body? For example, would it take less than or more than a year.
 10. How would you engage with Towns Boards to ensure they utilised the expertise available from the Towns Delivery Body and how would you suggest a potential supplier could access external expertise when required?
 11. What data sharing processes should the Authority be aware of when considering how data might be stored and shared with local authorities? This would be with the intention of creating a repository of best practice.
 12. Do you think the proposed KPIs are suitable? What other KPIs would you suggest to ensure adequate incentivisation and performance management of the Delivery Body?
 13. How do you envisage the Towns Delivery Body working with the Towns Advisory Council?
 14. What does your organisation consider to be the top risks to the successful delivery of this contract? What mitigating action do you think can be taken by DLUHC and/or suppliers?
 15. How would you maximise return on the two Social Value themes listed in the KPIs? These themes are Improving Wellbeing and Tackling Economic Inequality as further described in the [Governments Social Value Model](#), Theme 5 and Theme 2. Do you think you could deliver other outcomes that might be more relevant from the Social Value Model?

7 QUESTIONS AND CLARIFICATIONS

- 7.1 Potential Suppliers may raise questions or seek clarification regarding any aspect of this PTME document at any time prior to the Response Deadline. Questions must be submitted by email to commercialtenders@levellingup.gov.uk only. Please ensure you use the reference – CPD4126090 – Towns Delivery Body in the subject line of your email.
- 7.2 To ensure that all Potential Suppliers have equal access to information regarding this PTME exercise, responses to questions raised by Potential Suppliers will be published in a “Questions and Answers” document, with updates appearing at regular intervals (approximately two to three working days).
- 7.3 Responses to questions will not identify the originator of the question.

- 7.4 If a Potential Supplier wishes to ask a question or seek clarification without the question and answer being revealed, then the Potential Supplier must state this in their email and provide its justification for withholding the question and any response. If the Authority does not consider that there is sufficient justification for withholding the question and the corresponding response, the Potential Supplier will be invited to decide whether:
- 7.4.1 the question/clarification and the response should in fact be published; or
 - 7.4.2 it wishes to withdraw the question/clarification.

8 GENERAL CONDITIONS

- 8.1 This PTME will help the Authority to refine the requirements and to understand the potential level of interest in the delivering requirements. It will also aid Potential Supplier's understanding of the requirements in advance of any formal competitive tender exercise.
- 8.2 The Authority reserves the right to change any information contained within this PTME at any time, and Potential Suppliers rely upon it entirely at their own risk.
- 8.3 The Authority reserves the right not to proceed with a competitive tender exercise after this PTME or to award any contract.
- 8.4 Any and all costs associated with the production of such a response to this PTME must be borne by the Potential Supplier.
- 8.5 No down-selection of Potential Suppliers will take place as a consequence of any responses or interactions relating to this PTME.
- 8.6 The Authority expects that all responses to this PTME will be provided by Potential Suppliers in good faith to the best of their ability in the light of information available at the time of their response.
- 8.7 No information provided by a Potential Supplier in response to this PTME will be carried forward, used or acknowledged in any way for the purpose of evaluating the Potential Supplier, in any subsequent formal procurement process.