



TENDER SPECIFICATION: MARKET RESEARCH PROJECT FOR SWANSPool PAVILION

1. Project Overview:

Wellingborough Town Council is seeking proposals for a comprehensive market research project aimed at assessing the potential usage of a proposed adventure golf course and café to be sited at Swanspool Pavilion and Gardens. The primary objective is to gather evidence on the demand for these facilities and the likely income from these provisions.

2. Objectives of the Market Research:

- a. Evaluate the local and regional market demand for adventure golf facilities and café services.
- b. Identify the target demographic groups likely to utilise the adventure golf course and café.
- c. Assess competitors in the vicinity offering similar leisure and dining experiences.
- d. Determine pricing strategies that would maximise revenue while remaining competitive.
- e. Analyse the feasibility of the project in terms of financial, technical, and management capabilities.
- f. Identify and mitigate potential project risks.

3. Scope of Work:

- a. Conduct surveys and interviews with residents of the local community to gauge interest and preferences regarding adventure golf and café facilities.
- b. Analyse tourism data to understand the potential influx of visitors from longer distances and their likelihood of utilising the amenities.
- c. Assess the current market landscape including competitors, pricing strategies, and consumer trends.
- d. Conduct feasibility studies to identify potential obstacles and opportunities for the project.
- e. Develop revenue projections, operational strategies, and risk management measures.
- f. Provide recommendations for optimising the project's viability and sustainability.

5. Timeline:

The market research project is expected to commence the week of 17th June 2024. The project is to be completed by Friday 2nd August 2024

6. Evaluation Criteria:

Proposals will be evaluated based on:

- a. Demonstrated understanding of the project objectives and scope.
- b. Methodology proposed for conducting market research and feasibility studies.
- c. Experience and expertise in conducting similar projects.
- d. Clarity and feasibility of the proposed timeline.
- e. Cost-effectiveness of the proposed solution.

7. Submission Guidelines:

Interested parties are invited to submit their proposals in accordance with the outlined specifications by 6th June 2024 by 5 pm. Proposals should be sent to:

Sally McLellan
Town Clerk
Wellingborough Town Council
Clerk@wellingboroughtowncouncil.gov.uk
01933 832821

Wellingborough Town Council reserves the right to reject any or all proposals received and to award the contract in part or in whole as deemed appropriate.