

CONFIDENTIAL SOFT MARKET TESTING
INFORMATION DOCUMENT
WINCHESTER CITY STREET MARKET MANAGEMENT COMPANY

Introduction and purpose of this exercise

Winchester City Council (The “council”) is running a soft market test exercise (SMT), to inform how the council might progress future operations of the street market in central Winchester prior to procuring a contract for a market management company.

The aim of the soft market testing is to:

- gather information to support the council's decision-making process in any next steps
- inform our thinking regarding commercial considerations of operating the street market
- identify innovative and cost-effective delivery solutions, which may inform our specification development
- understand the optimum way of procuring.

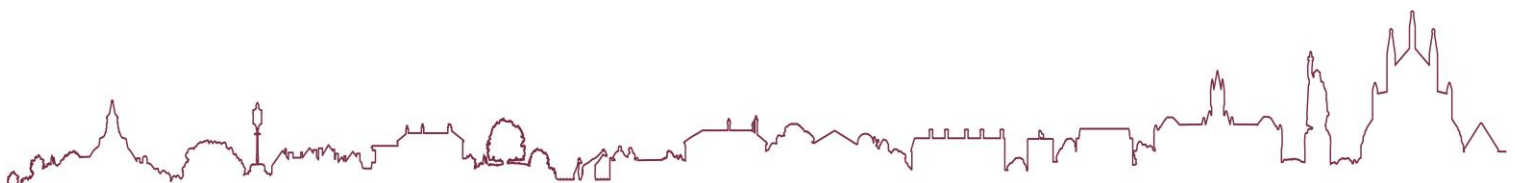
For the avoidance of doubt, this notice is for the purpose of conducting a soft market testing exercise and will not formally begin the procurement or constitute any commitment by Winchester City Council to undertake any procurement exercise.

Background information

Winchester’s City Street Market is currently operated by Southern Market Traders and takes place on a Thursday, Friday and Saturday in the lower High Street and Middle Brook Street, with an art and craft market on the first Sunday of the month. [Further information on the current offer here.](#)

The council is potentially looking to procure a new contract starting in the Spring of 2024 but cannot commit to this date at the time of writing. A potential new contract would be competitively tendered to secure the best commercial arrangement with a high-quality service provider in accordance with procurement regulations.

The council’s vision for the street market is to build on its current well-established reputation and develop it as a well-curated, high-quality, locally driven street market which meets the expectations of its users, supports the local economy and adds to the vibrancy of the city centre by:



- providing access to a diverse and affordable range of products and food & beverage
- driving footfall, spend and dwell time
- developing the sustainable credentials of the street market and reducing its carbon footprint
- raising awareness and reputation of the city's retail offer
- complementing existing retail activities
- supporting business start-ups and innovation.

This vision for the street market aligns with and supports:

- The council's climate emergency declaration and its commitment to becoming a carbon neutral local authority by 2024 and for the wider district to be carbon neutral by 2030;
- the Council Plan 2020-2025 priority of a vibrant local economy, achieved by having a compelling and competitive visitor offer, promoting independent businesses, encouraging start-ups and increasing the attractiveness of Winchester district's high streets;
- The Winchester District Ten Year Green Economic Development Strategy which aims to position the city as 'a vibrant place for business' making it 'a go-to place' for business start-up's by providing affordable space.

Questionnaire

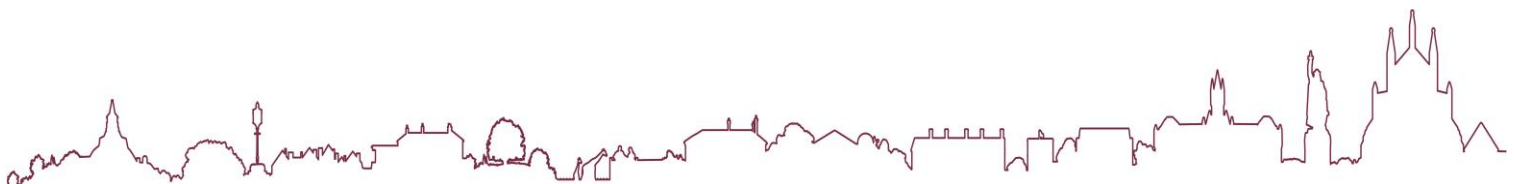
Potential providers are invited to respond to the questions set out in the Winchester City Street Market: Soft Market Testing Questionnaire document by **9am on Wednesday 19 July 2023**. There is no maximum word count imposed, but please do not use brochures or marketing material as an answer to any question.

Potential providers may be invited to a virtual meeting to discuss their answers. Please confirm in your response if you are willing to meet on a MS Teams meeting with council officers on **Wednesday 26 July 2023**. Times to be mutually agreed.

Responses to the questionnaire and information gathered from subsequent meetings may be used to inform our future operations and approach to the tender exercise.

How to submit your response

Please return responses to the Economy Team at ecodev@winchester.gov.uk by **9am on Wednesday 19 July 2023**.



General information

For the avoidance of doubt no information provided in response to this questionnaire will be used by the council in assessing providers during a subsequent procurement process.

The council will not reimburse any costs associated with the submission of a response to this questionnaire.

This questionnaire does not constitute an offer which is capable of acceptance and no contract will be entered into based on the potential provider's response to the soft market testing. The council reserves the right to terminate this process at any stage.

Potential providers intending to submit a response must obtain for themselves all information necessary for the preparation of their response. Information supplied by the council or contained in the questionnaire is supplied only for general guidance in the preparation of a response. Potential providers must satisfy themselves as to the accuracy of any such information and no responsibility is accepted by the council for any loss or damage of whatever kind and howsoever caused arising from the use of such information.

Confidentiality

All information included in this soft market testing questionnaire is confidential and only for the council's knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party without prior written authorisation from the council.

Where confidential information is provided by the council to the potential providers all recipients of council information must treat the information provided as confidential and to use the information only for the purpose provided.

Where the potential providers reasonably require any information submitted in its proposal to be treated as commercially sensitive and/or confidential, the onus is upon the potential provider to mark it as such and to set out the basis upon which the information is to be treated as confidential. The council, however, reserves the right to disclose confidential information to the council's Members, directors, and officers.

Any information that is shared between the council and potential providers is not intended to fetter the council's legal obligations in relation to any requests made for disclosure under Freedom of Information legislation and/or environmental information regulations and the council has ultimate discretion as to whether information supplied by the potential provider is subject to disclosure.



Data protection and privacy statement

All personal data will be processed in accordance with the council's privacy policy. Prior to submitting personal data potential providers should refer to the council's privacy statement, details of which can be found on our website: www.winchester.gov.uk/about/privacy-policy.

Where the potential provider receives any personal data from the council and/or where any personal data is generated as a result of this soft marketing testing exercise the potential providers undertakes to comply with relevant data protection legislation at all times.

