

INVITATION TO QUOTE

(This is not a Purchase Order)

Ref. No: CPBC PP REG 24/-1 Hadleigh Town Centre Visioning Study & Report

	Invitation Date: 5th June 2024
QUOTATIONS TO BE RETURNED TO:	Mike Simmonds Senior Regeneration & Infrastructure Delivery Officer <i>Place and Policy</i> Castle Point Borough Council Email: business@castlepoint.gov.uk
INSTRUCTIONS TO PROVIDERS	
<ol style="list-style-type: none">1. Quotations are requested for the provision of a Visioning Study and Report.2. Quotations MUST be made in either pdf format or in a format which is compatible with Office 365 and documents submitted electronically via the business@castlepoint.gov.uk by: 2pm on Friday 28th June 20243. Quotation Providers must complete the attached pricing schedule and provide any attached additional information requested.4. The Provider agrees and accepts that any Quotation submitted by the Provider shall remain open for acceptance for a period of ninety (90) days from the closing date for the receipt of Quotations, and shall not alter, amend, vary or withdraw without the prior written agreement of the Council.5. Quotations other than on this form will not receive consideration.6. Castle Point Borough Council (the 'Council') is not obliged or bound to accept the lowest or any Quotation.7. The Council's General Conditions of Contract for Provision of Good & Services will apply. Providers may view the Terms & Conditions on the Council's website at STANDARD TERMS AND CONDITIONS (castlepoint.gov.uk)8. Providers accept that by responding to this Invitation to Quote (ITQ) and in the event their Quotation is accepted, they will enter into and execute a contract (the 'Contract') subject to the Terms and Conditions of Contract without amendment, deletion or addition. Providers also accept that by responding to this ITQ they are accepting that the Terms and Conditions of the ITQ and any subsequent Contract are in all circumstances fair and reasonable in all respects and the Provider (the 'Provider') shall be bound by the Terms and Conditions of the Contract forthwith and with effect from the Commencement Date of the Contract.9. Any correspondence or request for clarification related to this ITQ must be submitted in writing via the business mailbox. Any such requests must be made at least forty-eight (48) hours prior to the submission return time and date deadline. Queries and/or requests for clarification will NOT be answered after the 2-day deadline. Replies will be sent to all Providers as a Clarification Notice via email, although the anonymity of the person raising the query will be maintained.	

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1. INTRODUCTION

- 1.1 Castle Point Borough Council on behalf of the Castle Point Place Board wish to appoint consultants to work with the Council to undertake take a visioning study and report for the future of Hadleigh Town Centre. The report must be, based upon the research completed, of what an Hadleigh town centre could look like in 2040 and detail recommendations of how this might be achieved once the proposed action plan has been completed. The report will help enable the Council to plan its policies, future land uses and interventions to ensure the town centre has a long-term sustainable future as the borough's principal town centre on the mainland. Research undertaken should include engagement with residents, businesses, stakeholders and visitors.
- 1.2 The project has an allocation of £41,200 from the UK Shared Prosperity Fund for the work and the appointment will be by way of a competitive process requiring written quotations. The deadline for clarification questions is 21st June 2024, one week before the final submission deadline. Submissions should be submitted electronically via email to business@castlepoint.gov.uk by 2.00pm on Friday 28 June 2024 and include reference CPBC PP REG 24/-1.
- 1.3 The Place Board do not wish to be too prescriptive, preferring that consultants are able to use their own flair and expertise in producing an ambitious but deliverable vision of the future of Hadleigh Town Centre but set out in this specification the detailed requirements on outputs and outcomes.
- 1.4 The Contract for the work will commence on Tuesday 6th August 2024 and must be completed in its entirety by no later than Tuesday 14th January 2025.

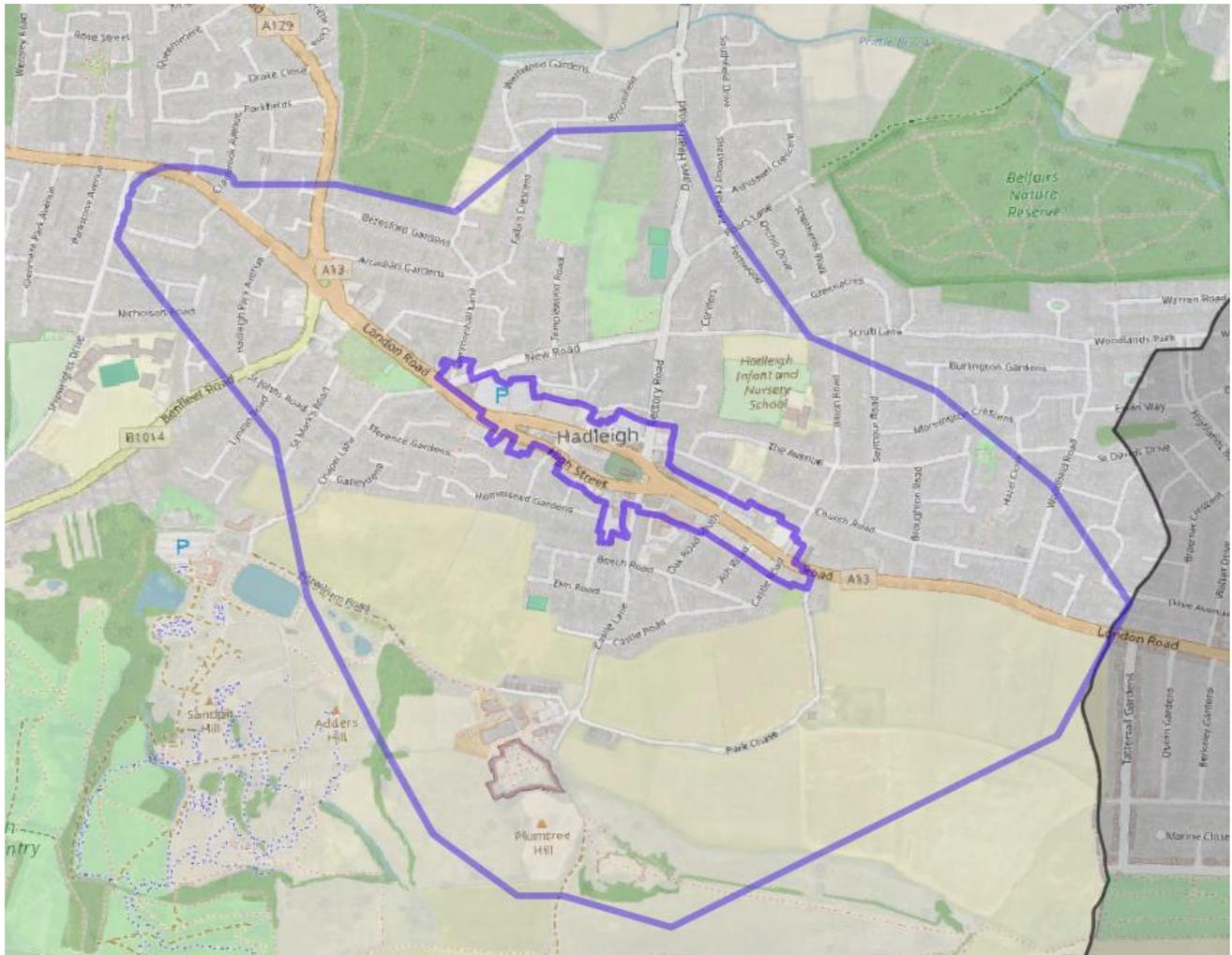
2. STUDY AREA

- 2.1 The study area is the primary focus for this visioning project, which supports the Castle Point plan and work of the Castle Point Place Board, however, the study boundary does not mean that all of the town centre is considered as a development site; there are many attractive buildings and existing ownerships that are valued and will be protected going forward.
- 2.2 The study area for this work covers the whole of the town centre from the boundary with Southend-on-Sea in the east to the junction of Kiln Road (A13) and Shipwrights Drive in the west. This covers the main retail and business core of Hadleigh and the key edge of centre locations along the A13. It should also include other areas outside of the town centre up to and including John H Burrows Recreation Ground in the north and Hadleigh Castle and Country Park to the south – see map at below.

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2.3 The wider than the town centre area identified in paragraph 2.2 should be considered as part of the project, to ensure that the relationship between the town centre and local places of interest and recreation, such as Hadleigh Castle (maintained by English Heritage), the Salvation Army's Hadleigh Rare Breeds Farm, Glamping Site, and Country Park with the London 2012 Olympic cycling track are included and proposals to support and maximise the opportunities arising from these facilities are integrated successfully in the study.

2.3 To secure the required outputs from this commission, consultants will also need to be cognisant of sub-regional, regional and national policy and activities in relation to development of Place and Communities. This should include awareness of the preparation of the Castle Point Plan where options for development are currently being established. This includes a number of potential sites for redevelopment within Hadleigh. Consultants should engage with the Planning Policy Team on this to understand the emerging proposals and how that could impact and help support the vision for Hadleigh.

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2.4 Due consideration should also be given to the economic activity generated in the wider Castle Point borough area, and neighbouring local authority areas and current economic support activities available through the Castle Point Business Accelerator programme (website: <https://castlepoint-ba.deytonbell.com>) and the wider business support available for Essex County Council's Backing Essex Business programme (website: <https://backingessexbusiness.co.uk>).

3. BACKGROUND AND CONTEXT

3.1 Hadleigh lies in the east of the Borough, between Basildon and Southend on the A13 with Thundersley to the west, Daws Heath to the north, and Leigh-on-sea (within the borough of Southend) to the southeast. The town centre sits astride the A13, which runs through the town centre, and is a strategically important east-west link through South Essex between the City of London and Southend/Shoeburyness.

3.2 Hadleigh town centre is bound by the junction of London Road and Chapel Lane to the west and London Road and Park Chase to the east. The A13 becomes dual carriageway from the Victoria House roundabout through the town centre until London Road and the High Street converge at the eastern end of the town centre; this is the only dual carriageway section of the A13 from Sadlers Farm junction to Southend.

3.3 The A13 route through the town forms a gyratory system with the northern arm (London Road) carrying eastbound traffic and the southern arm (High Street) carrying westbound traffic. The main north-south route through the town centre is Rectory Road, which forms a junction with the A13 at the eastern end of the gyratory system. Rectory Road runs from Hadleigh town centre north towards the residential area of Daws Heath, where it forms a T-junction with Daws Heath Road.

3.4 Hadleigh is a historic settlement with St James the Less Church (Grade I listed) at its heart. In the late 19th Century, the Salvation Army established a farm colony in Hadleigh to improve the lives of the working poor. Due to Hadleigh's location on the A13 between London and Southend, the town grew over the 20th Century to the place we see today.

3.5 The Church of St James the Less sits at the eastern end of the island (bounded on either side by the A13) It acts as the most dominant and attractive landmark in the town and effectively highlights its historic centre. The spire of the Church rises above the surrounding built form and helps people to orientate themselves within the town centre. The island is also home to a number of made up of mixed retail units, car dealerships, a small number of residential properties and the library. At the western end of the island gyratory is an artists' studio and community centre in the old Fire Station, the three-storey element of which acts as a local landmark when entering the town from the west.

3.6 Following a Boundary Commission Review in 2023, Hadleigh is made up of two electoral wards: Hadleigh St. James (covering most of the Town Centre and south and St. Michael's covering the area to the north of the Town Centre. According to ONS 2021 census data the population of Hadleigh is around 12,700.

3.7 Home ownership accounts for 77% of the population with 23% of the remaining resident population occupying rented accommodation. Professional occupations at 18.45% is the largest proportion of the employment sectors but taken together, sales, services, administrative and secretarial occupations total around 30% of all employment. 42% of residents have a level 3 or above qualification.

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- 3.8** There are three Council owned car parks close to the town centre: Rectory Road, on the north side of the London Road; Castle Lane, just off the south side of the High Street; and another small, short stay car park in the High Street opposite the south side of the island. All the car parks are easily accessed from the London Road and High Street. In addition, there are commercially operated car parks at Morrisons, Lidl, McDonalds and the Castle Public House some of which time limited offered free parking to customers. There are street parking bays on the western central area of the London Road, next to the island and further street parking is available eastern end, north side, of the London Road.
- 3.9** The future trends are likely to see reduced car ownership, driverless cars etc, but in the meantime, cars will still feature. Careful consideration must therefore be given to the need for access and parking and to encourage use of other forms of transport including buses, cycling and walking to the High Street by the wider suburban community.
- 3.10** Hadleigh town centre is accessible by foot, bicycle, car and bus, however, the nearest rail services are South Benfleet Station (2.3 miles) and Leigh-on-Sea Station (2.8 miles). Although Hadleigh town centre is an economic driver for the area, many residents travel out of the area to work either to nearby Southend or Basildon or further in south Essex, London and beyond.
- 3.11** The town centre is an important employment centre made up of predominantly retail stores offering a variety of services from hair, nails and beauty aesthetics, restaurants, cafes, carpet and home ware and other shops as well as office-based services such as accountants and legal services.
- 3.12** There is no longer a high-street bank presence in the town-centre, which is a frustration to some residents and businesses, but the strength of demand for a banking hub is unknown. The major employers in Hadleigh are McDonalds, Morrisons and Lidl supermarkets, Choice department store (part of a chain) and small clusters of offices to the east and west of the town centre.

Previous reports and studies

- 3.13** General evidence documents covering economy and retail, urban design and historic environment are available on the Castle Point Borough Council website available: <https://www.castlepoint.gov.uk/general-evidence-documents/> and include:
- South Essex Economic Development Needs Assessment 2017
 - South Essex Retail Study – November 2017
 - Shopping Frontages Assessment - 2019
 - Castle Point Borough Urban Design Characterisation 2013
 - Heritage Impact Assessment – September 2020
 - Castle Point Borough Cycling Action Plan – January 2018
 - Economic Development Sites Review 2024 (draft and unpublished at present)
 - Castle Point Plan Transport Assessment Phase 1 2024 (draft and unpublished at present)
 - Castle Point Local Walking and Cycling Improvement Plan 2024 (draft and unpublished at present)
 - Castle Point Plan Urban Capacity Assessment Part 1 2024 (draft and unpublished at present)
 - Castle Point Local Heritage Assets Review 2024 (draft and unpublished at present)

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3.14 Draft and unpublished documents will be made available for the consultants to use on a confidential bases, as it is expected that these documents will be made available for publication during the lifetime of this project.

3.15 Other reports of use (but not limited to) include:

- Castle Point Borough Council Corporate Plan 2021 – 2024 available: <https://www.castlepoint.gov.uk/council-strategies-and-policies/>)
- Hadleigh Town Centre Masterplan July 2011 available <https://www.castlepoint.gov.uk/hadleigh-town-centre-mastreplan/>)

4. SPECIFICATION

4.1 Detail: The Council on behalf of the Place Board wish to commission Consultants to work with the Council and its partners to develop a vision of the future of Hadleigh Town Centre (Hadleigh 2040) to enable the Council to plan its policies, future land uses and interventions to ensure that the town centre has a long-term sustainable future as one of Castle Point's key town centres. The appointment will be way of a competition with a minimum of three written quotations that will be formally evaluated (see paragraph 4.7 Evaluation).

4.2 The issue of regeneration for Hadleigh town centre is complex and often it is the scale, pace of change and complexity of competing needs that stifles progress. This report will need to demonstrate how Castle Point Place Board through leadership, engagement, evidence gathering, innovative thinking and collaboration can support investment in the town centre so that Hadleigh can become more diverse, sustainable and thriving place to live and work.

4.3 The Castle Point Place Board wish to create a welcoming, accessible and compact town centre with improved amenities, retail and leisure facilities that form an attractive focus for investment, particularly from service industries. By creating a true mixed-use centre with an expanding evening economy, Hadleigh can be revitalised and bring more life and vibrancy to the broader local community and ensure that visitors leave with a positive impression of the town and its environs.

4.4 The Council Corporate Plan, 2021 to 2024 details four areas of focus for the borough, the town centre being a key priority (Priority area 1), and which identifies a number of key outcomes, development of business initiatives to promote start up and growth.

- Provide the environment where the leisure and food offer can grow and flourish.
- Support business growth to generate employment opportunities by working with businesses.
- Provide the infrastructure to improve the visitor experience and attract new visitors.
- Continue to promote all outdoor events.
- Make the town centre more accessible.

4.5 Research requirements: The Council and Place Board and associated Regeneration Workstream want to better understand the current strengths, weaknesses, opportunities and threats, the current retail and business sector in the Town Centre, what the barriers to growth and expansion are, what success could

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look like. The Consultants will be expected to provide a comprehensive report (in electronic format only) to the Council which captures and includes:

1. A comprehensive retail and business sector analysis with:
 - a. an inventory of current retail, services and attractions by number and sectors.
 - b. a detailed SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of the Town Centre.
2. Research on current and future market trends and the night-time economy with
 - a. analysis on current likely future market trends affecting Hadleigh and,
 - b. explore the potential for developing a thriving night-time economy and steps required for its implementation.
3. Feasibility study of a banking hub by
 - a. Conducting discrete research on the business and personal customer needs for a banking hub and,
 - b. Assess the feasibility and propose steps to establish a banking hub in Hadleigh if there is sufficient evidence to support the requirement.
4. Public and civic realm assessment by:
 - a. evaluating current public spaces and infrastructure and,
 - b. identifying areas for improvement to enhance accessibility, support physical activity, and provide amenities for less physically able residents.
5. Cultural and recreational enhancement analysis by
 - a. evaluating the current cultural offer and linkages to local attractions and,
 - b. assessing the feasibility and proposed steps for establishing a banking hub in Hadleigh
6. Movement and accessibility study which,
 - a. analyses how customers access and use the town centre and,
 - b. identifies barriers to movement and propose solutions to make the town centre more navigable and welcoming.
7. Transformational regeneration planning by,
 - a. developing a route map for regeneration, including short-term improvements and long-term development strategies and,
 - b. conduct a cost appraisal and create a funding plan for proposed interventions and,
 - c. assess risks and rank potential options for effectiveness and feasibility.
8. Stakeholder and community engagement survey which,
 - a. engages with residents, businesses, visitors and stakeholders to gather feedback and ideas.
 - b. Develop a marketing strategy and communications strategy based on engagement activities.

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4.6 Deliverables: In addition, we will wish to see the following deliverables from the consultancy work in the report:

1. An Executive Summary that provides an overview of key findings, strategies, and recommendations.
2. A Vision and Strategy which:
 - a. provides a compelling, shared vision for a revitalised and safer town centre and,
 - b. offers options for raising Hadleigh's profile and attracting investment.
3. Success Metrics and Monitoring Plan which offer:
 - a. a clear criterion for measuring success, including increasing footfall by 10% and,
 - b. a calendar of events to drive community and business engagement.
4. A detailed analysis section providing:
 - a. a comprehensive report on the current retail, services, and attractions and
 - b. a SWOT analysis of the town centre's current provisions.
5. Night-time economy development plan with:
 - a. steps to develop and support a thriving night-time economy.
6. Banking Hub feasibility report providing:
 - a. findings on the need and feasibility of a banking hub.
7. Proposals for the Public and Civic Realm that include:
 - a. recommendations for enhancing public spaces and accessibility, and
 - b. design concepts for inclusive and supporting infrastructure.
8. Cultural and recreational recommendations that offer strategies to enhance the cultural offer and improve awareness of local attractions.
9. Movement and accessibility recommendations with:
 - a. strategies to improve customer flow and ease of access, and
 - b. proposals for making the town centre more than a transit area.
10. A Regeneration Route Map that provides:
 - a. Detailed plan for achieving transformational regeneration,
 - b. Cost appraisal and funding strategies, and
 - c. Risk assessment and ranking of proposed interventions.
11. A marketing and Communications Plan which:
 - a. Details effective marketing strategies and communication channels and.
 - b. Engagement plans to involve residents, businesses, visitors, businesses and stakeholders.

4.7 Desired Outcomes

1. Sustainable and inclusive development by
 - a. Promoting sustainable growth and regeneration and
 - b. Ensuring developments are inclusive, supporting diverse community needs
2. Safer, more accessible Town Centre:
 - a. ensure that all residents can enjoy a secure and welcoming environment, and

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- b. improve access to local services and amenities.
- 3. Enhanced quality of life for residents by:
 - a. provision of opportunities for residents to lead happy and productive lives, and
 - b. ensuring public spaces and inclusive, encouraging physical activity and social interaction.
- 4. Stronger cultural and community identity by;
 - a. strengthening the cultural offer and linkages to local attractions and
 - b. fostering a sense of community through events and improved amenities.
- 5. Increased economic activity and footfall through:
 - a. enhanced retail and business environment to attract more visitors and investment, and
 - b. increased high street footfall and surrounding visitor attractions by 10%.
- 6. Improved environmental and leisure conditions by:
 - a. Enhancing the environmental conditions within the town centre and
 - b. Develop an improved evening and leisure offer.

4.7 Evaluation guidance

What **MUST** be submitted by the Provider with their Quotation?

Providers must include the following when submitting their Quotation:

Quotation and the Provider will be selected on this basis and the Contract awarded. As stated in paragraph 7 of the Instructions to Providers, the Council is not obliged or bound to accept the lowest or any Quotation.

The criteria to be used by the Council in the evaluation process will be those set out below which include:

ITEM	CRITERIA	WEIGHTING
1	Quality	60%
2	Experience & Knowledge	40%

4.8 Quality

The overall weighting for Quality is 60%. This has been further broken down into the following criterion:

- a. **Understanding of Data required – 30%**
 - Provider to show evidence of the types of data required to fulfil the Contract, where sourced and its value / relevance / importance in achieving the outputs as outlined in the specification.
- b. **Methodology – 30%**
 - Provider to outline the methodology it will use to successfully deliver the Contract.
 - Provision of a project timeline indicating key milestones.

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The Response to this criterion is not to exceed 3,500 words.

4.9 Experience and knowledge

The overall weighting for Experience and Knowledge is 40%.

- In their proposal, the Provider must offer evidence of their capacity and resources to deliver the Contract. The Provider must demonstrate how they will utilise previous experience and knowledge of providing similar types of work to ensure a successful delivery of the contract in budget and within the timescales outlined in the Specification. This should include:
 - CV's for the key personnel who will be involved in the delivery of the contract. Detailing as a minimum the relevant qualifications, experience and competencies of each individual and how they will utilise previous experience in carrying out similar pieces of work to ensure successful delivery of this project and also how they can add value to the project.
 - The Provider must provide evidence of a minimum of two other examples of similar work having been carried out in the last 2 years for the public sector.

The Response to this criterion is not to exceed 2,000 words (excluding CVs).

Each criterion will be marked on a scale of 0 to 5. The table below sets out how these marks are allocated:

0	Unacceptable	The proposal does not demonstrate an understanding of the Council's requirements and issues with the proposal either being non-compliant or with a major risk that the intended outcomes/ performance standards will not be achieved and delivered, with the level of evidence in support of the proposal either unacceptable or non – existent.
1	Very Poor	The proposal demonstrates extremely limited understanding of the Council requirements and issues with a significant risk that the majority of the intended outcomes/ performance standards will not be achieved and delivered with the level of evidence in support of the proposal deficient in the majority of areas. Proposal shows significantly more weaknesses than strengths.
2	Concern	The proposal demonstrates some understanding of the Council requirements and issues with a risk that some of the intended outcomes/ performance standards will not be achieved and delivered with the level of evidence in support of the proposal deficient in certain areas and requires the reviewer to make assumptions. Proposal shows a balance of weaknesses and strengths.
3	Acceptable	The proposal demonstrates reasonable understanding of the Council requirements and issues and provides an acceptable degree of confidence that the intended outcomes/ performance standards will be achieved and delivered with an acceptable level of evidence in support of the proposal, but with some minor reservations. Proposal shows more strengths than weaknesses.

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4	Good	The proposal demonstrates a good understanding of the Council requirements and issues and provides a high degree of confidence that the intended outcomes/ performance standards will be achieved and delivered with the level of evidence in support of the proposal fully meeting expectations.
5	Very Good	The proposal demonstrates a comprehensive understanding of the Council requirements and issues and providing an exceptional degree of confidence that the intended outcomes/ performance standards will be achieved and exceeded in most respects with the level of evidence in support of the proposal exceeding expectations and demonstrating clear and strong evidence of delivery.

Once marked, each criterion shall have its score calculated as follows:

$$\frac{\text{Mark Awarded} \times \text{Weighting (\%)}}{\text{Maximum Mark Available}} = \text{Score}$$

4.10 Price and rates schedule

A fixed price of £41,200.00 is available to complete this project. All Prices shall be exclusive of Value Added Tax but must include all charges, costs, disbursements and expenses (including, without limitation, all costs and charges for labour, parts, materials, travelling and other expenses, all relevant taxes, other than Value Added Tax, duties and other relevant and applicable sums).

Payment for the Services shall be made by the Council to the successful Provider on completion of the Services. Provided that the Services have been properly delivered to and accepted by the Council, payment shall be due thirty (30) days from the date of receipt and acceptance of correct invoice documentation by the Council. Invoices must be e-mailed to business@castlepoint.gov.uk and **MUST** clearly state the Contract Number together with the relevant Purchase Order number at that time.

- **Add columns as necessary for additional people.**

We hereby offer to provide the services at the prices stated on this and any attached forms in accordance with Castle Point Borough Council's General Conditions of Contract for Provision of Services.	
Signed:	Date:
Full Name:	Designation:
Company Name:	
Company Address:	
Tel No.	E-Mail Address:

5. ADDITIONAL INFORMATION REQUIRED

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This additional information requested below has been designed to assess the suitability of a Provider to deliver the Council's contract requirement(s). Please ensure that all questions are completed in full and in the format requested. Providers may attach details to your Quotation but please ensure they follow the following format.

Whilst reserving the right to request information at any time throughout the procurement process, the Council hereby enables the Provider to self-certify in their Quotation submission that they comply with the requirements listed below. Providers who self-certify that they meet these requirements may be required to provide evidence of this if they are successful at contract award stage.

Please self-certify whether you already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated below:	
Employer's (Compulsory) Liability Insurance* = £5,000,000	YES/NO
Public Liability Insurance = £5,000,000	YES/NO
Professional Indemnity Insurance	N/A
* It is a legal requirement that all companies hold Employer's (Compulsory) Liability Insurance of £5 million as a minimum. Please note this requirement is not applicable to Sole Traders.	

PASS: Confirms required levels of insurance in place or, if successful, will commit to obtain the required levels of insurance prior to the commencement of the contract

FAIL: Failure to confirm required levels of insurance cover in place and, if successful, to commit to obtain the required levels of insurance cover prior to the commencement of the contract

Modern Slavery Act 2015: Requirements under Modern Slavery Act 2015	
Are you a relevant commercial organisation as defined by section 54 ("Transparency in supply chains etc.") of the Modern Slavery Act 2015 ("the Act")?	YES/NO
If you have answered yes to the above question, are you compliant with the annual reporting requirements contained within Section 54 of the Act 2015?	<p>YES (Please provide the relevant URL ...)</p> <p>NO (Please provide an explanation)</p>

PASS: Not a relevant commercial organisation or is a relevant commercial organisation and is compliant with Section 54 of the Act (or has a reasonable explanation as to why it is not compliant).

FAIL: A relevant commercial organisation that is not compliant with Section 54 of the Act (nor has a reasonable explanation as to why it is not compliant).

Please self-certify that your organisation has a Health and Safety Policy that complies with current legislative requirements.	YES/NO
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PASS: Confirmation received of a written Health & Safety Policy compliant with current legislative requirements

FAIL: No confirmation of a written Health & Safety Policy compliant with current legislative requirements

Please provide the number of employees in your organisation

IMPORTANT

The Provider must declare any conflict of interest in relation to the Council's requirement. The Council may exclude the Provider if there is a conflict of interest which cannot be effectively remedied. The concept of a conflict of interest includes any situation where relevant staff members have, directly or indirectly, a financial, economic or other personal interest which might be perceived to compromise their impartiality and independence in the context of the procurement procedure.

Where there is any indication that a conflict of interest exists or may arise then it is the responsibility of the Provider to inform the Council, detailing the conflict in a separate Appendix to their Quotation. Provided that it has been carried out in a transparent manner, routine pre-market engagement carried out by the Council should not represent a conflict of interest for the Supplier.

Signed:	Date:
Print Name:	
Designation:	Company:
Tel No:	E-Mail Address: