

## **INVITATION TO SUBMIT AN Expression Of Interest:**

**Management and Operation of a new  
Campsite**

# Rossendale

## BOROUGH COUNCIL

### **Introduction:**

Rossendale Council Is seeking Expressions of Interests from suitably qualified interested partners for the “Management and Operation of a new campsite” around the Futures Park area, Bacup.

### **Background:**

Rossendale is in the South Pennines, in the heart of East Lancashire and is only a stone’s throw from Leeds and Manchester.

It is known locally for its mix of town centre living in a beautiful, rural setting, with friendly communities and an abundance of heritage. The area boasts three market towns, each with their own identity, promoting independent boutique shops, artisans, heritage, arts and culture.

Rossendale’s unique landscape lends itself as an opportunity to attract walkers, riders, bikers and nature lovers and already it is home to well-known bike trails and events, a dry ski slope, several outdoor sculptures on the hillsides, pony trekking, off-roading to name just a few.

Rossendale Council has recently developed a Draft Visitor Economy Strategy which draws on 5 key themes for growth over the next 10 years, including:

1. Marketing Rossendale
2. Outdoor Rossendale
3. Lifestyle Rossendale
4. Accommodation Rossendale
5. Creative Rossendale

The draft Visitor Economy Strategy is due to be adopted in January 2021 with work progressing on the key actions identified. It is available to view here:

<https://www.visitrossendale.com/wp-content/uploads/2020/10/FINALX.pdf>

Rossendale is home to some very unique places to stay for visitors but recognises that it needs to increase its variety, including the addition of a serviced campsite with opportunities to attract Caravans and Campervans which will grow the economic impact of the sector.

Rossendale Council has identified potentially suitable locations around the Futures Park, Bacup area and is now seeking EOI’s from interested partners to operate and manage the campsite facility and feed into its design process.



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### **About the proposed campsite facility and business model:**

- Rossendale Council will secure the land for the campsite and will lease it to the appointed partner with agreed heads of terms,
- Other suitable sites in the borough will also be considered as part of any partnership.
- Rossendale Council will secure the funding to ensure that the access to the site is suitable and the relevant permissions are sought
- Rossendale Council will build any facility measures (such as pitches and convenience blocks) with an appointed design team. The Partner Organisation appointed to run the facility will have the opportunity to feed into the design process
- The campsite will be part of a wider project for the area, which will include walking, running, horse riding and bike trail upgrades, and nearby cycle and visitor hub facility for bike and boot hire
- Rossendale Council will seek funding to upgrade and rank the cycle, walking, running and horse riding trails in the vicinity of the campsite in the Lee Quarry area along with other appropriate projects
- The Partner organisation is expected to lease the facility from Rossendale Council over a long term period under prior agreed HOTs, including an annual management fee
- A percentage to be negotiated of turnover on an open book basis will be provided to Rossendale Council annually and this will be ring-fenced to be reinvested into maintaining the site and surrounding tourism related infrastructure.
- The partner organisation will need to develop an appropriate business plan that shows how the facilities revenue will be maximised to attract a high number of visitors through promotion of the facilities such as advertising, signage and media. It is also hoped that strong partnerships can be formed with local interested cycling, walking, running and horse riding groups with their use of the campsite encouraged with volunteering opportunities maximised. The facility should also link into the Council's Rossendale Works employability and volunteering project where possible
- The successful operator will be responsible on behalf of the Council to manage the day to day maintenance and operational management of the facility.
- Further sites in the borough are expected to follow a similar model but would require the agreement of both partners before going ahead and the Council

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reserves the right to run a new ITT specific to these sites if a mutual agreement cannot be found.

- Rossendale Council will monitor footfall at the site on a quarterly basis and any agreed management agreement target

### Invitations for Expression of Interest

Companies interested in tendering for the “Partner Organisation to manage and operate a new campsite” are invited in the first instance to submit an Expression of Interest (EOI).

The Expression of Interest must answer the following:

1. Name and address of Partner applying for the opportunity
2. Previous experience of a similar model or work within the sector.  
NB: If you have no previous experience of a similar model, please outline why you wish to apply for this opportunity and how you can add value. (No more than 2 sides of A4). Please also detail the likely business model that you would like to see developing at the site.  
(No more than 1 side of A4)
3. Photograph's, website links, referee details and anything you feel is relevant to support your application are encouraged as part of the submission
4. Indication of any capital investment offered to support the development

The expression of interest must be submitted to the following email address **ONLY** [tenders@rossendalebc.gov.uk](mailto:tenders@rossendalebc.gov.uk) by **9am on Friday 11<sup>th</sup> December 2020 – TITLE SHOULD STATE – EOI CAMPSITE** .

Any clarifications to be submitted to Megan Eastwood by Wednesday 2<sup>nd</sup> December 2020: [meganeastwood@rossendalebc.gov.uk](mailto:meganeastwood@rossendalebc.gov.uk)

A zoom open briefing session will be offered to all interested parties on 3<sup>rd</sup> December @ 9.30am- 10:30am – zoom link will be sent to all interested parties. This will provide an opportunity to collectively hear the Council's vision and answer any technical questions that you may have. Please register your interest in this session by email: [economicdevelopment@rossendalebc.gov.uk](mailto:economicdevelopment@rossendalebc.gov.uk) with the subject: EOI – Campsite

### Conditions



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- The Expression of Interest does not commit Rossendale Council to award a contract. The aim is to promote discussion opportunities with potential partners
- Rossendale Council will maintain strict confidentiality in receipt of the EOI's including clarifications and other submissions during the process
- Rossendale Council will review and score EOI's by Monday 21<sup>st</sup> December. 100% of the scoring will be weighted on point 2. Suitable applicants will be invited to a series of interviews on site to discuss the business model and finance elements in more detail of the above and you will be notified if shortlisted within a few weeks of closing.
- A second formal ITT will follow for those qualifying from the EOI round 1 stage that will require a detailed vision, business plan, lease agreement yield, cash flow accounting targets with % open book revenue charge rate, marketing and advertising plan, management of the sites plan, volunteering plan and management targets. It is expected that the second stage will be concluded around February 2021 with the successful operator chosen March 2021 based upon a best value assessment.
- Rossendale Council cannot reimburse any costs associated in the development of your EOI and second stage submission.