



## Bude Town Centre Vitality Project – Vision and Investment Plan

### Project Brief

To engage suitably qualified specialist consultants to rigorously investigate options for revitalising Bude town centre, informed by the opinions of key stakeholders and the wider community.

### Background

- Bude Town Team was established in 2019 as a partnership of retail business owners, community groups, Bude Area Tourist Board, Bude Job Centre, Cornwall Councillors, the MP for North Cornwall, and Bude-Stratton Town Council. The purpose of establishing a Town Team was to formulate a plan for the regeneration of the town centre and to enable Bude to apply to Cornwall Council's Town Centre Revitalisation Fund for Town Vitality funding.
- In 2022, Bude-Stratton Town Council, as the lead applicant and accountable body for the Town Team, successfully applied for a grant of £48,000 from the Town Vitality Fund towards the Bude Town Centre Vitality Project.
- The purpose of the Bude Town Centre Vitality Project is to rigorously investigate options for revitalising the town centre, informed by the opinions of key stakeholders and the wider community. The ultimate aims of the project are to ensure that the town centre can evolve to meet changing patterns of use; can offer the community and its visitors a welcoming, accessible, diverse and vibrant experience, and can support and maintain the viability of businesses and community facilities.
- To deliver this, the Town Vitality funding will be used to commission consultants to produce a delivery focused **Vision and Investment Plan** identifying strategy, milestones and short, medium and long-term projects providing a framework for regeneration of the town centre building on existing vision, plans, projects and consultation. The Vision and Investment Plan will update the socio-economic profile of the town as expressed in the [Bude-Stratton Neighbourhood Development Plan](#) (2016) and [Gwell – Bude's Community and Wellbeing Plan](#) (2021). It will investigate how the town is performing, and how future success can be measured.
- The Vision and Investment Plan will pay particular attention to Bude's distinctive identity, offer and brand, to market the town more effectively. It will answer the questions *What can we make work harder for the town? What can we specialise in? What can we do that other towns cannot?*

## Tasks

- To oversee the capturing of ideas and include options for improving the town, with considerations for supporting modern ways of working and learning, increasing dwell time, improving air quality and biodiversity, enhancing links to/from the town centre, creating safer greener streets, reimagining the town centre experience, and maximising outdoor space.
- To report findings back to the Town Team for review prior to providing indicative capital costs for each individual element of the project, including a total budget and contingency element. To provide artists impressions, concept plans and to test feasibility of opportunities identified through public consultation.
- To undertake an extensive consultation following a methodology agreed with the Bude Town Team, and in consultation with local businesses, Councillors, voluntary/charitable organisations, and the wider community to agree a collective vision for the town centre. Include preparation and publication of a Vision and Investment Plan for the town centre.
- To produce an Economic Benefits Appraisal looking at new uses/future users' needs - Who are the future users of the town centre? - Analysis of current users and identification of potential future users/emerging trends, together with future requirements. What does a town centre look like? - spaces, uses and services provided in the future.
  - To review the economic profile of Bude and provide an indication of trends. To include key areas of focus including but not limited to demographics, employment areas, jobs/vacancies, employee travel to work areas.
  - To assess town centre biodiversity and make recommendations to improve and increase what is currently in place.
  - To include an access audit and recommendations for making the town more inclusive for all to support economic activity. This could be in the form of accessibility mapping looking at connectivity and access by public transport/walking/cycling routes.
- Smart Town Infrastructure Appraisal to review options for 'Internet of Things' connected devices to improve communication and assist workers, students, residents, and their visitors. A strategy paper to estimate costs for options for new smart technologies / internet connectivity solutions to support 5G. To review public access to technology throughout the town and explore how to improve digital connectivity.
- To formulate a range of costed interventions to revitalise the town centre and prepare a list of funding opportunities to realise those interventions.

The above work will be pulled together to form the first draft/iteration of an emerging Vision and Investment Plan for the town.

## **Budget**

- An initial budget of £48,000 has been identified to deliver the work. If, in the course of delivering the contract, consultants identify additional project deliverables/feasibility work to further develop project interventions which carry public support, and are prioritised by the Bude Town Team, suggested costings for that work should be submitted to Bude-Stratton Town Council for consideration.

## **Timescale**

- All work to be completed within six months of date of commissioning.

## **Proposal**

- Please submit your project proposal including an overview of your intended approach to the above detailed tasks, a cost to deliver the tasks and any other relevant background. Proposals should be submitted to [office@bude-stratton.gov.uk](mailto:office@bude-stratton.gov.uk)

## **Deadline for submission**

- The deadline for submitting your proposal is 5pm Monday 6<sup>th</sup> March 2023. Appointment will be made in the week beginning Monday 3<sup>rd</sup> April 2023.

## **Contact**

For further information contact:

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