# Soft Market Test

For

Operating Agreement for Brunswick House

Cambridgeshire County Council

Ref: DN605409



# Section 1: Introduction

## General Requirements

* 1. The purpose of this document is to briefly explain to Potential Providers the business and technical requirements and the expected scope of *the requirement for a Student Accommodation Operator which includes a full property management service for Brunswick House, 87 Newmarket Road, Cambridge (the property) which is used for residential student accommodation* in order that Potential Providers can explain the relevance of products, services and their experience to the requirements.
  2. **Please note:** this market testing exercise is **not** an invitation to tender or a request for formal expressions of interest. This document does not form any part of an invitation to tender. CCC is issuing this request for **information only**. Any supplier invited to present to CCC is doing so to support market research only and to help make any potential procurement process more focused and efficient. No supplier selection or supplier preference is implied.

## Confidentiality and Freedom of Information (FOI)

* 1. **Please note:** all information included in this Soft Market Testing is confidential and only for the recipients’ knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party without prior written authorisation.
  2. All responses will be treated confidentially. However, please be aware that we are subject to the disclosure requirements of the FOI Act and that potentially any information we hold is liable to disclosure under that Act. For this reason, we strongly advise that any information you consider to be confidential is labelled as such. In the event that a request is subsequently made for disclosure under FOI the request will be dealt with in accordance with the legislation.

## Background

*Brunswick House, 87 Newmarket Road, Cambridge (the property) is owned by Cambridgeshire County Council (CCC) and is used for student accommodation.*

The construction of Brunswick House was completed in 2012 and sits within a 0.95acre site, consisting of a four storey 251 modular student bedroom facility arranged across a mixture of 231 en-suite cluster flats and 20 self-contained studio flats. *There are also communal facilities such as a large common room and laundry room at ground floor level, as well as bicycle storage at basement level within the enclosed landscaped courtyard*

* 1. *The current operating agreement with the existing provider of property management services is due to come to an end in January 2023 and CCC as owner of the property intends to re-tender the provision of this particular contract.*

* 1. Please read this document and if you feel that your organisation is able to contribute to this exercise, please complete the questionnaire at the end of this document and return, via email to Jon.collyns@cambridgeshire.gov.uk by **5pm on Friday 20th May 2022.**
  2. Potential responders will not be prejudiced in any future procurement processes by either responding or not responding to this soft market test exercise.

# Section 2: Identification of Requirement

## Our Requirement

The Service Provider company will need to provide a detailed set of Property Management Services including, but not limited to, the following areas:

* + 1. Marketing, lettings & related administration, including an approved marketing plan & strategy to let all accommodation within the property (251 student rooms & flats) within each academic year by undertaking and managing an active & targeted marketing campaign including access to a corporate website with online booking capabilities.
    2. Dealing with student enquires and viewings with prospective occupants; processing student accommodation applications and completing all necessary tenancy agreements with each individual tenant, including the administration of tenant deposits and reservation fees.
    3. Monitor service delivery at the property and conduct periodic audits and student satisfaction surveys to encompass all services delivered by the successful Service Provider company.
    4. Collection of all rental income, other income, and all monies due from the tenants at the property and remit such amounts to the Rent Account on behalf of the property owner.
    5. Prepare and provide to the owner a budget and any other requested financial information or other such occupancy data for the owner’s approval each academic year
    6. Ensure that a named Contract Manager is in place who has overall responsibility for the property and successful implementation of all required property management services and reports directly to the property owner. To ensure that all contracts are awarded in compliance with CCC’s procurement policy
    7. Provide a comprehensive system and management team (with relevant qualifications & experience in managing Student Accommodation) to ensure the efficient and effective delivery of all property management services at the property.
    8. To recruit, provide and manage all staff necessary to provide the full set of Services necessary for the efficient and effective management of the property.
    9. Ensure that a robust system is put in place that addresses and appropriately manages compliance with all applicable health & safety legislation and any other legislation that applies to the property, including maintaining up to date health and safety records.
    10. Maintain and update business continuity & contingency plans, including a fire and evacuation plan to include fire precaution procedures, staff training, awareness, and regular fire drills/evacuations.
    11. Accommodation Management – the provider will ensure all parts of the building including common areas are clean and tidy and ready for the arrival of new students including managing the arrival of new students & building inductions in accordance with the relevant Codes of Best Practice in this area (ANUK / UUK codes) including the preparation of a student welcome handbook.
    12. The provider will ensure an appropriate system for the collection and storage of all mail, parcels and other delivered items is in place.
    13. Manage the vacation of all rooms / flats at the end of the academic year including dealing with any damaged items or wants of repair.
    14. Ensure that an appropriate performance management system is in place which is to be agreed in advance with the property owner.
    15. Fault reporting system to be put in place for students and helpdesk at the property.
    16. Maintenance and monitoring – to put in place a suitable system to efficiently deal with any items of repair at the property in consultation with the property owner. To provide a planned programme of maintenance along with recommendations for future improvements required to remain competitive in eth Student accommodation market.
    17. In addition to provide communal facilities and services to the students including a laundry service (including on site launderette); a reception; IT and broadband services; appropriate security provisions including monitoring of CCTV systems and security plan with a clear visitor policy; address pastoral care & welfare matters; appropriate grounds maintenance and waste management and disposal procedures.

A more detailed specification of all required services can be made available to interested parties which includes the required response and rectification times for Building Maintenance items; Utility Provisions - Water, power, heating & lighting; Health & Safety hazards; Cleaning; Security and the repair of Furniture, fitting & equipment.

# Section 3: Supporting information

Please note: you do not need to resize the table; it will automatically adjust to fit your response.

## Section A: Organisation and Contact Details

|  |  |
| --- | --- |
| **Question** | **Response** |
| Name of your organisation |  |
| Registered office (if applicable) |  |
| Trading address (if different from office) |  |
| What if any local connections do you have with the authority? |  |
| Name of person whom any queries relating to this questionnaire should be addressed |  |
| Telephone Number(s) |  |
| Email |  |
| Address if different to above |  |

## Section B: Questions

Please note: you do not need to resize the table; it will automatically adjust to fit your response.

|  |  |
| --- | --- |
| **Question** | **Response** |
| Given the information contained within this document, do you think it likely you would consider bidding for this opportunity when it becomes available? |  |
| Please confirm whether you think an open or restricted (shortlisting stage first using a Selection Questionnaire) process is suitable for this process |  |
| What length of contract (including potential extensions) would you recommend for this requirement? |  |
| What assessment criteria would you expect to see in the procurement documentation to evaluate the responses to this requirement? Specifically what qualitative assessment including any mandatory accreditation, and how would you expect to see the commercial ask evaluated? |  |
| Is there anything you would suggest is included or excluded within the tender process to make it more attractive to you to bid for? |  |
| Please provide any other information you think relevant to this requirement and soft market testing process here. |  |