



Bromyard Outdoor Market Management Opportunity

Deadline for return of responses:

**Tuesday 24th January 2023
12:00 noon**

Bromyard & Winslow Town Council

1. Contents and timetable

Bromyard & Winslow Council (the Council) would like to thank you for your interest in this opportunity. This document contains the questions that you will need to complete and return, in addition to all supporting information about the Council's requirements and the evaluation process.

The contents are detailed in the table below:

Section Number & Content		Requirement on you as the Applicant
1	Contents & Timetable	Information provided about this opportunity plus the Council's requirements.
2	Specification	
3	Evaluation	
4	Applicant's response section	Information to be completed and returned by the applicant.
	Potential supplier information	
	Insurance	
	Service Delivery	
	Budget	
	Declaration	

Timescales

Stage	Date
Invitation to apply sent to interested parties by email and advertised on the Town Council website and Facebook.	22 nd December 2023
Deadline for clarification questions to the Clerk: Please submit clarification questions via email to clerk@bromyardandwinslow-tc.gov.uk	18 th January 2023
Deadline for return of the application: You must submit your response via email to clerk@bromyardandwinslow-tc.gov.uk	12 noon, 24 th January 2023
Planned notification of the result to applicants	31 st January 2023
Contract start date	6 th February 2023
Contract interim review date Contract Renewal Date	30 th September 2025 1 st February 2025

2. Specification

1. Description of services

Introduction

Bromyard Town Council is looking for a contractor with the skills, experience, and resources to manage the outdoor market which is held in The Market Square, Bromyard on the first Sunday of the month, for 10 months of the year. (March to December – next Market is 5th March 2023)

The successful contractor will manage the market on behalf of the Town Council and work to increase the contribution to the Bromyard economy by increasing the range of goods available, which could attract more shoppers to the town.

The successful contractor(s) will be appointed for 2 years, with an option to extend for a further 2 years.

General Introduction to Bromyard Outdoor Market and the Required Service

This is a new market (first market was in June 2022), selling an array of fresh local produce, crafts and home-made goods.

With the current layout, a maximum of 25 stalls can be accommodated within the market square. The average number for street market traders is currently 20.

The required service will include:

- The management of the set up and dismantling of gazebos for those traders who need them (up to a maximum of 12)
- The allocation of pitches, the collection of pitch fees, market and stall holder supervision, advertising and promotion, health and safety, and liaison with key stakeholders
- Placing into the allocated storage (currently supplied by the Council in Conquest Car Park)
- Transportation to the Market Square, then the erection and dismantling of the gazebos for each market
- Responsibility for Health and Safety
- Advertising and Promotion of the Market
- Cleaning up after the market (removal of market generated litter)
- A plan of the outdoor market in Market Square is given in appendix A

Background and opportunity for the Market

Market History

Bromyard is a market town and hosted two agricultural markets until the 1980's.

The current market in Bromyard began in June 2022 with a grant from Herefordshire Council under the Great Places to Visit Initiative and is the first regular outdoor food, drink and crafts market for the town.

There is currently a Country Market in Bromyard Public Hall every Thursday selling food and crafts.

Market Potential

The Council is seeking a contractor who will be innovative in the management and operation of the market in order to attract more traders and shoppers to the market. This is a real opportunity to continue to build upon the success of the market and place it firmly in the heart of the community.

There may be an opportunity to increase pitch availability by standardising the pitches and redesigning the layout with further road closures.

Working with Traders

Currently, traders only pay for their pitch if they are occupying it, which means the occupancy rate fluctuates. To improve the shopping experience for customers and the trading conditions for all operators, we would encourage formalising the agreements with traders and working for the mutual benefit of the market.

Advertising

The Council currently promotes the markets through a range of social media sources.

It will be expected that the new contractor continues to positively promote and publicise the markets and shopping experience.

Market Operation Requirements

The contractor will be expected to curate the market with new stalls and new opportunities for traders and customers, keeping the market interesting and vibrant for the town.

The successful applicant will be responsible for managing, promoting and operating the Market in Bromyard, adhering to the terms of the licence and in accordance with the proposals detailed in the Response Document.

Joint activities with the Council are to include marketing and promotion, pitch fee increases as appropriate and market development.

Financial Proposals and Pricing Requirements

Applicants are required to submit their proposal and business model for the market, showing how they will operate the market, how they will charge traders and the overall growth plan for the market.

The Council is prepared to pay for the road closure permission, cover some of the marketing via their current marketing contractor and will retain ownership and cover maintenance and replacement of the gazebos (currently 12).

Quotation Sum - Pitch Sales Income

Applicants are required to provide their details of the pitch charges, expected number of pitch sales, total income and costs of running the market.

It is a requirement for the figures to be detailed for each year of the full two-year term of the licence. Any shortfall in income or any investment funding needs to be identified in the application.

The Council will select the applicant who offers:

- The best market proposal for the council believes will benefit the community and encourage a visitor economy to the town.
- The best costed proposal for the delivery of the market.
- Best value for the traders to be able to make an income and return to the Market.

Additional Costs

Applicants are required to identify any additional costs before submitting their proposal, as any additional costs will not be considered after the contract is awarded.

2. Budget

There is no budget for this proposal. The Council is looking for a contractor who can deliver this at a net zero cost for the Council. The contractor will use the pitch rentals as income for the service. If the contractor demonstrates there is a shortfall in the business plan, then the applicant should express this as cost for the council.

The contractor should show through the budget whether there is a need for any subsidy or investment from the Council.

3. Evaluation

The Council will evaluate the applications against the specification criteria.

Applications submitted without all the information required for will be considered incomplete and may therefore be rejected.

Applications must be submitted as requested in the Applicant’s Response section or they may be rejected.

4. Applicant’s response

Please answer the following questions in full.

Do not change the format of the response document.

Save this document and complete your response within this document, in the boxes provided. Please change the document name to ‘[Your organisation name] Market Response’ and email to the Town Clerk at the following address: clerk@bromyardandwinslow-tc.gov.uk

Return the document in word. Do not export to PDF.

Question	Response
Potential supplier information	
Full name and address of the potential contractor submitting the information	
Contact name and contact position (job title) for enquiries about this submission	
Registered website address (if applicable)	

Company registration number (if applicable)	
Registered VAT number	
Insurance	
Please provide details of your current insurance cover. We reserve the right to seek evidence or ask that sufficient levels of insurance be in place before award of contract. All price tenders should be based on full insurance levels being in place. (or willing to obtain prior to contract commencement should you be successful)	Insurance cover value
Employer's liability: (£5m)	£
Public liability: (£5m)	£
Professional indemnity: (£2m)	£
Service delivery	
<p>Please type your answer in the table below.</p> <p>The answer boxes expand if required. The current size of the answer box does not reflect the size of the answer.</p>	
Question	
1. Service delivery	
<p>Please describe how you will implement and deliver the services outlined within the specification. Your answer should address the following key points:</p> <ul style="list-style-type: none"> • Your approach to delivering the service (e.g. if you will deliver this with your own staff, where you will deliver from) • The business model for the market – the costs, income and growth potential for the market • Where you have delivered a similar service before • How you will meet any other specific requirements set out in the specification • Who the point of contact will be for the service 	
Question 1: Please add your response here and use separate sheets if necessary	

Budget

Please submit your budget proposals to deliver the service per the Specification.
The Council is looking for a contractor who can deliver this at a net zero cost for the Council. (See page 5) Any identified shortfall/should be included. below.

Shortlisted applicants will be telephoned to discuss the tender if necessary. The successful applicant will be invited to meet the Council and discuss the market and the tender proposal.

Declaration

(To be signed and returned with the submission).

I / We am / are duly authorised to submit and sign the application for and on behalf of:

Name of Organisation
Telephone No.
Postal Address
Name
Role within the Organisation
Signature

Date
.....
.....

Name
Role within the Organisation
Signature

Date
.....
.....