



OUR COLCHESTER

*A BID to make new history*

**Invitation to tender**

**Colchester Leisure Advisor**

**2021**

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## 1. Introduction

Our Colchester Business Improvement District (BID) is an organisation that represents more than 400 businesses across Colchester town centre. Its aim is to build relationships and partnerships with key stakeholders across the town, and thereby making a difference to the town centre and its streets. The BID has a five-year plan of projects, which commenced in 2018, that target making Colchester a better place to work, live and visit. It aims to add value through business support, town centre marketing and events, making Colchester a cleaner and greener place to live.

The BID zone covers most of the town centre and you can see the full parameters of where the area falls in the full business plan [here](#). A plan of the BID area is also appended to this brief. The BID area broadly includes Colchester Town station along Southway to the west end of Crouch St, this continues down Balkerne Hill including Colchester Retail Park and Middleborough. The area perimeter then cuts across the centre of Castle Park when it meets the top of East Hill, the area then encompasses Queen St & St Botolph's St returning to Colchester Town Station.

The Colchester town centre Covid-19 Taskforce, launched and led by the BID, has involved a wide variety of stakeholders working together through the IPM's Covid-19 Recovery Framework<sup>i</sup>. While many sectors are working through the pre-recovery to recovery phases, it has been identified that the leisure sector is still within the crisis to pre-recovery phases. The partners have therefore identified a need for a focussed strand of activity to ensure that this important sector has the dedicated support it needs to recover successfully. Done strategically, the sector could become a key driver of ongoing recovery and transformation for Colchester.

To support Colchester's leisure sector through this crucial period, a dynamic recovery roadmap/plan will be published, regularly reviewed, and updated through a combination of activities.

We would like to work with a person/organisation who would support in the running of the Colchester Leisure Recovery Board consisting of key partners alongside sector specific support and guidance. The successful applicant's key role would be chairing monthly CLRB meetings with stakeholders, supporting in the tasks stated Section 2 and working with the CLRB Board on developing a dynamic recovery roadmap/plan with the BID alongside co-delivering the activities in Section 2.

## 2. Tender Background and Objectives

Our Colchester BID (the "BID") has, through development with a wide selection of Leisure businesses within Colchester town centre, recently launched the Colchester Leisure Recovery Board as part of its continued investment into improvements to the Colchester town centre leisure sector. Further to the launch of this, the BID has identified a handful of projects to implement within the near future with the BID seeking the development of a Leisure Recovery Roadmap & Strategy.

The BID wishes to engage a person/organisation (the "organisation") to:

- Act as Chairperson for monthly CLRB meetings, to involve:
  - Preparation, with BID Manager, of the Agenda to be circulated at least one week before each meeting.
  - Contribution to the sign-off of minutes for each meeting including quantifiable and achievable actions.
  - To continuously review the make-up of the CLRB membership and bring in new partners/experts where necessary.
  - Bringing sector experts into the CLRB at key milestones.
- Develop a research programme for Leisure businesses within Colchester to understand immediate and ongoing needs & priorities, the reopening landscape & aspirations for the future. We would require this person/organisation to also analyse and summarise the research into a quantifiable report. The BID will complete the collection of the research including media and promotion.
- Develop a research programme for consumers within and around Colchester to understand their sentiment and feeling on the Leisure sector in the town centre. We would require this person/organisation to also analyse and summarise the research into a quantifiable report. The BID will complete the collection of the research including media and promotion.

- Develop a solution development plan to support the construction of the Colchester Leisure Roadmap. The plan must identify solutions from the businesses and consumer research reports alongside identifying innovations from other towns, cities and countries. This may also include:
  - Identifying sector support mechanisms such as training, compliance, advice etc.
  - Identifying other avenues of support such as national operator representatives, leisure sector supplier support etc.
- Facilitate the development of a dynamic recovery roadmap/plan, to involve:
  - Reviewing progression on a monthly basis with the BID prior to each CLRB meeting
- Deliver a final roadmap & strategy, as agreed with the CLRB, covering a 5-year timespan. A dynamic delivery plan to include (design & print costs not to be included):
  - Clear recommendations for investment and activities for the Leisure sector support with costings and timescales
  - KPI and metrics through a bespoke dashboard to monitor the recovery of the Leisure sector in Colchester.

As a keen supporter of Colchester’s unique and strong Leisure sector, we would request that as much consideration is made to develop the above points in line with the towns current and potential strengths alongside tying in with other sectors in the town centre.

### 3. Tender Requirements

#### 3.1 Objectives

The objectives of the Organisation are:

- To ensure the CLRB are a forward-thinking & action-based group.
- Develop a Colchester Leisure Recovery Strategy & Roadmap based on evidence collected through all necessary inputs.
- Maximise the opportunities, including funding, for the CLRB.
- Development an outline roadmap within 3 months of the starting date
- Develop the final strategy and roadmap within 6 months of the starting date

#### 3.2 Budget

The maximum budget for the tender requirements (ref [section 2](#)) is £25,000 (excluding VAT but inclusive of expenses). Payment would be made through an agreed staged payment schedule upon completion of set tasks.

#### 3.3 Stakeholders

The organisation shall engage all members of the Colchester Leisure Recovery Board and with key officers from Colchester Borough Council and from Essex County Council including planning, licensing, and transport where necessary outside of the CLRB. Alongside external organisations such as key town centre businesses and other relevant to your engagement.

#### CLRB Members

Representing	Name	Job Role/Organisation
Our Colchester BID	Sam Good	BID Manager
	Sophia Beckford	Project Co-ordinator
Colchester Borough Council	Cllr David King	Portfolio Holder for Business
	Cllr Mike Lilley	Portfolio Holder for Community Safety
	Jon Ruder	Licensing, Health & Safety
	Melanie Rundle	Community Safety Partnership
	Karen Turnbull	Economic Development
Essex County Council	Cllr Tony Ball	Cabinet Member for Economic Development
	Cllr Mark Durham	Deputy Cabinet Member for Economic Development
	Tristan Smith	Sector Development and Partnership Manager

	Lisa Bone	Visit Essex
Colchester Garrison	Andy Lamont	Garrison Sergeant Major
Open Road/SOS Bus	Steve Wood	Open Road/SOS Bus (Visitor welfare)
CCTV	Wayne Powell	Colchester Amphora
Local MP	MP Will Quince	Conservative MP for Colchester
Colchester Pubwatch	Andy Starr	Pubwatch Chair
	Oz Rasih	Pubwatch Vice-Chair
	Paul DeAngelis	Pubwatch Vice-Chair
Essex Police	Jonathan Evans	Inspector
Street Pastors	Phil Sturgess	Street Pastors
Food-led	Emma Holben	Bills Restaurant
Theatres	Steve Mannix	Mercury Theatre
Cinemas	Ksenia Vickery	Curzon Cinema
Wet-led	Glen Freeman	Yates
Late Night Economy	Nicholas Jackson	Atik
Fast food	Craig Newnes	McDonalds
Accommodation	Suki Dulai	George Hotel & St Nicholas Hotel

### 3.4 Reporting

The organisation shall work closely with the BID to ensure that agreed services are being executed and delivered to the highest standards according to critical timings and best practise. All BID reference material is available online.

The Project Manager at the BID will be Sam Good and, in his absence, this will be Sophia Beckford. You should nominate one person from your company to manage the brief through to completion and act as the primary contact. The project will be administered by email and telephone.

### 3.5 Tender specification

#### 3.5.1 All tender submissions should include:

- Details of proposed approach and how you propose to comply with the project brief within the defined timescale.
- Indicative work programme, including timings for key deliverables and identified milestones.
- A fixed price quotation for undertaking the work outlined in the submission, broken down by key stages. Costings should cover all stages of [‘Section 2’](#)
- Provide a brief overview of your organisation, including current market position. You should also include examples of similar commissions.
- All additional costings such as travel and subsistence.

#### 3.5.2 Evaluation

The appointment will be based on an evaluation of both quality and price (where relevant). The quality evaluation criteria will be based on:

- Experience of the team in this type of project
- Ability to facilitate and emphasise with stakeholders.
- Presentation skills of the team
- Enthusiasm, commitment, and creativity
- Knowledge and understanding of Colchester as a borough and as a place.
- Understanding of the brief and its context
- Approach and methodology

## 4. Timescales

<b>Tender Application Stage:</b>	<b>Date:</b>
Tender Response Date Open	16 <sup>th</sup> April 2021
Tender Response Date Closed	28 <sup>th</sup> April 2021
Evaluation Process & Shortlist Tenders Applicants Contacted for Further Questions	29 <sup>th</sup> April to 3 <sup>rd</sup> May 2021
Notification to Successful Tender Applicant	4 <sup>th</sup> May 2021
We would require the successful tender organisation to be able to start work on this project with immediate effect.	

All tenders must be emailed to [sam@ourcolchester.co.uk](mailto:sam@ourcolchester.co.uk)

Key contacts:

Sam Good BID Manager

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Sophia Beckford

Project Coordinator

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<sup>i</sup> <https://v1.placemanagement.org/covid-19/>