

## REDRUTH TOWN VITALITY FUND SCHEME – REQUEST FOR QUOTE

### BRIEF: Destination Redruth Strategy

#### 1.1 Introduction

Redruth Town Council seeks to appoint a suitably experienced consultant to work with the existing Engagement Team to create a Destination Redruth Strategy as part of a wider Town Vitality Fund (TVF) scheme that is being delivered in partnership with the Redruth High Street Heritage Action Zone (HSHAZ) scheme and the work being undertaken for the Neighbourhood Development Plan.

Redruth is one of ten places in the South West to benefit from the national £95m HSHAZ scheme, being led by Historic England and running until March 2024. The Redruth HSHAZ scheme will see derelict and underused historic buildings in the town centre revitalized, public realm and access improvements, investment in key buildings and a programme of cultural commissions. To inform this investment a Redruth Town Centre Master Plan has recently been completed and there is an emerging Neighbourhood Plan.

#### 1.2 Towns Vitality Fund Scheme Description

Cornwall Council has established the Town Centre Revitalisation Fund (TCRF) to support the development of investment proposals for town in Cornwall. The TCRF represents an important opportunity to support the development and delivery of place shaping objectives in Cornwall's towns, whilst assisting in the recovery from the impact of the Covid-19 pandemic.

Within the TCRF, funding of up to £1m for 'Town Vitality' activities is being made available to towns in Cornwall, with allocations dependent on population size and need. Redruth Town Council has been awarded a grant under this scheme based on an agreed set of deliverables.

It is essential therefore that the Destination Redruth strategy also takes into account the other elements of the TVF scheme that are being progressed alongside this contract, namely:

- **Digital Connections:** investment in interactive footfall monitoring to provide data and intelligence on how the town centre is being used and as a platform that can be developed to interact more effectively with visitors, including scoping potential for the high street to become WIFI enabled, supporting local businesses, markets and events. Support for the business community using the footfall data reports to inform building a more resilient town centre offer that meets the needs of the local community and visitors. Supporting local businesses collaborate, share information and intelligence, help reduce antisocial behaviour and improve everyone's experience of the town centre
- **Town Centre Vision & Investment Plan:** Building on the Redruth Town Centre and Brewery Master Plans, to bring together a Redruth Town Vision, identifying through consultation specific individual regeneration projects to inform future strategic investment
- **Redruth Brewery – Plenary Gwari R&D and Brewery Site historic buildings options appraisal:** contribution to the next phase of Redruth Brewery Site's master plan by funding the R&D for a National Plenary Gwari and to investigate the future uses of two historic buildings, Chymbla House and Winklow House

The Destination Redruth Strategy will be a key document driving future investment decisions for Redruth and as such, an essential aspect will be engagement with key stakeholders, local businesses and the community facilitated by Redruth Town Council and the Redruth HSHAZ Project Board. A key consultation event will be Generation EXPO, planned for 1 April 2022.

## 2.0 The Brief

Building on the knowledge gained from the existing community events in Redruth, investigating and developing a strategy for positioning Redruth as a stage for further events, festivals and markets, making the town the hub for ambitious and exciting happenings and experiences in West Cornwall.

Lowender Peran is a major annual celebration of Celtic culture that has previously been held in one venue – usually a hotel – in both Newquay and Perranporth. Whilst it has been very successful and popular in the past, the organisers have identified that a multi-venue, town centre-based location would be preferable and so the festival will be coming to Redruth for the first time in October 2022. Redruth Town Council will be provided some financial support through the TVF scheme to support the event management and marketing and it is a requirement of this consultancy that an evaluation of this festival is a consideration within the Destination Redruth Strategy.

As part of Redruth HSHAZ cultural commissioning programme, 'Redruth Unlimited', Golden Tree Productions, who are based in Redruth, have been awarded a grant for a project called 'Hellfire Corner 2022: Setting the Spark'. This sits alongside a grant from the TVF scheme to develop their ambition to establish a national Plen an Gwari, potentially on the Redruth Brewery site. Hellfire Corner 2022 will constitute the start of the community engagement and cultural animation strands needed to give the Plen an Gwari space its sense of ownership, purpose and impact. It is a long-term, strategic cultural engagement programme that uses Cornwall's extraordinary, yet almost unknown, medieval heritage to help reinvent the town centre as a cultural and leisure space; the first event will be in late February 2022.

In addition, many of the regular events in Redruth that were impacted by Covid-19 such as St Piran's Day, Murdoch Day, International Pasty & Mining Festival and Christmas events are only now being planned to happen again post-pandemic, with the community being consulted. There is therefore an opportunity to review past events and plan for a sustainable future and carry out additional consultation with the event organisers, participants and audiences.

The recent recruitment of a larger Engagement Team by Redruth Town Council also opens up the opportunity for more events to be added to the town's annual calendar; for example, during the summer months or in the spring after St Piran's but before Murdoch Day in June. There is also the opportunity to take a more partnership-led approach to some events where the Town Council works with a third party on events or themed weeks.

Finally, the strategy also needs to consider markets. Redruth was historically the market town for much of West Cornwall and building that positioning again is an objective for the future. The monthly Town Market has been reestablished and is continuing to grow and the strategy should include sustainable and community-led market development.

The brief requires the consultant to carry out the following:

- Evaluation of current offer and potential
- Public and business consultation
- Venue/facility assessment and recommendations to improve use of venues and facilities across the town
- Future of the community centre – consultation with the Town Council and Redruth Community Association, including potential for relocation or investment in existing building and operation
- Future use, management and presentation of Market Way and Market Strand, collaboration with Redruth Revival CIC's Buttermarket redevelopment in terms of reducing impact of the capital works on existing businesses and the regular markets and maximizing benefits of the relaunch on completion
- Enhancing the existing four festivals, making more international connections in particular with the International Mining & Pasty Festival, and also increasing audiences and participants generally – and looking at a sustainable model for running these events, with potential for wider number of events to be brought together under one delivery model to share experience and skills and achieve cost efficiencies
- Youth participation and entrepreneurs, local businesses (e.g., 'fish festival' idea by one of the stall holders at Redruth Market, Repair Café, etc.)
- Income generation and building of capacity within the town to sustain festivals and events programme, recommendations on funding streams and how events can be more successfully and sustainably managed

Cornwall Council and the client, Redruth Town Council, will support the consultant with providing what up to date information we hold on the programme of events, festivals and markets proposed for 2022 and will provide information on the socio-economic profile of Redruth and how the town is thought to be performing currently. We will also lead on programming the consultation events in consultation with Redruth HSHAZ and the Neighbourhood Planning team, including Generation EXPO that is being coordinated by the Communities Link Officer and working group.

## **2.1 Essential qualifications**

This is a demanding contract for a consultant requiring a rapid assimilation of consultancy to date on the community's ambitions for Redruth, create a space where opinions on the future of the town can be debated and the viability of options explored and ultimately, for the consultant to identify key interventions that will deliver the Strategy, bringing the community together to inform future decision making.

## **2.2 Skills, experience and abilities**

We are looking for a multi-disciplinary approach to the delivery of the Destination Redruth Strategy that includes experience of event management and promotion, building a town's reputation for hosting ambitious events that align with a town's brand and identity and creating an effective destination strategy with community buy-in.

You will be expected to work collaboratively with the wider TVF projects, the Redruth HSHAZ scheme and Neighbourhood Planning team and contribute towards specific and more general consultation events, including Generation EXPO on 1 April 2022.

### 2.3 Time scale

The TVF scheme is a 12-month programme of investment to be completed by the end of October 2022.

Key dates for the Destination Redruth Strategy include:

- Neighbourhood Plan consultation on Brewery Site in December 2021
- Hellfire Corner event late February 2022
- Generation EXPO consultation event on 1 April 2022
- Vision & Investment Plan, end August 2022
- **Draft Destination Redruth Strategy, early September 2022**
- Lowender Peran, October 2022
- **Final Destination Redruth Strategy, end October 2022**

### 2.4 Fee

This is expected to be in the region of £15,000 plus VAT if applicable and should include all expenses. Consultants are also asked to provide day rates in addition to the fixed fee.

## 3.0 Tender process, award criteria and timetable

### 3.1 Conditions of Tender

This is a Request for Quote.

We are looking for a consultant to work collaboratively with the wider TVF projects, the Redruth HSHAZ and Neighbourhood Planning teams, to lead and contribute to specific and more general consultation events.

### 3.2 Timetable

The provisional timetable for awarding this contract will be as follows:

Tender published	25/10/2021
Deadline for Questions	08/11/2021
Deadline for Quotes	12 noon on 22/11/2021
Award	Week commencing 6/12/2021

### 3.3 Site Visits

Not applicable

### 3.4 Submission

Redruth Town Council undertakes all procurement processes in compliance with its procurement regulations. All tenders received will be considered based on the information submitted in an open, fair and transparent process.

Tenders must be submitted by email to Peter Bennett, Town Clerk: [townclerk@redruth-tc.gov.uk](mailto:townclerk@redruth-tc.gov.uk)

The email must have the subject line: '**Tender submission for TVF Destination Redruth Strategy**'

**Tenders must be received by 12 noon on 22/11/2021**

**Please provide:**

- **Summary list of recent relevant projects** quoting client, service provided, approximate contract value and completion date
- **CVs for the consultant/s** which should comprise no more than 2 sides of A4
- **2 x References** provided within the last 3 years
- **Brief details of:**
  - Your response to the brief, including methodology and resourcing
  - Your proposed work stages
  - Key risks and challenges
- **Fixed price fee** that includes all fees and disbursements and show VAT separately
- **Day rates**

### **3.5 Opening of tenders**

Tender documents will remain unopened until after the closing deadline, after which time they will be opened, printed and signed off at one time, witnessed by a representative of the town council.

All tenders submitted by the deadline will be verified to ensure that the information requested has been provided.

### **3.6 Award Criteria**

It is proposed that the contract will be awarded based on:

- Price (45%)
- Understanding of and ability to meet the specification and adequately resource the work (45%)
- References (10%)

Redruth Town Council reserves the right not to award the contract.

### **3.7 Interview**

Tenderers may be requested to attend an interview with the Client; interview format will take account of Covid-19 safe working.

### **3.8 Decision and Award**

Redruth Town Council reserves the right to negotiate with the preferred bidder and to award all, part or none of the contract.

### **3.9 Debriefing**

All unsuccessful bidders will be given written feedback if requested.