

# REDRUTH TOWN VITALITY FUND SCHEME – REQUEST FOR QUOTE

## BRIEF: REDRUTH TOWN CENTRE Digital Connections

### 1.1 Introduction

Redruth Town Council seeks to attract a quote for the installation of a wi-fi enabled footfall monitoring system in Redruth town centre 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.

### 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 **Digital Connections** scheme also takes into account the other elements of the TVF scheme that are being progressed alongside this contract, namely:

- **Destination Redruth:** investing in the promotion of Redruth as a stage for large events, festivals and markets, building on the existing four annual festivals and regular markets and relaunching Lowender Peran in Redruth for 2022. Commission a strategy for enhancing the venues and locations across the town centre – bringing together a 'brochure' of venues, places and spaces across the town with information on facilities, charges, how to book, insurances, risk assessments and supporting greater use by young people and local entrepreneurs, including of empty shops and premises
- **Redruth Brewery** – Plan an Gwari R&D and Brewery Site historic buildings: contribution to the next phase of Redruth Brewery Site's master plan by funding the R&D for a National Plan an Gwari and to investigate the future uses of two historic buildings, Chymbla House and Winklow House, and the community centre opposite in terms of potential relocation or other options
- **Redruth Vision & Investment Plan:** building on the Redruth Town Centre and Brewery Master Plans, to bring together a Vision & Investment Plan, identifying through consultation specific individual regeneration projects to inform future strategic investment in Redruth.

## **Background**

Footfall levels are an important indicator for Redruth Town Council and the High Streets Heritage Action Zone programme. It allows key partners to track levels of visitors and use of the high streets being targeted and when combined with other indicators and qualitative evidence, it will be a useful measure for evaluating the impact of investment schemes has had, by comparing trends over time and against regional and national benchmarks.

The key points are:

1. Footfall is really important, and the monitoring of it over the period of the Redruth HSHAZ scheme and beyond
2. Manual counting is not ideal, especially given the risks arising from COVID-19, social distancing
3. There are different technological solutions to counting footfall, each with different pros and cons

### **Why is footfall important?**

Footfall is invaluable for understanding the number of people visiting and using a high street and identifying patterns of high street usage. The Institute of Place Management based at Manchester Metropolitan University describe footfall as:

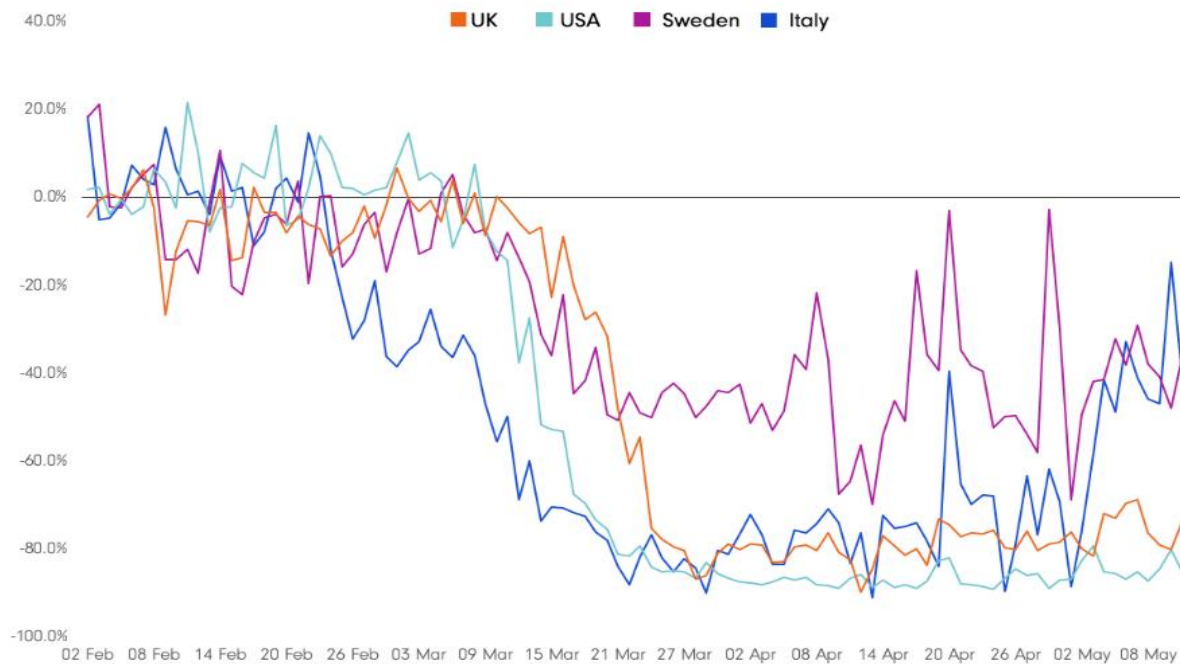
“the most important factor that influences town centre/high street vitality and viability. In this respect, footfall can be conceptualised as a proxy for success, as the number of people an area attracts at any one time indicates its vitality (or liveliness) and the consistency of footfall volume over a longer period of time indicates its viability (or ability to attract investment).” ([IPM, 2020](#))

These insights afforded by footfall monitoring means it is a crucial measure of the health of a town centre and can support decision-making, guide interventions and strategies and be used to attract new investment.

Furthermore, systematic footfall collection is critical for the evaluation of strategies and initiatives aimed at increasing the vitality and viability of high streets and town centres. Being able to monitor and report on footfall is one of the most important measures for identifying similar successes or, indeed, shortcomings within Redruth town centre.

The impact of COVID-19, the lockdown and ongoing social distancing measures adds new emphasis on the importance of tracking footfall. During the height of the COVID-19 lockdown and social distancing

Footfall year on year % change by day



measures, footfall across the UK's high streets had fallen as much as 80% compared to the same period last year.

Systematic footfall monitoring in Redruth town centre can, therefore, be used to track the recovery from the impacts of COVID-19 and by comparing against regional, national and similar high street benchmarks, the impact of regeneration and economic investment can be rigorously evaluated in context to this major disruption.

## 2.0 The Brief

***There are a number of methods used for counting footfall on the high street with varying levels of accuracy, coverage and investment. The objective of this brief is to receive a quote for the following:***

***A 5-year contract to implement a wi-fi enabled system in Redruth town centre to record footfall, pedestrian behaviour, heat maps, dwell time, frequency of visits and movement, performance of investment schemes, markets, festivals and events.***

With such significant investment taking place in Redruth town centre monitoring impact and success is essential. There is currently no way to monitor and measure footfall and pedestrian movements with the town centre. A clear picture of footfall levels and trends is needed to evidence how these initiatives are impacting the town centre environment, business sector and ongoing economic viability of the town centre.

Being able to monitor footfall and pedestrian movements will enable Redruth town centre to:

- Monitor the impact of major development projects and schemes
- Provide evidence of return on investment projects and initiatives

- Monitor town centre vibrancy and vitality
- Track long term trends across the town centre and at individual access points
- Enable Redruth town centre to open a positive and meaningful conversation with visitors “splash pages”, targeted marketing campaigns etc.
- Determine areas of the town centre that are under visited
- Monitor and establish dwell time and “heat maps”

It would also enhance the following functions:

- Provide key data to improve the effectiveness of any future Town Centre Management functions
- Inward investment – prospective businesses moving into the town centre who require footfall data
- Local economic assessment – supporting decision making about design and development
- Community safety analysis – understand the flow of pedestrian movement relating to, for example, the night-time economy

### Summary

- 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
- Further investigation of footfall monitoring systems such as device counting, integrated CCTV systems etc. including infrastructure, equipment and maintenance scheme
- Consultation with Redruth Town Council, Redruth HSHAZ, the business community and general public
- Further investigation of Wi-Fi enabling of the town centre, including cost and consultation with the public and businesses on appetite for this facility, evaluating the impact systems are having on those towns that have already implemented this such as Penzance and Falmouth
- Carry out research into digital poverty levels in Redruth, involve young people as well as elders, and recommend options for improving access to information and strategy for mitigating risk of inequality of access, especially around active engagement with the town centre offer and services

### 2.1 Essential qualifications

We are looking for a business that has an established track record of implementing wi-fi enabled high streets and footfall monitoring systems in a town centre setting.

## 2.2 Skills, experience and abilities

We are looking for an established business that has worked collaboratively with town, City and Business Improvement District schemes to determine and install the most appropriate footfall monitoring system to support the ongoing economic viability of their centre.

You will be expected to work collaboratively with the wider TVF projects, the Redruth HSHAZ scheme and Neighbourhood Planning.

## 2.3 Time scale

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

## 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

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### 3.3 Site Visits

Redruth town centre.

### 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 – Digital Connections**

**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
- **Your response to the brief**, including methodology and resourcing
- **Total cost of a 5-year scheme** including equipment, infrastructure and maintenance, software upgrades
- **Timescales**
- **Fees**
- **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%)

<b>Quality criteria (100% will be converted to 50% of the total tender score)</b>	<b>Weighting</b>
Experience of undertaking a servicing, access and car parking review in a town centre and City centre setting	60%
Examples of successful commissions in other areas	40%
<b>Total</b>	<b>100%</b>

Performance	Judgement	Score
Exceeds all expectations	Exceptional	10
Exceeds almost all expectations	Outstanding	9
Exceeds most expectations	Very good	8
Above Expectations	Good	7
Slightly exceeds expectations	Fair	6
Meets expectations	Average	5
Satisfactory but below expectations	Below average	4
Below expectations	Poor	3
Well below expectations	Weak	2
Almost Unacceptable	Very Weak	1
Unacceptable		0

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.

### Links

The IPM Institute have carried out extensive research with Cardiff University on 'footfall signatures' and associated these with a 'town type':

[Footfall signatures and volumes](#)

[A clustering study to verify four distinct monthly footfall signatures](#)