

Committee:	Executive	Agenda Item No.:	7
Date:	14 January 2014	Status	Open
Category	1. Key decision included in Forward Plan 2. Decision within the functions of Executive 3. Part of the Budget and Policy Framework		
Subject:	Bolsover Town ERDF Public Realm and Infrastructure Project and the Marketing and Promotion Tender		
Report by:	Therasa Garrod - Projects Officer (Tourism)		
Other Officers Involved			
Director	Chief Executive		
Relevant Portfolio Holder	Cllr Alan Tomlinson Regeneration Portfolio holder		

RELEVANT CORPORATE AIMS

ENVIRONMENT – Promoting and enhancing a clear and sustainable environment
REGENERATION – Developing healthy, prosperous and sustainable communities

The public realm and infrastructure improvements will create a sustainable, welcoming town centre whilst supporting the growth of the local economy.

VALUE FOR MONEY

The overall project value is £749,230 that is 62.72% funded through ERDF and the remaining from BDC and Old Bolsover Town Council financial contributions and staff time. The Marketing and Promotion element of the project that this report focuses on is to the value of £109,500.

THE REPORT

The Project

In December 2012 Bolsover District Council (BDC) submitted an application for European Regional Development Fund (ERDF) funding towards improving the public realm and infrastructure for Bolsover Town. In December 2013 a funding contract was received and has now been signed and returned. A funding offer letter is now imminent. The project will be delivered from January 2014 through into March 2015.

The ERDF application is for a total project value of £749,732 split with £423,820 on capital infrastructure works and £325,912 on revenue (to include a marketing and events programme). 62.72% of the total project cost will be ERDF funding.

BDC has committed £100,000 in High Street Innovation Funding and £33,000 in Section 106 monies associated with the build of the new Bolsover Contact Centre on Middle Street. BDC has also committed £96,964 in staff time over the project delivery period January 2014 – March 2015. Old Bolsover Town Council (OBTC) is a delivery partner and has committed £25,000 cash and £24,536 in staff time.

As part of the project BDC commissioned Purcell Consultants to provide an independent recommendation as to what public realm and infrastructure improvements are needed in the town. These recommendations have formed a study recommendation report that has been used by the ERDF team to complete their appraisal of the project. Purcell Consultants recommend that the ERDF funding for public realm improvements should focus on public realm and infrastructure improvements around the Cenataph area and Castle Street; to improve the link between Bolsover Castle and the rest of the town. The project overall intends to ensure that visitors from the Castle visit the town and spend in the local business; thus securing and growing jobs, attracting new investors to the town and growing the local economy. The project outputs are to create 5 new businesses and attract £279,500 in public or private sector investment.

Once a funding offer has been received these recommendations will be exhibited in Sherwood Lodge, Bolsover Library and OBTC to give local stakeholders an opportunity to comment on the recommendations. A coordinated press release about the Funding will be circulated following a funding offer letter and we will ensure that we provide, where possible, a joined up approach in our communication about the ERDF project, Morrisons Supermarket and Middle Street Contact Centre.

BDC is currently working closely with Derbyshire County Council (DCC) Highways department and Cllr Joan Dixon as the improvements will be on the majority of DCC Highways land and therefore they will have to adopt the scheme upon completion. We are seeking to maximise the benefits of the project by engaging with various DCC departments to look at the wider improvements that could be made in the town throughout the project period; such as bus shelters, signage, lampposts etc.

The Marketing and Promotion Tender as Part of the Project

One element of the project is the delivery of robust Marketing and Promotions campaign throughout the project that will:-

- Change the image/perception of the town
- Showcase the town and project nationally and communicate the stages of development with stakeholders

- Provide a means of updating stakeholders and interested parties on the progress of the project and throughout the transformation of the town
- Promote the town centre events programme and increase the number of visitors to the Castle and shoppers into the town
- Attract new business to the town including market traders
- Provide coordinated interpretation around the town, within businesses and at key information points
- Meet ERDF procedures and publicity guidelines

The supplier will deliver: -

- A new Brand for the town centre and project
- Bolsover Town Newspaper
- Marketing, Advertising and PR
- Promotional Banners
- Image Library
- ERDF plaques
- Hoarding Boards throughout the town during public realm improvements
- Website
- Signage and interpretation points
- End of project Celebratory Event

The total Marketing and Promotional budget for the delivery of this tender is £109,500.

The Tendering

The tender went live on Source Derbyshire “at risk”, with no ERDF funding offer yet to be sent through, on the 28th November 2013 with the submissions deadline of 13 December 2013. 6 responses were received and were opened with Committee Services, 2 Economic Development Officers, 1 Procurement Officer and the Regeneration Portfolio Holder.

Tenders were received from the following companies who scored:

Company A	45 points
Company B	68 points
Company C	62 points
Company D	54 points
Company E	87 points
Ruby Slippers	89 points

The tenders were then scored using a scoring sheet by the 3 Officers. The weighting was set at Price 40%, Quality 60%. With all submissions providing the necessary Company policies e.g. Health and Safety, Insurance, ability to demonstrate examples of similar projects, 3 suitable references, ability to meet specification, and providing added value through innovative “extra mile” suggestions.

Tenders were scored out of a total of 125 points with the highest score being Ruby Slippers scoring 89 points followed by a competing company scoring a close 87 points. The scores were recounted and questions were then sent to both Ruby Slippers and Company E to clarify a few uncertainties as well as ask them what they envisage the vision of the town to be following the public realm and infrastructure works, as well as the marketing and promotional element of the project.

The panel awarded Ruby Slippers the winning submission for providing a clear and concise tender that showed a passion for delivering the project. They also showed a professional yet friendly approach and this is needed to engage with both Bolsover traders and residents to get them to embrace the project and this once in a lifetime opportunity for the town. Ruby Slippers also showed that they understood the wider economic outputs of the overall public realm and infrastructure project and have previously worked on ERDF projects and therefore are aware of the procedures and guidelines. They also scored the highest in the tender evaluation.

IMPLICATIONS

Financial: Funding and in-kind staff time for the project has already been committed. There is no additional financial risk associated with this tender.

Human Resources: The Project Officer (Tourism) will work 3 days per week on the ERDF project and will manage the overall ERDF project. The Economic Development Team is also all committed to contributing towards the delivery of the project as well as staff from Property Services.

RECOMMENDATION(S)

1. That the Council's commitment to the delivery of the ERDF project be noted.
2. That Ruby Slippers be awarded the tender to deliver the Bolsover Town Marketing and Promotion Tender as part of the Bolsover Economic Infrastructure ERDF Project.

REASON FOR DECISION TO BE GIVEN IN ACCORDANCE WITH THE CONSTITUTION

To advise Executive of the Bolsover Town ERDF Public Realm and Infrastructure Project and the Marketing and Promotion Tender.