## Barnoldswick Business Improvement District (BID) – Feasibility and Development

1. Pendle Borough Council are looking for a Business Improvement District specialist to undertake a two stage BID process including feasibility, and development & implementation for a Barnoldswick BID. We are seeking to appoint a Business Improvement District specialist to undertake a feasibility study to establish whether a BID should be pursued in Barnoldswick. If a BID for Barnoldswick is seen to be feasible, it would be required for the appointed specialist to undertake a further development & implementation process to establish and implement a BID for Barnoldswick, Lancashire.
2. **Barnoldswick – Background** 
   1. Barnoldswick (population 11,005) is the largest town in rural West Craven. It occupies a relatively isolated position close to both the current and historic boundaries between Lancashire and Yorkshire. The nearest market towns are Colne (7km to the south) and Skipton in North Yorkshire (11km to the east). The absence of ‘high street chains’ and the diverse range of small independent traders helped the town win the title of High Street of the Year in 2014.
   2. Barnoldswick is often cited as the largest town in the British Isles not to be served by any A roads. However, in spite of this, road links to the town are comparatively good; easy access to the M65, A65 and A59 means that Manchester, Preston, Leeds and Bradford can all be reached in an hour by car. Surrounded by glorious countryside (Forest of Bowland AONB and Yorkshire Dales), Barnoldswick is ideally located to tap into the booming UK Tourism market.
   3. Barnoldswick is much more than a shopping destination. It’s the hub of a largely rural location, being readily accessible by a car and public transport, with free parking throughout. Barnoldswick is the heart of our community allowing residents and visitors to access a wide variety of facilities, products and services in a single trip.
   4. Barnoldswick was a winner of the Great British High Street Competition in 2014, the application focused on taking positive steps to halt the decline of the high street caused by the closure of local pubs and shops. The judges’ attributed Barnoldswick’s success to the outstanding collaboration between local partners, coupled with a huge sense of community pride. They highlighted the use of the market space for multiple events including ‘Bands on the Square’, a free three-day live music festival of local talent. The area’s economy is now benefiting from additional footfall, and vacancy rates have been substantially reduced.
   5. Like its larger neighbours to the south, there has been little change in the proportion of town centre uses between 2006 and 2017, both in terms of the number of units and the amount of floorspace occupied. Vacancy rates which had been falling steadily since 2012 over doubled from 4% to 9% between 2016 and 2018, equivalent to six additional vacant units – 1xA1 (shop), 2xA2 (financial/business), 1xA3 (restaurant) and 1xSG (beauty therapy).
   6. The Town Square which was originally redeveloped in 1990 is an integral part of Barnoldswick, it acts as its natural centre and is also home to many events and festivals throughout the year. The market town of Barnoldswick was actually without a traditional market for a number of years before it was reinstated in 2013. The new market adds a score of new businesses to the town with the highest proportion of independent town centre traders in the country. Reimagining the town square will enable the market and events/cultural calendar to grow and further enhance the town centre offer. The Town square is used throughout the year as a focal point for a varied culture and events calendar, including weekly markets, Barnoldswick Beach summer event, BOTS (Music Festival). The high street is often the place where local people come together to meet friends and join in community activities. It can provide a setting for shared experiences, and be a focal point of local identity, community pride, and common heritage and values.
3. **Stage 1 - Feasibility & options appraisal stage: 8 weeks**

* Establishing the need (if any) for a BID through initial research amongst local businesses, engagement with the local authority, and initial viability tests using ratings data. The feasibility study for a Barnoldswick Business Improvement District, should:
* Gauge opinion and assess the existing attitudes of business ratepayers towards the idea of a BID for Barnoldswick and Nelson.
* Begin to explore the technical and financial feasibility of establishing a BID in the town.
* Consideration of some of the possible BID area options.
* Have an illustration of the proposed area, including a description as to how businesses share common interests and objectives.
* Include series of business interviews, workshops, surveys (sample survey of approx. 50 businesses) and other research will be carried out to determine:
  + - * What improvements businesses located in the potential BID area would like to make
      * Why people visit the BID area and what would encourage them to visit more and stay longer
  + Advise on whether a BID is feasible and should be pursued in Barnoldswick

1. **Stage 2 – Development and Implementation** 
   1. Having completed stage one and established whether a BID for Barnoldswick is feasible, stage two of the process will be undertaken, which will develop a vision through in-depth research, financial modelling and developing detailed Proposals. Stage Two of this process should include the following:
   2. Planning and Consultation Stage: 9 – 12months

* Establish a BID steering group made up from the local business community and stakeholders.
* Wider consultation (Workshops/consultation events and survey) with all businesses within the agreed BID area.
* Review findings of BID feasibility and desk research other studies/reports
* Survey and consultation questionnaire to all businesses in the agreed BID Area. Survey analysis & report of findings to influence the BID proposal.
* Research & analysis to identify priorities and create projects long list.
* Create a BID proposal and business plan.
* The Business Plan must be founded upon and summaries more detailed BID Proposals that accord with the Regulations and are available for inspection at the offices of the local authority or online
* The Plan clearly articulates how the service(s) proposed will combine to deliver an improved trading performance for the place and its business community.
* Developing and implement a communications information plan, including websites, social media and printed media.
  1. Ballot and Campaign for Yes vote: 10 – 12weeks
* Preparation and submission of 84 days (12 weeks) formal notifications.
* Coordinate Vote YES campaign, publicity & events.
* A proactive and inclusive communications programme, aimed at maximising turnout in the ballot.
* Facilitate organisation for BID ballot with Pendle Borough Council & Electoral Reform Service.
* All eligible businesses within the defined BID area will receive a postal vote, with a set deadline.
  1. If a BID ballot is successful, the following will need to be completed in order for a BID company to be formed and implemented.
* Assuming a successful ballot, preparations for launch should include putting in place detailed governance arrangements, financial planning, service contract procurement systems, staffing, and performance monitoring criteria.
* Recruitment of directors
* Input and preparation of baseline service agreement
* Preparation of operating agreement between Pendle (billing authority) and BID Company
* Preparation of constitution/articles of association
* Registration of BID Company.

1. **Budget, timetable & management**
   1. Consultants should provide a breakdown of their fees for undertaking phase one and phase two work, including the fee structure (full time day equivalent rates) for the team/individual who would be working on this assignment. The fee provided should be inclusive of all expenses, but exclusive of VAT. The fees must be in the form of a quote and not an estimate.
   2. Interested consultants should submit their proposal which should contain the following information:
   3. A statement of how the feasibility study and development would be undertaken, including a methodology, work programme and outputs from each stage. Specific details should be given in relation to their approach to community and stakeholder involvement. The amount of time to be spent on the study by named personnel and support staff should also be given.
   4. The names and addresses of the firms to be involved should be provided along with the name, address and telephone number of the person who will be responsible for the management and delivery of the study and for the day to day contact with the client.
   5. Details of the relevant experience of the firms and of the key members of staff who will be working on the study.
   6. Details of costs should be provided for Stage 1 and Stage 2 as outlined in paragraphs 3-4.
   7. The Form of Tender (Appendix 1) should form the first page of the tender document.
2. In determining the selection, Pendle Borough Council will apply weightings to a number of criteria in its appraisal of the proposals, outlined in the table below.

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Demonstrated by** | **Weighting** |
| Interpretation of the brief | Evidence of clear understanding of the Brief | **20** |
| Methodology proposed | A clear overall approach to the work and an appropriate methodology to deliver the proposed outcomes | **20** |
| Identified team / staff | Competence, qualification and experience of key professional staff in successfully undertaking similar Business Improvement District feasibility and development work. | **10** |
| Timetable and work programme | Ability to work to the milestones outlined in the brief, with a realistic number of days allocated to the project | **10** |
| Past experience | Relevant experience of undertaking this type of work with references from previous work carried out in the past two years. | **10** |
| Price | A fully inclusive fee breakdown | **30** |
| **Total Score available** | | **100** |

1. **Client contact details:**

All enquiries in respect of this brief should be addressed to:

Hassan Ditta, Employer Engagement Officer

Tel - 01282 661640

Email – [hassan.ditta@pendle.gov.uk](mailto:hassan.ditta@pendle.gov.uk)

Appendix – 1

FORM OF TENDER

Rates fixed for term of the commission:

Stage 1 £

Stage 2 £

Sub Total £

Printing of full colour plans and other graphics and reports £ (in total)

Additional Presentations £ (each)

TOTAL £

All figures quoted should exclude VAT.

|  |  |  |
| --- | --- | --- |
|  | **Staff Grade(s)** | **Hourly Rate (excl. VAT)** |
| **Stage 1** |  |  |
| **Stage 2** |  |  |

Signed:

Position in Company:

On Behalf Of:

Address: