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Contract

St Annes Town Centre Strategy and Masterplan

Fylde Borough Council

F03: Contract award notice

Notice identifier: 2021/S 000-030164

Procurement identifier (OCID): ocds-h6vhtk-02b82c

Published 6 December 2021, 8:36am

Section I: Contracting authority

I.1) Name and addresses

Fylde Borough Council

Town Hall, St. Annes Road West

Lytham St. Annes

FY8 1LW

Contact

Mr Ben McCabe

Email

ben.mccabe@fylde.gov.uk

Telephone

+44 1253658615

Country

United Kingdom

NUTS code

UKD4 - Lancashire

Internet address(es)

Main address

<https://new.fylde.gov.uk/>

Buyer's address

<https://new.fylde.gov.uk/>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

St Annes Town Centre Strategy and Masterplan

Reference number

DN545615

II.1.2) Main CPV code

- 71000000 - Architectural, construction, engineering and inspection services

II.1.3) Type of contract

Services

II.1.4) Short description

Fylde Council are looking to procure a consultancy team to undertake the commission, which is split into three main stages, these are:

Stage 1 – Commercial Potential Assessment and Town Centre Health Check

Stage 2 – Preparation of the Town Centre Masterplan and The Island Masterplan (Stage 2A and 2B respectively),

Stage 3 – Branding and Marketing Strategy for St Annes

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £270,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD4 - Lancashire

II.2.4) Description of the procurement

The Commission will include three stages

Stage 1 - Commercial Potential Assessment and Town Centre Health Check

Stage 2 - Masterplans for St Annes Town Centre and the Island

Stage 3 - Branding and Marketing Strategy for St Annes

Stage 1 – Commercial Potential Assessment and Town Centre Health Check, including but not limited to:

- A review of latest government policy on retail and town centres, Future High Streets Fund, Homes England Funds and other government funding programmes;
- An assessment of commercial investment funds with an interest in investing in St Annes;
- A review of representations in relation to the Local Plan and draft responses or recommendations for alterations in policy;
- Advice on tailoring existing local plan policy to meet the emerging needs of St Annes Town Centre;
- Updated primary research in the form of a full consumer survey targeting residents and visitors to understand shopping, tourism and leisure habits and the implications for future demands and needs;
- trends and yields;
- Advice for projected needs for comparison and convenience retail floorspace and other

town centre uses/activities up to 2032 including a 5 and 10 year plan period;

- A review of the current proposals with planning permission, allocations and representations in relation to the adopted Local Plan for retail and town centre uses to ascertain any residual requirements that might need to be met through additional development proposals.

Stage 2 – Preparation of the Town Centre Masterplan and The Island Masterplan (Stage 2A and 2B respectively), to include the following:

- An updated masterplan prepared by an Architectural firm;
- A high-level cost appraisal of the development using similar schemes and cost benchmark data;
- A high-level economic viability study of the masterplan i.e. what will the regenerated asset(s) long term revenue impact be to the Council and what will the long-term indirect benefits bring i.e. jobs, tourism growth, leisure numbers;
- Consideration of the adjacent town centre regeneration aspirations;
- An appraisal of the current market – exploring opportunities and possible ‘meanwhile strategies’;
- A town planning strategy to sit alongside the updated masterplan;
- A report recommending potential options for procurement and delivery of the masterplan, including funding opportunities, phasing, extent of council direct involvement and governance;
- Project management of the above to ensure a coordinated masterplan document is produced and is consulted on properly

Stage 3 – Branding and Marketing Strategy for St Annes, including but not limited to:

- Understand and appreciate the value of the visitor economy of the resort of St Anne's in its local, sub regional and regional context expressed in economic terms;
- Based on previous studies, assess the visitor segment markets and highlight the potential areas of growth within the visitor economy;
- Identify particular sectors within the visitor economy and highlight interventions and actions that may help with the growth of the visitor economy in respect of broad leisure attractions and facilities based around the assets and potential of the resort and its broader context. This may be influenced by locational advantage, heritage, coastline and other unique attributes;
- Assess the level/type of visitor accommodation and recommend how any gaps in the market may be addressed e.g. capacity, type, standard;
- Appreciate trends in visitor stays and spend and how this may affect the resort and its aspirations for growth in the future;
- Identify how any future planning or zoning for the resort may take advantage of particular growth segments e.g. specialised locations or particular 'street character' types;
- Based on previous studies and any potential reassessment, advise on any unique characteristics of place that can assist on the branding of St. Anne's as a unique 'place type' to be used in future marketing, promotion and reputation building;
- Based around the concept of creating a resort of high-quality offer and reputation through the creation of a framework for quality standards 'The Classic Resort' concept, create an agreed destination management charter between all of the stakeholders and an agreed management plan to achieve the appropriate standards;

- Establish the appropriate standard measures to be agreed through partnership;
- Agree action planning, monitoring and a review process;
- Engage the Tourist authorities to agree the measures;
- Explore potential partnership working with other similar located coastal towns to create a 'quality' network.

II.2.5) Award criteria

Cost criterion - Name: Price / Weighting: 40

Cost criterion - Name: Quality / Weighting: 60

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-012474](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 October 2021

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

BDP

PO Box 85 11 Ducie Street Piccadilly Basin

Manchester

M60 3JA

Country

United Kingdom

NUTS code

- UKD - North West (England)

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £250,642.63

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom