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Planning

Masterplan and Marketing Strategy for offshore energy focussed South Denes in Great Yarmouth

East Suffolk Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-034698

Procurement identifier (OCID): ocds-h6vhtk-04b16f

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Section I: Contracting authority

I.1) Name and addresses

East Suffolk Council

Riverside, 4 Canning Road

Lowestoft

NR33 0EQ

Contact

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Email

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Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://eastsuffolk.gov.uk>

Buyer's address

<http://eastsuffolk.gov.uk>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Masterplan and Marketing Strategy for offshore energy focussed South Denes in Great Yarmouth

II.1.2) Main CPV code

- 71241000 - Feasibility study, advisory service, analysis

II.1.3) Type of contract

Services

II.1.4) Short description

Production of a masterplan and marketing strategy for the offshore energy focused South Denes, Great Yarmouth. To assess all of the South Denes zones in a holistic manner, to see how they interrelate with the existing infrastructure. To better understand site availability, opportunities, and what the infrastructure constraints are to long term growth. Particularly important in respect of accessibility and the new highway network created by the opening of the new Herring Bridge Third River Crossing in Feb 2024. Part of the study would be a gateway strategy to give the area a higher profile on the approaches into South Denes, signposting, wayfinding on approaches to the site on key routes and junctions. A robust marketing strategy is needed to raise the profile of South Denes and attract inward investment in this key energy sector. Will require a range of consultant skills to produce a robust document including Master Planner, Market/Business Analyst, Land Agent, Brand/Marketing, infrastructure.

II.1.5) Estimated total value

Value excluding VAT: £160,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 71241000 - Feasibility study, advisory service, analysis
- 65400000 - Other sources of energy supplies and distribution
- 79311400 - Economic research services
- 71314000 - Energy and related services
- 79413000 - Marketing management consultancy services
- 45251240 - Landfill-gas electricity generating plant construction work

- 31121300 - Wind-energy generators
- 79340000 - Advertising and marketing services
- 79300000 - Market and economic research; polling and statistics
- 79342100 - Direct marketing services
- 70122000 - Land sale or purchase services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

South Denes, Great Yarmouth, Norfolk, United Kingdom

II.2.4) Description of the procurement

The commercial area in South Denes, Great Yarmouth consists of a large number of sites and operations in a variety of states of serviceability, open vacant sites, buildings requiring demolition/refurbishment, good quality building stock. The area does not have a significantly high profile, not well signposted, or recognised as an important gateway commercial and employment area within the renewable energy sector at national or international level, despite Great Yarmouth's significant contribution to the energy sector within the UK. There is demand for commercial and employment sites, but looking at the potential for occupancy and values, there is no overall framework to evaluate the best usage of individual or combined sites, or to see if there are opportunity gains to be made. The Council is regularly approached by 3rd parties to lease land and this situation complicates decision making. A masterplan process would look to engage with key stakeholders within the area: Peel Ports Great Yarmouth, RWE Power Station offshore wind turbine interests, Equinor offshore windfarm HQ, Cadeler/Seajacks, Petersons, ASCO, EEEGr, Norfolk County Council highways and inward investment and infrastructure providers to properly understand their long-term aspirations, and how those aspirations could be integrated into the vision. The masterplan should also consider the wider context including the inter-relationships with: Beacon Business Park Enterprise Zone, nearby industrial estates at Harfreys and Garton brought closer through the new Herring Bridge and opportunities for development around the existing outer harbour (which has been subject of previous studies). Improvement of the outer harbour itself should also be a consideration (using existing studies). Wider opportunities for relocating businesses which are not part of the renewable energy vision for the area needs consideration, retaining these important employers within Great

Yarmouth. The physical proposals within the masterplan vision would inform a new marketing strategy to promote the area in national and international arenas to assist in raising the profile of South Denes and Great Yarmouth, to help attract inward investment, drive economic growth and good employment opportunities. A services and infrastructure strategy would look at the likely future demand on the existing services infrastructure, and what the implications on infrastructure would be to enable the area to be developed to its full capacity in the medium and longer term. The final masterplan should be an integrated, holistic vision, allied to a sound marketing strategy which creates a high profile and attractive place for long term investment. Key outputs and outcomes

1. a masterplan which will inform how the South Denes area in Great Yarmouth should be developed in the short, medium and long term to maximise inward investment and economic growth in the offshore energy sector
2. the creation of a cohesive masterplan for South Denes, informed by a review of supporting material, ensuring that the future development of the defined zones is maximised (notably the Energy Park) with the identification of development opportunity sites. The document should form the basis of a sound investment strategy to maximise economic growth in the area
3. assessment of land in the ownership of Council, and that which is owned by other parties. Proposals for strategic land assembly that supports the delivery of the masterplan
4. proposals for businesses that require support to relocate
5. appraisal of existing and future costed infrastructure requirements, delivery of a clear Infrastructure Strategy
6. assessment of long term growth opportunity sites, utility and highways infrastructure to inform development of whole area
7. analysis of potential market sectors that would be attracted to South Denes. culminating in a clear branding and marketing strategy
8. appraisal of key gateway locations, define key zones
9. Engagement with key stakeholders and energy sector employer

II.2.14) Additional information

If you would be interested in this upcoming Procurement project, please register your interest and contact details by emailing procurement@eastsoffolk.gov.uk Closing date will be Friday 8th November We will then keep you updated as to when the Invitation to Tender documents will be able to view.

II.3) Estimated date of publication of contract notice

27 January 2025

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

Further information and diagrams are attached to this notice for you to view. If you would be interested in this upcoming Procurement project, please register your interest and contact details by emailing procurement@eastsoffolk.gov.uk. Closing date will be Friday 8th November. We will then keep you updated as to when the Invitation to Tender documents will be able to view.