



Request for Proposal (RFP) Mortimer Garden Market Management Tender

1. Introduction

Nailsworth Town Council (NTC) invites proposals from qualified market operators and community organisations to manage and develop a vibrant market in Mortimer Garden, Nailsworth. This tender aims to establish a market that enhances the town centre experience for both residents and visitors while complementing existing businesses and town initiatives.

2. Background

Mortimer Garden is a key public space in Nailsworth town centre. NTC seeks to maximize this space's potential by hosting regular markets that will:

- Increase footfall in the town centre
- Support local producers and makers
- Create a vibrant community atmosphere
- Complement rather than compete with existing businesses
- Enhance Nailsworth's reputation as a destination

3. Tender Options

NTC is open to various management models and is accepting proposals for the following options:

Option A: Single Market Operator

A single organisation to manage all markets at Mortimer Garden throughout the year.

Option B: Multiple Market Operators

Different operators to run markets on different days or with different themes, such as:

- Farmers' Market (e.g., fourth Saturday of the month)
- Artisan/Craft Market (e.g., third Saturday of the month)
- Speciality Markets (seasonal, themed events)

Option C: Combined Approach

A primary operator with provisions for special event markets run by other organisations.

Applicants may submit proposals for any of these options, clearly indicating which option they are applying for.



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4. Essential Requirements

All proposals must demonstrate how the applicant will meet the following criteria:

4.1 Governance Structure

- Establish and maintain a proper constitution
- Provide details of the organisational structure
- Outline roles and responsibilities of key personnel

4.2 Financial Management & Transparency

- Maintain transparent accounting practices
- Provide regular financial reports to NTC
- Demonstrate sound financial planning and sustainability
- Outline stall fee structure and revenue management approach

4.3 Development Plan

Submit a comprehensive 12-month development plan that includes:

- Vision and objectives for the market(s)
- Growth strategy and timeline
- Marketing and promotion strategies
- Performance and evaluation methods
- Plans to enhance the town centre offer for residents and visitors

4.4 Community Integration

- Demonstrate commitment to cooperate with key organisations in Nailsworth, including Nailsworth Town Council, Love Nailsworth, other relevant community groups and business associations
- Outline plans for community engagement and partnership development
- Include options for involving local community groups, for example a community stall with a preferential rate

4.5 Market Offer

- Present a varied selection of market stalls that do not unfairly compete with existing town businesses
- Provide a strategy for ensuring a complementary retail mix
- Demonstrate methods for vetting and selecting appropriate vendors
- Outline the approach to maintaining quality and diversity of products

4.6 Special Events

- Commit to offer a market on Nailsworth Festival Saturday (each May) that complements the Festival day
- Outline the approach to other special events and seasonal markets, including the Annual Town Meeting (April)
- Demonstrate flexibility to accommodate town-wide initiatives

5. Operational Requirements

5.1 Market Schedule

- Proposed frequency, days, and times of operation
- Seasonal adjustments, if applicable



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- Setup and breakdown procedures and timings

5.2 Site Management

- Layout plans for market stalls (a site plan of Mortimer Garden and the town centre is attached)
- Traffic management and parking provisions
- Health and safety procedures
- Risk assessments including compliance with Martyn's Law
- Waste management and recycling plans
- Accessibility considerations

5.3 Vendor Management

- Vendor application and selection process
- Vendor contracts and agreements
- Insurance and compliance requirements

5.4 Marketing and Promotion

- Branding strategy for the market
- Promotional activities and advertising
- Social media and online presence
- Cross-promotion with town events and businesses

5.5 Weather Contingencies

- Plans for adverse weather conditions
- Cancellation policies and communication procedures

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Criteria	Weighting
Quality and viability of development plan	25%
Financial sustainability and transparency	20%
Complementary nature to existing businesses	15%
Community integration and partnerships	15%
Experience and track record	15%
Innovation and added value	10%

7. Contract Terms

7.1 Duration

The initial contract term will be for a period of 2 years, with an option to extend for an additional year subject to performance review.

7.2 Performance Review

Quarterly performance reviews will be conducted based on agreed metrics, including:

- Footfall and attendance



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- Vendor satisfaction and retention
- Community feedback
- Compliance with tender requirements
- Financial transparency and reporting

7.3 Termination

NTC reserves the right to terminate the contract with 3 months' notice if the operator fails to meet the agreed performance criteria or breaches the terms of the agreement.

8. Submission Requirements

Proposals should include:

8.1 Organisation Information

- Legal name and status of organisation
- Constitution or governance documents
- Experience operating markets or similar events
- References from other locations or partners
- Key personnel CVs/biographies

8.2 Market Vision and Plan

- Detailed development plan as outlined in Section 4.3
- Market concept and unique selling points
- Types of vendors and products to be featured
- Layout plans and operational details
- Marketing and promotional strategy

8.3 Financial Proposal

- Business plan and financial projections
- Proposed stall fees and revenue model
- Investment in infrastructure or equipment
- Insurance and liability coverage

8.4 Community Engagement Strategy

- Partnerships with local organisations
- Plans for engaging with existing businesses
- Community benefit initiatives

9. Application Process

9.1 Timeline

- Tender Release Date: Friday 23rd May 2025
- Site Visit/Briefing Session: Friday 30th May 2025
- Deadline for Questions: Friday 6th June 2025
- Proposal Submission Deadline: **12 noon** Friday 20th June 2025
- Shortlist Notification: Wednesday 25th June 2025
- Interviews/Presentations: Monday 30th June and Tuesday 1st July 2025
- Decision Notification: Friday 4th July 2025
- Contract Commencement: Monday 14th July 2025 (first Saturday market 26th July)



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9.2 Queries

All queries regarding this tender should be submitted in writing/email to Katherine Kearns, Town Clerk clerk@nailsworthtowncouncil.gov.uk by **Friday 6th June 2025**.

Responses to all questions will be shared with all registered interested parties.

9.3 Submission Instructions

Proposals must be submitted both electronically and in hard copy:

- Electronic copies to be emailed to clerk@nailsworthtowncouncil.gov.uk with the subject line "Mortimer Garden Market Tender"
- Hard copies (3 sets) to be delivered to: Nailsworth Town Council, Civic Centre, Old Market, Nailsworth, GL6 0DU

9.4 Late Submissions

Proposals received after the deadline will not be considered unless there are exceptional circumstances as determined by NTC.

10. Contact Information

For all enquiries related to this tender, please contact:

Katherine Kearns, Town Clerk, Nailsworth Town Council clerk@nailsworthtowncouncil.gov.uk
01453 833 592.

Disclaimer

NTC reserves the right to:

- Accept or reject any proposal
- Cancel the tender process at any time
- Request additional information from applicants
- Negotiate with one or more preferred applicants
- Award the contract to multiple operators for different market days/types

NTC is not bound to accept the lowest priced proposal or any proposal received.

Issued by Nailsworth Town Council Date: Friday 23rd May 2025