

Town and Cinque Port of Sandwich

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SANDWICH TOWN COUNCIL / SANDWICH TOLL BRIDGE FUND "GUILDHALL & MARKET PLACE BUSINESS PLAN" INVITATION TO TENDER

Invitations are invited from somebody suitably qualified and experienced in business planning consultants to tender for work that helps to deliver the "A New Vision for Sandwich: Guildhall Project".

The Sandwich Guildhall is a unique building in the heart of the town which houses Council offices, meeting rooms, functions rooms, the town's museum, archives, ancient Court Room and Tourist Information Office as well as being an historic building, containing many important artefacts.

A Business Plan now is required for the Guildhall and its Market Place. In addition to being a best practice audit, this has two central aims: a) to maximise income stream to reduce reliance on external funding and b) to enhance and enrich the building and forecourt as the town's central focus, in line with the recommendations drawn up by Rummey Design's 'Which Way for Sandwich' which is now being considered by a KCC/DDC/STC Project Board 'A New Vision for Sandwich'.

The Business Plan will form a key document in support of funding bids to the Heritage Lottery and Costal Communities Funds in delivering regeneration and traffic improvement plans as part of the 'Vision for Sandwich'. The Plan should be developed in cooperation with the Heritage Development Officer and Project Officers from Dover District Council who are tasked with preparing the bids.

1. Current Situation

The Guildhall Business Plan must include the following elements, noting that the list is not exhaustive:

- A comprehensive audit of the entire building, room by room to include the state of repair, installed equipment and valuable artifacts, usage(s), apportioned running costs (utilities/staffing/cleaning), current average income per room over the past two years and reference the existing marketing strategy where applicable. Note: An overall floor plan is currently in preparation, along with measurement taking. These figures should be included in the presentation. Improvements to the existing Museum are underway, funded by the Heritage Lottery Fund.
- A comprehensive audit of the forecourt usage, income stream (markets), and state of repair.

2. Business Strategy

- Examine and make costed proposals for the short, medium and long-term, satisfying the aims as outlined above, to include recommendations for :
 - Upgrading/redesign of facility/area/room/equipment where applicable. This should include attention to health and safety regulations.
 - Improving, increasing and/or changing existing usage to satisfy aims.
- Develop a detailed, costed marketing strategy for income generation, detailing proposed advertising outlets and usage of social media.

- Present costed proposals designed to enhance the residents' and tourist experience of both the forecourt and the Guildhall, together and separately, in line with the 'A New Vision for Sandwich' recommendations. This should include proposals for the entrance into the new Museum and associated requirements.
- Outline projected income increases in the short, medium and long-term.

3. Recommendations

Summarise key proposals with outcomes, setting out a detailed development plan with timelines to meet the goals, covering the short, medium and long term.

4. Timescales

The contract will commence as soon as possible (no later than the 1st May) and will last for six months.

5. Remuneration

Applicants will be expected to set out what costs they expect to be involved in undertaking such a proposal over the course of six months.

6. Content and submission of tenders

Returns should be no more than 4 pages and include:

- your CV
- any experience of completing Project Business Plans in line with HLF requirements
- details of 2 referees from previous work

Please submit 2 printed copies of the tender and an electronic copy to:

Miss Laura Fidler
Town Clerk, Responsible Finance Officer & Clerk to Sandwich Toll Bridge Fund
Sandwich Town Council
Guildhall
Cattle Market
Sandwich
Kent, CT13 9AH
Tel. 01304 617197

The closing date for submissions will be 9am on Tuesday 18th April.

7. Assessment of tenders

Interviews will be held during the week commencing 24th April 2017.