



Hexham BID

Contract: a scoping study of signage and interpretation in and around Hexham

1. Overview

Hexham Business Improvement District (BID) is business led and business funded, and works in Hexham to invest collectively in new projects and services that businesses have prioritised. We are led by a team of 11 voluntary Directors and a BID Manager. The BID has 6 initial projects it is taking forward.

One of the BID's projects is signage. Our business plans states that we will deliver a significant project to improve signage and legibility around the town reflecting its image and identity. This will include a comprehensive needs analysis, development of guidelines for both public and private signage, and investment in new and improved signage. We would like to commission a scoping study to initiate this.

This work is available as a contract for a business. The BID's procurement policy emphasises that we will seek to re-invest in the town wherever possible, and that we will encourage interest from local companies. The BID will provide regular information and support to contractors. We welcome informal enquiries - please contact helen@hexhambid.co.uk or 01434 607962. You can find also more information at www.hexhambid.co.uk including a copy of our business plan, map of the BID area, list of streets, and Baseline Services Agreements.

2. Context

During its consultation phase, the BID received many comments about signage and access from local businesses, therefore it has incorporated this work as a project into its published Business Plan. Reorganisation of public and other services has meant some shifting of boundaries on responsibility for signage in the town. Concurrently there is greater interest in it and awareness that some signage is inaccurate, dated, inappropriate or otherwise lacking. The BID has a clear mandate to scope out and invest in signage improvements. The BID also has an income stream from the Levy and a longer funded horizon than most organisations, til 2021.

Resources used in preparing this brief:

- BID Business Plan 2016
- BID launch open meeting – table on access and signage
- Civic Society/HTC Signage survey 2015
- Hexham Pedestrian Signs Plan 2016 from Active Northumberland
- Feedback from other businesses 2016

3. Service specification

The BID intends to make a measurable difference in all its work. Hexham is a great place, and could be made even better. For this project, the intended 'outcomes' (the difference that will be made) are

- To improve the appearance of the town
- To improve the perception of the town
- To make it easier for visitors to find what they are looking for
- To better link businesses to their customers
- To provide physical infrastructure to support the marketing and promotion of the town

This scoping study is only a first stage towards meeting those outcomes, however it is critically important in order for the BID to be able to develop a specific and achievable plan. The scoping study is intended to enable the BID to plan a range of works phased over the 4 year horizon, to cost such works accurately and to fundraise where necessary, and to consult constructively with partner about exact requirements.

The scoping study should include:

- Indication of design and interpretation and functional types for Hexham's signs, to include digital signage
- A whole town approach to need, starting with key gateways and industrial areas and working in, and siting digital signage in key locations
- An analysis of most appropriate locations for new signage, and the relevant partner in those locations by site (eg landlords, HTC, NCC etc)
- A refreshed list of outdated signs to be removed, based on earlier work
- Indicative costs for specific schemes
- An initial consultation process on the above broad approach, primarily targeted at businesses, but with an element of public consultation
- More detailed liaison with key partners such as Hexham Town Council, Northumberland Country Council, the Civic Society etc
- A plan of further specific consultation, and of applications for highways and planning permissions
- Guidance on linkages with other BID projects, if appropriate (eg work on Marketing linking to electronic schemes such as a Hexham app and revised Visit Hexham website)
- A phased plan over 4 years

The scoping study should be complete by the end of June 2017. Please note the BID Manager will be available for general support, and for the consultation and liaison parts of the work in particular.

4. Contract

Budget: indicative budget of £4000, further details available in our business plan.

Payment: By BACS transfer following invoice.

Location: Hexham, Northumberland. A list of streets the BID covers is on our website, however, exact locations will be discussed with successful contractor, based on operational priorities.

Reporting to: Hexham BID Manager

5. Exclusions

The BID does not exist to replace or duplicate maintenance or development activities carried out by public sector organisations, namely the Hexham Town Council and Northumberland County Council. Therefore, we refer interested parties to the Baseline Services Agreements on our website to clarify what activities the BID will NOT commission.

6. Communications

Any contracts signed will emphasise the need for clarity in contractor's communications about which activities are BID funded, and therefore additional. We would also like to undertake general publicity work with the successful contractor.

7. Key contract performance indicators

The contract will be monitored periodically, and contractors should be ready to provide evidence as follows:

- A schedule of works performed on time and to budget
- Contribution to at least 4 key communications (media releases, emails, meetings and a full report to go in part-year review) to all businesses
- Details of any issues or problems with delivery the contractor has experienced as soon as they arise.

8. Contract process

Please send a proposal addressing how you meet the specification for the work, by Monday 10th April at 10am to helen@hexhambid.co.uk Please include all the information requested below, or explain why it is unavailable. Informal enquiries and discussions are welcome, by email or on 01434 607 962.

We may ask shortlisted organisations to a discussion, likely to be on 11th/12th April 2017.

This brief refers solely to this work and does not create ongoing contractual arrangements. Future contracting opportunities will be advertised on the BID's website.

Please include in your proposal:

- Details of your approach to delivering the contact, including staffing, timescales, understanding of the brief
- Your price for delivering the service and how this has been calculated
- Arrangements for us to review and comment on the designs and proposals
- Details of any subcontracting, and of decisions re such, especially with regard to cost
- Your availability
- Your organisation's legal status, company registration etc
- Names and addresses of Directors
- Names and business address of contract manager(s)
- Confirmation of appropriate insurances
- Relevant organisational policies and procedures, including Health and Safety at Work
- Risk assessment procedures if applicable
- Ability to comply with our data protection policy and procedures
- Evidence of a track record of delivery similar services
- Any references from previous customers you may have
- Membership of any relevant professional bodies or quality marques.