

# Rossendale

## BOROUGH COUNCIL

### INVITATION TO SUBMIT AN

### Expression Of Interest:

**Hotelier / Overnight Accommodation Provider**

**Bacup Market Square Redevelopment**



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### Introduction:

Rossendale Council is seeking Expressions of Interests from a suitable hotelier/overnight accommodation provider for a permanent residency within building 2 of the new Market Square redevelopment scheme in Bacup Town Centre (see Appendix 1).

### Background:

The new Market Square redevelopment proposal was developed through the extensive consultation the Council undertook upon the completion of the 5-year, National Lottery Heritage Fund, Townscape Heritage Initiative. As the Bacup Townscape Heritage Initiative drew to a close in June 2019, there was a clear need to continue on the success of that project and map out the remaining challenges Bacup faced along with achievable and realistic solutions to enable Bacup to be a sustainable, resilient and thriving town centre for both the community, businesses and visitors alike.

Over 10,000 letters were sent to all households in Bacup, pop up stalls were held on Bacup Market, online surveys and engagement sessions were all held. The collated information was used to guide and create the Bacup 2040 Vision and Masterplan (to read more please visit [www.investinrossendale.com](http://www.investinrossendale.com)). The original Bacup 2040 Vision and Masterplan was produced in March 2019, with further consultation undertaken to refine the document further.

The Bacup 2040 Vision and Masterplan focuses on tackling high vacancy rates, low footfall rates, little opportunity for secondary expenditure and limited opportunities for community and cultural events and activities. The project involves the demolition of the existing market and an adjacent vacant building (12 Market Street), a transformational public realm which is more pedestrian friendly, vibrant and accessible with better parking and also addressing the several vacant/derelict buildings within the immediate town centre setting.

### About the proposed new Market Square redevelopment:

- Currently the existing market is made up from several permanent cabins with a number of semi permanent structures; immediately adjacent is a large 3 storey, 1950's former Barclays bank;
- Access is from two main routes into the site – Union Street and Tower Street. Other access is available through narrow ginnels through from St James Square, St James Street and Market Street;
- The proposals include building 1 and possibly building 2:
  - o Building 1 - The proposal includes the demolition of the former Barclays bank, a four storey new build which will house the traditional market trader stalls, and a range of food and drink stalls on both the ground floor and an upper mezzanine floor; hotel/overnight accommodation on the upper floors



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- (residential or an anchor tenant in the event of building 2 housing the overnight accommodation);
- Building 2 - A new 3 storey build which would include ground floor cyclist café/hub with repair shop and secure storage facilities and overnight accommodation to the upper floors;
- The Market Square will be set out to create a welcoming and bright multi use events space for outdoor cinemas, food and drink festivals, music events amongst other community activity; temporary cover will be provided in the form of semi-permanent umbrella canopies;
- The wider site will highly visible with direct access from the bus routes and well signposted parking facilities nearby.

### The Business Model

- Rossendale Council will provide the land to develop the facility which we anticipate will be contracted and fitted out consistent with the requirements of the anchor hotelier/overnight accommodation provider;
- Rossendale Council will seek to lead the capital development of the new Market Square redevelopment using secured external funding;
- Rossendale Council will build the facility with an appointed design team, including QS services, Project Manager and Architect. The Partner Organisation appointed to run the facility will have opportunity to feed into the new build design process;
- Rossendale Council will seek funding to continue with the public realm transformations, derelict buildings and other aspects of the Bacup 2040 Vision and Masterplan;
- The Partner organisation is expected to lease the building from Rossendale Council over a long term period under prior agreed HOTs, including an annual management fee;
- The partner organisation will need to develop an appropriate business plan that shows how the facilities revenue will be maximised to attract a high number of users through the affordability and accessibility of the accommodation. The hotelier would also link into the Council's Rossendale Works employability and volunteering project where possible for possible opportunities within the hospitality sector;
- A percentage to be negotiated of turnover on an open book basis will be provided to Rossendale Council annually and this will be ring-fenced to be reinvested into maintaining the building, multi-use events space and its fixtures and fittings and the wider public realm and parking where the Council has a statutory obligation to maintain;
- we would consider an investment partnership where the capital is shared or brought solely by the interested party;



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- Rossendale Council will monitor footfall at the site on a quarterly basis and any agreed management agreement targets.

### Invitations for Expression of Interest

Companies interested in tendering for the “Hotelier/Overnight Accommodation Provider Bacup New Market Square Redevelopment” are invited in the first instance to submit an Expression of Interest (EOI).

The Expression of Interest must answer the following:

1. Name and address of Partner applying for the opportunity;
2. Previous experience of a similar model or partnership within the sector;  
NB: If you have no previous experience of a similar model, please outline why you wish to apply for this opportunity and how you can add value. (No more than 2 sides of A4)
3. Photographs, website links, referee details and anything you feel is relevant to support your application are encouraged as part of the submission;
4. Indication of any capital investment offered to support the development.

The expression of interest must be submitted to the following email address **ONLY** [tenders@rossendalebc.gov.uk](mailto:tenders@rossendalebc.gov.uk) by **5pm on Monday 22<sup>nd</sup> March 2021 – TITLE SHOULD STATE – EOI HOTELIER/OVERNIGHT ACCOMODATION PROVIDER BACUP NEW MARKET SQUARE REDEVELOPMENT.**

Any clarifications to be submitted to Mhorag Saxon at [mhoragsaxon@rossendalebc.gov.uk](mailto:mhoragsaxon@rossendalebc.gov.uk).

For an informal discussion please email Guy Darragh, Head of Regeneration, at [guydarragh@rossendalebc.gov.uk](mailto:guydarragh@rossendalebc.gov.uk).

A zoom open briefing session will be offered to all interested parties on a date to be confirmed with a zoom link will be sent to all interested parties. This will provide an opportunity to collectively hear the Council’s vision and answer any technical questions that you may have. Please register your interest in this session by email: [economicdevelopment@rossendalebc.gov.uk](mailto:economicdevelopment@rossendalebc.gov.uk) with the subject: EOI – Hotelier/Overnight Accommodation Provider Bacup New Market Square Redevelopment.

### Conditions

- The Expression of Interest does not commit Rossendale Council to award a contract. The aim is to promote discussion opportunities with potential partners



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- Rossendale Council will maintain strict confidentiality in receipt of the EOI's including clarifications and other submissions during the process
- Rossendale Council will review and score EOI's by Friday 2<sup>nd</sup> April 2021
- 100% of the scoring will be weighted on point 2 above. Suitable applicants will be invited to a series of interviews on site to discuss the business model and finance elements in more detail of the above and you will be notified if shortlisted within a few weeks of closing.
- A second formal ITT will follow for those qualifying from the EOI round 1 stage that will require a detailed vision, business plan, lease agreement yield, cash flow accounting targets with % open book revenue charge rate, marketing and advertising plan, management of the sites plan, volunteering plan and management targets. It is expected that the second stage will be concluded around at a date to be confirmed with the successful operator chosen on a date to be confirmed based upon a best value assessment.
- Rossendale Council cannot reimburse any costs associated in the development of your EOI and second stage submission.





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### Appendix 1:



Indicative CGIs of building 1 (centre) and building 2 (right) of the proposed Market Square layout.

Indicative CGI of gable end view of building 2 (below) of the proposed Market Square layout.

