



Wigtown Festival Company: Development Project Consultation Brief

Background

- In 1999, the Scottish Parliament recognised Wigtown as Scotland's National Book Town. In the same year, the first Wigtown Book Festival took place over a long weekend, moving to ten days in 2004. Since 2007, the festival has been run by a charity, Wigtown Festival Company. At that time the charity was based within the Local Authority County Buildings in a small office but as the organisation developed and grew, delivering year round events across the region, the space required to support the administration did not develop exponentially. In 2016 it was decided that larger more appropriate premises, with scope for income generation, cost efficiencies and future growth development was required. The Trustees identified premises at 11 North Main Street as meeting those needs.
- The premises situated at 11 North Main Street, Wigtown, Newton Stewart, Dumfries and Galloway DG8 9HN, formerly operated by a gifts company producing and retailing historic newspapers, it is in fact 2 separate buildings with a connecting passageway. The front building, which is the focus of the funding application to the Land Fund is on 2 floors with a retail shop premises to the front. It has 2 areas of office / storage space on the ground floor with a small toilet.
- A connecting door leads to a side entrance and a spiral staircase to the first floor, where there are two large rooms suitable for a variety of purposes including meetings, seminars, office space etc. There is also a small toilet and a small kitchen area on this floor.
- The entire property as of 1/12/16 was rented by the applicant for an initial 2-year period with an option to purchase the front portion for a recently valued fee of £130,000. The rear building of the premises will be rented for a period of 5 years to allow income generation and acquisition of relevant funding to purchase later. (Agreement on purchase price for the rear building could not be achieved at this time – valuation v asking price)
- As will be evident, there is also quite some considerable refurbishment required, including the installation of suitable disabled access to the first floor. This will form part of a separate funding bid to the Big Lottery Community Asset Fund to be considered on successful completion of this application. However, community volunteers have already been busy preparing the premises for the transition, including addressing electrical requirements, redecorating and laying new safer floor coverings.
- The aim of this project is to purchase the premises at 11 North main Street and reduce the monthly outgoings with regards rental, and to introduce an income generation aspect to the business operation by operating a shop retailing literary inspired products which complement the other retail operations in the town.. The proposed funder – The Scottish Land Fund is a Scottish Government funded initiative, administered by the Big Lottery and facilitated by Highlands Enterprise. They require the submission of a business plan relative to the project.

Purpose of the contract

The aim of this commission is to assist Wigtown Festival Company in the development of the above project, specifically:

- To look at options for developing the asset and make recommendations as to preferred uses, including what would happen if Wigtown Festival Company chooses not to go ahead with the purchase.
- To research and report on various ownership and management scenarios and recommend the most suitable for this project.
- To analyse the skills and resources within the community and the Company Board, identify any gaps in skills and resources available with suggestions for addressing these.
- To assess the risks associated with community ownership and management of the asset, and recommend appropriate mitigation and management.
- To review funding availability for the proposed project/acquisition and prepare a detailed funding strategy and delivery plan. This should include considerations of the costs of running and managing the asset and opportunities to generate income from the asset.
- To consult members of the public and local tourism, business and community organisations to raise awareness of the project; garner and report on local perceptions of the project; explore ideas for use with the local community; understand local need for new facilities.
- To prepare some initial costings for development of the site for the proposed options.
- To prepare a five year business plan which incorporates initial revenue costs, capital costs to create the facilities, ongoing revenue and maintenance costs for the project, and risk analysis.

Additional relevant information to the commission

- The organisation undertook community consultation activities in the 6 months leading up to moving into the premises, with a considerable measure of support. However the funders are very keen that the process be continued prior to final submission of the Stage 2 application.
- The commission will be funded by development funding from the Scottish Land Fund applied for during the Stage 1 application.
- There is a deadline for delivery of the tender of 18th May 2017. It is expected that the commission will be completed by the end October when the Stage 2 application is targeted to be submitted.
- We would anticipate that there would be at least one community consultation event and any other scoping exercise considered appropriate to achieve the project.

Key Skills

The consultant/consultancy team will be required to demonstrate skills and experience in the following:

- The economy, culture and heritage of the local area
- Working with community organisations involved in owning and managing assets
- Methods of effective communication with volunteers in community organisations and with the wider community
- Preparing business plans to be used in support of funding applications.

Management and outputs of the contract.

- Meeting can be conducted either in person, telephone or by Skype at the discretion of both parties.
- Sub-contractors are not considered likely to be required for this project.
- Consultants should be able to produce confirmation of all appropriate insurances.

The successful applicant will report to the board throughout the contract on a regular basis to be agreed with the board. Reporting can take the form of bullet points relating to progress achieved, however any slippage to planned timescales must be highlighted with corrective action outlined.

Outputs required are:

- The production of a business plan for the operation of the Wigtown Festival Company premises at Number 1 Main Street, Wigtown.
- A community consultation activity to continue with the community engagement.

The commission will be managed by Wigtown Festival Company, and all outputs outlined above should be submitted to Kenny Barr, as follows:

- Two hard copies of the draft and final report & business plan will be required, as well as in electronic format.
- A summary of the report/business plan, less than two A4 pages in size, will be provided for the purpose of informing the public and members of the Community Company.

The information gathered during the commission, including draft and final reports, shall remain the sole property of Wigtown festival Company

Remuneration and conditions

- The successful candidate will be self-employed and responsible for his/her own tax and personal insurance.
- Payment will be made on receipt of an invoice on satisfactory completion of the project.

Procedures for tendering

The response to this brief must be submitted by 13:00 hrs on 18th May 2017 to Kenny Barr, telephone number: 01988 402036, e-mail: kenny@wigtownbookfestival.com

Submissions should include:

- Name, contact details and background of the lead consultant
- Breakdown of costs for conducting this study, including all fees, expenses, charges, meetings, presentations and interviews, including VAT.
- A timetable showing the various milestones including the anticipated dates of submission of draft and final reports.
- Examples of similar tasks/studies undertaken recently
- The skills and knowledge of the members of the team
- Two names of contacts from two separate organisations where similar studies have been undertaken, one to be within the past year.

If you wish to discuss this opportunity before tendering please contact Kenny Barr.

Submissions will be evaluated on a quality/price basis (70:30) and will include the following:

- (i) Understanding of the brief;
- (ii) Methodology and approach;
- (iii) Skills and experience of the team;
- (iv) Price

Timeline

The anticipated timetable for the study is:

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| • Distribute brief to consultants | 08/05/17 |
| • Final date for tender submissions | 18/05/17 |
| • Appointment of consultant | 19/06/17 |
| • Inception meeting | 22/06/17 |
| • Submission of interim report | 30/10/17 |
| • Submission of draft final report | 17/11/17 |
| • Submission of final report | 01/12/17 |

Details of actual timescales will be agreed with the selected Consultant before the Contract is issued.

We understand there is tight timing for the tender submissions but that has been brought on us by the funder's requirement at short notice that we tender for consultants and not undertake the work in house.