



Together for a brighter future

**Piggy Lane Market Withernsea
Feasibility Study and Business Plan**

Introduction

The Big Local is run by Local Trust and partners and funded by a Big Lottery Fund investment. It is a ground breaking, resident led programme to achieve lasting change in 150 small areas across England. Each of the 150 areas, of which Withernsea is one, has received £1m funding and a range of support and additional funding to make their area an even better place to live. <http://localtrust.org.uk/>

Big Local Withernsea is governed by a Steering Group of volunteers who together are responsible for the overall direction of Big Local in Withernsea. The Group works to reflect the range and diversity of Withernsea people to ensure that they relate to, and connect with the wishes of the local population. The steering group is made up of two groups of people, Withernsea Residents and Partners, works with a Local Trusted Organisation and employs a Big Local Worker.

Big Local Withernsea is committed to securing sustainable benefits for its community and is working with local Market Traders to explore the idea of developing a social business run with the premises and assets held in common ownership, and the business controlled by the market traders. Big Local Withernsea is seeking the options for a way forward that will preserve “ownership in common” of the market for the town, retain local jobs, maximise the economic potential and secure the future of Withernsea’s local Piggy Lane Market beyond the 10 year programme.

Big Local Withernsea is seeking the services of a suitably qualified Consultant with experience of legal structures, business planning and market/retail services to work with local market traders to:

- **Undertake a Feasibility Study that will determine if the idea of developing the market as a social enterprise, with the premises and assets held in common ownership, and the business controlled by the market traders is feasible, and**
- **Produce a Business Plan including a range of options for how to take forward the future sustainable development of the market**



CONSULTANT BRIEF

Background

Withernsea Big Local area is a small traditional seaside town in the East Riding of Yorkshire. It is approximately 20 miles east of Hull. Around 6,500 people live in the area, which is known as a tourist destination, with several caravan parks and significant population growth in Summer. It is the largest town and service centre in the Holderness Peninsula.

The modest indoor market is situated centrally on Piggy Lane just off the main street. The main street is lined with small retail businesses that cater for tourism, with charity shops and convenience stores for local people, the range of shops is perceived to be limited. Demand is often met by the retail offer from other towns and cities nearby (Hedon and Hull). There are a number of larger supermarkets serving the town.

Objectives of the work

The work has the following primary objectives:

- To assess the viability and sustainability of a Market in Withernsea with recommendations
- To verify the Market's existing income levels
- Using the existing draft business plan as a base, produce a comprehensive business plan including
 - Background and context of business
 - Summary of existing use
 - Local retail market analysis
 - Potential for business development including marketing and promotion
 - Profile of existing key personnel
 - Proposed legal structure
 - Proposed management structure
 - Financial analysis including capital and working requirement; sources of funding and three-year income/expenditure forecast
- To review and report on the present condition of the existing market building and site

Legislation

The work must take into consideration all current legislation which would affect the project, including Health and Safety, Environmental Health, Licensing regulations, Disability Discrimination.

Methodology

It is anticipated that the study will include both desk and field-based research. The process of working with the market traders and community involvement in this study are viewed by the client as being of equal importance in the production of the final Feasibility Study and Business Plan. The consultant should allow for time and travel spent in the community in their costs.'

Timetable

It is estimated that this work should take six weeks to complete. The client's deadline for completion of the work is **12.00 noon, Monday 14th November 2016**.

Costs

It is envisaged that this study should take no more than six weeks to complete, and that the total fee (inclusive of expenses) should not exceed £7,500 excluding VAT.

A detailed schedule of costs should be attached to the quotation addressing the following:

- A detailed breakdown of all costs associated with the delivery of the contract
- The hourly rate calculation of all members of staff involved with the delivery of the contract
- The number of hours each member of staff will work on the contract with dates
- Anticipated travel costs

CONSULTANT BRIEF

- A summary of all costs of the work to be carried out including the production of agreed draft and final reports

Reporting

This work will be managed by Big Local Withernsea. The nominated contact person is Patricia Read, 29 -31 Seaside Road, 01964 61519, tricia@withernseabiglocal.co.uk

The consultant is expected to contact the nominated person at the start of the project, an inception meeting will be arranged to confirm understanding of the brief, confirm names and contact details of people to be interviewed as part of this study.

On submission of the draft report the consultant will be required to present the report to the Withernsea Big Local Steering Group, five copies of the draft and final study reports should be submitted by the deadline date. In addition, an electronic version of the final report should be supplied.

Proposal to Tender

The consultant's proposal to tender for this study should include details of:

- The relevant experience and competency possessed by the consultant and other personnel who will work on the project
- The methodology to be used in the study
- Full costs, broken down by day rate and expenses
- A work timetable
- Added value you can bring to the project

Please submit your tender by 12 noon on Monday 19th September 2016 to:

Jayne Nendick
Shores
29 – 31 Seaside Road
Withernsea
HU19 2DL

jnendick@Shores.org.uk

Date of brief

30/08/16