



Request for quote

Identifying Events Infrastructure and Opportunities in Llandudno

Llandudno Economic Regeneration Plan

1. INTRODUCTION

- 1.1 Pre-Covid the UK Events Industry contributed more than £78 billion pounds to the UK economy each year.
- 1.2 Key outcomes in Conwy's Corporate Plan 2017-2022 include '*People live in a county which has a prosperous economy*' and that '*People live in a county where heritage, culture and the Welsh language thrive*'. The county's Events Programme therefore forms a key delivery mechanism for achieving these outcomes supporting a thriving visitor economy and culturally rich and diverse community.
- 1.3 Our Economic Growth Strategy and Destination Management Plan target the development of an all year tourism offer and strong evening economy within our major towns as an important way of growing a thriving visitor economy creating authentic and memorable experiences for visitors and residents alike.
- 1.4 In December 2021, Conwy council approved an ambitious new Culture Strategy, *Creu Conwy – Creating the Spark, a Cultural Strategy for Conwy County Borough 2021-2026*. The vision for Creu Conwy places culture-led regeneration at the heart of forward planning and is aimed at delivering against these objectives.

2. BACKGROUND TO THE PROJECT

- 2.1 Llandudno, is Conwy's highest profile tourism hotspot and is a successful seaside town with many strengths but it cannot afford to be a town standing still. The world is an ever changing place and so must Llandudno. International events such as economic downturns and pandemics increase pressure on towns, their centres and purpose.
- 2.2 Conwy County Borough Council have been successful in securing funding from Welsh Government via the Transforming Towns Programme. This project aims to identify ways in which we can future proof Llandudno to ensure it continues to be successful and thriving seaside town with an ambitious range of actions that will position Llandudno for further investment. The project collaborates with the private sector, and key stakeholders in the town, and aims to put in the resource to develop some of the plans and options for the town.
- 2.3 In November 2021, the Llandudno Economic Regeneration Workshop was held at Venue Cymru. This workshop sought to identify the top 3 priority projects for Llandudno to aid economic growth. Amongst these three priority projects was the Development of Event Spaces in Llandudno.
- 2.4 Llandudno remains a highly popular location for hosting of cultural, community, and sporting events and a demand exists from third party event organisers to host further events within the town, however current event enquiries tend to focus on key 'honey pot' locations such as the Great Orme, Promenade and Mostyn Street all of which can cause 'event fatigue' within the local communities and businesses.
- 2.5 If the capacity for hosting events within Llandudno is to be successfully grown it will be necessary to curate the use of the public realm to best match events to suitable spaces / times of the year to maximise the cultural and economic impact whilst minimising the environmental impact and disruption to local residents and businesses.

3. THE REQUIREMENTS

3.1 OBJECTIVES

The objectives of this commission are to:

- 3.1.1 To engage with key stakeholders involved in the delivery of events in Llandudno including event organisers, industry suppliers, business and community representatives and Safety Advisory Group members. Undertake an analysis of existing strengths, weaknesses, opportunities and threats to the hosting of events within the town.
- 3.1.2 To complete a review of current and potential outdoor spaces in Llandudno. For each of these spaces provide: an analysis of:
 - 3.1.2.1 Provide a summary description of each (location, size, physical restrictions, neighbouring property etc)
 - 3.1.2.2 Assess their suitability for different events types taking into consideration event size, event type, audience profile, adjacent property, related disruption etc
 - 3.1.2.3 Review the current infrastructure (power/water/drainage/access/anchoring points/safety etc) and identifying additional infrastructure that would be viable for future investment to improve usability of sites.
 - 3.1.2.4 Assess the impact (positive and negative) on local residents and businesses of the use of each space for a range of event types.
- 3.1.3 Identify the key priorities needed to effectively grow the scope and value of Llandudno's events programme in support of objectives within the Economic Growth Strategy and Creu Conwy Culture Strategy. Prioritisation should take into account the need to balance the demands of event delivery against the expectations of local residents and businesses.
- 3.1.4 Undertake desk research into UK destinations with a similar target visitor profile and identify existing events and/or potential event concepts that could be successfully nurtured to build the year round event programme.

3.2 PROVISIONAL SCHEDULE:

Suppliers will have 5 weeks to complete this commission following appointment as per the schedule below.

Milestone	Deadline
Request for quote issued	Wednesday 26 th January 2022
Deadline for proposals	Friday 4 th February 2022
Provisional date for evaluation	Monday 7 th February 2022
Provisional date to notify suppliers of outcome	Wednesday 9 th February 2022
Provisional contract award date	Friday 11 th February 2022
Inception meeting	Monday 14 th February 2022
Submission of final report	Friday 18 th March 2022
Project end	Friday 25 th March 2022

3.3 TEAM SKILLS REQUIRED

Suppliers are expected to hold the following skills and competencies:

- 3.3.1 Understanding and experience of the value of the live events sector for tourism development and as a tool for cultural and economic growth
- 3.3.2 Understanding and experience in event design and planning including site selection and event safety planning.
- 3.3.3 Excellent communication and project management skills
- 3.3.4 Robust, innovative approach which encourages new thinking and fresh perspectives

3.4 BUDGET

The maximum budget available for this project is £10,000. Proposals over this amount will be rejected.

4. ASSESSMENT & AWARD

4.1 ASSESSMENT CRITERIA

Proposals falling within the maximum available budget above will be assessed on the criteria below and awarded to the highest scoring organisation:

a.)	Please detail the relevant qualifications and experience of key members of the team who will be working on this project. (<i>max 1 page per person</i>)	30%
b.)	Please provide an example of a similar project that your organisation has worked on and (<i>max 2 pages</i>)	50%
c.)	Please detail your proposed activity and timeline for completion of this project (days/activity etc) (<i>max 1 page & timeline</i>)	20%

4.2 SCORING MATRIX

The following scoring will be used to assess responses to the criteria above:

Score	Classification
5	Exemplar response with a high level of substantiating information and detail provided. The information provided is relevant and exceeds the standards as specified.
4	High standard response with a good level of substantiating information provided. The information is sufficient to indicate that the Supplier is capable of achieving the required standard of service delivery. Meets the standard as specified.
3	Good standard of response with majority of requirements met but with some minor reservations. The information demonstrates the Supplier has ability / expertise / resources / structures to deliver the service required but some information has little relevance to the specific project requirements.
2	Acceptable basic response with reservations. The information provided indicates the Supplier has some relevant ability / expertise / resources / structures to deliver the service required but some information is irrelevant.
1	Unsatisfactory response. The information provided does not fulfil the requirement and does not meet minimum requirements in any way.
0	An unanswered response.

4.3 SUBMISSION OF QUOTATIONS

Quotations must be submitted by 5pm on Friday 4th February by email to:

Events@Conwy.gov.uk displaying “Quote Submission – Llandudno Spaces” in the subject line. An email reply will be sent acknowledging receipt of any quote received prior to the deadline.

4.4 **CONTRACT AWARD**

Suppliers will be advised of the result of the selection process by email. The form of contract with the successful supplier will be by issue of a Conwy County Borough Council Purchase Order to the value of their quotation.

5. DATA PROTECTION

The successful Supplier will be required to complete, sign and submit the 'Processing of Personal Information' (GDPR Schedule A) to the Authority at the time of Contract award, not with this quote submission.

6. ADDITIONAL INFORMATION

6.1.1 Suppliers will be expected to take into consideration the following:

- **Conwy Corporate Plan – 2017 – 2022**
<https://www.conwy.gov.uk/en/Council/Strategies-Plans-and-Policies/Corporate-Plan/assets/documents-Corp-Plan-17-22/Conwy-County-Borough-Council's-Corporate-Plan-2017-2022.pdf>
- **Conwy Events Strategy – 2018 – 2022**
<https://www.conwy.gov.uk/en/Council/Strategies-Plans-and-Policies/Events/assets/documents/Events-Strategy-2018-2022.pdf>
- **Creu Conwy – Creating the Spark – A Cultural Strategy for Conwy County 2021 - 2026,**
[Creu Conwy – Creating the Spark, a Cultural Strategy for Conwy County Borough 2021-2026 - Conwy County Borough Council](#)
- **Destination Conwy Management Plan 2019 - 2029**
<https://www.conwy.gov.uk/en/Council/Strategies-Plans-and-Policies/Destination-Conwy/Destination-Conwy.aspx>
- **Conwy Economic Growth Strategy 2017 -2027**
<http://conwybusinesscentre.com/conwys-economic-growth-strategy-2017-2027/>
- **Well Being of Future Generations (Wales) Act 2015**
<https://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>