



## **BRIEF FOR DIGITAL CONSULTANT SERVICES**

### **PROJECT: THE REPAIR AND CONVERSION OF 2-4 MARKET PLACE, CAISTOR**

#### **1 The Project**

Lincolnshire Cooperative own 2-4 Market Place in Caistor, a complex of buildings which were acquired in 2003. As the buildings were not fit for purpose as a modern food store, an alternative was sought in the town and the buildings were left empty. Since then, Lincolnshire Cooperative have been working with local partners to find a new use for the building.

Caistor & District Community Trust (CDCT) is a community benefit society formed to oversee the repair and conservation of a complex of buildings of historic buildings which make up a significant proportion of Caistor Market Place. This is the Trust's first major project.

2-4 Market Place is a complex of 5 buildings, including a Grade II listed building, in the centre of the conservation area. The Trust has undertaken an initial viability study which assessed the likely extent of repairs required and opportunities for conversion and redevelopment. Lincolnshire Cooperative and CDCT now wish to procure an Digital Consultant to Digital services from development through to delivery.

Funding for a development phase has been received from the National Lottery Heritage Fund under the Heritage Enterprise programme, matched with funding streams and the work is intended to inform our Stage 2 submission scheduled for March 2021.

The total capital works budget for the delivery phase (RIBA 5 – 6) of the project is c. £1.2million.

#### **2 2-4 Market Place: Historic Significance**

2-4 Market Place is a Grade II listed building within Caistor Conservation Area. Caistor has 58 listed buildings which all contribute to the historic environment of Caistor town. The building is central to the Conservation Area and forms up to 25% of the historic Market Place.

The listing states that the building comprises of a 17<sup>th</sup> century building with 18<sup>th</sup> and 19<sup>th</sup> century additions. Caistor is a predominately Georgian market town and 2-4 Market Place contributes greatly to this heritage. There is also a building to the rear of the site known as the 'granary'. It is possible that this building is the oldest in the complex and more work is required to determine its age.

The interior of the building has been altered and changed significantly and there is very little original historic detailing left. Originally 5 buildings, they have been knocked into one to accommodate the retail space on the ground floor. Also a courtyard between the front and rear buildings has been covered over to increase the interior area of the shop space.



The building's importance is due to its prominent position on the Market Place (it is one of the first buildings you view as you come into the Market Place from Plough Hill) and its place in the heart of the community. The local community is very concerned about the future of the building and its current negative affect on the amenity of the Market Place. Its significance is based on its impact on the community and the historic environment of the town. From an economic point of view it is felt that with the building being neglected and vacant, it is driving retailers away from the Market Place and affecting what should be a bustling part of the town.

The site came into Lincolnshire Cooperative's ownership following a merger with the previous owners. At this time very little of the building was occupied, and some areas had already been empty for decades. As the front section of the building was not appropriate for use as a single modern retail unit due to level changes, a new store was built nearby and the building closed in 2010.

### **3 Description and Current Condition**

The buildings are in a very poor condition, having suffered from neglect over a significant period of time prior to coming into Lincolnshire Cooperative's ownership. They have been kept wind and weather tight, although some areas are known to be structurally weak due to historic water ingress. Most areas are accessible with correct PPE.

### **4 Ownership and current status**

Lincolnshire Cooperative own the building and are working in partnership with CDCT to bring this project forward. This contract will be with Lincolnshire Cooperative. Communication with the professional team will be with both organisations, through a project management group on which key representatives will sit.

### **5 Preferred Scheme**

The Viability Study considered several options for re-use in terms of concept design and assessed the likely impact on the historic fabric of the building. This included commercial use as offices, retail space, tourism, residential and visitor accommodation.

The study focused on options for a mixed use across the site in order to explore the potential for meeting local needs, attracting grant funding and long-term sustainability once the capital project has been realised.

The proposed scheme which was viewed to be the most viable option following further research and consultation with the professional team includes:

- Retail use, reinstating the original shop fronts onto the market place.
- Café/catering offer which will have a 'destination' feel and complement existing offers in the town.
- A hire space for functions and the community, including opportunities for local, temporary exhibition on a larger scale than currently available.
- 5 holiday lets, 4 one room units and one larger maisonette.



- A business hub in the granary building at the back of the complex, possibly including some craft business units.
- Storage for local archival materials, and service spaces including office for CDCT.

In addition, research will be undertaken into the history of the buildings, working with Caistor Heritage to plug the gaps in our understanding of their development. CDCT will create a store and update web interface for the town archive which is currently not particularly accessible as it is split across several homes in the area. CDCT will work with schools to look at the sustainability of our project at development and to deliver workshops on entrepreneurial skills.

Working in partnership with the Rock Foundation who have a residential centre for young people with learning disabilities in Caistor, the project will create opportunities for them as part of the new uses of the building.

## 6 Digital Consultant

Lincolnshire Cooperative and CDCT are seeking to appoint an appropriately qualified individual or organisation to evaluate the Our Market Place project.

Please note that the Digital Consultant contract is offered in two parts: the Development Stage leading up to a Stage 2 NLHF application (RIBA 1 – 3), followed by a break clause, thereafter the Delivery Stage post-Stage 2 award (RIBA 4-7). The break clause applies after the Heritage Fund Stage 2 submission (targeted for March 2021). The continuation of the contract beyond the break clause is dependent on a successful Heritage Fund Stage 2 award (decision expected June 2021) and satisfactory delivery of RIBA 1 – 3.

The Digital Consultant will work closely with the Project Manager (who will be preparing the Activity Statement for the Stage 2 submission) and the separately-appointed Evaluation Consultant to ensure an integrated digital approach to engagement through pilot activities and audience research.

The available fee for the Development Phase is £1,750, and the available fee for the Delivery Phase is £32,000 (including production of the website, digital hardware, and digital recording/filming, and any associated project management fees necessary in procuring and delivering these items/ outputs). Please note that the available budget should, as part of the brief, be reviewed in order to ensure that it is best deployed to greatest effect. Any revisions to how the overall budget is deployed should take account where possible of delivering enhanced outcomes with regard to engagement whether through the use of suitably-qualified volunteers, or otherwise ensuring that target audiences are involved in the heritage.

*Tenderers are invited to propose a development phase solution that meets the budget, but the client would consider alternative clearly-costed enhanced options for the Development Phase which might deliver a more comprehensive, robust and effective result in the Delivery Stage.*



**7 Development Work (RIBA 1 - 3)**

- To develop an integrated digital strategy (including social media and web optimisation) for the project taking into account the activity programme and evaluation methodology such that the proposed costed plan can be submitted to NLHF as part of a Stage 2 submission;
- design and implement a new website interface capable of supporting a programme of engagement with different audiences, and to assist with print production as required;
- design a 'style guide' for all print and digital media.

**8 Delivery Work (RIBA Stages 4 – 7)**

- build a new archive website 'Explore Caistor Heritage;'
- assist with the production of print and exhibition/ permanent display materials;
- devise and implement a digital recording strategy including filming where appropriate;
- devise and procure digital display equipment as required.

**9 Timetable**

Tender opportunity advertised	Wednesday 27 <sup>th</sup> May 2020
Deadline for submission of tenders	Monday 15 <sup>th</sup> June 12noon
Interviews held	TBC
Appointment of professionals confirmed	Late June 2020

The aim is to submit all plans to West Lindsey Council for approval in December 2020. All information will be submitted with a Stage 2 bid to the National Lottery Heritage Fund in March 2021.

**9 Tender submission**

For each of the objectives outlined above, provide a methodology as to how you would undertake to carry out the work as outlined within the brief, with an associated cost breakdown of activities. This can be a written statement, project timeline with key milestones, series of illustrative diagrams or a mixture of a number of different approaches. However, your methodology statements should not total more than 6 sides (excluding your covering letter).

Please also submit with a covering letter laying out your suitability to undertake this work, with a number of recent similar projects you have carried out (within the last 5 years) along with two references. CVs may be included.

All tenders should be submitted by **12 noon on Monday 15<sup>th</sup> June** by email to [nicola.dyer@greenwoodprojects.com](mailto:nicola.dyer@greenwoodprojects.com).

Tenders will be assessed on the basis of 75% quality, 25% cost. CDCT may require an interview with a presentation (date TBC).



Quality will be assessed on the following criteria:

- Resources
- Experience
- Financial
- Key Personnel
- Community engagement

A minimum of two providers will be invited to interview based on the highest scores. However, Lincolnshire Cooperative reserves the right to appoint directly if the 2<sup>nd</sup> highest score does not meet our minimum requirements. We also reserve the right to refuse all submitted tenders and re-advertise at a later date.

If you have any queries or require clarification please contact Nicola Dyer initially by email.

## **10 Contact details**

Nicola Dyer, Project Manager – [nicola.dyer@greenwoodprojects.com](mailto:nicola.dyer@greenwoodprojects.com)  
07889 213 838

Access can be arranged through Hayley Playle, Regional Property Manager, Lincolnshire Cooperative if a site visit is required in advance of submitting your tender ([Hayley.Playle@lincolnshire.coop](mailto:Hayley.Playle@lincolnshire.coop)).