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CONTENTS

- 1. Summary**
- 2. Background and work to date**
- 3. Project aspirations and expected outcomes**
- 4. Deliverables**
- 5. Hours of operation**
- 6. Budget**
- 7. Partners**
- 8. Note on suppliers and services**
- 9. Submission process & timetable**
- 10. Judging criteria & supporting information requirements**
- 11. Accreditations, certificates and experience**
- 12. Contacts and Communications**

1. Summary

Building on the success of our existing street ambassador service, it is the intention of the Crawley Town Centre BID Company (CTC BID) to put in place a cover for our dedicated street ambassador service, via a competent third party provider ("the contractor"). The service would be an extension of the BID Team and comprise cover for our day time ambassador, security, reassurance and place management contract.

Fundamental to the service would be; engaging and supporting businesses based in the Crawley Town Centre BID area, assisting members of the public providing a warm welcome and reassurance, taking appropriate action to help deter anti-social behaviour, shoplifting and other issues that might impact the experience of visiting or running a business in the town centre, supporting town centre events, proactive and regular monitoring and management role involving regular patrols, reporting issues of poor maintenance, damage, graffiti, littering, parking, fly tipping and anti-social behaviour while assisting the Crawley Town Centre BID in building relationships with the businesses in the area and providing another point of contact between the BID, businesses and key partners e.g. the police, the local Council team and Crawley & Gatwick Business Watch.

Creating a safer town centre has been identified in the Crawley Town Centre BID Business Plan (2020-25) as a priority.

You are invited to submit a proposal for delivering the work package set out below

2. Background and work to date

Crawley town centre is a multi-functional local and regional shopping and leisure destination. Increasingly it is a place where people live. It normally attracts over 200,000 visitors every week and has a lively night-time economy. It is home to over 550 businesses (approximately 470 of which are BID levy payers) and an estimated 13,500 employees.

The Crawley Town Centre BID Company was formed in 2019 following extensive research and a vote of those companies in the area liable to pay the BID Levy as set out in the Crawley Town Centre BID Business Plan 2020 – 2025.

More details about the Crawley Town Centre Business Improvement District can be found online at www.crawleytowncentrebid.co.uk with further details about the town centre and Crawley on the Invest Crawley website <https://investcrawley.co.uk/>

Research conducted by the BID to inform the BID business plan highlighted that town centre businesses wanted to see the safety of the area improved for both for businesses and visitors, during the day and at night. 84% of businesses surveyed wanted to see Street Ambassadors introduced to help tackle crime and anti-social behaviour as well as provide assistance and guidance to visitors.

The BID already provides free membership of the accredited Crawley & Gatwick Business Watch Scheme that includes access to a password protected Safer Premises Intranet that serves as a tool for securely sharing information and reporting incidents. Through membership of Business Watch, town centre businesses can also hire security radios, for which an annual subscription is payable.

The Crawley Town Centre BID values its close working with partners, specifically Sussex Police, Crawley Borough Council and West Sussex County Council. The intention is for the Street Ambassador Service to be in addition and complementary to those services provided by partners and establishing a close working relationship that will be beneficial for all.

3. Project aspirations and expected outcomes

The Crawley Town Centre BID wants to appoint a competent company to provide cover for existing BID Ambassadors who are currently providing:

- a) Reassurance to visitors and staff and to promote the ethos and work of the BID
- b) A visible security function responsive to the needs of the area and businesses, supporting the day time and early evening economies
- c) A deterrent to incidents that impact working and running a business in the town centre, including shoplifting, street community issues and anti-social behaviour, either independently or by working with others
- d) The “eyes and ears” of the BID recording, reporting and where possible resolving issues of low level incidence e.g. fly tipping, litter, broken street furniture etc
- e) A key liaison role in representing the BID to businesses and other security firms hired by businesses
- f) A link between the BID, Crawley & Gatwick Business Watch, the Police and other statutory providers e.g. Crawley Borough Council and West Sussex County Council.
- g) Another resource to the BID to assist in building and maintaining a sense of community in the town centre and between the BID and businesses (a liaison and engagement role).
- h) Information concerning performance, service delivery and effectiveness to the BID on an agreed basis to demonstrate value to BID levy payers and any other funding and/or delivery partners.

The BID is not interested in submissions that merely seek to provide a basic security function and use the BID as a platform for up-selling to individual companies. Submissions that fail to properly reflect and understand the ethos and aspirations of the BID Company in terms of promoting a strong sense of community where staff, visitors and businesses feel safe, secure and valued will be immediately dismissed.

Contractors should be aware that this service is not meant to replace regular policing, or those services provided by Crawley Borough Council Community Protection Team. The Street Ambassador Service should enhance and support the work of Sussex Police, Crawley Borough Council and West Sussex County Council by providing a level of dedicated service

not otherwise available and to improve crime prevention, reassurance and the quality and sharing of information and intelligence. Evidence of the ability to work in partnership in this way will be critical.

Continuity of staff and friendliness of service will also be a crucial factor so that the BID Company can be confident that the contractor will develop a deep understanding of the area, become familiar with and to the businesses, build relationships based on a foundation of trust and be able to understand and communicate the value and work of the BID to tenants and visitors. In this way, not only will the contractor provide a security function they will also provide a highly visible customer service function for the BID and be a conduit for the BID with businesses.

As far as is reasonable, it is important that consistency and continuity of staff is maintained in order to nurture trust among the town centre business community, visitors to the area and the BID.

It is the intention that the contractor will provide value-add services supplementary to security to include; business liaison and reporting of problems e.g. vandalism, graffiti, abandoned vehicles, fly tipping, broken signs and street furniture, litter, maintenance issues, parking infringements and other low-level nuisance taking direct action where possible and reporting issues to the correct authorities where necessary and ensuring action is taken or escalated as required. Key Performance Information (KPIs) should be provided to demonstrate the impact and value of the service.

The "contractor" will be expected to ensure that temporary team members understand the expectations of the BID and are able to provide temporary team members that are prepared to provide cover seamlessly working with existing BID Ambassadors, wearing the appropriate uniform and utilising the existing equipment and protective clothing as required. These items are already provided by the existing contractor for our usual street ambassador team.

4. Deliverables

The objective is to support the existing street ambassador service delivered through the BID to town centre businesses with temporary cover, working in partnership with others to advance the objectives of the BID Company and, specifically, to create and maintain a safe, secure, well-connected and well-managed environment in which to trade, work and visit.

Primary deliverables

To provide a temporary Street Ambassador Service working with existing ambassadors and under guidance of the Lead Ambassador to:

- Provide a proactive Street Ambassador Service across all parts of the town centre area with high levels of customer care, acting as "eyes and ears" for the BID.
- Contribute to the effective management and maintenance of the town centre by identifying and reporting issues that undermine its safety, appearance and function for visitors, staff and businesses.
- Contribute to reducing the fear of crime and gives reassurance by patrolling the public areas of the town centre and initiating actions for improvements and seeking to resolve crime and community safety related issues.
- Communicate effectively with external bodies such as Sussex Police, West Sussex County Council highways officers, businesses and other groups and individuals as necessary
- Provide a service that covers the day time and early evening (6pm latest)
- Is flexible and responsive to changes in demand working with the BID to adjust the service based on evidence, this includes being able to adjust the service to both support and provide advice concerning the delivery of town centre events either organised or supported by the BID
- Promote and positively contributes to the work of the Crawley Town Centre BID

Service requirements

The Street Ambassador Service should:

- Be highly visible, mobile and pro-actively engages with the business community
- Be clearly branded as a BID service
- Employ team members who are approachable and friendly to the public
- Team members need to be aware that the service operates in all weathers and they are likely to complete 20,000 steps daily as part of their role
- Provide a consistency of staff to help gain trust and become familiar with and to the area, the BID team, its partners and the individual businesses.

- Provide a friendly and welcoming experience for new businesses and visitors, helping to identify new businesses as they move into the area and facilitating introductions to the area and the BID, acting as an ambassador for the BID and the area. This to include identifying where businesses move out and premises become vacant or empty.
- Promote engagement and reporting of problems related to the efficient maintenance and management of the town centre, including understanding, and promoting the work of the BID.
- Respond to the needs of the businesses and be flexible in approach to adapt to changes and emergencies able to respond to a business requesting attendance and target their presence based on business crime, other intelligence and as directed.
- Undertake regular daytime inspections of the area compiling reports and photographic evidence of problems, to report those problems and take responsibility for those problems to ensure they are resolved or escalating them as necessary.
- Identify potential risks, hazards and violations and undertake to resolve and/or report these
- Be able to provide reliable security related advice and visits, both of a preventative nature (ie when a vulnerable business is identified) and as a follow-up after an incident.
- Be able to collect and give evidence and information relevant to preventing crime and bringing about convictions to assist the police, to include helping businesses complete statements, taking statements and acting as a professional witnesses at court
- Be prepared to deal with and be attentive to low level and anti-social behaviour related issues, including those that effect the appearance, look and feel of the area to improve the perception of the area as an excellent place to trade, work and visit
- Be prepared to use the Business Watch DISC system and encourage its use by town centre businesses under the guidance and at the request of the lead Ambassador
- Be prepared to use the Business Watch Security Radios

BID service provider

A clear understanding of its role in the BID is essential, to include:

- Being accountable to the BID and operating in such a way to promote the BID, understanding the standards of the BID and ensuring that the cover operate within these standards
- Regarding itself as an integrated part of the BID team (albeit provided via a third party)
- Acquiring a detailed understanding of the objectives and aspirations of the BID in all that it does and is confident in conveying that to businesses.
- Quickly becomes familiar with the town centre area and the businesses of the area to aide building relationships and identifying changes relevant to the BID.
- Support BID events, activities and meetings as required to help advance the work of the BID

Service standards

The Street Ambassador Service must be:

- Noted for providing the highest standards of customer service designed around building strong relationships as well as providing an effective reassurance, security and safety function
- Professional in appearance and approach conforming to industry standards and employing suitably qualified staff.
- Capable of providing basic medical assistance to staff, visitors and businesses
- SIA, health and safety and First Aid trained, fully aware of common law and CLA Powers

Working in partnership

Principles of partnership working must be core to the delivery of Street Ambassador Service, including:

- providing an effective and continuous link between the BID, the business community, the Police and the local authorities
- the ability to build relationships of trust with businesses, make links to the BID and is able to feedback to the BID issues and information that is useful in advancing the role of the BID in supporting businesses and the town centre, this to include details of new tenants and vacancies
- Familiarity with the respective roles and responsibilities of the police and local authorities to ensure they are an effective link and can escalate issues and provide intelligence in the correct way to the right organisations in a timely and efficient way.
- Familiarity with Crawley and Gatwick Business Watch to provide alerts, record any incidents and promoting its use and benefits to businesses, escalating incidents where necessary.
- Supplementing and supporting the Police and Crawley Borough Council Community Protection Team

Importantly the Street Ambassadors will serve as ambassadors for the BID and be capable of being a fully integrated and essential part of the BID team and delivery and promotion of the BID Business Plan. The service is intended to support businesses large or small and is part of a wider strategy to engage with businesses.

Past circumstances have proven that on occasions temporary cover ambassadors have expressed a wish to join the BID, as a permanent ambassador when a vacancy occurs. As the current contractor is a third party and is responsible for recruiting then this is out of the hands of the BID and as a potential contractor you need to be aware of this and decide how you will handle this circumstance, it would be useful to understand how you would deal with this situation.

Additional services

It is envisaged that the service will, principally, be a BID funded service providing a quasi-public service to businesses via the Crawley Town Centre BID. It is not the intention of the BID to work with a provider who will use this as an opportunity to “hard” sell services to town centre companies or in any way undermine security teams provided by town centre businesses, including but not limited to store guards or door staff. Where there is evidence of this it will be regarded as a breach of contract. Where there is an identified need by a town centre business for an additional service this should be directed to the BID Team in the first instance. Again, where this does not happen it will be regarded as a breach of contract.

5. Hours of operation

The brief describes a day time and early evening service, to include weekend cover (particularly Thursday to Sunday) when the town centre is busiest.

Submissions should be based on providing flexible support, to cover leave and absences of existing ambassadors and events cover, this could mean 8 hours per month or up to a maximum of 200 hours per month.

6. Budget

Responses should detail the proposed fees and fee structure associated with the delivery of the proposed service to be provided, including any expenses and any other costs associated with carrying out this project. It is important that submissions include a detailed cost appraisal broken down into discrete areas of cost in order for the BID to properly assess the financial implications of the proposed work.

Your fixed price must include all expenses and any other costs you would intend to charge the BID excluding VAT, including additional costs for bank holiday work/unsociable hours.

7. Partners

Ultimately all actions and activities undertaken by the BID are accountable to the Board of Directors. On a day-to-day basis the successful agency will work with the Town Centre BID CEO who may in turn delegate operational management to another member of the BID team.

Key partners to the BID in this service area are Sussex Police, Crawley Borough Council, Crawley and Gatwick Business Watch and possibly West Sussex County Council.

8. Note on suppliers and services

The Crawley Town Centre BID is committed to supporting local talent and companies. Wherever possible, practical and financially sensible local companies ought to be sourced. As a minimum it is expected that local companies be given the opportunity to tender for work generated by the Crawley Town Centre BID, including those contractors it works with. The BID recognises, however, that for some services appointing a local company is not always possible and sensible decisions

based on good value will take priority in the procurement of services on behalf of Crawley Town Centre BID levy paying businesses.

9. Submission process & timetable

The timetable provided is indicative of the key stages although it might be subject to change.

Stage	Estimated completion date
Invite submissions	1 st March 2024
Closing date for submissions	18 th March 2024
Initial desk based evaluation	18 th March 2024
Interviews (if required)	20 th March 2024
Final decision (contract award pending inception meeting)	<i>ASAP after interview</i>

10. Judging criteria & supporting information requirements

Submissions should be concise stating your approach, methodologies and activities.

Examples of relevant work undertaken elsewhere would be helpful in making a judgement and should be provided as part of the submission.

Your submission should cover and will be judged on:

- Price and value for money
- Your company credentials and vision and fit with our objectives.
- Your understanding of the work and the context in which you will be operating
- The relevant experience, expertise and qualifications of your organisation and those individuals who would be involved in delivering the work taking account of your track record of delivering similar work.
- Your suggested approach to the work to successfully deliver the stated objectives.
- Your ability to work positively with a range of different partners, including how able you will be to represent the BID to stakeholders.
- Merit points will be awarded for submissions that exceed expectations

The following judging criteria will be applied. Criteria A is a Pass/Fail criteria. Submissions that fail to demonstrate sufficient understanding of the task will not be progressed.

A. Essential Pass/Fail criteria	Weight
1. Understanding A judgement of your understanding of the proposed work and how you understand that in relation to the specific and unique environment and conditions of the town centre and the BID.	Pass or Fail

The following areas will be assessed by awarding scores out of 10 and applying a weighting. Please insert the corresponding question number at the top of each response. Submissions should be accompanied by such evidence as necessary.

B. Criteria (max score achievable is 10. Respective weightings applied to achieve an overall score)	Weight
1. Price / value for money Points to be awarded based on value for money judgements, which may mean the cheapest submission may not necessarily attract the highest score. The best submission will attract a score of 10.	40
2. Experience and expertise A judgement of your organisation's relevant experience and ability to deliver the requirements and outcomes based on your track record. Proposals should include evidence of experience and proven track record of having delivered similar. Where relevant please provide examples of similar work successfully carried out and two references.	30
3. Partnership working A judgement of your experience and ability to work with a range of public (Local Authority) and private partners to nurture practical working relationships that reflect positively on the BID to deliver the required outcomes. This recognises that you will be appointed by the Crawley Town Centre BID Company but also may be required to represent the BID in meetings and to Crawley town centre based tenants and BID Levy payers in a way that promotes the BID and its stated objectives.	20
4. Merit Where a submission demonstrates particular strength in terms of innovation or exceeding the expectations of the BID in ways judged to add value merit points may be awarded.	10
Total	100

11. Accreditations, certificates, and experience

As set out in the Deliverables section (Section 4).

12. Contacts and Communications

Your submissions and any queries should be directed to:

Wendy Bell, CEO, Crawley Town Centre BID
01293 540722 / 07958 193956 / Wendy@ctcbid.co.uk

Crawley Town Centre BID

1st Floor, Cross Keys House, 50-52 The Broadway, Crawley, West Sussex RH10 1HB

Submissions can be made electronically by the stated deadline. Please get in touch if electronic submission is difficult or if you want to provide hard copies of your submission.

Paper submissions are acceptable, please provide two copies of any paper submissions.

The contract will be awarded by the Crawley Town Centre BID Company