

I would be most grateful if you would provide me, under the Freedom of Information Act, details in respect to the contract below.

452 - Night-Time Economy Project (Two-Year Pilot Programme):

https://clicktime.symantec.com/15siFBYrN65Rhb6oiz4rZ?h=4qR7897FD00CUVMxIhNYhYDoXoZUYUP6sGDa_b3sROE=&u=https://www.contractsfinder.service.gov.uk/Notice/5ad56dba-891f-4531-b6ad-bf358111b91a

The details we require are:

1. What are the contractual performance KPI's for this contract?

Not applicable for this contract.
2. Suppliers who applied for inclusion on each framework/contract and were successful & not successful at the PQQ & ITT stages • Actual spend on this contract/framework (and any sub lots), from the start of the contract to the current date • Start date & duration of framework/contract?

Under the Public Contract Regulations 2015, the Authority is required to publish the name of the winning bidder(s). The winning bidder for this contract was The Snug After Dark CIC. Bids are submitted in confidence to the Council with no expectation that any details would be put into the public domain which is the effect of disclosure under the Freedom of Information Act 2000 (the Act). The names of the unsuccessful bidders are therefore exempt under section 41 of the Act. We can confirm however that in addition to the successful bidder, a further four compliant bids were received within the published deadline.
3. Could you please provide a copy of the service/product specification given to all bidders for when this contract was last advertised?

Please see Service Specification attached
4. Is there an extension clause in the framework(s)/contract(s) and, if so, the duration of the extension?

There are no contract extensions in place.
5. Has a decision been made yet on whether the framework(s)/contract(s) are being either extended or renewed?

Please refer to the answer to question 4.
6. Who is the senior officer (outside of procurement) responsible for this contract?

James Winterbottom, Director of Strategy & Innovation

452 - Service Specification: Night-Time Economy Project (Two-Year Pilot Programme)

UK Shared Prosperity Fund Night-Time Economy project: Day2Night

Introduction

The UK Shared Prosperity Fund (UKSPF) is a three-year domestic fund that replaces previous European funding streams the European Regional Development Fund (ERDF) and the European Social Fund (ESF).

The aim of the UKSPF as part of the Government's Levelling Up agenda is to build pride in place and increase life chances across the UK. This will be achieved through the three UKSPF Investment Priorities:

- Communities and Place
- Local Business
- People and Skills

Wigan Council has been successful in approval for its first allocation for funding from the Government and the GMCA as part of the UK Shared Prosperity Fund. It follows the submission of the GM UKSPF Investment Plan to Government in July 2022.

This submission was under the 'Communities and Place' theme and covers funding for the first 18 months of the three years. This equates to approximately £1.3m for Wigan Borough and is a mixture of capital and revenue funding.

The projects identified align to the 'interventions' set out by the Government. For this submission, the interventions are restricted to:

E1 – funding for improvements to town centres and high streets, better accessibility for disabled people.

E3 – creation of improvements to local green spaces, community gardens, watercourses, embankments, along with incorporating natural features into wider public spaces.

E6 – support for local arts, cultural, heritage and creative activities.

The investment plan for the 'Communities and Place' priority focuses on generating pride in place in our local communities through delivering visible improvements in district town centres, enriching local greenspaces, and providing high quality cultural events to increase town centre footfall. All of these themes align with priority areas within our Deal 2030 strategy and local intelligence gained from feedback from residents as part of the Big Listening Conversations.

Vibrant night-time economy

The council want to use the UKSPF to drive footfall in our night-time economy. Our residents tell us that there is not enough of an early evening offer to attract them to our town centres. By building a creative and exciting cultural programme in partnership with local cultural partners and the private sector we hope to build a bridge between retail and our night-time economy. We also hope to deliver exciting and innovative evening events to attract new visitors to Wigan and show great music, art and culture is not just found in the city but in Greater Manchester's towns as well.

Day2Night

To address the night-time economy challenges that face our town centres, the council will use £175k of the UKSPF allocation to deliver a 2-year pilot programme, working with four independent businesses in high streets across the borough to grow new creative hubs, working collaboratively to deliver an exciting live cultural programme to bridge the retail and night-time economy.

The aims of the programme are to:

- Increase footfall across four high streets in the borough for an early evening offer.
- Support the transition of audiences from a daytime to night-time economy.
- Support local business and encourage the trialling of new business models.
- Promote and platform local creative talent.
- Raise the profile of the cultural offer across the borough.

The programme will comprise five elements:

- Appointment of a programme manager who will drive the programme, collaborate with the independent businesses to devise a live programme across the venues and establish mutually beneficial partnerships with existing night-time businesses.
- Capital works to each of the venues to support the provision of live cultural programme (physical and equipment).
- Artistic programme – with a focus on platforming local talent
- Marketing.
- Evaluation.

Programme Management

The council propose to work closely with the selected provider to support Wigan's community wealth building principles, bringing the project team's expertise, knowledge and connections to ensure that there is a long-term sustainable outcome for the pilot project.

Participating businesses

The four business venues will be selected to participate in the programme based on:

- Geographic location – seeking a wide-spread across the borough
- The business being situated on or near to an existing high street
- The business being independently run
- The venue being accessible by local transport links
- The venue having the physical capacity to host cultural activity
- The business being open to exploring new strands of activity within their business model.

It is intended the programme will represent an additional offer for those businesses participating, this to evaluate the impact of the pilot programme and establish what we hope will be a sustainable model that can extend beyond the life of the pilot programme more clearly.

Programme

Wigan has a burgeoning music scene and the promotion of live music with a focus on local talent will be at the heart of the programming, with scope to intersperse this with a wider live performance offer based on the needs/interests of the target audiences. Activity will take place on Friday's, frequency, and model for the events to be confirmed with the participating businesses.

Outside the scope of this programme, the culture team will look to maximise the cultural opportunities through these newly created hubs by working with the venues to plug in additional activity e.g., Open Eye Hub, this way further establishing the locations as known creative spaces and to encourage further increased footfall.

Audience

This pilot programme will draw on the experience and expertise of the provider but will require an audience development plan that is focused on attracting a primary audience that doesn't currently engage with the high streets in the identified areas during the times that the programme is planned to take place.

It is envisaged that the primary target audience for the programme will be young people between the ages of 16-24, and those working in or near the high streets selected. The audience development plan will consider the needs of these and other identified audiences to devise activities that target these audiences.

Objectives and evaluation

The objectives, measures of success and evaluation approach will be governed by the reporting requirements of UKSPF and in collaboration with the participating businesses. The contract providers will be responsible for collecting the evaluation material and supplying this to the council's culture team who will be responsible for reporting on the delivery of the programme against the original objectives.

The reporting schedule will be set and agreed at an inception meeting.

Outline timetable

Contract is proposed to run from 1st April 2023 - 31st March 2025.

Programme delivery and review and reporting meetings to be scheduled in agreement with the selected provider.

Outline budget

Item	Budget
Project Manager fee (@ £25k per year x 2 years)	£50,000
Artistic costs (programme)	£75,000
Marketing	£6,000
Evaluation	£2,000
Contingency	£2,000
Total	£135,000

An additional amount for Capital works (@ £10k per venue x4) is available. The budget for this will be managed via the council's culture team.	£40,000
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