

# Contract Award Report – Interpretation and Signage for Home Farm, Temple Newsam

Date: 13 June 2023

Report of: Parks Technical Officer

Report to: Chief Officer, Climate, Energy and Green Spaces

Will the decision be open for call in?  Yes  No

Does the report contain confidential or exempt information?  Yes  No

## Brief summary

This report seeks approval to award a contract in respect of tender **58995** – Design and build of interpretation for Home Farm, Temple Newsam.

The contract is for the development of an interpretation strategy and to improve the interpretation, visitor engagement, education and signage at Home Farm, Temple Newsam, as part of a larger scheme to refresh and improve the visitor attraction.

A thorough tender evaluation exercise has identified a preferred supplier who were identified as the lowest price bidder who met all the quality criteria (price/quality separated evaluation methodology).

## Recommendations

- a) Following an open tendering opportunity and evaluation process, it is recommended that the Chief Officer, Climate, Energy and Green Spaces approves the award of the contract to lowest priced bidder who met all the quality criteria – PLB Projects Ltd.
- b) The contract will commence on 17 April 2023 and expire on 13 Nov 2023. There is a three-month extension option available under the contract. The value of the contract is £239,990.

## What is this report about?

- 1 This report seeks to ratify the evaluation outcome of a tender process pertaining to the provision of interpretation at Home Farm, Temple Newsam, to award a contract to the successful supplier.
- 2 An open procurement process was followed, with the opportunity being advertised on Yortender and the Find a Tender Service. Four bids were received as part of the process and evaluation was based on a price/ quality separated methodology.

- 3 One bid failed to meet the minimum specified quality thresholds and was eliminated at an early stage. The remaining three shortlisted bidders were invited to present their proposals to the evaluation panel and two were subsequently excluded having failed to meet all of the minimum thresholds.
- 4 Consequently, PLB Projects Ltd were the lowest price bidder who met all the quality criteria.

### What impact will this proposal have?

- 5 The award of the contract to the successful bidder will allow new signage, educational information and interpretation (such as audio-visual displays, interactive activities and art works) to be designed and installed at Home Farm.
- 6 Much of the current signage and interpretation at the farm is outdated, inconsistent in style and doesn't match the rest of the estate branding so needs replacing to make the look and feel of the site more welcoming, engaging and modern.
- 7 Improvements will be made to the directional signage at the farm so visitors can navigate the site effectively to get the most out of their visit – currently visitors often get confused about where they should go and regularly miss out sections of the site when they visit which can lead to complaints that they couldn't find certain animals or similar.
- 8 And the key goal of the proposals is to improve the visitor experience at the farm overall so there will be better access, more to do and enjoy there and improved educational information so visitors of all ages can learn more about the animals, history and context of the farm in the wider historic estate.
- 9 It is anticipated that, as a result, the farm will attract more paying visitors and more repeat visits, thus increasing income to make the farm more sustainable in the long term.

### How does this proposal impact the three pillars of the Best City Ambition?

Health and Wellbeing       Inclusive Growth       Zero Carbon

10. Improvements to the visitor experience through providing new interpretation at Home Farm will contribute to Health and Wellbeing through *ensuring children in all areas of the city enjoy a healthy, happy and friendly childhood* by providing healthy and enjoyable outdoor activities and focussing educational information on healthy eating. They will contribute to Inclusive Growth through focussing on the social history of the *site linking to the Inclusive Growth focus on understanding that place matters, and positive identity, culture, heritage and pride in our communities are vital assets in a sustainable future for the city and its local centres*. And they will contribute to zero carbon through focussing the interpretation on local food production.

### What consultation and engagement has taken place?

Wards affected: Temple Newsam

Have ward members been consulted?       Yes       No

11. This scheme is part of a number of improvements to Home Farm which were approved at Executive Board in 2020 when ward members and the Executive Member were thoroughly consulted.
12. The Executive Member and ward members were updated about this particular contract award in June 2023.

### **What are the resource implications?**

13. The contract will be overseen by the Climate, Energy and Green Spaces Service. The contract value is £239,990 which is within the specified budget for this project.

### **What are the key risks and how are they being managed?**

14. The risk of not investing in Home Farm is that the current significant cost to the council of managing the farm (as set out in the 2020 Executive Board report relating to the matter) will continue or increase. Investment in the farm through improving the interpretation (alongside other developments that were approved by Executive Board) will allow for a significant increase in the net contribution to the budget as per the business case that was approved for the scheme.
15. The procurement was conducted in accordance with the Public Contract Regulations 2015 and the Council's Contract Procedure Rules. A standstill period has been incorporated to the process and no legal challenges have been received.

### **What are the legal implications?**

16. The original Executive Board report relating to this scheme was approved in September 2020 and was a key decision and subject to call-in. This report can be accessed by referring to agenda item 38 on the following link: [Council and democracy \(leeds.gov.uk\)](https://www.leeds.gov.uk/council-and-democracy).
17. This decision is as a direct consequence of the Executive Board decision and is a Significant Operational Decision.
18. The procurement process that was undertaken was compliant with the Public Contracts Regulations 2015 and the Council's Contract Procedure Rules. The bids were evaluated in accordance with the evaluation methodology as set out in the tender documentation. A standstill period was observed for 10 days and no challenges were received.

## **Options, timescales and measuring success**

### **What other options were considered?**

19. No other procurement routes were considered as appropriate as the Open Procedure.

### **How will success be measured?**

20. Success will be the production and implementation of an interpretation strategy for Home Farm Temple Newsam.
21. The contract will be managed by the Climate, Energy and Green Spaces service throughout all stages of the procurement. As part of this role, contractor performance will be monitored and managed in line with the contract terms.

### **What is the timetable and who will be responsible for implementation?**

22. Climate, Energy and Green Spaces, Head of Commercial and Estates is responsible for implementation.
23. The contract commenced on 17 April 2023.

## **Appendices**

- None

### **Background papers**

22 Executive Board report – September 2020:

<https://democracy.leeds.gov.uk/ieListDocuments.aspx?CId=102&MId=9976&Ver=4>