

Appendix C

Brief to produce a Feasibility Study for 'Potton Hall For All'

1 The rational - Why are we engaging independent expertise to complete the feasibility study?

The development offers such an exceptional opportunity that the committee have decided, in order to secure a hall, that it must dedicate resources to this important piece of work.

The project is naturally driven by the developer's timescale, requiring the study and planning to be carried out over the summer 2012. Potton Hall For All Steering Committee members are volunteers with considerable motivation, expertise and energy. However, many of the volunteers work full time and do not have the capacity to complete the work in the time available.

The argument for a new hall in Potton has been rehearsed, and largely accepted, over many years. While the demand for a hall is not in question, the type of hall that can realistically be built and run (within financial tolerances and constraints, without loss) has yet to be determined.

The single best opportunity for a large Hall for Potton has come about during an economic climate which is very different from when the opportunity was last considered. This means that the building and running of a new Hall will have to be planned in a more creative and commercially astute way than when the project was considered previously (there are unlikely to be major capital or revenue funding streams, Local Authorities will not ordinarily fund community facilities, the new Planning framework is untested).

As such, the committee members feel that by involving an independent person or body in the production of the Feasibility and Planning document will bring skills and capacity which are critical to ensure the work is robust and can meet the timescales of the project.

2 The task - What are we asking for?

By involving an independent third party, we are seeking:

- To have our own assumptions challenged and tested
- To bring some objectivity to the assessments
- To tap into existing evidence, market assessment and current 'industry' best practice
- To introduce project management disciplines to the process
- To give the study credibility with potential partners and funders

We are seeking expertise to help us to fill the gap between where we are and where we want to get to. The task is largely to gather, analyse and organise information some of which is held by the committee. Where new information is needed, the committee will agree whether they can provide it, or help to guide you to the local source of information. Where the committee members are unable to assist, the writer will be expected to undertake research themselves.

Where we are:

The argument for a large hall was made years ago and so it forms part of CBC's Site Allocation policy. We have yet to demonstrate what type of hall and what operating model is the 'best fit' for Potton. We have consulted residents and received a 10% (largely positive) response to our surveys. We have consulted potential users and begun to translate their needs into building design. We have gathered some info on the 'competition' but need to do more. We have drawn up a short list of architects and hope to be able to appoint in July.

Where we want to get to (to be discussed):

To have a document, built on evidence, which considers options and arguments. For the Committee members to be able to consider the options and decide on a preferred approach. The document will give confidence to Potton Town Council, Planners and potential funders that we have chosen a specification (to build) and a model (to run) the hall which are both viable and sustainable.

The single output will be a completed feasibility study document produced electronically in Microsoft word and pdf format.

When

We anticipate that the work will be completed by 14 September.

The appointment process

Please provide a short written response to Sally Wileman by 20 July.

The decision will be made by the committee (date to be confirmed) based on the following criteria:

- 1 You (or your team) qualifications to complete the work
- 2 Your ability to ensure that the project is completed on time and to the necessary standard
- 3 Your ability to control costs by using available resources
- 4 Cost (and payment schedule) including your approach to work undertaken by the committee

For further information please contact Geoff Emery, Chairman of Hall for All, who will be happy to discuss the project with you.

Sally Wileman
V3 13.07.12