**Pre-procurement soft market testing day.**

**This document has been prepared for a soft market testing exercise and does not form part of any competition to procure any goods, services or works for Warwick District Council.**

1. **Background:**

Warwick District Council (WDC) is seeking to regenerate and develop a Creative Quarter in Leamington Spa town centre and is considering seeking a development partner for the purposes of taking forward, funding and delivering such a project.

WDC has prepared a **Draft Developer Brief** [see attached](http://www.warwickdc.gov.uk/downloads/file/2858/creative_quarter_brief) that it is considering for the formal (and OJEU compliant) procurement of such a developer partner.

**The Council is specifically not seeking any proposals from any developers at this pre-procurement stage.**

WDC is now undertaking this soft market testing exercise to critically examine and test this Draft Development Brief. This will inform a final outcome Development Brief produced by the Council.

The Council now wishes to invite interested parties to have such pre-procurement soft market testing discussions. The intention is to do this by way of a series of private meetings (date to be arranged).

**The key areas of this exercise are therefore to ask and discuss the following key questions:**

***“What are your views on, and your assessment of:***

* ***The content, scope, feasibility and viability of the Draft Development Brief.***
* ***The appetite and capacity of the market place to deliver the requirements.***
* ***The capability of the market place to deliver the requirements”.***
1. **The Intended Outcomes from this process:**

This process is to ensure that the Council has:

* Engaged early and widely with the market.
* Tested outcomes to inform and amend the Council’s Draft Development Brief.
* Alerted the market to a forthcoming competitive procurement subject to the outcome of testing the market.
* Discussed procurement pipelines with the market and the capabilities needed to deliver them.

All feedback received will be recorded (on a non-attributable basis), and where relevant the Draft Developer Brief will be amended to produce a final Developer Brief to be used as part of any next-stage formal developer procurement process.

Note: This next-stage is still subject to formal Council approval (yet to be sought).

Any and all information that is obtained from participants utilised from this exercise shall be made available to all candidates interested in any future competitive procurement.

1. **Dealing with a large market response:**

The Council believes that this would be very much a niche and specialist development opportunity because of:

* The very specific focus on creative and cultural based industries.
* The need for a specialist understanding of accessing a complex range of external grant funding opportunities.

However, there may still be a large market response to this PIN and the soft market day meetings. Pragmatically, the Council does not have the resources to meet with more than say 4-6 interested parties. Consequently, the Council may have to adopt methods to obtain a representative sample of the market, by way of selecting particular firms for these meetings.

Not being selected for the soft market testing day meetings will therefore not adversely impact on any party’s ability to formally apply, and potentially be successful for this opportunity, if and when it is formally out to the market. As stated above the Council will make all relevant information obtained from this soft market testing exercise accessible to interested parties.

The soft market testing meetings will specifically preclude any selected developers from ‘pitching’ or putting forward any outline proposals at this pre-procurement stage. This will be prohibited.

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