



Town Centre Development Plan

Invitation to Tender

Introduction and Mission Statement

Marlborough Town Council is seeking to commission a service provider to conduct a community engagement and consultation process resulting in a Vision Development Plan that outlines a set of cohesive ideas that support and reflect the following Mission and Vision Statements:

Mission Statement

'Marlborough Town Council is committed to enhancing access, nurturing vibrant spaces, and fostering a strong sense of place for our community, ensuring a welcoming, inclusive, and sustainable environment for all.'

Vision Statement

'Marlborough is an iconic town renowned across the country for its friendly, beautiful, and historic character.'

The service provider is asked to set out a development plan to Marlborough Town Council with a focus on 'access, space, and place', and an emphasis on the pedestrian experience.

The deliverables must be realistic and achievable within the legal and financial parameters of Marlborough Town Council and Wiltshire Council, as well as the possible use of third-party external funding.

The Vision Development Plan should be 'town planner' led in its perspective, whilst accounting for community views in the process.

Considerations for 'Access, Space and Place'

Considerations of *access, space and place* encompass the following points:

ACCESS

Key Theme: Getting to places and physical routes

- A. Access management and connectivity for:
 - Residents/local people
 - The business sector
 - Visitors and tourists
 - Shoppers
 - Different ages
 - Disability
 - Deliveries
 - Cyclists
- B. Signage – rationale, clarity, style, and language
- C. Motor vehicle parking – resident/business/visitor access, charges and times
- D. Public transport – ease of embarkation and disembarkation

SPACE

Key Theme: Space for Everyone

- A. 'Ready to explore' - Marlborough's history; attractive and unique location
- B. Shared space with pedestrians and motor vehicles - calibrating the balance between drivers/cars and pedestrians, with a 40/60 weighting in favour of pedestrians
- C. Environmental experience – cleanliness, safety, including recycling and child friendly
- D. Amenities – Parks for all (riverside park, children's play area and seating, café culture, wild areas for nature)
- E. Creative use of spaces e.g. Christmas market
- F. Possible pedestrian only area/s

PLACE

Key Theme: Maximise unique identity – Marlborough a jewel in the heart of the natural environment

- Thriving market town
- Shopping experience with a wide range of independent shops
- Town Centre architecture in a conservation area
- River Kennet, a precious and rare chalk stream
- Merlin's Mound
- Marlborough College with an events programme
- Tradition of festivals and community events
- A historic borough since 1204
- In the heart of the Great West Way
- North Wessex Downs National Landscape (AONB)
- Surrounded by historic Wiltshire and Stonehenge & Avebury World Heritage Sites

Specific considerations

Ideas and sources that should be accounted for in the formation of the vision document (although none exclusively).

Ideas

- Hilliers Yard, pedestrian safety and shopper experience
- Possible enhancements at The Parade as a destination space
- The installation of a 'soft crossing' in the High Street
- Capitalising on The Parade as a destination
- Improved street scene (trees, visuals)
- Improved paved pathways and access
- Improved town market experience

Sources of information

- Marlborough Area Neighbourhood Plan, Made March 2023
- The Town Survey September 2022
- Marlborough Traffic Modelling Report September 2024
- Market Survey September 2024

For links, see end notes

Target audience - who to include

In developing the vision document the following stakeholders should be included for consultation (by way of invitation):

- Marlborough residents (pedestrians and drivers) – including the elderly, children and young people, parents, and particularly town centre residents
- Visitors from outlying villages (pedestrians and drivers)
- High Street retailers
- Hospitality providers
- Entertainment venues
- Market stall holders (via Market Working Group)
- Key partners from the community (e.g. Jubilee Centre, and Marlborough Area Youth Forum)
- The business sector
- Schools
- Relevant authorities and service providers (e.g. Marlborough Town Council, Wiltshire Council)
- Workforce commuters to Marlborough

Methodology and engagement

The service provider should be able to engage with the target audience through a variety of ways including face to face engagement events and surveys (online and by other means). You should be able to couple the findings from these consultations with relevant information and data required to inform a credible town planning exercise, taking into consideration (if required) planning, highways and land registry legal requirements and best practice in these respects.

Environment and Safeguarding

Marlborough Town Council has an Environment and Climate Protection Policy Statement, and a Safeguarding Policy. We expect the commissioned service provider to assume employee responsibilities from a safeguarding perspective. All ideas or outcomes should be in keeping with the Environment and Climate Protection Policy Statement.

Both policies can be found here <https://www.marlborough-tc.gov.uk/council/corporate>

Outcome

The Outcome should be a an easily to digest document and accompanying presentation that clearly illustrates and explains what could be achieved to move towards achieving our vision statement.

The Vision Document and presentation should include:

1. Illustrations and plans of potential street scene schemes
2. The flow through the town centre, and messaging and signage scheme
3. A scheme and signs to encourage positive driver behaviour
4. A scheme for enhancing pedestrian safety in the High Street and Town Centre

Deliverables should be presented as standalone building blocks that can be delivered in stages, but ultimately work as a cohesive whole.

Timeframe and assurances

As part of the tender response the service provider should present their delivery plan including a timeframe of 3 months for completion. They should be able to demonstrate how they intend to achieve this, and offer capability assurances in this respect, including evidence of:

- Qualifications
- Relevant experience
- Examples of similar commissions

Cost

The tender response should outline the total costs detailing:

- Labour costs
- The nature of the team make up
- Operational delivery costs

There is a guide budget of £25,000

Insurance

The tender response should state what third party insurance, and other relevant insurances the service provider holds, and to what level of cover.

Submission

Town Centre Development Plan Brief – tender process and timeline

Step	Date
1. Expression of interests	Deadline 28.2.25
2. Opportunity for Q&As	10.3.25 - 14.3.25
3. Submissions / Deadline	28.3.25
4. Shortlisting	1.4.25
5. Providers Presentation with Q&As	9.4.25
6. Tender decision by TCWP	Wk. beginning 14.4.25

All enquires and tender submissions should be sent by email to the Town Clerk town at the following address; townclerk@marlborough-tc.gov.uk

End notes

- Marlborough Area Neighbourhood Plan
(https://www.wiltshire.gov.uk/media/11052/Marlborough-Area-Neighbourhood-Plan-Made-version/pdf/Marlborough_Area_Neighbourhood_Plan_2021-2036_MADE_March_2023.pdf?m=638155272788500000)



Marlborough Area
Neighbourhood Pla

- The Town Survey September 2022
(<https://www.marlbrough-tc.gov.uk/town-centre-survey-results-page>)

- Marlborough Traffic Modelling Report September 2024
(https://www.marlbrough-tc.gov.uk/images/your-council/Marlborough_Traffic_Study_Report.pdf)



Marlborough
Traffic Study Report

- Market Survey September 2024
(https://www.marlbrough-tc.gov.uk/images/news/marlborough_market_customer_survey_summary_report.pdf)