

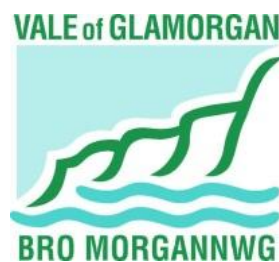
Lease Opportunity
(Ground Floor)
Former Tourist Information Centre,
Paget Road, Barry Island, CF62 5TQ



10 YEAR LEASE OPPORTUNITY

MARKETING BRIEF: GUIDE FOR BIDDERS

This form is available in Welsh / Mae'r ffurflen hon ar gael yn Gymraeg



1. INTRODUCTION

The Vale of Glamorgan Council wishes to **invite bids** from parties who are interested in taking a 10 year lease (with no automatic right to renew at the end of the lease) of the Ground Floor of the Former Tourist Information Centre, Barry Island for the purpose of use as a visitor centre and small ancillary retail area. The Council are seeking bids from interested parties on this basis.

2. PURPOSE

The purpose of this Marketing Brief is to provide the following important background information to assist bidders prepare their bids for a 10 year lease of the building:

- Building Context & Description;
- General Head of Terms for the Lease;
- Title;
- Viewing;
- Bid Submission Material, Deadline & Address for Submitting Bids;
- Selection of Preferred Bidder & Weighted Scoring Criteria;
- Scoring;
- Method of tender;
- Summary of Working Assumptions for Bidders;
- Disclaimer;
- Misrepresentation Act
- Appendix A: Project Zero

This Marketing brief is produced for guidance only.

3. BUILDING CONTEXT & DESCRIPTION

The boundary of the Council owned property included in this opportunity is indicatively identified **edged red** on the Boundary Plan below:



The Vale of Glamorgan

The Vale of Glamorgan is a coastal county in South Wales. A high-quality environment and natural assets that include the Glamorgan Heritage Coast make it a popular destination for tourism and leisure activities. More recently, there has been significant investment at a regional and local level attracting businesses of all sizes.

Barry is a coastal town approximately 9 miles southwest of Cardiff with great transport links direct to Junction 33 of the M4 motorway. A new road from the A48 has greatly improved connectivity between Cardiff, the wider Vale of Glamorgan and Barry. The national airport for Wales, a key gateway to the UK for business and leisure customers, is located a short distance away. Barry Island train station is within walking distance of the property and has a regular direct service to Cardiff.

The recently refurbished seafront of Barry Island offers a sweeping promenade along the entire length of Whitmore Bay beach, against a backdrop of enticing cafés and restaurants and many traditional entertainments and facilities including amusement arcades, beach huts and beautiful landscaped gardens. There is something for all ages.

The property is located in the centre of Barry Island and faces the promenade area with access to the beach. North of the property is an on-street parking area and a mixture of retail units and amusement arcades.

The Property

It was originally constructed as the Tourist Information Centre. On offer is the ground floor which is used as a visitor centre and small ancillary retail area. The access point is on the Southern elevation of the building.

The ground floor has a visitor centre with a small ancillary retail area, one small office area, a conference room, a small kitchen and toilets.

The property has an EPC rating of B49. A copy is available on request.

4. GENERAL HEADS OF TERMS FOR THE LEASE

Term

10-year lease with annual rent reviews to either market rental value or CPI (whichever is greater). Lease contracted out of the landlord and Tenant Act 1954.

Either party may exercise a break clause on the fifth anniversary of the lease by providing 60 days' written notice.

Rent

The Council is seeking bids over £16,000 per annum.

Use

The ground floor is to be used for a visitor centre and small ancillary retail area.

Trading Times

The Tenant can operate from the premises between 07:00 and 19:00.

Responsibilities and Undertakings of the Tenant

Plans and specifications for any proposed works are to be approved in writing in advance by the Vale of Glamorgan Council acting in its capacity as landlord and in the separate capacity as Local Planning Authority (if required).

Repairing and other obligations

The property is to be let on an internal repairing basis with the ingoing Tenant responsible for all internal repairs and maintenance of the property.

The Tenant must comply with the Health & Safety at Work Act 1974 and Equality Act 2010.

The Tenant to be responsible for paying all rates, taxes and outgoings including the utilities.

The Tenant will be responsible for complying with all current and future statutory compliance testing relating to Fire, Electric, Water etc.

Fire appliances are to be inspected annually, and appropriate records maintained by the Tenant and supplied to the Council on request.

The Tenant must undertake a Fire Risk Assessment and have their equipment regularly checked for the presence of Legionella in accordance with Health and Safety Executive (HSE) guidelines. The tenant must maintain appropriate records to demonstrate compliance and make these available for inspection by the Council on request.

The Tenant will be responsible for providing at all times Contents Insurance, Public Liability and Employers Liability Insurance.

The Council will insurance the building and recharge the premium.

The Tenant will return all keys issued at the end of the lease and may be invoiced for the cost of any replacements necessary during the period of the lease.

The Tenant is responsible for:

- Providing appropriate rubbish bins;
- Ensuring all waste is regularly emptied and removed from the premises; and
- Complying with the Council's recycling and waste disposal policies.

The Tenant will be responsible for the Council's surveyors' fees in the sum of £200.50 (two hundred pounds and fifty pence) exclusive of VAT, and the Council's legal fees in the sum of £200.50 (two hundred pounds and fifty pence) exclusive of VAT.

The Tenant will be unable to assign or sublet part of the premises. The Tenant will not be able to assign or sublet in whole, without the consent of the landlord, such consent not to be unreasonably withheld.

No internal alterations will be permitted without the previous written consent of the Landlord, consent not to be unreasonably withheld. No structural alterations will be permitted.

Payment Dates

Rent to be paid on the usual quarter days, in advance, exclusive of rates and VAT (if applicable).

Right of Access

In the event of an emergency, the tenant of the first floor has the right to use the stairway from the covered balcony area that exits the ground floor tenant's demise.

Parking

There are no off-street car parking spaces allocated to the ground floor.

Restrictions on the Tenant

The Tenant is to comply with all statutory requirements.

Not to provide any live animals as prizes.

Not to launch any Chinese sky lanterns.

The use of single use plastics is not allowed.

Ensure use of the facilities does not cause any disturbance elsewhere on the Site or to other Site users.

Recovery of costs

The Council reserves the right to recover from The Tenant any costs incurred arising from the Tenants action or inaction in accordance with the terms of the lease. The lease shall contain any other terms and conditions as the Council's solicitors consider necessary.

Invalidation

The Council reserves the right at its sole discretion to exclude from consideration or declare invalid any tender from any person, partnership or company that has not fulfilled its statutory obligations or the terms of any previous licence, lease or other contract or agreement with the Council. For the avoidance of doubt, it should be noted that any tender from a previous Licensee or Tenant with outstanding arrears of Rent, Licence Fees, Costs including Utilities or Non-Domestic Rates at the closing date for tenders will not be considered.

No warranty

The Council does not make or give any warranty in relation to the site or its suitability or fitness for the Tenant's intended use thereof.

Additional Terms

The Lease shall contain such other terms and conditions as the Vale of Glamorgan Council's Head of Legal Services may, at their discretion, consider necessary for the protection of the Council's interests or the management of the property.

Closing Date

The closing date for all bids is **noon on 27 April 2026**. We will notify all bidders of the outcome no later than 4 weeks after the closing date.

Landlord and Tenant Act 1954 Protection.

The lease will be excluded from the security of tenure provisions contained within the Landlord and Tenant act 1954. In practice this means that there will not be an automatic right of renewal at the end of the 10-year lease.

5. TITLE

The Vale of Glamorgan Council owns the **freehold interest** in the former Tourist Information Centre Building.

6. VIEWING

By appointment with Estates only.

Please contact strategicpropertyonevale@valeofglamorgan.gov.uk and allow at least 48 hours' notice for a response to your request. No unaccompanied viewings will be allowed. All persons inspecting the property do so entirely at their own risk and the Vale of Glamorgan Council will accept no liability for loss or injury however caused.

7. BID SUBMISSION MATERIAL, DEADLINE & ADDRESS FOR SUBMITTING BIDS

Bidders will be required to submit a detailed bid comprising:

- A. Rental Bid;**
- B. Statement of Intent;**
- C. Proposed Timeline / Programme;**
- D. Environmental Impact and Climate Change Statement;**
- E. Business Plan**

Please Note:

Information on how the bid will be scored is provided in Sections 8 and 9 below.

A. Rental Bid

Please note that bids should include the following information:

- i. Identity of proposed tenant and contact details;
- ii. Rental for the lease;
- iii. Solicitors' name and full contact details;
- iv. No bids to be expressed as a percentage figure of the bids of another party;
- v. The Council is under no obligation to accept the highest or any bid;
- vi. Any indication of collusion by the bidder with any other party will render the bid void.

B. Statement of Intent

Bidders must submit as part of their bid proposal a statement of intent to demonstrate their ability to manage the leasehold interest effectively. This should include:

- A brief outline of the vision / proposal for the building's use as a visitors centre / ancillary retail area.
- An outline of your previous track record in terms of running similar facilities.
- The accessibility and range of facilities for the local community.

C. Proposed Timeline / Programme

Bidders will be required as part of their submission to submit an indicative timeline / programme for the physical and financial delivery of the proposal.

D. Environmental Impact and Climate Change Statement

Bidders are asked to outline how their business plan will complement and aide the Council's effort to reduce Climate change and demonstrate the environmental credentials of the organisation by enhancing biodiversity and incorporate green infrastructure including energy efficiency measures. Bidders are also to include their single use plastic policy. See Appendix A for information on the Council's Project Zero.

E. Business Plan

Bidders must submit a document describing:

- The financial forecasts, level of investment, evidence of funding amongst other things.
- A clear management structure of how the buildings will be managed on a day-to-day basis including meeting any statutory requirement.
- A brief outline of the objectives and strategies for marketing.

Deadline and Address for Submitting Bids

The strict deadline for submitting tender bids is **12 Noon on 27 April 2026.**

The bid must be submitted with the official Tender Label adhered titled on the outside **“Ground Floor, Former Tourist Information Centre, Barry Island”**. The envelope must be securely sealed and must NOT bear any distinguishing matter or mark identifying the sender/bidder. For the avoidance of doubt **no bids will be accepted which have been submitted by e-mail.**

Bids should be submitted in full and in the aforementioned manner to:

**The Head of Democratic Services,
The Vale of Glamorgan Council
Civic Offices
Holton Road
Barry CF63 4RU.**

The Council will **disregard bids** submitted late, sent to the wrong address or that are non-conforming or incomplete.

The Council and its agents are **not obliged to accept any bid**. Additionally, the Council is not bound to accept the highest financial bid and reserves the right to stop or alter the selection process at any time without any obligation for costs incurred by bidders. The time and cost incurred preparing a bid is wholly at the risk of the bidder and the Council cannot be held liable for such costs.

8. SELECTION OF PREFERRED BIDDER & WEIGHTED SCORING CRITERIA

The Preferred Bidder will be selected following the Council reviewing and assessing each bid. The Council will score and rank each of the bids on the following basis of 40% price and 60% quality:

Rent (40% weighting)

based on the "Rental Bid" submitted by the bidder; and

Quality (60% weighting)

- a) **Statement of intent** based on:
 - the outline of the vision / proposal for the buildings use **(10)**
 - an outline of your previous track record in terms of running similar facilities **(10)**
 - the accessibility and range of facilities for the local community **(10)**
- b) **Preliminary Programme / Timeline (10)**
- c) **Environmental Impact and Climate Change Statement** – how the proposals will complement and aid the Council's effort to reduce Climate Change and demonstrate the environmental credentials of the organisation by enhancing biodiversity and incorporate green infrastructure, including energy efficiency measures. To also include single use plastic policy **(20)**
- d) **Business Plan** based on:
 - the financial forecasts of operating costs and revenue are, level of investment into the business and ability to fund it **(25)**
 - the detail of proposed staff structure, staff management, staff training, equal opportunity policy **(10)**
 - brand and marketing strategy **(5)**.

9. SCORING

Rent 40%

Rent assessment accounts for 40% of the evaluation.

The Bidder with the highest total sum for rent will receive the maximum marks (100% of the overall available 40%), with all the other bids calculated as a percentage difference.

The next highest bidder will be awarded a percentage value based on their total rent and the highest total received (i.e. (next highest / highest) *100). This will be multiplied by 0.4 to calculate the amount of the available 40% to be awarded.

Quality 60%

Quality assessment accounts for 60% of the evaluation, this is broken down into four aspects: Statement of Intent; Preliminary Programme / Timeline; Environmental Impact and Climate Change Statement; Business Plan.

The quality criteria will be evaluated based on the sub-criteria outlined in section 8 above.

The Bidder with the highest total sum for quality will receive the maximum marks (100% of the overall available 60%), with all the other bids calculated as a percentage difference.

The next highest bidder will be awarded a percentage value based on their total rent and the highest total received (i.e. (next highest / highest) *100). This will be multiplied by 0.6 to calculate the amount of the available 60% to be awarded.

Question	Description	Weighting
a.	Statement of Intent	30%
b.	Preliminary Timeline / Programme	10%
c.	Environmental Impact and Climate Change Statement	20%
d.	Business Plan	40%

Scoring Methodology (for questions 8a – c)

Score	Response
5	Excellent evidence has been submitted and information and/or supplementary documentation leaves no doubt that the minimum requirements are likely to be exceeded substantially. It is evident that there will be significant added value incorporating aspects that are unique to this service provider.
4	Very clear evidence has been submitted and information and/or supplementary documentation is of a very high calibre indicating that the minimum requirements are likely to be exceeded. It is evident that there will be some added value.
3	Adequate evidence has been submitted and information and/or supplementary documentation is of an adequate calibre indicating that the minimum requirements are likely to be met.
2	Some evidence has been submitted and information and/or supplementary documentation is of a barely adequate calibre indicating that the minimum requirements are unlikely to be met.
1	No evidence has been submitted and any information and/or supplementary documentation are of an inadequate calibre indicating that the minimum requirements are very unlikely to be met.
0	Either the question has not been answered or the answer given clearly does not meet the minimum requirement.

Scoring Methodology (for question 8d)

Score	Response
5	Exemplar Response – The financial modelling is very robust, there is strong evidence supporting firm cost projections, income forecasts and other assumptions, and there is extremely high level of consistency and coherency with the levels of service being proposed and the other components of the solution submitted by the participant. There is complete assurance as to the reliability and credibility of the cost projections, income forecasts and other assumptions.
4	Excellent Response – The financial modelling appears materially robust, the evidence indicates that cost projections, income forecasts and other assumptions are reasonable and there is no evidence of any material inconsistency or lack of coherence with the levels of service being proposed or any other components of the solution submitted by the participant. There are reasonable levels of assurance in support of the reliability and credibility of the cost projections, income forecasts and other assumptions which are not in doubt.
3	Good Response – Any concerns over the robustness of the financial modelling are no more than minor. Evidence indicates cost projections, income forecasts and other assumptions are on the whole reasonable and are largely consistent with the levels of service being proposed and all other components of the solution submitted by the participant. There is evidence of assurance to support the cost

	projections, income forecasts and other assumptions so that any doubt as to whether they are wholly reliable/credible is only minor.
2	Average Response – Information has been provided which supports the projections of the financial model but there remain some concerns over the robustness of the financial modelling. Evidence of some instances of inconsistency or lack of coherence between contributing elements of the financial projections and the other components of the solution submitted by the participant which indicates a risk that cost projections, income forecasts and other assumptions are not wholly reliable/credible. There are gaps in the level of assurance provided in support of the reliability/credibility of the financial model
1	Poor Response – There is insufficient information against which the robustness of the financial model or the reasonableness of income and cost projections can be properly assessed. Evidence of number of instances of inconsistency or lack of coherence between contributing elements of the financial projections and the other components of the solution submitted by the participant indicates a material risk that the cost projections, income forecasts and/or other assumptions are not reliable/credible. Little or no assurance provided in support of the credibility/reliability of the financial model.
0	Very poor / Unacceptable / No Response – There is little or no information against which the robustness of the financial modelling or the reasonableness of cost and income projections can be ascertained. Evidence of high levels of inconsistency and lack of coherence between contributing elements of the financial projections and the other components of the solution submitted by the participant which indicates a very high risk that the financial projections are unreliable.

10. METHOD OF TENDER

The 10-year leasehold interest in the building is offered by informal tender. Bids received outside of the strict tender criteria set out in the foregoing paragraphs under “**Deadline and Address for Submitting Bids**”, will be disregarded.

11. SUMMARY OF WORKING ASSUMPTION FOR BIDDERS

As a working assumption, bidders should factor in the following, when preparing their bid:

- a) **Statutory Consents** – Any lease would be granted on the basis that the ingoing Tenant would be responsible for securing all statutory consents (e.g. planning and building regulations etc) for building work etc.
- b) **Internal repairing and insuring lease** – Any lease would be granted on the basis that the ingoing Tenant would be responsible for all internal repairs, statutory services costs (such as electricity, water etc.), any rates liability, insurance obligations and any and all other outgoings incurred as a result of occupying the building throughout the term of the lease.
- c) **Surveyor and Legal Fees** – The Preferred bidder will be responsible for the Council’s surveyor’s fees and reasonable legal costs.

d) **Use** – The use is a visitor centre and ancillary retail area.

These terms are explicitly matters of compliance and failure to agree to them will result in the bid not being considered.

12. DISCLAIMER

Whilst every care has been taken in the preparation of this Marketing paper, the accuracy of its **contents cannot be guaranteed**. The contents **do not constitute any offer or contract** and have been prepared to assist proposed bidders in connection with the bid process.

The Council does not make or give and no person in its employment has the authority to make or give any representation or warranty in respect of this property or in respect of the accuracy or completeness of the information provided to bidders. Prospective bidders must satisfy themselves by inspection or otherwise as to the correctness of this paper and the information accompanying it.

The Council reserves the right to amend any part of this paper and shall notify bidders in writing of any such variation.

13. MISREPRESENTATION ACT

The property is offered subject to contract, and on a without prejudice basis.

The Council reserves the right to refuse any offer made, and is not bound to accept the highest offer, or any offer for the property.

Whilst every effort is made to ensure that these particulars are correct, the Council cannot accept any liability whatsoever for any misrepresentation made either in these particulars or orally. Any interested party must satisfy themselves as to the accuracy of these details. The particulars are set out as a general guide only and do not form any part of an offer or contract.

APPENDIX A: PROJECT ZERO

In July 2019, the Vale of Glamorgan Council joined the Welsh Government and other Local Authorities across the UK in declaring a Climate Emergency in response to the United Nations' Intergovernmental Panel on Climate Change report into the impact of global warming. Following this, we declared a nature emergency in July 2021. Project Zero is the Vale of Glamorgan Council's response to the climate and nature emergencies. It brings together the wide range of work and opportunities available to tackle climate change, reduce the Council's carbon emissions to net zero by 2030, care for nature, and encourage others to make positive changes.

Underpinning Project Zero are 18 challenges that span the work of the Vale of Glamorgan council, including energy, waste, water, transport, our land, buildings and assets, staff travel, procurement and more. These are framed around the need to:

- Demonstrate strong leadership - the Council must lead by example.
- Fulfil our responsibility to current and future generations – we help shape the activities of others through our policies and services and where we can have a significant influence on the actions of others.
- Make a difference now – how the Council operates as an organisation, an employer, buildings and landowner and landlord

Challenge 16 sets out that the Council must manage and use our land, buildings and assets, to support work to tackle climate change, rationalising what we need and improving sustainability and energy efficiency. As part of this, we have a commitment to encourage leaseholders to be more sustainable in how they use property leased from the Council.

A copy of the Vale of Glamorgan Council Climate Change Challenge Plan 2021-2030 along with information about Project Zero can be viewed on this link: [Project Zero - What's the plan? | Participate Vale](#)

