

Call for Tender for Street Team Services to the Brixton Business Improvement District

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1. Statement of Purpose

The Brixton Business Improvement District (BID) began its operations in January 2014 and successfully achieved a second term which started in January 2019. The BID works to deliver its proposal '[Together for Brixton](#)'. One of the key objectives of the BID is to make Brixton a safer place, day and night.

With COVID-19 still being a concern for everyone, the BID plans to support the local recovery by making sure that Brixton remains a destination for all.

As part of our efforts to increase safety and reduce crime in the area, Brixton BID is looking to introduce a new Street Team service through the appointment of a specialist company for the delivery of a uniformed street team scheme composed of SIA-registered officers. The main aims of the Street Team will be:

- Engaging on daily basis with our business members across the BID area
- Collecting, providing and sharing useful local knowledge and intelligence including assisting members to prevent crime against property, shop-lifting and reporting anti-social behaviour
- Meeting and assisting consumers, visitors, employees and residents across Brixton
- Patrolling the BID area to monitor and report local public realm issues
- Liaising with local partners such as LB Lambeth, Safer Lambeth BCRP, Met Police and others whilst executing their tasks

2. Background

A Business Improvement District is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment. BIDs do not affect the level or quality of service provided by the Local Authority to the area.

A BID is initiated, financed and led by the commercial sector, providing additional or improved services as identified and requested by local businesses, to the baseline services provided by the local authority in that area. There are now over 300 BIDs in the UK and over 60 in London.

Brixton BID is one of 7 BIDs established within the London Borough of Lambeth. Brixton is primarily a town centre and high street location, with thriving day and night-time economies. It is known for its outdoor and indoor markets, a range of national retailers, a growing office & creative sector and its large cross-section of independent Small and Medium Enterprises (SMEs). There are currently 514 members of Brixton BID from a range of sectors including:

- Retail
- Office
- Hospitality
- Professional Services

- Public Sector
- Recreation

The area covered by the BID is as follows:



Brixton BID has been delivering key projects and services under four main themes ‘Better Business’, ‘Distinctive Destination’, ‘Enhanced Environment’, and ‘Safer Day & Night’. The development of the BID objectives was based on extensive consultation with local businesses, and the delivery of the Street Team scheme has been identified as one of the BIDs top priorities.

3. Introduction

Brixton's town centre is a distinctive destination with an incredible array of businesses, from the well-established to the new and evolving, attracted by its history as the cultural capital of Lambeth and eclectic mix of markets, cafes, shops and vibrant night venues. Brixton Business Improvement District aims to:

- Create a green, clean and creative Brixton with lively streets and relaxing spaces
- Ensure Brixton remains a safe, diverse and welcoming place for great shopping and entertainment, day and night
- Work with businesses to bring value to all businesses, large and small, in Brixton

As part of achieving the above, the BID is seeking to introduce a Street Team scheme.

4. Scope of the Brixton Street Team Service

The service required is somewhat unique but is akin to a combination of customer service, stewarding and retail and leisure industry security. The Street Team will spend the majority of their time outdoors and will be required to perform their duties for a minimum of 80 hours per week and in all weather conditions.

The Street Team will be acting as ambassadors of the Brixton BID by engaging on daily basis with the local business community. They will be acting as the BID's eyes and ears on the ground and carry out their role within the BID area and surrounding areas where appropriate. For these reasons, their actions are constantly in the public eye and can come under intense scrutiny.

One of the other key Street Team's duties is to welcome consumers, employees, residents and visitors to the area and to work with the Metropolitan Police, LB Lambeth and Safer Lambeth BCRP and other stakeholders to improve safety and perception of safety in the area, help prevent crime against commercial property and reduce anti-social behaviour.

The conduct of the Street Team will reflect on the reputation of the BID. It is therefore paramount that staff demonstrate exemplary levels of customer service, integrity and professional conduct whilst acting in a friendly and approachable manner. To achieve this, we will require the right calibre of staff coupled with high levels of training and proactive management support.

This service will be delivered by a dedicated, site-trained, core team of uniformed SIA-registered officers, supplemented on an ad-hoc basis by additional site trained officers, if required. The Street Team will work in partnership with:

- Lambeth Council's enforcement and public safety team(s), as well as CCTV provision
- Metropolitan Police
- Safer Lambeth Business Crime Reduction Partnership (BCRP), and its existing radio links
- Existing stakeholders and security companies present in the area
- Lambeth Street Pastors

All of these stakeholders will be required to be engaged regularly, along with other local partners who are integral to the BID's work.

The Street Team will report directly to the BID but will also work in partnership with local agencies over issues such as petty crime, shoplifting antisocial behaviour and other issue contributing to creating a false perception of poor safety in the area.

The Street Team will be expected to undertake any training deemed appropriate for this role including Health & Safety, First Aid, etc. The Street Team will be responsible for adhering to the operating standards and health and safety guidelines provided by the employer as well as to comply with relevant COVID-19 guidelines.

The Street Team will be required to report any communications undertaken as part of the role via an appropriate application. Contractors are required to state in their proposal what technological solutions they rely upon for monitoring and reporting street-based activities, including engagement with consumers, business visits, geo-location, and incidents.

5. Security Issues and Risks

With Brixton being a major London destination and transport, commercial, and cultural hub with an annual visitor count in the region of 4.2 million, the town centre is naturally a potential target of criminal threats.

For this reason and more, there are many security issues and risks the Street Team needs to be aware of and they are required to exercise a high degree of vigilance and diligence in carrying out their duties.

6. Personal Attributes

The appointed Street Team officers engaged under this specification must be able to demonstrate;

- Good command of spoken English language, this is especially important when making calls via landline, mobile phones and use of radios
- Confident and able to give clear and concise directions, instructions or information
- Able to write clearly and legibly in English with particular emphasis in writing incident reports and statements
- Excellent customer service skills, including the ability to communicate with people who do not speak English
- Friendly, approachable, and reliable, with good attendance and timekeeping
- Problem-solving skills
- Team working
- Knowledge of the Brixton area is preferrable
- Personal Resilience and content to work in an outdoors environment throughout the year and in all weather conditions, with the appropriate clothing

The Uniformed Street Team officers would be akin to the security staff currently operating within the Brixton town centre. They would be trained to deal with and know how to refer on as necessary all types of crime and anti-social behaviour.

WHAT

What they would do:

- Be a reassuring, friendly and approachable presence on the street
- Carry out regular business visits
- Respond to and deal with any instances of anti-social behaviour
- Report directly back to the Police on issues of ASB and crime, including using mobile phone, radios, cameras to collect evidence on occasion
- Report any environmental issues to relevant authorities

WHERE

Everywhere within the Brixton BID area and adjacent streets.

WHEN

Another related question is the hours of operation of the personnel. This may be linked to what is required to complement the security staff working in the Brixton town centre, including both day and night-time operations. We will be looking to maximise the presence of the Street Team across the minimum of 80h per week. Options may include:

- Either a combination of 2 full-time officers (at 40 hours per week each) or 1 full-time officer (at 40 hours) and 2 part-time officers (at 20 hours per week each)
- A combination of late morning and late afternoon, plus evening shifts to cover 'peak times' Thu – Sun
- Possible shifts might be: 10am to 6pm, 12pm to 8pm, 2pm to 10pm, 4pm to 12pm.

We intend to work with the appointed firm to agree on the best allocation of the hours based on the town centre needs and we are open to receiving proposals that maximise the Street Team presence throughout the busiest trading days and times.

7. Contract Value

We are inviting companies to submit proposals for the delivery of our Street Team service. The total value of the contract is £75,000 per annum (+VAT). We expect the hourly pay for the officers to be at least London Living Wage £10.85 and include uniforms, training and PPE, etc.

8. Proposals

We are asking for proposals to be submitted no later than 12pm (noon) on Monday 12th April 2021. The proposal must be no longer than 10 standard A4 pages, excluding appendixes in pdf format.

We expect proposals to follow the template of this tender document, with reference to item 1-7 and explain how the proposals best meet the required service as per the Scoring Matrix (Item 9). All

proposals must be sent to admin@brixtonbid.co.uk. You may send any questions to Reece Simwoqerere (reece.simwoqerere@brixtonbid.co.uk).

The timeline for the tender process is as follows:

Monday 15 th March	Tender process opens
Noon, Monday 12 th April	Deadline for submission of proposals
w/c Monday 19 th April	Interview process begins
w/c Monday 26 th April	Contractor selected, appointment
Monday 24 th May	Scheme goes live

9. Scoring Matrix

All proposals will be weighed against the below scoring matrix:

Criteria	Weight
1. Track record and ability to deliver projects of this type, including consideration of: <ul style="list-style-type: none"> • Experience of similar projects • Experience of any individuals involved • Quality assurance processes 	<u>35%</u> 12% 12% 11%
2. Quality and originality of the proposed approach, including consideration of: <ul style="list-style-type: none"> • The providers’ consideration of what will be required to provide the service • The proposed approach • Commitment to taking the service to the next level • The amount of time to be dedicated to the project • Administration, record keeping and reporting to the BID and stakeholders 	<u>35%</u> 7% each

3. Price incl. value for money	<u>20%</u>
4. Added value and innovation	<u>10%</u>
	100%

Appendix 1

DRAFT JOB DESCRIPTION TITLE:	Street Team Officer x2
POST NO:	New post
DEPARTMENT:	Brixton BID
RESPONSIBLE TO:	Brixton BID Projects Lead
GRADE:	TBC

PURPOSE OF POST:

To promote and carry out the aims of the Safer Day & Night community safety strategy for Brixton BID and undertake any area-based work to support it.

The Brixton Street Team will act as ambassadors for the BID to ensure that businesses are engaged in the activities of the BID, streets and open spaces are cleaner, safer and more attractive, that anti-social behaviour is reduced and greater civic pride in the town centre is achieved. To promote good relations with town centre businesses and users and provide information on, and directions to, local facilities, venues and shops.

No:	PRINCIPAL RESPONSIBILITIES:	%
1.	Engaging on daily basis with BID members across the BID area by regularly visiting business premises. Deliver newsletters and liaise with the team to pass on relevant information, requests etc. Be the first point of contact for businesses and eyes and ears of the BID in the town centre.	40
2.	Patrolling the BID area to monitor and report local public realm such as broken pavements, damaged street furniture, commercial waste, litter, dog fouling and food put down for pigeons, fly posting, fly-tipping and graffiti, abandoned vehicles and cycles.	20
3.	Assist consumers, visitors, employees and residents across Brixton by acting as ambassadors to invoke a greater sense of civic pride among all the communities of Brixton, promoting good relations and providing information on local facilities to town centre users.	20
4.	Liaise with local partners such as LB Lambeth, Safer Lambeth BCRP, Met Police and others whilst executing their tasks. Undertake a diverse range of activities to ensure the town centre's streets and spaces are safe, clean and more attractive and that antisocial behaviour is reduced. This will include duties such as; dealing with beggars and street drinkers by discouraging such activities, reporting truants to appropriate agencies.	20