

Unlocking Broomfield Park for the Community

Brief for Fundraising Consultant

30/09/2024



I. Historical significance of Broomfield Park

Broomfield Park is a Grade II listed park located in Palmers Green, in the London Borough of Enfield. The park features formal lakes, with a later boating pond to the north, a walled enclosure, a pavilion, and facilities including a bandstand, Garden of Remembrance, conservatory, sports courts, bowling greens, a community orchard, a children's playground, an outdoor gym, and a community cafe. Many of these have been added in the 20th century as the park was adapted to a public park.

The park's 'Dutch' style Baroque water garden is first depicted on Rocque's Map of Middlesex in 1754. It is thought the lakes to the west of the house were laid out in their current form around 1700-20 and widened after 1754 to incorporate earlier ponds to the west, which were partially infilled to create more space between the lakes and the wall. They were fed by a short straight canal, possibly via a cascade. Recent archaeological investigations have revealed a second, smaller canal under the east lawn. In recent years Enfield Council's drainage team have reconnected the lakes to the Urban Drainage system (UDS). Water flows into the historic lake system at the top and then exits from the middle lake where it then overflows into a Wetlands area which was created in 2019. The fourth water feature to the north of the chain, unlike the other three, is oval. It dates to 1910 and was constructed as a model yachting pond – now known as the boating pond. This was repaired during 2023.

The park has several listed structures including a walled enclosure, with walls dating from the C16 to C18. The east wall is Grade II* listed while the other remaining walls are Grade II. There is a pavilion built into the eastern wall that is from the early C18 and Grade II* listed. To the west of the walled garden is an area of open parkland. The original double avenues of Elm trees were destroyed by Dutch Elm disease in the 1970s. They have been replaced by newly planted Lime Trees. Broomfield Park is also a Site of Local Importance for Nature Conservation

Broomfield House, a Grade II* mansion house sits in the original walled garden. It is believed that a mansion house has stood on the site since the mid C15. The House has been subject to four major fires, in 1984, 1993, 1994 and 2019. The House has been scaffolded and behind hoardings for nearly 40 years. The last fire destroyed much of the remaining in-situ historic fabric. Fabric salvaged after the first fire has been in storage in containers and council offices. The Broomfield House Trust arranged for selected material from the Lanscroun Murals to be restored. This 'Minerva panel', which formed part of an exhibition about the park in 2018/19, will permanently be hung in the Dugdale Centre.

During 2023 Conservation Structural Engineers were appointed to assess the structural stability of the building, to determine what feasibly can be retained of the extant fabric,

And how it can be safely dismantled and memorialised. Several options were proposed, which will be explored with the community, along with potential memorialisation during the Development phase (RIBA 2/3).

2. Unlocking Broomfield Park for the Community

During the last 2 years, Enfield Council have undertaken extensive consultation with Historic England and with statutory consultees (e.g. SPAB, London Gardens Trust, Natural England, Historic England's Greater London Archaeological Advisory Service), key stakeholders (the Friends of Broomfield Park, Broomfield House Trust and Enfield Society), residents, and community groups. The vision is:

- **Broomfield Park will be a local Icon:** Broomfield Park will be a flagship park for North London, known for its historic landscape and heritage assets, natural environment, and community provision.
- **It will support vibrant communities:** Broomfield Park will provide opportunities for Enfield borough communities to thrive and learn about its history and to volunteer and participate in its upkeep and activation.
- **Prosper as a Green Environment:** Broomfield Park will inspire residents and visitors to live ecologically and sustainably, with community growing spaces and orchards, flourishing wildlife, and beautiful gardens.

The **aims of this project** which is being supported by the National Lottery Heritage Fund are to:

- involve the community in the memorialisation of Broomfield House
- restore the relationship of Broomfield House to the historic park and improve the condition and understanding of the archaeological and horticultural heritage of the Baroque water gardens
- improve the legibility of the historic landscape.
- use cutting edge heritage interpretation tools to tell the story of the historic house, park and garden.
- co-curate a programme of inclusive activities that celebrate the historic landscape, built and natural heritage assets for Enfield's communities
- provide a range of work experience and placement opportunities for the community.
- encourage volunteering, participation, and ownership of the park.

The legacy of the project will be a more resilient park, enjoyed by more and a wider range of residents, and supported by more volunteers. Alongside the restoration works, the project will deliver a two year programme of heritage engagement activities.

3. Management of the project

Enfield Council are now seeking a **Fundraiser**. The delivery phase of the project will be funded by a grant from the Heritage Fund, capital funding and a community fundraising campaign. This appointment is to raise the partnership funding for the project so that it can move through into the delivery phase.

Other Appointments will be procured separately: -

- Technical Project Manager
- Multi-disciplinary team lead by a Conservation Landscape Architect (incorporating hydraulic/water engineering, Mechanical & Electrical Engineers, Ecologist, Access Consultant, Building Control and Principal Designer)
- Conservation Structural Engineer (including civils and scaffold design)
- Quantity Surveyor
- Heritage Consultants (Conservation Management Plan)
- Curatorial advice (in respect of the salvaged materials and murals)
- Interpretation Planner & Designer
- Activity Planners
- Planning consultant
- Evaluation consultant

4. Project Description

The project has already completed the RIBA Stage I Preparation and Briefing, and a clear client brief and cost plan have been established.

This project focuses on four areas in the 2016 Conservation Management Plan. These are Upper Lake & Walled frontage (LCA1), Middle Lake & Walled Frontage (LCA2), East Lawn adjacent to the house (LCA4) and Garden southern axis (LCA6). It will also dismantle and memorialise the Grade II* listed Broomfield House, stitching this part of the park back into the wider historical park. Structural Engineers have explored several options for dismantlement, at different levels, which will enable the retained structure to be safe, visible and be easily managed in the future. Costs are similar for each option. The final memorialisation will be developed by the Landscape Architects during RIBA 2/3 working closely with the community.

During the Delivery phase (RIBA 4+) Broomfield House will be dismantled. Additional scaffolding or a crane and cage will be required to do this due to the current condition of the scaffolding. A Level 4 recording of the dismantlement will be undertaken and potentially some archaeological work. The house will be memorialised in some way, to be determined through consultation and co-curation with core and priority audiences. This could be the creation of a new garden, or a structure. This is seen as part of the improvements to the landscape.

The Upper and Middle lakes will be de-silted. The original boundary of the Upper Lake will be restored. Visible sections of the Middle Lake's frontage will be repointed and stone replaced. The cascade in the middle lake will be repaired and aerating equipment installed to improve water quality and ecological health. Marginal planting will be undertaken. Work may occur concurrently, or sequentially on the Lakes, depending on advice given on the impacts to wildlife.

Within the red line boundary:

- repairs will be made to paths, the urn will be restored, heritage features reinstated and the walls repointed
- repairs and restoration of the East lawn will be undertaken. This may include reintroducing terraces to reflect the Baroque landscape
- replanting and reinstating borders where planting is inappropriate and been lost (but not the long border which has already been recreated by the Friends' horticultural volunteers)
- removing trees to reinstate historic views across the park

A permanent home for salvaged parts of the Georgian staircase and panelling after the 1984 fire and fragments of the Lanscroun Murals will need to be found. This will be a critical element of the project as it will form part of the planning process and approval to dismantle Broomfield House. Interpretation will be installed to raise awareness of the Park's significance and to remember Broomfield House. Wayfinding will be improved as part of the interpretation strategy.

A two year Activity Plan focused on wellbeing, increasing understanding of built and natural heritage, and skills development is planned. Three pilots have been planned during the Development Phase: a community archaeological dig; series of heritage health and wellbeing walks; and a project with young people to create a mural on the hoardings around Broomfield House. Their purpose is three-fold: to hear hidden voices, voices of non-park users, and trial activities. The Community Engagement Officer will commission these and support the Activity Planner with consultation. Priorities are to work with people without private gardens, older, social isolated members of the community, young people, pupils, and families to improve wellbeing, provide opportunities for learning and skills development. There is also an appetite for more traditional programming, heritage, and cultural events.

5.Scope of works – Fundraiser

This brief is for a Fundraising Consultant to support Enfield Council with raising £100,000 of partnership funding to support their application to the National Lottery Heritage Fund for £3.675 million in March 2026. This is when the Round 2 application to the National Lottery

Heritage Fund will be submitted and at least 95% of the match funding will need to be secured. Should Trusts be identified as potential funding sources there is a charitable trust through which these could be applied for on behalf of the Council.

The scope of works includes:

- writing a Case for Support, which will form the basis of all fundraising messaging
- writing a short script giving a brief overview of the project and the need to raise funds which can be used to support approaches to private donors, local businesses, and Trusts
- producing a shopping list of opportunities for aspects of the project which funders may want to support and, identify which potential funders or donors could be approached for which opportunity
- undertaking further research on trusts and foundations and grant giving bodies to ensure any applications meet their funding guidelines – we anticipate these spanning heritage, natural heritage, wellbeing, and healthy lifestyles
- drafting applications to grant giving bodies, public sector, and other funders
- develop, launch, and manage a community fundraising campaign, including preparing messaging
- working with Council Officers to ensure all donors are thanked and acknowledged appropriately
- working with the Council to produce a policy on any donor acknowledgments
- attending regular meetings to update on progress.
- writing and coordinating the Round 2 application form for Enfield Council

6. Timetable

The Fundraising contract will run in-between November 2024 to March 2026. Key dates for design, mobilisation, memorialisation and works to the park are shown below. Please note this timetable is subject to change.

Development Activity	Dates
Development Grant Award & Permission to Start	February 2024
Tendering of professional team (pre-qualification for the Landscape Architects will begin at risk during assessment)	October 2023 – Sept 2024
RIBA Stage 2 – Concept Design	May – December 2024
Mid Stage Review	February 2025
RIBA Stage 3 – Spatial Co-ordination	March – Oct 2025
Submission of Delivery Phase application (Round 2)	March 2026

* Subject to a Round 2 grant from the National Lottery Heritage Fund.

7. Resource Specification

The Fundraising Consultant will have:

- a track record of successful fundraising in the heritage or environmental sector(s) working with public sector organisations.
- experience of creating and executing community fundraising campaigns and identifying potential Trusts, and grants in the private and public sectors.
- exceptional communication skills – both written and verbal, excellent research skills, a strong attention to detail and extensive knowledge of the fundraising market.
- understanding of the likely challenges during the life of the project and how to mitigate them.

8. Deadline

Completed tenders should be returned by 5 pm on midday 28th October 2024 to wesley.pemberton@enfield.gov.uk. It is the Tenderer's responsibility to ensure that they are received on time.

9.Fee

The fee for the Development Phase of work must not exceed £15, 000 excluding VAT. This must include all expenses.

10.Insurance

The Fundraising Consultants will hold Professional Indemnity cover set at £1m, Public Liability at £1m and Employer's Liability at £1m.

11.Tender submissions – please read carefully

The purpose of the tender response is to enable Enfield Council to evaluate your understanding of our requirements, the suitability of your proposed approach and experience and skills of your team. Your response should consist of the following:

- A written response to the evaluation criteria below.
 - a. Ensure your responses relate to the project brief. Do not include generic information. Any general marketing material about your company or additional appendices that have not been requested will not be considered.
- An outline of costs including the number of days you would expect to spend on the project.

- a. It is the Tenderer's responsibility to ensure all fees, rates and prices quoted are correct. Tenderers will be required to hold these or withdraw their tender in the event of errors being identified after the submission of tenders.
 - b. If a Tenderer fails to provide fully for the requirements of the specification in the tender it must either absorb the costs of meeting the full requirements of the specification within its tendered price or withdraw the tender.
 - c. No tender will be considered which is late, for whatever reason nor will changes be permitted after the closing date.
 - d. All tenderers shall keep their respective Forms of Tender valid and open for acceptance by Enfield Council or 90 days from receipt.
- Signatures of appropriately authorised individuals e.g., where the tender is a Limited Company, by a Director; where it is a Partnership, by two authorised partners or by an individual if they are a sole trader. Signatures can be scanned.
 - Evidence of appropriate insurances. All consultants should have Public and Professional Liability and Companies Employer's Liability if they have employees.

12.Evaluation criteria

Tenders will be evaluated according to the following criteria. The quality criteria are broken down as follows:

- methodology and approach to running successful community fundraising campaigns (25%)
- knowledge and approach to applying to charitable trusts and public funds for historic park projects, and projects with health and well-being outcomes (25%)
- proposed methodology for writing Delivery Phase applications including to the National Lottery Heritage Fund and demonstratable understanding of what is required (25%)
- understanding of the project (25%)

Council Officers will assess Tenderers' responses according to these criteria and will award points up to the maximum shown against each heading in the Quality evaluation assessment table below. Failure to achieve a rating of satisfactory (i.e. a minimum unweighted score of 3 or above) in any one or more categories may result in the bid being disqualified at the Council's discretion.

Assessment Criteria	Score
Unacceptable: either no answer is provided, or the answer fails to demonstrate that any of the Council's key requirements in the area being measured will be delivered.	0
Poor: fails to demonstrate how the Council's basic requirements in the area being measured will be addressed, giving rise to serious concerns that acceptable outcomes would not be delivered against the project brief.	1
Weak: barely demonstrates how the Council's basic requirements in the area being measured will be addressed, giving rise to concerns whether acceptable outcomes would be delivered against the project brief.	2
Satisfactory: demonstrates how the Council's basic requirements in the area being measured will be addressed to deliver acceptable outcomes against the project brief.	3
Good: demonstrates how most of the Council's requirements in the area being measured will be addressed to deliver good outcomes against the project brief.	4
Excellent: demonstrates clearly how all the Council's requirements in the area being measured will be fully addressed to deliver excellent outcomes against the project brief.	5

The tenderer who submits the lowest overall price will receive the full score of 60% available for the financial evaluation. Remaining bids will be awarded a score proportionate to the lowest priced bid according to the following formula:

$$\text{Score} = (\text{lowest bid received} / \text{bid price}) \times 60$$

Abnormally low or high bids distort evaluation of tenders and where the Council feels that a bid falls into one of these categories the tender will be asked to explain or clarify their bid. This includes the discounting of daily rates.

Please note the following:

13.Preparation of Tender

Tenderers are responsible for obtaining all information necessary for the preparation of their response; and all costs, expenses and liabilities incurred in connection with the preparation and submission of the Tender and attending any interviews will be borne by the Tenderer.

The Tenderer is expected to have carried out all research, investigations and enquiries which can reasonably be carried out and to have satisfied itself as to the nature, extent, and character of the requirements of the Contract (in the context of and as it is described in the Specification), the extent of the materials and equipment which may be required and any other matter which may affect its Form of Tender.

Tenderers may seek clarification on any of the points contained in the tender documents at any time **prior to seven working days** before the date for receipt of tenders. This will allow time to prepare a response to all tenderers by five days before the tender deadline and for all tenderers to incorporate the clarification prior to the tender deadline. Any queries about the tender should be directed to Wesley Pemberton wesley.pemberton@enfield.gov.uk