



St Helens MTB Trail Network

Expression of Interest

New Commercial Opportunities

Flagstaff Trailhead



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OVERVIEW

The St Helens Mountain Bike Trail project is the exciting development of two world-class mountain bike trail projects within minutes of the town:

- The St Helens Stacked loops feature 66km of trail made up of 10 loops of varying length and difficulty, five descents, and a town link, which is a shared use trail for pedestrians and riders.
- The iconic Bay of Fires Trail is a 42 kilometre adventure trail that starts at Poimena on the Blue Tier and finishes at Swimcart Beach.

The evolution of St Helens as a MTB destination is critical to delivering an experience which visitors will enjoy and remember, tell their friends and keep coming back. However it will rely on Council and the business community working closely together to ensure that this happens.

The Flagstaff Trailhead is the primary focal point for the St Helens MTB Network. It is the principal location from which the trails are accessed either riding onto the stacked loop network; travelling along the Town Link Trail; or for catching a shuttle to the Descent drop off point at Loila Tier. The site currently includes facilities such as a shipping container café, toilets, trail network information; car parking and shuttle drop off, bike hygiene and street furniture.

Due to increased public enquiries with regard to establishing support services and businesses at the Flagstaff Trailhead, Council has endorsed this EOI process providing opportunities for alternative business to establish themselves in a semi-permanent location at the trailhead.

We have identified seven (7) key sites where commercial businesses could be established in order to establish a “village feel” at the trailhead while allowing flexibility and expansion when larger events are hosted at the Trailhead.

The original construction of the Trailhead at Flagstaff was based on basic requirements with unknown user numbers and to enable organic development based on demand from the users and broader community.

The Seven (7) locations have been identified as likely / preferred locations for semi-permanent structures / buildings. It is not intended that all sites will all be filled but this will provide guidance for future development options.

For the activation potential to be realised, all future development of the site will be required to be in line with all Land Use Planning approvals; Head Lease requirements and with the support of the land owner, being Sustainable Timber Tasmania (STT).

The existing amenities block, container café and other facilities like roads, car parking and hygiene station are performing well and meet the current needs for most operating days, including peak days during school holidays. For larger events where the number of people, vehicles etc. will be greater (upwards of 1000), we need to ensure the Trailhead can appropriately and safely accommodate these numbers.

Whilst the primary market for the Trails are ‘Destination Adventure Mountain Bikers’, the secondary target market is the ‘Adventure Loving Families’, those that want to mountain bike whilst on holidays or visiting the area. They are generally categorised as being beginner to intermediate in ability and the trails in the vicinity of the Trailhead have been designed to address their needs whilst also catering to the traditional mountain bikers which will visit the site.

THE OPPORTUNITY

It is vital to the ongoing success of the St Helens MTB network that riders and visitors have an enjoyable experience when they are not on the trails. This is the time when they are either getting ready to hit the trails with a sense of anticipation or they are relaxing and sharing memories about the trails they have just ridden. Council wants to make sure that we do everything possible to make this happen.

The Flagstaff Trailhead is a vibrant hive of activity, particularly during weekends and holiday periods, but we also see the St Helens MTB Network as being a great place to visit in the depths of winter, after all those that live on the Coast know that our winters are mild, clear and perfect for riding.

The café has been in operation at the Trailhead since the network opened in November 2019 and now we are seeking Expressions of Interest (EOI) from experienced, energetic and interested parties/businesses to establish more permanent / semi-permanent commercial operations at the Flagstaff Trailhead.

The premises will need to be a removable, IE, a container based or similar structure, and we have identified preferred locations that we would like to see activated. The proposed sites ensure that in times of large events we can also accommodate more temporary spaces which will be made available for short term.

The opportunity to establish a business at the site is being considered by Council from a commercial perspective with a belief that businesses wishing to establish at the site would be willing to pay a rental for the site that they would operate from. As part of the process we are obtaining the views of a commercial property lease Valuer to assist Council ensure that it negotiates from a minimum fair site rental value across all of the sites.

It is recognised that some proposed sites for commercial operations may be more attractive to operators than others. This will be taken into consideration through negotiations which will occur. Business owners are encouraged to give detailed consideration to what they considered to be a fair site rental they are willing to pay prior to negotiations occurring.

Rental proceeds from the sites will be used for the maintenance at the trailhead as well as the trail infrastructure.

Break O'Day Council's vision for the Commercial Opportunity is that it will:

- Complement the environment, including associated infrastructure at the Trailhead.
- Focus on a unique service.
- Enhance the experience for the users of the trails.
- Target determined audience groups such as; mountain bike enthusiasts as well as recreational riders and families.

WHAT DOES IT LOOK LIKE?

Businesses considering applying MUST base their proposal on a removable structure, e.g. shipping container, van, or a site office type structure. Expression of Interest proposals will require that the proponent applying also considers and provides solutions for their business model in line with the below if required;

- Water – there is no Town Water at the site, Council has installed water tanks to support the operation of the Public Toilets. There is no access to this water supply.
- Waste-water disposal – there is no access to the sewerage scheme at the site all waste will be required to be managed by the applicant on site by site system.
- Electricity – there is a 3 phase supply at the site. This could be accessed through Council by negotiation. Alternatively a connection could be arranged through Tas Networks.
- Food Licence - Be eligible (if you do not hold one already) to be registered with Council with appropriate Food Licences and any other licences as required depending on what you are proposing to serve eg if you are proposing to be a licenced café you will need to ensure appropriate liquor licences are obtained prior to commencement of operation.

WHAT TO INCLUDE AND CONSIDER WHEN PREPARING YOUR EOI

The EOI will be awarded to those who we believe will be a great fit in developing the success of this project and who are motivated to capitalise on this rare opportunity.

The Proponent Should

- Be creative with your proposal – think outside the square – what is your vision for the site?
- What different/complementary experience can you provide?
- Think about - what is your understanding of the market to be served and how would your product offering relate to this market?
- Apply to Council for and attain a Planning Permit and Building Permit for the proposed business.
- All services being water and power will be the responsibility of the proponent, however an agreement may be entered into with Council.
- Be responsible for removal of your own rubbish, however an agreement may be entered into with Council for this to be undertaken.

What Council Will Provide

- Site map has been included for your information (Appendix A) to assist you with determining the location of the sites available.
- Access to power (subject to negotiation and contribution by applicant may be required).
- Security lighting and CCTV surveillance onsite.
- Access to public toilet facilities, provided on site.

ASSESSMENT

Assessment Criteria

1. The vision for the business you would like to establish.
2. What will the proposal look like, how will it fit into the site and integrate with general activity at the site.
3. Your understanding of the needs of the likely customers and how you will meet those needs.

4. Relevant knowledge and experience in the MTB and hospitality industry.
5. Beyond the commercial operation, is there anything else that you would bring to the St Helens MTB Network that you would like considered?
6. Have the resources and/or contacts/relationships with other organisations to support your proposal, if required.

To Be Demonstrated

The following matters will need to be demonstrated by the preferred proponent prior to an Agreement being entered into:

1. Hold appropriate insurances and permits relevant to the operation of the business in question at Flagstaff Trailhead
2. Have solutions to any services such as but not limited to water or waste water, that your business may require
3. That the structure you propose is removable.

Assessment Process

An Assessment Committee with appropriately skilled and qualified people (both internal from Council and external) will assess each EOI against the above Assessment Criteria. If further information is required this will be sought prior to any recommendations being made as to who will be successful through this process.

There will be an opportunity following the final decision for unsuccessful parties to seek feedback on their submissions.

An Agreement will be entered into with the successful proponent which will clearly establish the basis of operations and responsibilities.

CLOSING DATE FOR EOI

Closing date and time for receipt of EOIs is 12.00pm on Monday 23 September 2021. EOIs are to be sealed in an envelope, marked with "EOI – St Helens MTB Trail New Commercial Opportunity – Flagstaff" and either delivered or posted to the Council Offices at 32-34 Georges Bay Esplanade, St Helens, Tas, 7216 or emailed to admin@bodc.tas.gov.au

Submissions will not be made public.

Council reserves the right to not accept any proposal at the conclusion of the process.

FURTHER INFORMATION

The following link is for the St Helens Mountain Bike Trails – Industry Toolkit 2019

<https://www.bodc.tas.gov.au/wp-content/uploads/2018/07/St-Helens-MTB-BODC-Tool-Kit-2019-WEB.pdf>

For further information, please contact Ben Pettman, Trails Project Manager or Angela Matthews, Executive Assistant on 6376 7900 or via email ben.pettman@bodc.tas.gov.au or angela.matthews@bodc.tas.gov.au

APPENDIX A – SITE PLAN OF FLAGSTAFF TRAILHEAD

