



Homes & Communities Agency

Property Panel Tender Brief

June 2016

Louisburg Barracks, Bordon, Hampshire – Delivery of Employment Land



Response to invitation to participate in a mini competition

Panel Name:- Property

Project Name:- Employment Land Delivery (Property Panel Appointment) – Louisburg Barracks

Date:- 20th June 2016

Reference Number:- HCAP17028

Proposal Brief

1. INTRODUCTION

The Homes and Communities Agency (HCA) is seeking interest from property consultants who offer expertise in the marketing and disposal of commercial land, to work on its site at Whitehill and Bordon, Louisburg Barracks. Interested consultants must have a detailed knowledge of the local market place along with a full understanding of the wider environment.

Louisburg Barracks is an exemplar project of the HCA's work on public sector land. The HCA acquired the site in late 2013 and to date has:

- Devised a strategy that will deliver a mixed use for the site
- Secured outline planning consent for 500 new homes, the first phase of the relief road, over 15,000sqm of employment land and 23ha of SANGS in 10 months
- Undertaken utilities and other de-risking works to make the site more attractive to the residential market in 12 months.
- Appointed Barratt David Wilson Homes as its residential partner to deliver the 500 residential units (reserved matters consent now secured and start onsite in the next three weeks)
- The HCA is delivering a new Business and Enterprise Centre (with funding from the Enterprise M3 LEP) which is currently onsite and due to open in mid 2017. The HCA secured detailed consent in September 2015 and let the build contract in February 2016.
- Secured £4million of investment (from the Enterprise M3 LEP) to deliver a Future Skills Centre which will focus initially on the construction skills sector. Hampshire County Council are now leading on the delivery and future management of the centre which is due to open in mid 2017.
- Started onsite with the first phase of the relief road, due for completion in October 2016
- Secured investment to deliver serviced plots on the employment land.

This appointment is an exciting opportunity for a suitably experienced property agent to play a key part in the employment element of the site. As part of the Hampshire Multi-Site Enterprise Zone, the HCA is creating a Louisburg Barracks Business Park. The first two phases of the Business Park (the Future Skills Centre and Business and Enterprise Centre) are onsite and due to open next year. The HCA is now focussing its attention to delivering the remaining two hectares of B1 and B2 space.

2. BACKGROUND

Whitehill and Bordon

Whitehill and Bordon is located in East Hampshire near the A3 corridor and in the heart of the South East. For over 100 years, Whitehill and Bordon has developed around the Army Bordon Garrison however the army has now relocated to RAF Lyneham which has paved the way for ambitious regeneration proposals which will see:

- The population increase from 16,000 to 25,000
- Up to 3,500 new dwellings
- 13.3ha of employment space to create up to 5,500 new jobs
- A new town centre
- A major new 4km relief road
- 200ha of green space

The Army's departure provides an opportunity for economic transformation through large-scale regeneration. Development proposals are split into three clear strategic development parcels:

- Quebec Barracks – owned by the HCA and due to deliver 100 new homes and 1,500sqm of employment space. Radian appointed as development partner and works are now on site.
- Louisburg Barracks – owned by the HCA and due to deliver 500 new homes, 2.94ha of employment space and the first section of the new relief road. Barratt David Wilson are onsite delivering the new homes and the relief road construction is underway.
- Prince Philip Barracks – owned by the MOD and due to deliver 3,500 new homes, a new school, town centre, employment space and the second phase of the relief road. Taylor Wimpey Dorchester have been appointed as the MOD's development partner and are working up their planning proposals.

As both a designated Housing and Enterprise Zone, Whitehill and Bordon is undergoing a complete transformation.

Louisburg Barracks

The HCA acquired Louisburg Barracks in Whitehill and Bordon from the MoD in November 2013 as part of its programme of developing public sector land and has since secured outline planning consent for 500 new homes, 3ha of employment space and first phase of the new relief road (detailed consent). Louisburg is the first and exemplar phase of the development, focusing on transformation, high quality bespoke design and creating a new place to both live and work.

The HCA's delivery strategy has been to de-risk the project through direct interventions including securing an outline consent. Under this strategy, the first phase of the relief road will also be constructed. Rather than seeking one master developer to progress the whole, the HCA is bringing forward each phase of the project independently with the HCA taking an overarching coordinating role across the project. The HCA has divided Louisburg into a number of phases (please see Appendix A):

Residential Land

The HCA has appointed Barratt David Wilson Homes as its development partner to build out a high quality and bespoke new 500 home scheme. Construction work is due to commence on site Spring 2016 with the first homes being opened late Summer 2016.



Relief Road

The first phase of the relief road (which runs through Louisburg Barracks) is being delivered by Hampshire County Council (HCC) on behalf of the HCA. The contractor (Raymond Brown) is now onsite with the works due to be completed by October 2016.

Future Skills Centre

The HCA secured £4million of investment from the Enterprise M3 LEP to deliver this training facility which will initially focus on construction skills training, but then later other vocational trades. HCC has secured planning consent for the new facility and are due to start onsite in July 2016, ready for March 2017 opening.

Business and Enterprise Centre

The HCA secured funding (from the Enterprise M3 LEP) and detailed planning consent to refurbish the existing Broxhead House building into a Business and Enterprise Centre providing sustainable office space for small start-up businesses. Work started onsite in January 2016 ready for opening in April 2017. Oxford Innovations, an established and high quality business centre operator, have been appointed to run the centre on a 10 year lease.



Next steps – Creating a Business Park

The HCA wants to create a high quality and thriving business park at Louisburg Barracks and is committed to delivering on the local aspiration of one new job per dwelling. More information on the HCA's approach to developing its employment land is available at

https://planningpublicaccess.easthants.gov.uk/online-applications/files/3E3FC13E44E2AD794269C8DEF2E79521/pdf/55369_001-UPDATED_EMPLOYMENT_STRATEGY.PDF-523535.pdf

Initial market intelligence has shown the real potential to create a thriving business park at Louisburg. The site provides a great opportunity

- Whitehill and Bordon is strategically located in East Hampshire near the A3 corridor, and therefore in the heart of an affluent and prosperous local economy in the South East
- Once the site is fully serviced, it will provide an attractive offer in a masterplanned green environment with a high quality first impression, therefore de-risking the opportunity for investors.
- The location offers an attractive gateway into the wider regeneration project, with a high level of prominence.
- The site has excellent accessibility onto the road network, linking into the town centre.
- The site is on the edge of the South Downs National Park, set in an attractive woodland environment.
- Early quick wins of the Business and Enterprise Centre and Future Skills Centre have already helped to create confidence in a new economy
- Employment space at a lower cost compared to its neighbouring towns
- The site is part of the Hampshire Multi-Site Enterprise Zone with potential benefits
- Strong partner support to create a thriving employment economy

The HCA's strategy for the employment has been:

- Disaggregate the employment and residential land to enable maximum market interest from the residential element of 500 homes
- To create early confidence in the employment land market through the development of a Business and Enterprise Centre and Construction Skills Centre by utilising public sector investment (development of both Centres now underway).
- To masterplan and create serviced plots at the remainder of the employment land for individual occupiers
- To actively market the serviced plots to occupiers and developers

The first phases of the new Business Park, the Future Skills Centre and Business and Enterprise Centre, are well underway. The next phase is delivering 2ha of serviced plots on the adjacent employment land which will form the heart of the employment space.



The HCA has appointed Aecom to masterplan and deliver the serviced employment plots. The strategy is to provide a package which makes Louisburg Barracks as attractive as possible to the market including:

- A flexible planning approach which allows occupiers to purchase plots based on the size required
- Utilities provided to the plots to expedite delivery
- Availability of high speed broadband
- High quality public realm provided in a ready-branded business park
- The potential to access project management services if required to deliver individual units
- The benefits of the new formed Enterprise Zone, including potential rate relief

3. THE SERVICES

The scope of the commission will be as follows. The HCA reserves the right to draw down services as required.

Task 1 – Initial Commercial Advice

- Review Aecom emerging design and delivery proposals for serviced plots and provide market intelligence
- Provide advice on whether emerging designs are addressing demand in the market
- Provide the HCA with information on local demand for commercial premises and what the prerequisites are likely to be.
- Provide advice on achieving the correct balance between de-risking the site for future occupiers but not having a detrimental effect on future demand through limiting flexibility

Task 2 – Provide professional and commercial property advice to market the site. This work will include:

- To develop a marketing strategy, including potential marketing to developers as well as individual tenants.
- To appoint a branding professional (or work with an pre-appointed consultant) to establish the target market and develop the concept of the Louisburg Business Park
- Produce all marketing material including literature, signage and advertising both on line and in selected publications.
- To actively market the site at both a local and national level
- Deal with all new enquiries and gather evidence and interest of known business and likely interested parties.
- To work proactively with our partners to develop the site as part of the Enterprise Zone

Task 3 – Provide a property agency service to assist with the marketing and disposal of serviced plots on a freehold or long leasehold basis. This will have regard to zoning, proposed plot layouts and timing of release. This will include:

- Negotiate and conclude plot sales / new occupational leases.
- Develop a selection matrix against which offers for property can be tested to ensure maximum impact in terms of investment and jobs can be assessed.

Task 4 – Provide a full valuation service which will include regular reporting on current land values for serviced commercial plots. This task will further include:

- Providing franking valuations for each future disposal
- Provide 3 monthly reports on the local demand for occupation and development, values and the site's attractiveness to the local market.
- Providing advice on asking prices when undertaking contact negotiations with the selected party.

Task 5 – other duties

- Any other adhoc work to support the overall development of a Louisburg Business Park, as required by the Agency

4. INDICATIVE PROGRAMME (please confirm timetable in Bid).

HCA issues brief	20 th June 2016
Mini competition return	6 th July 2016 1PM
Consultant interviews (if required)	11 th / 12 th July 2016
Decision to appoint	13 th July 2016
10 Day standstill period	22nd July 2016 (end of standstill period)
HCA appoints consultant	25th July 2016
Consultant to commence instruction	26 th July 2016
Infrastructure works start on site	October 2016
Completion of serviced plot works on employment land	March 2017
Marketing of employment land	July 2017

5. THE CLIENT

The HCA is the client for this commission. Payments for services provided by this commission will be made by HCA. Invoices quoting relevant purchase order and Instruction to Proceed (ITP) numbers to be submitted to [REDACTED].

The selected organisation may need to appoint a branding agent.

Contact:

[REDACTED], Area Manager, Homes and Communities Agency, 2 Rivergate, Temple Quay, Bristol, BS1 6EH.

M: [REDACTED]
[REDACTED]

please contact Jonathan Turner if you have any queries in connection to this brief.

6. FEES

Please quote a fixed, lump sum fee for each of the first 4 tasks listed above, excluding VAT. Increases will only be accepted where this is an additional commission of tasks and not due to an underestimate of work hours by bidders. Any other duties (task 5) will be charged at an hourly rate as defined in proposals. The HCA may choose to allocate other tasks considered to be related to the delivery of the employment land to the appointed consultant.

A breakdown of hours needs to be provided against agreed framework rates to indicate how the quotation has been determined. As part of their submission, tenderers should provide a schedule of their proposed work hours for each task (broken down as under Appendix E) and the level of staff providing these.

If any of the anticipated work is ultimately not required, the HCA reserves the right to amend or terminate the contract.

Travel costs and other expenses should also be included within your fixed fee proposal and will not be chargeable separately. Travel to Whitehill and Bordon on a regular basis will be essential.

The consultant's fees will be paid at staged interval throughout the commission.

7. SKILLS, EXPERIENCE AND KNOWLEDGE REQUIRED

In order to undertake this commission, the panel member must demonstrate that it has the skills, knowledge and experience in the following areas. This will be assessed as part of the submission return to be completed using template in Appendix D. Please answer the prompt questions in Appendix D but in particular highlight:

- Experience of working on similar projects
- Experience of working on new and emerging commercial markets and major regeneration projects.
- Experience of marketing commercial plots on a national basis and in the Hampshire market. It should be noted that the HCA is expecting the plots to be marketed at a national and local level and the proposal should clearly show how this will be achieved. National agents with no local knowledge/local presence should not apply unless they show a clear arrangement for local marketing.
- Ability to demonstrate a pro-active approach to the marketing and disposal of commercial land
- Experience of being actively involved in the delivery of new employment land through the inception and design process.
- Experience of working with other stakeholders in the successful marketing of commercial land for example Local Authorities, County Councils, Local Enterprise Partnerships.
- An understanding of Enterprise Zones

8. SUBMISSION REQUIREMENTS

The Consultant will be appointed under the HCA Property Panel. The Framework Terms and Conditions will apply.

Three hard copy proposals and three electronic copies on CD-ROM, should be submitted, to arrive no later than 1.00 p.m. on Wednesday 6th July 2016. To be sent to:

*The Tender Opening Panel
Homes and Communities Agency
St George's House
Kingsway
Team Valley
Gateshead
Tyne and Wear, NE11 0NA*

Please mark it with the reference and use the tender label supplied under Appendix G.

Using the HCA's template tender response (Appendix D) and Resource Schedule (Appendix E), the submission should include the following: -

- Two clear examples of relevant experience of your organisation in delivering similar commissions, up to a maximum of 1 A4 side each. This should include the nature of the work, your organisation's role and value of work.
- Confirmation of named consultant team and description of experience and skills. This should be relevant to the examples given above. It should be noted that the HCA expect to have a lead consultant and first point of contact at the Director level (or equivalent) for this project
- CVs will be in addition of up to a maximum of one A4 side;
- A clear presentation of the structure of the team and reporting lines, including how this will include liaising with the Area Manager at the HCA and other consultants.
- Brief introduction and understanding of the commission. Consultants will be expected to show that they have an understanding of the local commercial market along with an understanding of the key issues and complexities of the regeneration project;
- Methodology for undertaking the commission;

- A statement on how your organisation would get up to speed with all current site and planning issues including an estimate time for achieving this.
- Anticipated programme for delivering the commission, including key milestones and the specific deliverables detailed in this brief; this should reflect the programme supplied
- Resource Plan, breaking down the project by daily fee rates for the PM and any support staff attributable to the tasks outlined above under Key Deliverables. This must be inclusive of all expenses and travel costs. The HCA requires a fixed cost and further extensions by way of daily rates is only acceptable where additional tasks are commissioned in writing by the HCA's Area Manager
- Clear identification of any contingency fees that the consultant considers necessary; and
- Details of any instruction that the consultant may already be handling, or anticipates to be handling in the near future, that may be considered a conflict of interest.
- A summary of key risks identified and how these will be mitigated.

SUPPORTING DOCUMENTS

- Appendix A Phasing diagram
- Appendix B Indicative site wide masterplan
- Appendix C Employment Strategy
- Appendix D Tender response template
- Appendix E Resource schedule
- Appendix F Evaluation form
- Appendix G Tender label

Evaluation Criteria & Submission

Submissions for this appointment will be evaluated against 50% quality and 50% price.

The proposal should not exceed 10 sides of A4 paper when printed. This excludes CVs (which can be a maximum of 1 A4 side per person). Any additional pages or appendices may be ignored or result in a deduction of scoring.

The 'quality' elements of the tender submissions in relation to the work up to the completion of commission will be marked against the following criteria:

- Quality of Proposals (25%). Note that a minimum of 7 out of 10 must be scored to be considered
- Proposed Staff (10%)
- Management Arrangements (5%)
- Management and Communication (5%)
- Timescales (5%)
- Fees (50%)

An example copy of the Submission Evaluation Matrix that will be used to assess the submissions against these criteria can be found in Appendix F.

Please submit responses to the HCA in Gateshead by 1pm on 6th July 2016 using the tender label

provided (Appendix G).