

# **The story of London's Growth Opportunity**

**BRIEF FOR APPOINTMENT OF CONSULTANT  
Townscape Socio Economic Characterisation Study  
May 2016**

# 1 Introduction and Aims

- 1.1 Barking and Dagenham is London's Growth opportunity. It has the potential for 35,000 new homes and 10,000 jobs across seven growth hubs<sup>1</sup>. Growth is an output not an outcome. For growth to be successful it must improve the lives of existing residents and those moving into the borough. This was recognised by the report of the Barking and Dagenham Independent Growth Commission which produced a report titled "No-one left behind in pursuit of growth for the benefit of everyone".
- 1.2 The 35,000 projected new homes represents an increase in the borough's housing stock of 50 percent. Growth of this scale will have a profound effect on the physical, social and economic character of the borough. It cannot be delivered blind but must be based on a detailed understanding of people and place.
- 1.3 This is an exciting but challenging commission. The Council is asking for an economic, social and physical history of the borough, a physical character appraisal of the borough as it is today, the identification of character areas, and an analysis of how people use the borough. By bringing together both the architectural, physical qualities of the borough with an interrogation into the functional make up of the borough, using ethnographic techniques, this piece of evidence base will be uniquely placed to inform future policy, planning decisions and master plan work.
- 1.4 The Council wants to be able in 2035 to look back and champion the last twenty years of growth as the most successful chapter in the borough's story. But it is not possible to write the next chapter without understanding the history of the borough's places and people to date.
- 1.5 The Council accepts that what it is asking for may be beyond the scope of many consultants and therefore it actively encourages tenders to partner with academic institutions and local creatives.
- 1.6 This is a groundbreaking commission which will receive a high profile locally, regionally and nationally as it will underpin one of the most ambitious growth agendas in the UK and Europe.

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<sup>1</sup> Please see: [Issues and Options Paper, Item 8, July 2015](http://modgov/ieListDocuments.aspx?CId=180&MId=8145&Ver=4),  
<http://modgov/ieListDocuments.aspx?CId=180&MId=8145&Ver=4>

## **2 Scope of services required**

- 2.1 This tender is for a Characterisation Appraisal of Barking and Dagenham which should comprise the following elements:

### **1: Socio-economic characterisation**

Provide a detailed social and economic history of the borough from 1850, at intervals of 25 years to date.

### **2: Functional characterisation**

Examine and map the key aspects which contribute to the functional character of the borough. Identify spatial patterns of where people shop, spend their leisure time, work and educate their children. There is a need to understand the social, cultural and economic significance of the ordinary and the local<sup>2</sup>.

### **3: Physical characterisation**

#### **3.1: Borough form**

The evolution of the borough's urban form and the physical character of Barking and Dagenham as a place today.

#### **3.2: Borough typologies**

Classification of Barking and Dagenham's urban typologies, according to their common characteristics.

#### **3.3: Borough places**

Identify and define the character areas that comprise the borough.

#### **3.4: Borough vernacular**

Identify common characteristics of Barking and Dagenham's urban landscape.

### **1: Socio-Economic Characterisation**

Provide a detailed social and economic history of the borough from 1850, at intervals of 25 years to date. This element of the study should identify the main drivers of change both inside and outside the borough. It must go on to explain the impact these drivers have had on the socio-economic character and built form of the borough.

Understanding the ethnographic evolution of the borough will allow the Council to better understand the story of the borough and, in turn, what this means for planning future growth. It will help to define Barking and Dagenham's role in London past, present and future.

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<sup>2</sup> Hall(2012) *City, Street and Citizen. The measure of the ordinary*, Oxon, Routledge

The data used to inform this aspect of the study, covering the time periods above, should include where possible the elements contained in Appendix 1<sup>3</sup>:

## **2: Functional characterisation**

This section of the study should examine and map the following key aspects which contribute to the functional character of the borough:

- Where people shop for day-to-day needs
- The services and community facilities people use
- How people travel to work
- Where families send their children to school
- Identify the communities which people feel they belong to

It is accepted that the above will form overlapping zones which are likely to extend beyond the borough – this should be explored and reported on.

For this part of the commission the consultant should establish if there are any spatial patterns with regard to people's disposable incomes, proximity to public transport nodes, ethnicity, socio-economic status and religion with where they shop, spend their leisure time, work and educate their children.

## **3: Physical characterisation**

### **3.1: Borough form**

This section should examine and map the following key aspects which contribute to the physical character of the borough:

- **Historical development and context**
  - Evolution of urban form, town centres and industrial areas in 25 years intervals from 1850 and how this has been shaped by the socio-economic history of the borough and policy context.
  - The borough's place within the wider London context.
- **Borough today**

#### **Landscape character**

- Topography
- Landscape
- Geology
- Waterways
- Green Belt
- Floodplain

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<sup>3</sup> It is appreciated that there will not be data on all the indicators, for example IMD will only be available from 2000

### **Townscape character**

- Urban grain
- Building heights and massing
- Urban centres
- Density
- Building heights
- Land use
- Open space
- Conservation areas
- Heritage assets including highlighting structures not currently considered heritage assets which have the potential for local protected status due to their special contribution to the borough as a place

### **Access and movement**

- Public Transport Accessibility Level (current and future)
- Rail and road connections
- Key transport nodes
- Walking and cycling routes

It should be noted that the borough has a wealth of green and blues (river courses and water bodies) spaces and the historical and contemporary significance of these features should not be ignored.

## **3.2: Borough Typologies**

The appraisal should include a systemic classification of the urban typologies according to their common characteristics. This should help to identify issues that are prevalent for each townscape type and to consider the implications for future development.

The overall quantum of urban typologies should be set out in map and diagram form. A comprehensive justification for these typologies should also be provided.

For each typology a description should be set out, including their origins and key features. An analysis should be given and the main urban design features explained. The typology analysis should undertake and graphically illustrate the following:

- Block structure/ urban form
- Building age
- Building heights and massing
- Materials
- The common architectural design features associated with the typology
- Densities

Importantly, the successful consultant will need to set out the issues and implications of each typology. This should provide guidance on how policy could positively be developed to improve the integrity and function of each typology where required.

### **3.3: Borough places**

The appraisal should comprehensively investigate the character areas or places that make up Barking and Dagenham. This analysis should interrogate and challenge the 11 Character Areas set out in the Council's Issues and Options report, please see Appendix 2. Whilst the precise definition of the borough's places will need to be worked up at an early stage of this report, in collaboration with Council officers, broadly speaking, we require the Barking Riverside, Dagenham Riverside, Barking Town Centre and Marks Gate areas to be analysed and reported on first as these are the locations where growth is happening now.

The analysis should:

- Provide an understanding of the overlap between character areas and any over-spill into neighbouring boroughs. In this sense the study should be outward looking as well as focused on the local area.
- Provide an understanding of the distinctive townscape features and heritage features which contribute to each of the character areas and how future development should respond to and enhance these areas.
- Give recommendations for each character area on the scale, form, massing and the appropriate density of development.
- Identify the extent of the residential parts of the borough with the richest character, where the tightest and most detailed design controls should apply.
- For Barking Town Centre this should be informed by bringing together and reviewing the existing studies and frameworks for the area. We would expect the study to provide recommendations for reinforcing good urban design principles within Barking Town Centre. As well as providing recommendations for where tall buildings should be clustered and where such development should be resisted. Recommendations on how the public realm could be improved are required as are suggestions on how Barking Town Centre could reinforce its image as a visitor destination and the Cultural Capital of East London.

#### **Becontree Estate: Understanding Supurbia**

The Becontree Estate, built between 1921 and 1935 was proclaimed to be the world's largest council estate. The Council identified in its Issues and Options Paper (July 2015) a desire to understand this area of the borough in greater detail. This view was supported by the borough's recently published Growth Commission

Report<sup>4</sup>. The report includes a recommendation to develop a master plan framework and urban design guide with three essential purposes for the Becontree Estate.

1. Guide the infill housing development opportunities that could be built in the area.
2. Identify and guide the opportunities for redevelopment of existing retail areas to help improve the attractiveness of the estate.
3. Identify a programme of environmental improvements to be made in the area, including tree planting, the reinstatement of hedges and fencing in properties currently owned by the Council.

The Becontree Estate has the potential to be a place where people chose to live due to the quality of housing, environment and transport connections. As such, more detailed place analysis is required for this character area encompassing the elements contained in Appendix 3.

### **3.4: A new borough vernacular**

Using the information gained the study should go on to provide insight into what features should be encoded in a new borough vernacular for townscape and of equal importance landscape.

It should:

- Identify the key design elements that will be vital to get right in each character area including recommendations for a design code for the Becontree Estate.
- Provide a set of graphic, and to a lesser extent, written rules, that are technical in nature. This should give recommendation on:
  - Issues and implications for future development. In doing this the appraisal will need to understand the qualities which contribute to each character area
  - Give recommendation on the scale, form, massing and the appropriate density of future development
  - Indicate how future development should respond to and enhance the built form, landscape and heritage of the borough
  - Identify those parts of the borough with the richest character and heritage, and the greatest sensitivity to change where the tightest and most detailed design controls should apply

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<sup>4</sup> No-one left behind: in pursuit of growth for the benefit of everyone, Report of the Barking and Dagenham Independent Growth Commission, February 2016, <https://www.lbdd.gov.uk/wp-content/uploads/2015/11/No-one-left-behind-in-pursuit-of-growth-for-the-benefit-of-everyone.pdf>

### 3 Methodology

- 3.1 This study must not be solely a desk top number crunching or data collection exercise but must be informed by the input of local residents, not only those who have lived here for generations but also newcomers who will know best what is special about the borough and its history. The commissioning team will look favourably on tender submissions that have an innovative approach to community consultation. It is strongly recommended that submissions set out a strategy on their approach to consultation within their tender submissions; this could set how the chosen consultant will engage with local artists/creatives and undertake any innovative consultation techniques.
- 3.2 It must also be informed by the input of key stakeholders who will have valuable insights into the borough's social, economic and physical history.
- 3.3 The archives at Valence House will be a rich information resource and should be taken advantage of.
- 3.4 This study will need to be accessible to professionals and lay people and therefore the Council encourages the rich use of graphics for the presentation of information.
- 3.5 It is expected that the successful consultant would have town planning, urban design and specialist knowledge to understand architectural history and design.

### 4. Tender Process

- 4.1 Interested consultants are asked to submit an outline of their proposed methodology to meet the above requirements and provide a detailed breakdown of costs. The Appraisal must be capable of withstanding examination and close scrutiny. The proposal should indicate the timing for the completion of the work, including the submission of a draft report for comments before submission of a final report. The Council is seeking to receive the draft results of the Study by **26 September 2016**.

#### Tender Submission Structure

Tender submissions should be structured to contain the following information, based on the **evaluation criteria** in **paragraph 4.9**:

- Understanding of the brief and its requirements.
- Proposed methodology that sets out the key stages, activities and outputs, including staff allocation for the various activities to be undertaken.
- Relevant skills, experience and track record.



- Proposed team, including sub-consultants. Qualification details of key staff that will be assigned to the project.
- Examples of similar commissions undertaken.
- Details of the information/materials which will be required from the Council.
- Confirmation that work can start immediately.
- Financial proposals – to be provided on a separate sheet(s).

The following requirements should be taken into account when constructing financial proposals:

- It is anticipated that the award of the contract will be on a fixed sum basis, including expenses but excluding VAT.
- The financial proposal should be set out in a way that clearly identifies the cost for each individual element of the brief.
- The financial proposal should identify the breakdown of staff costs including the number of days and daily rate equivalents. Details should also be provided concerning non-staff costs including assumptions for expense/disbursements. Consultants should ensure that the costs of any presentations and attendance at meetings are covered in the fee proposal.
- Submissions should include a statement of any involvement and potential conflict of interest there may be between this project and any other associated projects.

### **Tender Submission**

4.2 Consultant teams should provide the following number of tender submissions in the formats specified:

- Two bound copies
- One electronic copy on CD-Rom

Tender submissions must be returned by **5pm, Tuesday 7 June 2016**, and should be addressed as follows:

**FAO: Peter Wiltshire  
London Borough of Barking and Dagenham  
Room 111  
Town Hall  
1 Town Square  
Barking  
IG11 7LU**

Submissions must be labelled '**Tender for Characterisation Appraisal – Private and Confidential**' and submitted in a plain, sealed envelope or package containing your complete tender. No markings or other means of identifying the sender shall be made on the outside of the parcel. Failure to comply with this instruction will invalidate the Tender and it will, therefore, not be considered.

Tender submissions should include a signed and dated **Form of Tender** and **Statement of Bona Fide Tender**. Both of these documents are included in the tender pack.

- 4.3 The Council will not be liable for any expenses incurred by bidders in the preparation of their tender returns. No Quotation will be considered if it is not received by the date and time specified. Following receipt of Quotations, they will be arithmetically checked. Any arithmetical errors will be corrected, and a revised Quotation price calculated. The Bidder(s) concerned will be notified of any errors and amendments and asked either to confirm the revised Quotation price or withdraw the Quotation. The Council reserves the right to investigate further any Quotation where it believes that the rates and price(s) submitted may be unrealistic, and this will be grounds for rejecting such a Quotation and for referring the same to the Office of Fair Trading for further investigation.
- 4.4 Following appointment, the Consultant will be required to attend an inception meeting at which the work programme will be confirmed. Consultants will be expected to attend and minute regular interim progress meetings with the Council. **For the purposes of the tender submission a total of three meetings should be accommodated and costed for.**
- 4.5 The Study will first be produced as a draft and then as a final report. The form of the report and any presentation of data must be compatible with the Council's existing computer software (Microsoft Word 2007 and Microsoft Excel 2007) and be provided both electronically on CD-Rom and in coloured bound hard copy (20 copies). The documents should also be legible when reproduced in black and white. Graphic material produced should also be compatible with the Council's GIS software (ESRI shapefile).

#### **Ownership of Material**

- 4.6 The Council shall hold the copyright to all material related to the Appraisal and shall be able to distribute the material in part or whole to any organisation or individual it determines, at no extra cost.

### Project Timetable

The timetable for the process is as follows:

Date	Event
12 May 2016	Invitation to quote documents dispatched
31 May 2016	Deadline for submission of queries
<b>7 June 2016</b>	<b>Tender Submission deadline 5pm</b>
w/c 13 June 2016	Shortlisted tender interviews
w/c 20 June 2016	Scheduled tender interviews
w/c 27 June 2016	Anticipated award of contract
w/c 4 July 2016	Contract start date and inception meeting
Mid August 2016	Progress review meeting
26 September 2016 (subject to confirmation with the appointed consultant)	Submission of full draft report  Earlier chapters on the following character areas are expected. The timings of these will be subject to confirmation with the appointed consultant at the inception meeting: <ul style="list-style-type: none"><li>- Barking Riverside</li><li>- Dagenham Riverside</li><li>- Barking Town Centre</li><li>- Marks Gate</li></ul>
w/c 3 October 2016	Presentation on the Draft Report and Meeting to Discuss Final Changes
w/c 31 October 2016	Submission of final report

### Evaluation Criteria

- 4.7 Submissions in relation to the requirements for this service will be will be evaluated on the basis of the criteria below. The London Borough of Barking and Dagenham does not bind itself to accept the lowest or any offer received, but if it does accept a Quotation then all Bidders will accordingly be notified of the outcome of the Quotation exercise.
- 4.8 An Evaluation Panel will consider tender submissions in accordance with the following criteria and associated weightings:

<b>Quality</b> <i>Consisting of:</i>	<b>70%</b>
<ul style="list-style-type: none"> <li>Understanding the brief and its requirements</li> </ul>	40%
<ul style="list-style-type: none"> <li>Organisational structure, management and supervision</li> <li>Any relevant technical skills and resources to be made available for supplying the services</li> </ul>	20%
<ul style="list-style-type: none"> <li>Examples of similar services/contracts undertaken with contact details for seeking references</li> </ul>	20%
<ul style="list-style-type: none"> <li>Ability to deliver the contract in accordance with the timetable outlined</li> </ul>	20%
<b>Cost/Financial Proposals</b>	<b>30%</b>

- 4.9 Further information on the scoring process for tender submissions can be found in the tender pack under 'Tender Evaluation Criteria and Scoring Matrix'.

### **Interviews**

- 4.10 Preliminary dates for interviews have been scheduled for the week commencing 20 June 2016. Shortlisted consultant teams will be invited to interview for the purpose of clarifying, and where necessary re-evaluating, their tender submission scores.
- 4.11 Consultants will be required to make a short presentation (no longer than 15 minutes) to the Evaluation Panel to demonstrate their approach to the project and their methodology. The presentation will be followed by questions from the Panel relating to the proposals.
- 4.12 Each interview is anticipated to last no longer than 45 minutes. Interviewees will be asked questions from a standardised list which will be provided in advance of the interview, as well as any specific questions relating to their tender. The decision to award the contract will be based on the tender submission which has the highest score following the interview process.

### **Queries and other matters**

#### **Client Body**

- 4.13 The Regeneration and Economic Development Service will commission the Characterisation Appraisal, issue fees and instructions and will manage the project as Client. The nominated point of contact for the tender submission is Jamie Simpson (Planning and Regeneration Officer)

Queries relating to the tender process should be **emailed** no later than **5pm, Tuesday 31 May 2016** to:

Name: Jamie Simpson

Email: jamie.simpson@lbbd.gov.uk

Telephone: 020 8227 5816

**Other matters**

- 4.14 Payments will be phased with 80% of the fee payable on satisfactory completion of a draft report and the final 20% on approval of the final report.
- 4.15 Consultants should give a fixed fee quote, including expenses.
- 4.16 The Contractor will be responsible for ensuring that in the undertaking of any work for the Council that it fulfils all the requirements of UK and EU law together with all health and safety and equality and diversity legislation. The Contractor must inform the Council immediately if it suspects that it has in anyway breached any UK and EU legislation in the performance of the Contract.
- 4.17 The Contractor must hold the following insurance levels throughout the life of the contract.

Minimum cover for any one incident of the following must be held:

Public Liability - £1,000,000.00

- 4.18 Details of Insurance must be provided with the submission. Should the Contractor's existing insurance policies not be at the level indicated the Council could require confirmation that the Contractor will be willing to increase the level if awarded the contract and it felt necessary.

## References

Further information about Barking and Dagenham can be found on the Council website: <http://www.lbbd.gov.uk/>

Information on the Council's adopted Local Plan is available on our website: <https://www.lbbd.gov.uk/residents/planning-and-building-control/planning-guidance-and-policies/development-plan/overview/>

The Council's Issues and Options Report can be viewed here:

<https://www.lbbd.gov.uk/wp-content/uploads/2015/10/Issues-and-Options>

It proposes key sites for new housing delivery and sets out the challenges and opportunities facing the borough.

Conservation Areas, there are four conservation areas in Barking and Dagenham – further details can be found here: <https://www.lbbd.gov.uk/residents/planning-and-building-control/planning-guidance-and-policies/conservation-areas-and-listed-buildings/conservation-areas/>

Essex County Council Characterisation Study Barking and Dagenham (2011),  
*available on request*

GLA, Character and Context Supplementary Planning Guidance, June 2014,  
<https://www.london.gov.uk/priorities/planning/publications/shaping-neighbourhoods-character-and-context>

GLA, Social Infrastructure Supplementary Planning Guidance, May 2015,  
<https://www.london.gov.uk/priorities/planning/publications/social-infrastructure-supplementary-planning-guidance-spg>

## Barking Town Centre

There exists for Barking Town Centre in particular a wealth of previous strategy and analysis.

- Barking Town Centre Area Action Plan, February 2011,  
<https://www.lbbd.gov.uk/residents/planning-and-building-control/planning-guidance-and-policies/development-plan/barking-town-centre-area-action-plan-dpd-2011/>
- Barking Station Masterplan SPD, February, 2012,  
<https://www.lbbd.gov.uk/residents/planning-and-building-control/planning-guidance-and-policies/development-plan/barking-station-masterplan-spd-2012/>
- Barking Code, applies to developments in Barking Town Centre:  
<https://www.lbbd.gov.uk/wp-content/uploads/2014/10/Barking-Code-2009.pdf>
- Barking Town Centre, Regeneration Strategy, 2014,  
<https://www.lbbd.gov.uk/wp-content/uploads/2014/10/Barking-Town-Centre-Strategy.pdf>
- The Barking Town Centre Urban Design Principles Guidance (2006)  
(available on request)
- Barking Town Centre Housing Zone *details available on request*

- Renaisi Barking Town Centre, *available on request*

## **Appendix 1: Socio-Economic Characterisation**

### **PEOPLE**

- Age structure of population
- Religion
- Ethnicity
- Country of birth
- Marital status
- Rates of internal migration to and from Barking and where people have come from and have gone to
- Income levels
- Socio-economic position of residents
- Out of work benefits
- Qualifications
- Educational attainment
- Percentage of children living in poverty
- Life expectancy at birth
- Limiting long term illness
- Index of Multiple Deprivation

### **ECONOMY**

- Jobs density
- Jobs in Barking and Dagenham by sector
- The top ten employers in terms of number employees
- Resident employment by occupation / location of work
- Earnings by workspace
- Economic activity
- Productivity
- House prices

### **URBAN FORM AND LANDSCAPE**

- Land use
- Household size
- Housing tenure
- Amenities (schools/retail centres/hospitals/cultural institutions etc)
- Green space and river use

### **MOVEMENT**

- Method of travel to work
- Commuting patterns into and out of Barking and Dagenham

Where applicable, we would like a visual/spatial representation of this data. For each of the data sets the borough should be compared with the London and UK averages. In addition, the spatial differences within the borough should be highlighted and explained. The Council holds records for some of the above data please see over page for details of the information we can provide.



## **Socio-Economic Characterisation – LBBD data resource**

### **PEOPLE**

- Age structure of population: CM2015 (household)
- Religion: 2011 (output area)
- Ethnicity: CM2015 (household)
- Country of birth: Census 2011 (output area)
- Marital status: 2001 (output area)
- Rates of internal migration to and from Barking and where people have come from and have gone to: (Census 2011(LSOA or output area), CM2015 (household))
- Income levels: (ASHE at borough level, CACI data to postcode level)
- Socio-economic position of residents: Census 2011 (output area)
- Out of work benefits: DWP (LSOA), CM2015 (Housing and Council Tax. Household)
- Qualifications: Census 2011 (output area)
- Educational attainment
- Percentage of children living in poverty
- Life expectancy at birth: ONS (borough level)
- Limiting long term illness: Census (output area)
- Index of Multiple Deprivation

### **ECONOMY**

- Jobs density
- Jobs in Barking and Dagenham by sector
- The top ten employers in terms of number employees
- Resident employment by occupation / location of work
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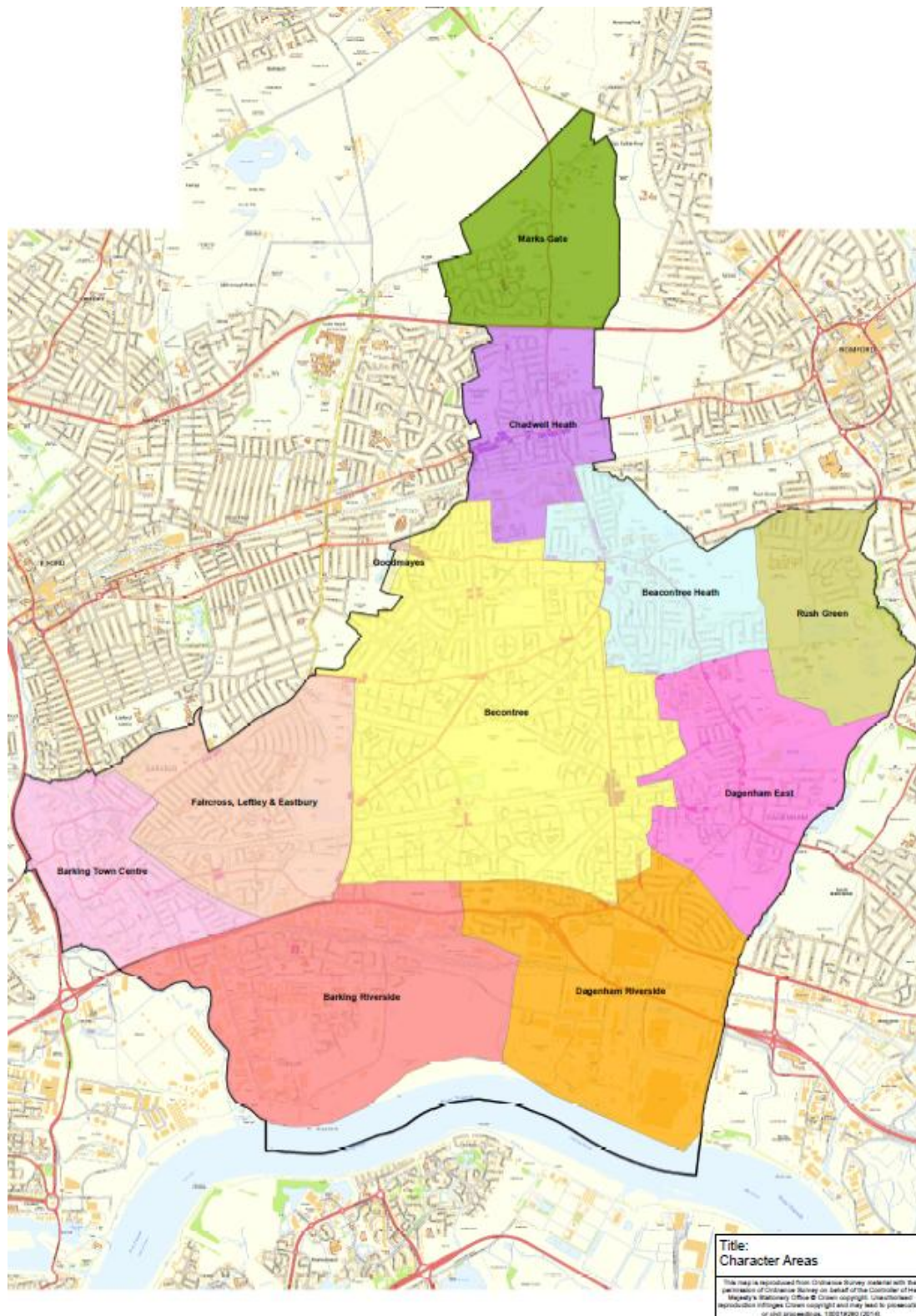
### **URBAN FORM AND LANDSCAPE**

- Land use
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### **MOVEMENT**

- Method of travel to work
- Commuting patterns into and out of Barking and Dagenham

## Appendix 2: Issues and Options Proposed Characterisation Areas



## Appendix 3: Becontree Estate: Understanding Supurbia

### Urban form

- **Connections** (edge treatments, boundaries)
- **Street network** (urban grain and connectivity)
- **Block pattern** (Block form, privacy distances)
- **Building lines** (Frontage, continuity and setbacks)
- **Plot form** (Plot size)
- **Building Location** (Orientation, overlooking and overshadowing, natural surveillance)
- **Density contours** (Dwellings per hectare, plot ratios, intensification nodes)
- **Views and vistas** (Relation to topography, corridors, backgrounds)

### Urban space

- **Open space** (types, forms, layout, access, landscape, planting, management)
- **Public space** (patterns, types, enclosure, forms, layout, connection, uses, management)
- **Carriageways** (Junctions, road specifications, traffic calming, services)
- **Cycle and footpaths** (footpath / cycle path specifications, paving, kerbs, gutters, road markings, signage)
- **Public/private space** (principles for courtyards, mews, cul-de-sacs, covered streets, arcades, colonnades)
- **Private gardens** (standards, back gardens, front gardens, roof gardens, landscaping)
- **Parking** (standards, treatments, overlooking, lighting and landscaping)

### Built Form

- **Building forms** (bulk, massing, heights, storey heights)
- **Building types** (i.e. for residential – detached, semi-detached, terraced/town house, flats, fronts and backs)
- **Building frontage** (active frontage, architectural style, features, proportions, rhythms, expression, window/wall ratios, materials, colours, balconies, porches, signage, shop front design)
- **Mix of uses** (vertical and horizontal)
- **Townscape features** (Eave lines, rooflines, chimneys, corner treatments, landmark/background treatments, focal points, advertising)
- **Heritage assets** (including highlighting structures not currently considered heritage assets which have the potential for local protected status)
- **Street trees** (placement)
- **Soft landscape** (biodiversity, planting areas and planters)
- **Public realm** (street furniture, materials, public art, street lighting, bus shelters, CCTV, public toilets, cycle storage and parking)