



INVITATION TO QUOTE

London Borough of Ealing Character Study and Housing Design Guidance

Project Brief and Specification October 2019

TO BE READ IN CONJUNCTION WITH THE INVITATION
TO QUOTE (ITQ) DOCUMENT PACK, OF WHICH THIS
PROJECT BRIEF AND SPECIFICATION FORMS PART.
For further details e mail: messerer@ealing.gov.uk

1. Introduction

LB Ealing proposes to undertake a Character Study of the Borough* and Housing Design Guidance in order to support the development and implementation of the new Local Plan and to serve broader evidence base needs for area-specific plans, and to support the implementation of the emerging London Plan policies.

This commission will comprise two parts:

Part A - Character Study

- The study will assess significant character elements and compile character information in mapped and written form allowing an assessment of sensitivity to change and potential for growth from small housing developments and tall buildings
- The study will assess how different typologies can support small housing intensification and classify areas from most to least change.

Part B - Housing Design Guidance

- For each of the typologies and identified areas the study will set out clear guidelines and parameters for small housing development
- Design work will support the development of policy that will deliver affordable housing contributions from small sites in line with the London Plan

The project has been worked up as a single proposal, albeit in two parts, as the design guidelines logically flow from the characterisation work. The decision to combine the character assessment and design guidelines has been driven by both the desire to undertake a focused study, with a clear common goal, and in the interests of cost and management efficiency.

It shall be undertaken in accordance with the current National Planning Policy Framework, associated National Planning Practice Guidance, including the recently published National Design Guide (October 2019), the draft New London Plan and any relevant Mayoral Supplementary Planning Guidance and the London Borough of Ealing Local Plan.

* Note- The NE corner of the Borough forms part of the Old Oak and Park Royal Mayoral Development Corporation and LB Ealing is not currently the planning authority for this area, however, for evidence gathering purposes, the character study element of this project should extend to Ealing's full political boundary including this part of OPDC.

2. Objectives

- A. To provide an assessment of the significant character elements of the Borough in line with the current and draft London Plans, and the 2014 London Character and Context SPG.
- B. To provide study outputs in the form of a written report and GIS files
- C. To provide a flexible resource of character information which is capable of incremental update in the future
- D. To help drive good growth by supporting plan and decision-making and respond to the need to drive up housing delivery.
- E. To realise the potential of small sites to maximise levels of housing through raised levels of design and innovation, having regard to the character of the area.

3. Background

The 2019 draft London Plan proposes a substantial increase in the delivery of all types of development across the plan period and in particular an increase in historically unconventional forms such as small sites delivery and mixed industrial-residential intensification. In addition, the Plan sees a renewed statement of the fundamental changeability of character and the evolution of London overall, but also a more detailed set of requirements for policy formulation such as a directive to specify locations and heights of tall buildings as in Policy D8.

The plan also deletes the density matrix which has been at the core of development management in London for almost a decade and proposes a range of design and character measures to replace this including character studies and design codes. The Study will in particular have regard to the following policies of the draft London Plan:

- Policy H2: Small Sites
- Policy D1: London's form, character and capacity for growth
- Policy D1B: Optimising site capacity through the design-led approach
- Policy D2: Delivering a good design
- Policy D4: Housing quality and standards
- Policy D7: Public Realm
- Policy D8: Tall buildings.

(NB – Policies/references in this brief/specification are based on the latest draft London Plan and should be read in conjunction with changes recommended by the London Plan Panel Inspectors Report, October 2019).

The London Borough of Ealing (LBE) is currently in the process of preparing a new evidence base for the Local Plan which is expected to be published for Reg 18 Consultation in Spring 2020. Of most note to the Character Study are the West London SHMA, which assumes a continuing growth of non-traditional housing types such as HMOs and Co-Living, and the Small Sites SHLAA which investigates the deliverability of the small sites target set out in London Plan Policy H2 (both published in November 2018).

In addition to the requirements of the Local Plan, there has been a very substantial growth in the range and type of planning documents that need to make use of character information, including neighbourhood plans, site-specific SPDs and major developments which have the potential to set their own character. All of these requirements suggest the need for a shared, flexible evidence base of character information.

Two of the most important elements of character, the boundary of different areas, and the priorities of the people who live and work here, are, as the London SPG acknowledges, changeable and in some measure subjective. Indeed, overall assessments of character are a field in which there may be multiple competing views. It is not therefore proposed that the proposed Study will constitute a detailed review down to the level of streetscape etc.

Instead, the primary output of the Study will be in the form of GIS mapping which allows flexible analysis and overlaying of data allowing different plans and projects to ask different questions of the data. The Study will draw out any major themes identified in the research process, with a particular emphasis on past and continuing patterns of change within the Borough.

The Character study (Part A) will be largely a desk-based study but supplemented by site visits for select areas and typologies where opportunities for growth are identified and in order to identify case studies to illustrate emerging approaches.

However, the Housing Design Guidance (Part B) will involve some site-specific reference and case studies for each of the typologies and identified areas. This will be the more detailed site-specific stage of plan and application development.

4.Scope of study

Evaluating the character of a place is the first step necessary to establish its capacity for change and growth. The study will seek to examine capacity for change at various scales and will include non-residential growth. This recognises the need to diversify housing supply and in particular identify opportunities for growth from small sites / small housing developments. Such opportunities may be broad typologies which run across the study area, or distinct geographical areas for change and both will form the subject of the design guidance.

Building on the work already undertaken for the West London SHLAA study, the characterisation work will also seek to examine historical patterns of small housing developments occurring, to understand how each form of small sites development type performs, and spatially where activity has been strong/weak. This will assist in understanding what types of small housing developments might be most effectively targeted/promoted in each area.

The development of design guidelines for small housing developments which promote increased housing provision and higher residential densities, should lead to an increase in housing supply. As well as driving up supply, it is hoped that such steps will also accelerate the rate of delivery, through reducing uncertainty leading up to and during the application process.

The guidelines will cover more common typologies as well as specific areas identified as having potential for small site intensification. The design guide will draw on the principles set out in draft London Plan policy H2 (Small Sites) and the GLA's emerging SPG covering the preparation of Housing Design Codes. The Council recognises that the effective implementation of policy H2 is contingent in part on the establishment of design principles for small housing developments in the borough.

Having identified the opportunities for change (both in terms of typologies and areas of growth) the study will seek to set out clear guidelines and parameters for small housing development which promote good growth and achieve increased housing provision and higher densities. This will assist the decision-making process, providing additional assurances and clarity for developers about what forms of small housing developments will likely be supported and where, and through doing so ultimately drive up delivery.

Each of the specific character areas will be accompanied by an analysis as to which are able to be intensified, which ought to be maintained and which preserved. Recognised development areas should be tested by demonstrating development following the 'good growth principles' in the draft New London Plan. Each character area will have a set of characteristics which may allow singular character areas to be pooled together.

The Study output for the Design Guidance will be set out in a report format; the guidelines and parameters with reference to typologies and identified areas will include architectural sketches to illustrate potential redevelopment opportunities showing exemplars of good design and layout on actual sites within the Borough.

As the process is iterative, and the findings unknown at this stage, the study will examine potential next steps, to understand their utility and to scope out what this might entail. To illustrate this, the study might for example examine the utility and implementation of area specific LDOs, perhaps in pilot areas to support small scale housing developments. The Council will explore this aspect further with the appointed Consultant, having regard to resource implications.

The Character Study will be made up of two main parts, A and B:

Part A: Character Study

Part A.1: Assessment of Character Elements

Background and Guidance

Existing evidence and policy

1. Undertake a review of the existing evidence base and policy requirements.
This should include:
 - a) The 2019 draft London Plan, current London Plan and its supporting guidance including the Character and Context SPG
 - b) National policy– NPPF and NPPG etc;
 - c) Regional studies – especially the West London Small Sites SHLAA
 - d) Local policy and evidence – including Local Plan designations, Green Space Strategy, current reviews of Conservation Areas, emerging Local Plan evidence base; and
 - e) Other policy and evidence identified by the consultant as being of relevance.

B – Data and analysis

Physical and statutory character elements

2. Compile and assess all relevant physical and statutory elements of character including, but not limited to; geology, topography, air quality, land-use, greenspace, heritage, water and flooding, historical evolution

Settlement structure

3. Compile and assess demographic and socio-economic information on Ealing's population and how people use the Borough particularly in

respect of live, work, leisure, how these activities are distributed throughout the borough and where they leak to external locations.

Built character

4. A broad characterisation of the borough by building typology, for example terrace, mansion block, high-rise etc. and by age/period
5. Plot ratio and building heights analysis
6. Greenspace ratio analysis
7. Aviation safeguarding analysis in relation to tall buildings

Focus of change

8. Compile and assess any significant known factors of change such as the transport network and PTAL/accessibility, climate effects, OAPF areas, housing tenure etc.
9. Map areas of change from most to least
10. Consider opportunities for tall buildings

C – Study outputs

GIS base

11. All project mapping and data to be prepared as GIS layers that can be incorporated into the Council's mapping system

Summary report

12. Cover report including a brief written analysis of the identified character elements and comprehensive presentation maps.

Part A.2: Identification of typologies and areas with potential for change/growth

Methodology

Evaluating common typologies

1. Examine typologies to understand sensitivity to change and potential for intensification, specifically in respect of small housing development opportunities. Typologies are distinct types of relatively homogenous character, usually generic in nature, they may occur in different areas in different parts of the borough, for example 1930s suburban neighbourhood shopping parades.
2. Identify key typologies to feed into Part B

Identify areas of change/intensification

3. Examine evidence already collated in part A.1 to understand sensitivity to change and potential for intensification, specifically in respect of small housing development opportunities. Unlike 1 above, this aspect of the

- study will move beyond examining the role of 'generic' typologies and identify actual areas within the Borough with real potential for intensification.
4. Identify meaningful areas ensuring that the number taken forward into design guidance is manageable so that delivery is maximised. These will typically be areas with established infrastructure, but relatively low density and having the potential to accommodate a significant increase in residential development. This step is intended to supplement the identification of the more generic typologies with potential, with actual examples of areas where there might be particular scope for intensification.

Identify areas and typologies for Tall Buildings

1. Identify areas where tall buildings are most appropriate to be located within the Borough, and also the criteria detailing what is a tall building. Understanding the character of the Borough will assist in understanding the appropriate location for tall and taller buildings and will also provide the Council with a baseline to monitor any change of character over time. Tall buildings are only considered to be a tall (taller) buildings or not depending on their location and the character setting within which they are located.
2. Develop key strategic principles for the location of tall buildings, including definition of 'tall' buildings (within the context of existing definitions as set out, for example, in CABI/Historic England guidance)
3. Identify site typologies that are capable to provide tall buildings – and discounting of others with sound justifications for each.
4. Identify restrictions to tall buildings (i.e. protected views/heritage assets/Heathrow/RAF Northolt safeguarding etc.) including an aviation protection zone
5. Identify clear delineation of broad search areas suitable for tall buildings which can be defined further as part of the site allocations process

The above will be supported by area surveys.

Study Outputs

- Written analysis of the identified opportunities/options for growth and associated mapping.
- Written analysis of the identified opportunity areas for tall buildings and associated criteria/mapping.

All written reports (and associated maps where appropriate) will be submitted both in hard copy (4 copies) and electronically.

Part B: Housing Design Guidance

Methodology

The proposed approach for preparing the guidance will draw on the principles set out in Policy H2 of the draft London Plan and the GLA's emerging guidance (SPG) on the preparation of Housing Design Codes. Key elements are as follows:

Examine policy, emerging guidance, and best practice

1. Undertake a review of policy and guidance pertaining to the preparation of housing design guidance and codes. Review examples of guidance prepared elsewhere, e.g. Croydon (draft SPD 2).

Prepare typology-based guidance

2. Define design guidelines for small housing developments for each of the typologies identified through Part A.2 of the study. Identify and use case studies to illustrate approach. The guidelines might examine a range of aspects including, urban form, plot coverage, separation distances, orientation, heights, building lines, massing, amenity standards etc.

Prepare area-based guidance

3. Define design guidelines for small housing developments for each of the focus areas identified through Part A.2 of the study.
4. Explore the extent to which these design guidelines can inform design guidelines in all parts of the Borough, for e.g. in conservation areas.

Study Outputs

A written report setting out:

- clear guidelines for small housing developments which promote good design and achieve increased provision and higher densities.
- how the identified character information can be used to support design code development.

Tall Buildings

Within each of the identified areas, guidance on design parameters and heights for tall buildings will be provided. These should be consistent with draft New London Plan (2017) policies D2 (Delivering Good Design), D7 (Public Realm), D8 (Tall Buildings), D10 (Safety, security and resilience to emergency), and D11 (Fire Safety). This will set out key principles to stand alone buildings within their setting, or the typical arrangement of clusters of tall buildings. Case studies from a selection of differing character areas should be provided to supplement overarching principles of the entire Borough.

5. Key Deliverables

The appointed consultant is required to prepare the study in accordance with the requirements of this brief. The key deliverables will be reports with supporting data sets / tables, GIS layer and maps that respond to the scope of the study. Site work details (photographs etc) should be submitted for Council archives.

It is expected that a single report will be presented, which will cover each principle part of the study. Accompanying Part A will be the GIS layer and schedules of the character areas.

The above is to be provided as electronic copies in pdf and word format, and a hard copy. All GIS mapping and modelling files are to be provided in a format that is compatible with the Borough's IT software (Shape file or ArcGIS), to be agreed at the Inception Meeting.

Briefing on the interpretation and application of character assessment and design guidelines

To maximise the benefits of the outputs, it is proposed that a briefing/workshop is undertaken with officers (and specifically Development Management Officers) and members. The provision of such briefing forms part of the overall budget for this project, and will be delivered by the appointed consultant, with support from LBE officers.

6. Timetable

| Milestone | Date | Actions |
|----------------------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Finalise scope of commission | October 2019 | Prepare project brief and tender pack. |
| Complete procurement and appoint | By end of November 2019 | Evaluation and decision on preferred tender leading to award of contract. |
| Project Inception | December 2019 | Project working group inception meeting to clarify scope with appointed consultant, and confirm deliverables, reporting arrangements. |

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|--------------------------------------------------------------------|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Deliver interim first stage draft on Part A (Character Assessment) | 30 March 2020 | Contractor to complete draft study for review by project working group. Having early sight of this will also assist in informing work on the preparation of the Local Plan, which will be progressing in parallel with this study. |
| Deliver interim first stage draft on Part B (Housing Design Guide) | 29 May 2020 | Contractor to complete draft study for review. Note that although Part B logically flows from Part A, that elements of it may be prepared in parallel with part A |
| Publish final report | 31 July 2020 | Contractor to prepare final report and associated deliverables. |
| Deliver briefing/workshop event with LBE officers and members. | By 30 September 2020 | Contractor to work with LBE to deliver briefing/workshop event on interpretation and application of character assessment and design guidelines |

7. Budget

The ceiling of the Study bid must not exceed £70,000, excluding VAT.

It is anticipated that the cost of the Study will be broken down as follows:

Part A- 50%
Part B- 50%

This split is provided as a guideline and the Council may consider a variation of this allocation between Part A and Part B, if it is justified as part of the submission. In any event, the total cost of the project must not exceed £70,000, excluding VAT.

8. Management of the Study

The client for this project will be the London Borough of Ealing. The management of the contractor will reside with the Ealing Council Strategic Planning Team. The role of the Ealing staff side project manager will be:

- Managing day to day administration of the project
- Acting as the principal contact for the Consultant

- Issuing all instructions to the Consultant
- Coordinating any meetings required
- Quality control
- Upon satisfactory completion of prior agreed stages approving payment of invoices related to this Study.

There will be a series of face to face meetings (one inception meeting, two progress meetings / workshops) and one final meeting between the Council and the Consultant at agreed intervals as set out in the table below. These will take place at Ealing Civic Centre, Perceval House, Uxbridge Road, Ealing. It is anticipated that at least one over the phone progress meeting will occur every two weeks. The Consultant must be available at least by phone for the duration of the project. Consultants are invited to submit a timetable based on their ability to meet our requirements as set out in this brief. Consultancy support is required at all stages of the process.

9. Quotation Submissions

Full details and guidance on how to submit quotations are set out in the ITQ pack. This includes:

- Covering Letter
- Invitation to Quote document
- Brief/Specification
- Quality Assessment Template
- Pricing Schedule Template
- Form of Quotation and Statement of Interest
- Draft Contract Terms and Conditions
- Quotation Return Label
- Consultants Undertaking Form
- Clarification Queries Template

In essence, quotations must include the following:

- A fixed cost for undertaking the relevant levels of this project and an approximate breakdown of cost between elements of the task
- An initial response to the brief, including proposed methodology, project plan and suggested number of meetings
- A list and summary CV for each of the consultants that will work on the project, including stating their individual contributions and who will take the lead
- An indicative schedule outlining the time (in days) that each Consultant or employee will spend on the project
- Cost per Consultant/employee per day including day rates for any subsequent additional work

- Details of similar work undertaken by the consultant, and how this experience is relevant or will assist the delivery of this project
- Details of internal quality systems that will be used for this project
- Details of relevant equal opportunities policies
- If the Consultant is unable to provide all of the works themselves they must specify and give details of any sub-contractors.

Consultants are required to submit their quotation by the 29th November 2019 (4 pm). All tender submissions should be sent to:

Lucy Taylor
 Director of Regeneration and Planning
 London Borough of Ealing
 Perceval House,
 14/16 Uxbridge Road,
 London,
 W5 2HL

All tender submissions will be assessed and a shortlist compiled. Presentations and questions will take place in December 2019 (precise date to be agreed with appointed consultant).

10. Evaluation criteria

The Council is seeking the most economically advantageous quotation, based on: 80% Quality and 20% Price.

The response to the brief and specification will be assessed against the quality, experience, methodology and costs submitted and an assessment of value for money. The commissioning team will also consider the proposed evaluation methodology put forward, the experience held by any external consultants and the quality of the resource plan.

The Quality Assessment (80%) will be based on completed method statements- refer to separate Quality Assessment document. The Cost Assessment (20%) will be based on value for money- refer to separate Invitation to Quote document and Pricing Schedule Template.

11. Completeness

The Invitation to Quote Instructions document sets out what information is needed as part of the Quotation submission. Any quotation that fails to comply with these Instructions or is qualified in any way will be rejected and will not be evaluation by the Council.

Please ensure you have addressed and completed all relevant requirements as set out in the following documents:

- Form of Quotation and Statement of Interest
- Quality Assessment Form including Method Statements
- Pricing Schedule Template
- Consultant's Undertaking Form.

If the Council needs to clarify any of these points, questions will be submitted in writing to the bidder, who will also be required to respond in writing.

12. Payment Arrangements

Payment will be subject to the satisfactory completion of each stage of the project, as follows:

| | |
|------------------------------------------|-----|
| Completion of Draft Reports Part A and B | 50% |
| Delivery of Final Reports Parts A & B | 40% |
| Delivery of Briefing/workshop event | 10% |

13. Duties of the Selected Consultant

Freedom of Information Act (FOIA): The Contractor acknowledges that the Council is subject to the requirements of the FOIA and The Environmental Information Regulations and shall assist and cooperate with the Council to enable the Council to comply with any information disclosure requirements.

Data Protection: The Consultant shall (and shall procure that any of its Staff involved in the provision of this Agreement) be registered under the Data Protection Act 1998 ("DPA") and both Parties will duly observe all their obligations under the Act which arise in connection with the Agreement. Notwithstanding the general obligation, where the Consultant is processing personal data (as defined by the DPA) as a data processor for the Council (as defined by the DPA) the Contractor shall ensure that it has in place appropriate technical and organisational measures to ensure the security of the personal data (and to guard against unauthorised or unlawful processing of the personal data and against accidental loss or destruction of, or damage to, the personal data), as required under the Seventh Data Protection Principle in Schedule 1 to the DPA;

Intellectual Property Rights: Any data collected or modelled for output within this Study shall remain the property of the London Borough of Ealing. Any Software developed as a result of the Agreement shall remain the property of the London Borough of Ealing.

The Consultant will be responsible for all aspects of fieldwork management and administration, including matters of supervision and quality control. The Council reserves the right to make checks on the accuracy of the data provided at any stage of the survey process. No administrative support or office accommodation will be provided by the Council as part of the Study. However, the Council will work closely with the appointed Consultant to enable access to information held by the Council and help deliver the briefing/workshop event at the end of the Study; this may include providing a suitable room/venue within the Council's accommodation as appropriate.

All of the above obligations together with those relating to Health and Safety, Equal Opportunities etc. will be included in the Contract between Ealing Council and appointed Consultant, which be signed prior to appointment. The appointed Consultant will comply with all relevant statutory and legal requirements. For further details, refer to the Draft Standard Contract included in the ITQ document pack.