



TENDER BRIEF

Contract for Penryn Town Council and Place Shaping Board – Proposal for the Rejuvenation of Commercial Road, Penryn

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Aerial photo showing Commercial Road in Penryn and the surrounding area

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Penryn Town Council has been successful in securing a grant from the Town Vitality Fund via Cornwall Council and is seeking to engage a firm of consultants/consortium with a lead consultant to undertake a range of work (set out later in this document) that will produce a detailed and costed plan for the revitalisation of Commercial Road and its critical connections with the town centre, the wider town and which will subsequently help the Place Shaping Board to prepare a business case to support future bids for significant capital funding for a major town centre revitalisation project.

1. Introduction

A full contextual history of Penryn is set out within the various plans which have been prepared in recent years, most recently within the Penryn Neighbourhood Plan and the work by AECOM in support of the NDP. These most relevant reports and plans are appended to this brief.



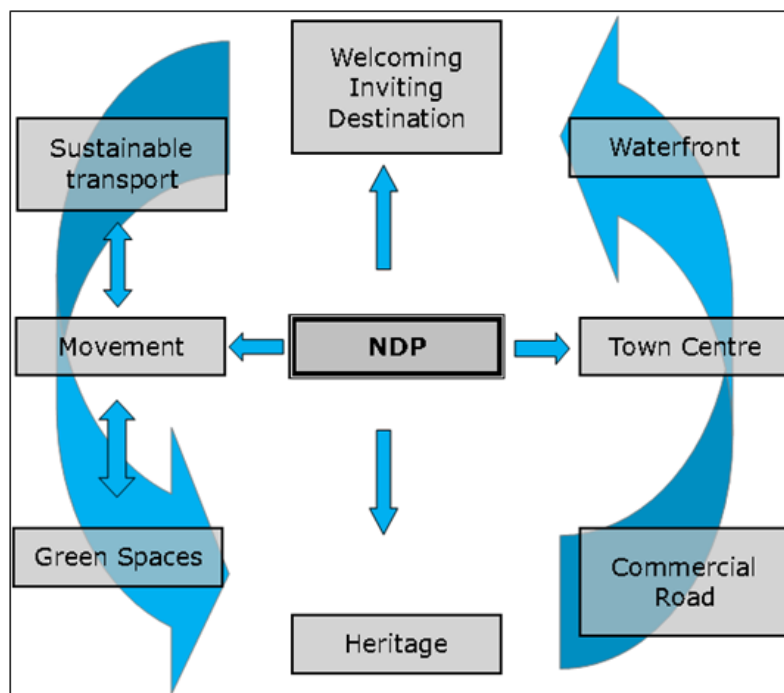
Historically the Commercial Road area formed the Backlands of the medieval plots of Market Street. The shoreline was further inland roughly on the line of Commercial Road itself. With Penryn's increasing pre-eminence as a harbour, six quays were built out into the creek on made ground from the late 17th century through to the mid-18th century. These quays were accessed from St Gluvias Street, New Street and Market Street (Broad Street until Commercial Road itself was built in the mid-19th century.

Figure 1. Commercial Road, Penryn – Urban Design Study / Development Framework – Evans Associates

1.1. Penryn Neighbourhood Plan

The Penryn Neighbourhood Plan was formally adopted following a local referendum in August 2021.

The plan sets out the key priorities for the town across Housing, Town centre, Employment, and Economy, along with proposals related to the natural environment and the towns unique history and heritage assets.



Key priorities set out across these areas relate to:

- Movement
- Sustainable transport
- Green spaces
- Town centre
- Commercial Road
- Waterfront
- Heritage

Figure 2.

Flow diagram showing the relationship of Neighbourhood Development Plan priorities.

1.2. The Penryn Place Shaping Board

The Penryn Place Shaping Board provides a co-ordination role for development activity within the town. In doing so it aims to help improve and sustain the towns the long term sustainability; economic vitality; alongside the quality of the built, historic and natural environment (recognising Penryn Town Council and Cornwall Council have declared a climate emergency) – making Penryn a better place to live, work and visit.

To achieve this, the place shaping board supports the delivery of the Penryn Neighbourhood Development Plan and other relevant strategies relating to the town, and in doing so ensures the co-ordination of visions between the different elements that make up the community.

It helps to co-ordinate activities amongst the various community interest groups established within Penryn and works with Cornwall Council officers to identify priority projects (such as this vitality funding project at Commercial Road).

The Board offers advice and support during the development of key projects for the town, and acts as a forum where community groups and other private sector companies can seek advice /

feedback on their emerging projects within the town, whilst ensuring co-ordination between existing and emerging projects.

When it is considered appropriate to do so, the Board will establish task and finish groups to progress priority projects such as this project at Commercial Road. The Board and Penryn Town Council has secured funding to progress this project from Cornwall Councils' Town Vitality fund, given the importance of futureproofing the economic role and importance of Commercial Road to the town and its historic town centre.

1.3. The Project – Why Commercial Road?

With the sharp decline in the high street retail sector, the needs of Penryn must be considered for its future vitality and opportunities for investment to ensure future vibrancy. We need to support our town through the post COVID 19 challenges and to understand how we can evolve to provide the necessary mix of current and future needs for residents and visitors. The main high street has declined over recent years, so this is an opportunity to link our high street with Commercial Road. This important retail area complements the town centre facilities. It is one of the main arrival points into Penryn, but the area is dominated by cars and heavy vehicles giving a sense of a no-go area instead of a destination.

The current environment does not encourage or enable people to easily move about within the Commercial Road area. This arterial road discourages movement on foot and encourages longer journeys by car. Our proposal promotes accessibility for pedestrians and cyclists by making places that connect with each other and are easy to move through, putting people before traffic.

This connectivity will enhance links with the historic core of the town centre by reinstating the opeways, ease of movement between the two areas to form one key area. We need to improve the infrastructure to support our local population, businesses and those who visit or work in the area which is fundamental to our town's economic survival.

The future success of Commercial Road and the town centre will be defined by improved public realm and functionality, helping to establish a better gateway, more intuitive links with the main conservation core and to encourage more cohesive usage of both areas by residents and visitors. The success of this regeneration strategy is intrinsic to the future vibrancy and direction of Penryn.

There is a lack of identity and focus in this area, we want to develop and help create a distinct character area, responding to the urban landscape and townscape character. This will require detailed designs that respond to the scale, colour, heritage, quality, and appearance of the town, ensuring visual richness and reducing concreteness.

1.4. Changed Priorities

With a range of mixed uses along Commercial Road, this project provides the opportunity to make a step change for movement and connection, attracting greater footfall in the town. The focus shifting to people rather than vehicles. This creates a more welcoming environment; healthier and safer places for pedestrians and cyclists to use, rather than a car dominated arterial route. Enhancing the quality of the public realm and movement corridors at Commercial Road and particularly by making better use of the connections to the historic town centre addressing barriers to pedestrian and cycle movement and maximising the presence of the waterfront, enhancing opportunity to access to the water and water-based transport, will ensure that Penryn continues to be a welcoming and vibrant place to live, work and visit. It is this which will provide an asset for Penryn that will contribute to its long-term economic sustainability and vitality.

2. Climate Emergency

Penryn Town Council and Cornwall Council have declared a Climate Emergency. This scheme for Commercial Road must adhere to the highest possible environmental standards and be carbon neutral. It is expected that any appointed Consultants ensure designs adhere to the three documents below:

1. **17 UN Sustainable Development Goals**
sdgs.un.org/goals
2. **RIBA Sustainable Outcomes Guide**
www.architecture.com/knowledge-and-resources/resources-landing-page/sustainable-outcomes-guide
3. **Cornwall Council Climate Emergency Development Plan Document**
www.cornwall.gov.uk/planning-and-building-control/planning-policy/adopted-plans/climate-emergency-development-plan-document/

Cornwall Council Climate Emergency Development Plan Document

Policy C1 – Climate Change Principles

1. Development in Cornwall should represent sustainable development and manage our natural, historic and cultural assets wisely for future generations, contributing in line with the scale and type of development to achieving the following objectives:
2. Make the fullest possible contribution to minimising greenhouse gas emissions in accordance with the energy and waste hierarchies through ensuring resource efficiency, minimisation of waste and reduction in embodied carbon;
3. Mitigate against and improve resilience to the effects of climate change;
4. Contribute positively to the health, wellbeing and resilience of our communities and the natural world;
5. Use and reuse land efficiently and minimise impact of development on soils through over compaction, pollution or reduction in the quality of soil to conserve the capacity of soils for sustainable production of food, water, raw materials and energy;
6. Contribute positively to environmental growth, protecting irreplaceable habitats and the integrity of ecosystems, restoring natural processes, and strengthening nature recovery networks, and ensuring a net gain for biodiversity.
7. Maximise the ability to make trips by public transport, sustainable and active modes of transport in all developments through careful design and mix of uses that support walking and cycling rather than car use for day to day living;
8. Conserve and enhance our natural and historic environment and cultural heritage and increase built and natural environment distinctiveness through locally distinctive, high quality and sustainable design and multi-functional green infrastructure provision;
9. Minimise or avoid light, water, air and noise pollution and improve or maintain air quality;
10. Protect and enhance carbon storage in our natural environment (including the marine environment); and
11. Improve or maintain the natural functioning of coastal and river processes, avoiding areas at risk of flooding and coastal change and further reducing flood risk elsewhere wherever possible.

3. A Vision for Commercial Road

Commercial Road should become an area which is:

- Healthy, inspiring, and sustaining for **PEOPLE**
- A distinct, connected, and accessible **PLACE**
- Protective and nurturing of our **PLANET**

3.1. The future of Commercial Road is healthy, inspiring, and sustaining for **PEOPLE**

Commercial Road benefits from a green and vibrant public realm prioritising pedestrians and cyclists to visit and explore the area. It is a safe, inclusive, and enjoyable place to live, work and visit, supporting health and wellbeing. Commercial Road has become a popular destination which sustains livelihoods through diverse and thriving businesses. It offers a range of retail, cultural, leisure and recreational opportunities that encourage year-round footfall to the area. Commercial Road is an inspiring place to live, work and visit, reflecting its 800-year history while looking to the future.

Consider the following, among other solutions, to achieve the above:

Public realm

- Reduced priority for traffic, including traffic calming measures, to prioritise pedestrians and cyclists
- Improved infrastructure for pedestrians to encourage footfall and dwell time
- Green infrastructure to create a calmer, healthier and more pleasant environment for people
- Improved waterside access to provide views, pedestrian access, and a destination for all

Health and wellbeing

- Safer access for pedestrians of all ages and mobilities to protect existing users and increase footfall
- Improved infrastructure for walking and cycling for healthier communities and carbon reduction

- Areas for people to pause and gather to increase dwell time, encourage social interaction, and support diverse mobility
- Improved air quality and reduced noise pollution to protect people's health and encourage wildlife
- Opportunities for public art to provide inspiration, stimulation and support mental health
- New and improved access to the water to create opportunities for recreational activities and maximise sensory and health benefits for all

Diverse communities and livelihoods

- An inclusive area which is welcoming and accessible to all
- A new destination and revitalised areas to attract higher footfall and spend for businesses
- Space and opportunity for new initiatives to broaden the offer for residents and visitors, and support quality employment

3.2. The future of Commercial Road is a distinct, connected, and accessible PLACE

Commercial Road's high-quality public realm reflects its distinct industrial character and its waterside location. It is a precedent for successful and sustainable mixed-use areas; supporting businesses across retail, culture, leisure and small-scale industry alongside residential developments, attracting visitors and protecting and nurturing the natural world. It enjoys thriving connections to the waterfront and historic town centre as well as the wooded valleys and countryside beyond. Commercial Road is once again a destination in its own right and a place of arrival for Penryn.

Consider the following, among other solutions, to achieve the above:

High-quality design

- Quality design and materials that reflect the area's character helping to make a distinct place
- Sustainable and robust materials to ensure longevity and value for money
- Well-designed spaces to create footfall, accessibility, safety, and enjoyment
- Clutter-free infrastructure and signage to enable and inform visitors

- Clearly expressed nodal points along the road to signal arrival, choice and opportunity

Connected places

- New and improved links with the historic Town Centre to benefit both areas and connect residents
- New and improved access to the waterfront to provide views, access, and recreational activities
- Walking and cycling routes to connect across the town and beyond
- Quality and effective signage to support exploration and increase dwell time in the town

A Destination

- Reduce emphasis on cars at the 'southern gateway' to prioritise pedestrians and cyclists arriving
- Consider a 'northern gateway' to create positive first impressions of the town from that end
- High quality green infrastructure to encourage dwell time and repeat visits
- Design and infrastructure for a night-time economy to extend economic and leisure opportunities
- Opportunities for public art and a celebration of culture and history to create a distinct place and a new destination

3.3. The future of Commercial Road is protective and nurturing of our PLANET

It is an exemplar of how a busy area which accommodates multiple businesses, residential developments, a working quay, and a transport route, can also support a thriving natural environment that delivers a range of ecosystem services. From the tree canopy providing habitat, shade, and carbon storage, to planted areas increasing biodiversity, to green travel alternatives reducing fossil fuel use, to recycling and water points, Commercial Road works hard to protect and nurture the natural world. It makes the most of its important environmental location on the interface between blue and green infrastructure and contributes to nature recovery by being part of a habitat network linking through the urban area to the wider landscape.

Consider the following, among other solutions, to achieve the above:

Landscaping

- Tree planting to provide wildlife habitat, shade in sunny months, reduce noise impact from traffic, capture and store carbon and improve air quality
- Green landscaping and planting to improve soil structure, increase biodiversity and create insect habitats
- Hard landscaping in robust and sustainable materials as part of high-quality public realm design

Transport

- Traffic calming measures to reduce vehicle speeds and therefore emissions
- Priority for pedestrians and bicyclists with improved pedestrian/cycle routes and crossings to encourage fewer journeys by car and increase connectivity across the town and beyond
- Car parking strategies to reduce parked cars, prioritise pedestrian and bicyclists and create space for green infrastructure and planting
- Integrated transport strategies to reduce private car use and reduce emissions by, for example: emphasising and encouraging car share

Green Infrastructure

- Exploring green alternatives for power generation
- Sustainable drainage systems (SUDs) to reduce flooding
- Bike parking/storage facilities to encourage cycle journeys
- Electric charge points for cars and bikes
- Recycling and water points
- Bin storage

3.4. A Summary of our Aims

PEOPLE

- Reduce emphasis on traffic and prioritise pedestrians and cyclists
- Make Commercial Road a safe, healthy, inclusive, and inspiring place to live, work and visit
- Support existing businesses and enable new ones (e.g. recreational) to boost employment

PLACE

- Create a high-quality public realm through design and material choices
- Re-connect Commercial Road to the town centre, waterfront, and areas beyond
- Create a new destination for Penryn, with a clear sense of arrival

PLANET

- Reduce private car use, encourage active transport, and consider integrated transport
- Introduce green landscaping to improve air quality, capture carbon and provide habitats
- Introduce Green Infrastructure to address key challenges including power waste and flooding

4. Deliverables and Outputs

The specific outputs expected from this commission are set out in the section below and are directly related to the funding for this project from the Cornwall Council Vitality funding programme. The Penryn Place Shaping Board and Penryn Town Council expects that an appointed consultant, partnership, or larger Consultancy would demonstrate their approach to undertaking the required work and producing the required deliverables and outputs, which has the following strategic aims and themes foremost in their assessment and design considerations and outputs. These should be clearly evident within any proposals submitted for this work. The strategic aims and themes that should lead the approach and implementation of this project work are:

- Climate Emergency – this is the wider context – design a carbon neutral scheme
- Bold and innovative ideas which reflect outstanding practice in public realm design
- Reflect the area's rich heritage and cultural identity
- Take previous studies on the area into account, but consider new options and apply fresh thinking, particularly in light of the climate emergency
- Engage in public consultation with local people
- Maintain dialogue with members of the Penryn Place Shaping Board

The specific deliverables and outputs from this project are set out as follows:

4.1. Transport review and analysis

Review of transport/movement/connections requirements and consultation with community and businesses (should also pick up on parking locations numbers and requirement insofar as connected to movement corridors).

4.2. Alignment with the LCWIP

There is a separate piece of Local Cycling, Walking Infrastructure Plan (LCWIP) work being progressed by Cornwall Council's transportation team using DfT funding to deliver an LCWIP for Penryn and any review and emerging strategy will therefore be required to take this work into consideration and ensure there is alignment with the LCWIP. However, there is an opportunity to engage and inform that work and any activity to include:

- Focus on highlighting issues/problems with current system of connections / routes;
- to make observations/recommendations of changing and upgrading existing routes and connections / new elements of pedestrian / cycle infrastructure (to include any known information on current or emerging desire lines)

4.3. Review and analysis of previous high-level masterplans

The principal consideration should be given to the most recent AECOM proposals set out within the NDP and also the Commercial Road Urban Design Study 2002 by Roger Evans Associates. Copies of these two elements of work are appended to this Brief.

Broader consideration and awareness should also be given to the range of high level plans that have identified and referred to Commercial Road, which include:

- Penryn NDP 2020 (in addition to the AECOM proposals which were appended to the NDP and which are referred to above)
- Penryn Action Plan (1999), by GL Hearn Planning;
- The Carrick Community Strategy 2002
- Falmouth and Penryn Conservation Appraisals (2005 – 2008)
- Terrence O'Rourke Combined Development Framework (2005)
- SIF consultation document (2009)
- Falmouth and Penryn Community Plan 2009

Given the age of most of these studies – what aspects of these remains relevant and appropriate for Penryn and new aspirations for Commercial Road today and moving forwards.

4.4. Options appraisal

Form a range of options from which to develop a detailed plan for Commercial Road embracing the aspirations to better showcase Penryn and highlight the town centre to capture visits.

4.5. Develop a preferred approach

Based on evidence from above including LCWIP, prepare a detailed plan for Commercial Road – highlight any opportunities for phasing as well as a whole delivery.

4.6. Details to be included

Should include (but not exhaustive) both a detailed plan / layout, gateway/arrival feature which should act as a traffic slowing feature, wayfinding and signage; lighting; and materials palettes for both public realm, public seating; cycling infrastructure to be introduced; any planting schedules for green infrastructure to be introduced. Any scheme should seek to reprioritise pedestrians and cyclists over vehicles and through detailing influence a behavioural change. Any schemes to be technically feasible in consultation with CC Transport team. Options should create and reflect Penryn's distinct character and interface with the waterfront and seek to provide opportunities for more public realm and greening.

4.7. Additional infrastructure requirements

Highlight any specific drainage infrastructure improvements considered important or necessary

4.8. Develop a costs schedule

To include for the delivery of the project, addressing potential for both a phased and whole project delivery, and any potential for costs increases over timescale.

4.9. Final package of information / final suite of documents

Pull together various requirements above into one packaged document detailing from the initial review and analysis – through options appraisal to preferred option and costs schedule for delivery.

5. Key Milestones / Gateways

Title	Description	Start Date	End Date
1. Inception Meeting		May 2022	May 2022
2. Agree Project Delivery Programme	<p>Including regular client update – time and output orientated.</p> <p>Overall project timescales and breakdown of work activities.</p> <p>Programme to include client stakeholder workshops for each deliverable output as appropriate / relevant.</p>	May 2022	May 2022
3. Present transport findings from output 1	<p>To be discussed and agreed with client.</p> <p>Transport and modal shift opportunities.</p> <p>Which remain relevant to Commercial Road now and moving forwards.</p> <p>Demonstrate appropriate engagement and consultation with the Local Highway Authority, relevant residents / businesses and stakeholders (Penryn Town Council to support this process).</p>	June 2022	June 2022
4. Present findings from previous urban design and masterplan studies and an options appraisal – Outputs4	<p>Discuss and present findings with Place Shaping.</p> <p>What has changed?</p> <p>What remains an issue / opportunity today?</p> <p>Which elements should be central in a plan for Commercial Road moving forwards?</p> <p>Present a range of options for Commercial Road.</p>	June 2022	June 2022
5. Agree Preferred approach for Commercial Road – output 5	<p>To compliment town offer.</p> <p>To improve conditions and use of Commercial Road for pedestrians and cyclists.</p> <p>Increase footfall.</p> <p>Meet future user requirements.</p>	June 2022	Jul 2022

Title	Description	Start Date	End Date
	<p>Layout plan for a scheme (not engineering but to RIBA Stage 3).</p> <p>To be deliverable so as to be capable of attracting future investment / funding.</p>		
6. Identify and set out additional infrastructure requirements necessary in support of preferred approach	<p>What updated or additional infrastructure is needed to make a preferred approach work / delivery?</p> <p>How does this fit with other infrastructure plans such as LCWIP and with updates to Cornwall's Local Transport Plan.</p>	July 2022	July 2022
7. Prepare a costs appraisal for delivery of the preferred scheme	<p>Considers both whole project and phased delivery.</p> <p>Lists key elements with costs estimates for each substantive aspect of work required to support delivery (outline costs / feasibility level).</p> <p>Costs appraisal sufficient to support an outline business case to be prepared subsequent to this project work.</p>	July 2022	August 2022
8. Collate various work elements into a draft suite / package of documents	<p>Main output 9.</p> <p>Appropriate format and documentation to support the preparation of an outline business case (by others) subsequent to this project work.</p> <p>Present overview of all work carried out to client group.</p>	August 2022	August 2022
9. Prepare final suite of documents	<p>Updates to all aspects of work following feedback from client group at milestones 3-8 above.</p> <p>Prepare final documents for handover to client group.</p>	August 2022	End of September 2022

6. Costs

It is expected that the costs for the work set out within this brief shall not exceed the funding available for the work of £40,000.

7. Timescales

The clients' expectations in terms of timescales are set out within the key milestones identified above, but which are subject to final agreement as part of an overall project programme between the client and appointed partnership of consultants / consultancy practice.

8. Assessment Criteria

Proposals submitted in response to this procurement process will be assessed on the following basis:

8.1. Financial / Cost – 30%

Does the submission:

- demonstrate costs associated with submission are within budget parameters?
- demonstrate costs associated with submission are over the budget parameters?
- demonstrate value for money?

8.2. Qualitative – 70%

To include consideration of factors such as the following (illustrative and not exhaustive).

Does the submission:

- demonstrate a clear understanding of Penryn and of Commercial Road and its relationship with the historic town centre?
- demonstrate a clear understanding of the issues and problems that exist at Commercial Road / and the opportunities at Commercial Road?
- demonstrate experience and capabilities of a suitably qualified team to address the key aspects required?
- include CV / qualifications / experience of the individuals who will undertake the work?
- demonstrate the teams' ability to deliver similar projects?
- set out a clear approach to addressing the requirements of the brief and to deliver **all** the main outputs identified within the brief?

- set out an approach to engaging and consulting with relevant residents / businesses and stakeholders on the issues, opportunities and options from the project?
- demonstrate that the outputs will be delivered within the required timescales?
- demonstrate a willingness to work and engage with the representatives of the Place Shaping Group, Town Council and other relevant stakeholders?

Appendices to include the following:

1. Climate Emergency Development Plan Document, Cornwall Council, 2021 (link below)

<https://www.cornwall.gov.uk/planning-and-building-control/planning-policy/adopted-plans/climate-emergency-development-plan-document/>

2. Penryn Design Code, Aecom, 2020 – document attached

3. Penryn Neighbourhood Plan, 2020-2030 (link below)

www.penryn-tc.gov.uk/PTC-NDP-v3.1

4. The Evans Study (Scanned document attached)

5. Funding Application for Town Vitality Funding (scanned document attached)

6. Funding Offer from Cornwall Council Vitality Fund to PTC/PSB (scanned document attached)