



# **Project Brief - Provision of consultancy services to prepare an Illustrative Masterplan for the Shrewsbury Big Town Plan**

## **1. SUMMARY OF SERVICES REQUIRED**

A partnership of Shropshire Council, Shrewsbury Business Improvement District and Shrewsbury Town Council wishes to appoint an appropriately skilled and experienced consultant to collaborate with the Big Town Plan Team to prepare an illustrative masterplan and urban design strategy for the Shrewsbury Big Town Plan. We require a mix of disciplines including spatial zoning, masterplanning, urban design and regeneration.

The masterplan should build on the work of the Big Town Plan to date, identifying key character areas within the town, defining the characteristics, parameters and design principles for each.

The masterplan should provide a holistic urban design strategy, exploring the connections and potential movement between parts, and access to the town from the wider Shrewsbury area – and establish some key principle opportunities for the town's future. The commission should focus on those areas of opportunity and maximising existing assets in the town but also identify key projects which could unlock the development potential of Shrewsbury.

## **2. BACKGROUND**

### **2.1 The Big Town Plan**

Shropshire Council, Shrewsbury BID and Shrewsbury Town Council are working in partnership on the Shrewsbury Big Town Plan project. The Big Town Plan is a new way of working in the town - diverse stakeholders from across the public and private sector are coming together - and putting the needs of people at the heart of our plan-making and place-shaping.

The Big Town Plan is being created to guide the development and priorities of the town, ensuring we are creating and making the most of opportunities, and are well positioned to manage current and future challenges. The Big Town Plan will ensure that Shrewsbury develops in a way that is complimentary of, and sensitive to, the place that it is today. It is vital that the identity of Shrewsbury – the place in which our businesses and residents trade and live, and visitors spend their precious free time – is curated and managed.

In Summer 2016 over fifty individuals and organisations participated in a series of workshops about the future of Shrewsbury. The conversations and ideas which flowed from these sessions have formed the basis of the Big Town Plan vision which you can read at [shrewsburybigtownplan.org](http://shrewsburybigtownplan.org)

In September 2017 we consulted extensively on the Big Town Plan through an interactive website and popup shop in the centre of Shrewsbury. We received over 2,000 comments and responses which are being analysed and an insights report will be shared in due course.

## **2.2 The Local Plan**

Shropshire Council as the Local Planning Authority has an adopted Local Plan that has been in place since December 2015 identifying levels of housing and employment growth to 2026. A review of the Local Plan is being undertaken to provide the framework for development to 2036 and has identified a further 3600 dwellings are required in the Shrewsbury area up to 2036 in addition to 4200 that are already committed. Balanced employment growth is therefore necessary and a further 50 hectares are required in the Shrewsbury area, in addition to the 41 hectares already committed.

Shrewsbury as the County Town of Shropshire is identified within the Plan as the Strategic Centre, and the development strategy is identifying a need for an Urban Focus that builds on the established role and characteristics of the strategic centre. The 'High Growth / Urban Focus' option is considered deliverable but will require a consistent step change in delivery rates over the plan period, especially in Shrewsbury.

The Local Plan Review is currently at the preferred scale and distribution of growth and will conclude in December 2018 when it will be submitted for examination. Further detail is provided in the link:

<https://shropshire.gov.uk/planning-policy/local-planning/local-plan-partial-review-2016-2036/local-plan-review-preferred-scale-and-distribution-of-development/>

## **2.3 The Place Plan**

Shrewsbury Big Town Plan will inform the Shrewsbury Place Plan by demonstrating how the principles will realise the overall vision for the development of Shrewsbury, in particularly neighbourhood networks that stand alone with appropriate infrastructure, and subsequently link to the town centre and character areas that add value to the overall vision for Shrewsbury.

The Place Plan provides the framework for the targeted use of developer contributions, including on site design, S106 and CIL which can support delivery of infrastructure requirements and provision of local community benefit. The current place plan is available here:

<https://shropshire.gov.uk/planning-policy/implementation-and-place-planning/place-plans/view-the-plans/shrewsbury/>

## **3. BIG TOWN PLAN VISION AND PRINCIPLES**

Through the Big Town Plan project, we have developed the following set of principles:

- A people-centred town, a managed ecology, responding to the diverse needs of its people;
- Strive for quality, with design and supporting infrastructure at the heart of good growth;
- Celebrate and sustain authenticity, character and diversity
- Create the conditions and give permission for evolution, emergence and change – buildings and spaces – with responsive, co-ordinating planning and licensing frameworks and iterative processes.
- Develop a network of neighbourhoods, with their own sense of place, respecting and create distinctiveness and local amenities
- Take risks and experiment, especially in public space and temporary uses vacant and redundant space;

- Use Shrewsbury's story, resources, assets - hidden and otherwise - and creativity to respond to change and design for growth

Ahead of the consultation, we identified four key areas and aims which we have identified as crucial to realising the overall vision. They are:

1. Creating a Place for Enterprise
2. Rethinking Movement
3. Enabling Vitality, Life and Mix
4. Nurturing Natural Shrewsbury

Further articulation on the above themes and related principles can be found at [shrewsburybigtownplan.org](http://shrewsburybigtownplan.org)

Following the consultation we have identified a fifth theme of 'promoting holistic wellbeing' which is being developed, details of which will be shared with the awarded consultant.

#### 4. CHARACTER AREAS

Through workshops and consultation, we have identified the following potential character areas:

Abbey Foregate	Existing
Bear Steps	Existing
Castle Gates	Existing
Frankwell (leading to the Mount (birthplace of Charles Darwin)	Existing
Mardol	Existing
Pride Hill	Existing
The Square	Existing
The Quarry	Existing
Victoria Quay	Existing
Riverside (Smithfield Road and Raven Meadows, three shopping centres)	Existing
Wyle Cop	Existing
Central Business District (surrounding the train station)	New
Northern Corridor (leading to Shrewsbury Flaxmill Maltings from the Central Business District)	New
West End (Barker Street, Bellstone, Claremont Street, Bridge Street)	New

#### 5. THE BIG TOWN PLAN TEAM

The team consists of

Gemma Davies	Head of Economic Growth, Shropshire Council
Seb Slater	Executive Director, Shrewsbury BID
Helen Ball	Town Clerk, Shrewsbury Town Council
Cllr Nic Laurens	Portfolio Holder for Economic Growth, Shropshire Council and Shrewsbury Town Councillor
James Handley	Director, Shrewsbury BID
Claire Evans	Investment Manager, Shropshire Council
Eddie West	Principal Policy Officer, Shropshire Council

## **6. REQUIREMENTS**

To work with the Big Town Plan team to test various spatial and zoning options for Shrewsbury, which support the vision, outlined in the Big Town Plan.

Such requirements will need to be based on a sound and thorough analysis of the existing situation in Shrewsbury and be expressed in a form that will enable the Big Town Plan Partnership to build consensus for growth and change. Although this will need to be a fully independent assessment, it will build on a range of evidence already available which will be shared with the successful consultant.

Tasks have been identified below with an indicative percentage alongside regarding the relative time allocated to each task.

### **Analysis - 10%**

- Comment on the themes and principles identified so far in the Big Town Plan
- Comment on the identified current and potential character areas
- Consider physical context, (historical context, conservation areas and listed buildings, built form, urban grain, connectivity, buildings height mass and scale, views and landmarks, land use, highway network and public transport accessibility, social infrastructure, open space and public realm).
- Identify current and potential barriers and constraints to growth and change
- Identify opportunities and identify trends
- Consider views expressed during the consultation contained in the insights report.

### **Illustrative Masterplan - 70%**

The Consultants will be responsible for preparing a high level illustrative masterplan and spatial vision for the Big Town Plan, developed on a collaborative basis with the Big Town Plan Team. Steps include;

- Develop options for the different character areas, to meet the housing and employment growth requirements in the local plan:
  - the broad type of development mix most suited to each character area;
  - opportunities for regeneration and renewal;
  - the impact on the wider urban landscape;
  - the opportunities for bringing the river into the centre of the town's life;
  - the physical and social infrastructure provision required to support business growth, promote inward investment and create vibrant and liveable communities, including opportunities to create multi-functional open spaces, and improved connectivity and accessibility to, within and across the Shrewsbury area
  - the delivery of the sustainability and climate change agenda as expressed through the nurturing natural Shrewsbury theme
  - Highway and Transport proposals for the town centre and wider network to be integrated within proposals responding to the principles and insights of the Rethinking Movement section of the Big Town Plan

- Identify and illustrate a preferred development option (quantum and mix of development) for each character area and the Big Town Plan area as a whole, supported by the findings of the above analysis and in consultation with the Big Town Plan Team.
- Illustrate development options using 3D mapping data and software or similar that can be used in a number of formats including the final Big Town Plan document and within investment prospectuses.

### **Urban Design Strategy - 20%**

Develop further high level design and development principles and strategy in relation to the following areas:

- Creating a sense of place within the town centre and linking to new developments in the wider Shrewsbury area;
- Land use strategy;
- Building heights, density and built form;
- Protecting and integrating with heritage buildings
- Public realm, open space and landscaping
- Permeability and connectivity focussing on providing opportunities for more walking and cycling.
- Implementation, phasing and land assembly.

## **7. DELIVERABLES**

The Big Town Plan Team requires an illustrative masterplan (including 3D plan) with associated urban design strategy, which is highly visual in its design, featuring a number of high quality and attractive artists impressions to include computer generated imagery (CGI), plans/maps and photographs for inclusion in the final Big Town Plan document that responds to all tasks identified in the requirements section.

## **8. TIMESCALES**

Expressions of interest by	16 <sup>th</sup> January 2018
Shortlisting	18 <sup>th</sup> January 2018
Interviews and Selection	25 <sup>th</sup> January 2018
Appointment	26 <sup>th</sup> January 2018
Inception Meeting	wc 29 <sup>th</sup> January 2018
Draft illustrative Masterplan and Urban Strategy for discussion	wc 12 <sup>th</sup> March 2018
Commission complete and final version completed	wc 2nd April 2018

## 9. SUBMISSION REQUIREMENTS AND EVALUATION METHODOLOGY

The contract will be awarded taking into consideration the following criteria.

### 9.1 Previous Experience - 30%

	Question	Description	Response Type	%
9.1.1	Masterplanning	Relevant experience in developing masterplans/spatial visions including 3d modelling and developing high level design and development principles, preferably in town centres (maximum 4 examples of relevant previous experience)	Attachment	70
9.1.2	Urban Design	Experience of delivering successful high quality urban design projects (maximum 4 examples of previous experience)	Attachment	30

### 9.2 Response to the Brief - 50%

	Question	Description	Response Type	%
9.2.1	Proposed Approach	Referencing the requirements in the Project Brief set out a detailed response to the brief.  Referencing how the Big Town Plan Team will be engaged and integrated into the approach and how on-going contact will be undertaken.	Attachment	70%
9.2.2	Project Plan	Please provide a detailed project plan and timeline identifying all work streams that demonstrates how you intend to deliver the project in response to the Project Brief.  Identify the total cost of delivery of the Project Plan to ensure all the requirements are met	Attachment	30%

### 9.3 Team Capabilities – 20%

	Question	Description	Response Type	%
9.3.1	Delivery Team	Provide details regarding the project team who will deliver the project ensuring all necessary disciplines are covered including urban design, graphic design, architecture, heritage specialists, transport and infrastructure delivery professionals. Include details regarding resourcing arrangements, team management and structure and methods of communicating with the Big Town Plan Team.	Attachment	60
9.3.2	CVs of project team	Provide a short CV for each member of the team who will work on the project.	Attachment	40

### 9.4 References

	Question	Description	Response Type	%
9.4.1		Please provide the names of three recent referees we can contact for references. Where possible, at least one should be a Partnership arrangement of private / public sector organisations. Please be aware you will not be scored on this section but the award is subject to references	Attachment	

## 10. CONTACT FOR THE SUBMISSION

Contact with the Big Town Plan Team will be through Claire Evans, Investment Manager at Shropshire Council.

Contact details:

[Claire.evans@shropshire.gov.uk](mailto:Claire.evans@shropshire.gov.uk)

01743 254613 / 07990088097

All submissions are to made by email by 11pm Tuesday 16<sup>th</sup> January 2018.

## **11. BUDGET AND PAYMENT TERMS**

The budget for this commission is within the range of £40,000 to £45,000 exclusive of VAT.

Payment will be made within 30 days on receipt of invoice, with 50% on submission of draft masterplan and strategy available for discussion and 50% on completion.