

## **Westway Community Street Co-design Brief**

### **1. Introduction**

Westway Trust has secured funding from the Mayor of London Good Growth Fund to create a 'Community Street' under the Westway. The 'Community Street' will revitalise the mile-long area dominated and defined by the Westway flyover. Through recognition of the heritage befitting the area, the introduction of green infrastructure, creative adaptive lighting, public art, public realm improvements, and refurbishment of a number of key spaces, we will create welcoming areas to dwell with space for community and cultural activity.

Westway Trust are seeking an experienced organisation or individual to work alongside our staff team and a multidisciplinary design team to facilitate the co-design of the Westway 'Community Street' to RIBA Stage 2 and to support the full design process to RIBA stage 5. Co-design will be at the heart of the process to ensure the design is community led and recognises and promotes the unique character of the area. We are particularly interested in responses from organisations/individuals with experience and knowledge of the North Kensington community.

### **2. Background/Context**

Westway Trust is a registered charity and one of the first social enterprises in the UK. Formed out of local protest in 1971 when the A40 Westway Flyover was built, leaving derelict land and a disrupted and displaced community, with many residents needing to be rehoused. The Trust now manages the 23 acres on behalf of the community, providing affordable space for small businesses and local charities, and delivering a range of services to benefit the residents of North Kensington.

To deliver our ambitions we work with over 60 member organisations ranging from community groups and residents' associations to schools and sports clubs, as well as other local groups and people. The estate is home to more than three acres of public green space, 120 tenants including more than 20 charities and non-profit organisations, two sports and fitness facilities, 48 light industrial units, 34 offices, 32 shops, community stables and a skate park.

North Kensington is a lively, multi-cultural area known for its diverse and interconnected communities. It is a place that is unique, celebratory, proud, and home to a vibrant and exciting creative and entrepreneurial culture. Notting Hill Carnival was established under the Westway; the world-famous Portobello vintage market is rooted here, and many internationally renowned musicians, artists, film makers, designers and makers started their careers in venues and stalls under the motorway.

In many ways the local area is both dominated and defined by the Westway flyover, which in the 1960s was driven through North Kensington staked out on giant stilts. The new highway made driving in and out of the city much easier. However, while reducing congestion in the city, the highway carried the traffic above the lives of

people living in North Kensington. The flyover brought noise, disruption, destruction, and air pollution to the community underneath.

Westway Community Street is a key part of Westway Trust's vision for the 23 acres under the A40 flyover. The plan will deliver physical improvements and renewal, as well as better economic opportunities for local people and facilities for visitors to North Kensington. The space under the A40 is currently occupied by offices workshops and retail premises with 3 out of the 23 acres of the Westway estate being green open space. The linear route under the Westway is mostly hard landscape which is poorly lit in places and lacks a unifying identity.

This project is a recognition that local people find some of the spaces along the length of the flyover unwelcoming, unsafe, heavily polluted and difficult to navigate. Our objective is to bring together what is currently a series of disjointed spaces, to create a cohesive and unified place and preserving the character and identity of each area.

### **3. Scope of Work**

We believe that the participation of those who have lived experience of the Westway Estate in the design process will lead to a more effective design outcome, as the knowledge and needs of users will be central throughout the process.

By following the principles of participatory design, we want to ensure all stakeholders, including the community, Westway Trust tenants and the design team contribute equally, so design ideas arise in collaboration with participants who bring different knowledge and skills, and decision-making is democratic.

To ensure the process feels genuine to participants, facilitators must seek and understand participants' opinions, and ensure all participants are given real opportunities for influencing the design of the Community Street.

Working with the Westway Trust, you will define participants' level of involvement, scope of influence, and how decisions will be made. It is important that participants understand the level of influence they will be able to have and that there is transparency about how decisions will be made.

You will ensure the design process is inclusive, with a good balance of participants who bring an amalgam of knowledge (lived experience, professional and specialist expertise), and who reflect the diversity of the local community. In your response, outline how you will accommodate people's availability and needs, and ensure venues are accessible to all. Also, outline your strategy for enabling co-design should government guidelines due to the Covid-19 pandemic prevent face to face contact.

The main components of the *Community Street* are:

#### **➤ Clean air**

- Air quality Improvements including options for green infrastructure at the height of the Westway (40 feet above ground level) and technological solutions in key areas identified across the estate. We want to be

ambitious and innovative in our approach to improving the quality of the environment surrounding the Westway

➤ **Placemaking**

- Better integration of Portobello Green Arcade, Portobello Green, Thorpe Close and the Market Canopy, providing an improved trading and visitor experience. Improvements may include new public space, better connections, better wayfinding and lighting
- New street furniture across the estate including
- Parklets at various locations
- Opportunities for planting

➤ **Eyes on street**

- Installation of adaptive and creative lighting across the estate including infrastructure for projections and animation
- Proposals for activating frontages

➤ **Art in space**

- Locally commissioned artwork on walls and motorway pillars across the estate

➤ **Creative re-use**

- Detailed designs for:
  - public toilets at Acklam Road
  - Portobello Green Arcade to include animating entrances and rejuvenating the façade of the building
  - The building previously known as Bramley's Big Adventure

➤ **Movement**

- Electric vehicle charging points along the estate
- Cycle parking proposals
- Wayfinding and signage across the estate to aid navigation
- Outline proposals for adjacent and transecting roads if applicable (e.g. Acklam Road or Kingsdown Close)

#### **4. Outputs**

- A report detailing the results of the co-design phase up to the concept design to include description of activities, number of participants, and groups engaged with. The groups should include Resident Associations, local forums, member organisations, schools and community groups as a minimum.
- End of project report tracking the role of co-design in the development of the Community Street design, and demonstrating inclusivity and representativeness by tracking outputs including but not limited to: number of participants, demographic of participants (age/ethnicity/disability/gender), and number of events held.

## 5. Tender Requirements and timetable

Tender submissions should include the following information in your proposal, over no more than 10 sides of A4 (excluding appendices and CV's) at font size 11:

- Your understanding of the brief and why you are interested in this project
- A clear statement of the proposed methodology, including details of how you will engage community participants, work with Westway Trust tenants, Westway staff and the design team
- Details of project team members and their proposed roles within the project
- Evidence of relevant experience/skills - including experience of working on similar projects
- An understanding of the challenges and issues associated with the project
- A detailed fee proposal and invoicing structure. The fee should assume working alongside the design team for a period of 6 months with more intense activity in the first 3 months. In addition, please provide a fee for additional workshops and a day rate for key staff.
- Contact details for two referees you are happy for us to contact

### Budget

- The budget available to deliver the listed outputs is £40,000, including all costs, expenses and VAT.

### Schedule:

- Opportunity opens: April 1<sup>st</sup> 2021
- Deadline for questions and walkabout with Westway Trust staff: April 21<sup>st</sup> 2021
- Deadline for tender submissions: 5pm May 7<sup>th</sup> 2021
- Interviews and presentations from shortlisted applicants: W/C May 17<sup>th</sup> 2021
- Successful organisation notified: W/C 24<sup>th</sup> May 2021
- Due Diligence
- Contract to commence: TBC

The interview panel will include members of Westway Trust Board of Trustees and representatives from the local community.

## 6. Tender Evaluation Criteria

The tenders will be assessed on the bidders' technical quality (70%) and commercial proposal (30%). The following criteria apply:

Technical Quality Proposal Evaluation: 70%	
Sub Section	Information Required

<b>Approach</b> <b>40%</b>	Describe your approach to the brief and programme with reference to the following: <ul style="list-style-type: none"> <li>• Detail your interpretation of the brief</li> <li>• Describe your understanding and methodology to the tasks described</li> <li>• Explain how you intend to add value</li> <li>• Provide a detailed programme with allocated resources to indicate timescales and effort days associated with proposed activities and deliverables – if you are working as part of a team please also include how the work will be shared between parties</li> <li>• Confirm you can meet the stated deadlines</li> </ul>
<b>Experience</b> <b>30%</b>	Provide two examples of similar projects to demonstrate your experience. For each example, please provide information on: <ul style="list-style-type: none"> <li>• the client name, budget, timescale, challenges, approach and results (including any measured successes) and any key lessons learnt;</li> <li>• well-presented, concise, robust, and visually engaging information you have produced;</li> <li>• how you plan to disseminate information in an engaging manner</li> </ul> We are looking for an excellent match with all the skills required for this project, as set out within the brief. Please provide: <ul style="list-style-type: none"> <li>• The proposed project team structure including the names and roles that each person will have as part of the contract</li> <li>• CV's for each team member identifying relevant skills and experience, up to a maximum of 2 pages per person</li> </ul>
<p>We will not appoint a bidder that scores less than 45 out of the available 70.</p> <p>The minimum technical threshold of 45 must be achieved to move on to the second stage of evaluation which is the Commercial.</p>	

<b>Equality, Diversity &amp; inclusion: 5%</b>	
<b>Sub Section</b>	<b>Information Required</b>
<b>5%</b>	<ul style="list-style-type: none"> <li>• Approach to working with under-represented groups and individuals</li> <li>• Approach to sharing cultural capital with under-represented groups (mentoring, outreach, training)</li> </ul>

<b>Commercial Proposal Evaluation: 25%</b>	
<b>Sub Section</b>	<b>Information Required</b>
<b>Financial (cost) 25%</b>	<ul style="list-style-type: none"> <li>• Achieving Value for Money</li> <li>• Value for money evidence provided in a pricing schedule – day rates etc</li> </ul>