

Westway Community Street 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 spaces, we will create welcoming areas to dwell with space for community and cultural activity.

Westway Trust are seeking an experienced team to lead the design of the Westway 'Community Street' to RIBA Stage 5. Community Participation 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.

The design team should maximise opportunities for local commissioning through collaboration with local designers, and where possible offer training opportunities for local young people through the design/delivery process.

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.

The *Community Street* will be a key wayfinding mechanism, providing local people, and visitors with the confidence to explore the whole of the Westway Trust estate. It will provide more spaces for the community to access, with welcoming arrival spaces, improved public realm and public places to enjoy. It will be greener and cleaner, encouraging pedestrians and cyclists to use it as the preferred link to get around the area, and connect to the surrounding area.

3. Scope of Work

Westway Trust are seeking an experienced team to design the *Westway Community Street* from RIBA Stage 1 to 5 working alongside a separate team appointed to lead a co-design process. A 10-year Urban Design Strategy was completed in 2019 for the Westway estate responding to feedback from more than 500 people on how they would like the estate to be improved, and to identify opportunities to provide more facilities for the community. The *Community Street* emerged as a key element of the Urban Design Strategy.

Community engagement will be at the heart of the process to ensure the design is community centered. We expect the design to be iterative and responsive to feedback from participants. We are seeking a separate entity to facilitate the co-design element to ensure local stakeholders have the opportunity to be involved in the design process. We anticipate this entity will have extensive local knowledge, strong links to North Kensington and will steer the entire design process.

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)

** A detailed pack of plans and photographs will be issued to those interested in responding to this opportunity.

The work is expected to be undertaken in 5 phases: Familiarisation, Engagement, Analysis, Design and Delivery, with community engagement throughout.

a) Familiarisation

Understanding the information provided that relates to the Community Street, i.e. different land ownerships, challenges, and physical attributes of the Westway Estate will be the starting point. A review of recent relevant planning and strategy documents and previous studies relating to the estate, including the Urban Design Strategy, will provide comprehensive information on the physical characteristics, existing activities and uses, and feedback from previous engagement exercises.

b) Engagement with Stakeholders

The *Westway Community Street* design work will be designed in a participative way, with engagement from a wide range of local residents, and key stakeholders. A third party will be engaged to facilitate the co-design process. This approach will require the nominated design team to work alongside the appointed co-design specialists, who will build strong and meaningful relationships with, and between, local residents and stakeholders

The design team need to acknowledge and value the experience, knowledge and skills within the community, and the insight they can bring to achieve the aims of the community street. The Trust is clear that the experience of local communities is to be valued alongside professional expertise. Bidders will need to set out their approach to engagement with our local community through the inclusion of residents, market traders and local businesses in the design phase, and indicating how they will put these stakeholders at the centre of the design process.

We are particularly interested to understand how you propose to undertake these discussions, how information will be presented, how feedback will be valued and responded to, and how community participation will be structured.

Our aim is to embed social value across the procurement and delivery process, and via the outputs of the *Community Street*. This will be through:

- Ensuring those from protected groups are central to project design and delivery. Early design development will enable the project team to work with under-represented groups (young people, women and BAME groups).
- The design team should maximise opportunities for local commissioning including collaboration with local designers, and where possible offer training opportunities for local young people through the design/delivery process.

c) Analysis

Analyse data collected and contributions made during the participation process to understand:

- The cultural and historical context
- Existing qualities and values to be preserved and enhanced
- Desires and aspirations for the Community Street
- Environmental and air pollution data to develop solutions which may be tested at suitable points along the estate

d) Design

We require detailed designs for the *Community Street* to RIBA Stage 5 to be used in the procurement of a contractor or multiple contractors to undertake the work, and to be used in the planning application pack as required.

The design should meet the highest standards of accessibility and inclusion for everyone regardless of disability, age or gender. Access is not just about physical access, but also about how people feel about using the space. The design process should also be accessible to all, and consideration should be given to engagement and communication methods and materials.

The design should be of a high environmental standard with attention given to where materials are sourced, their embodied carbon footprint, as well as the social and environmental impact on the communities from which the materials are sourced. We also want to explore the use of materials that naturally have environmental benefits such as absorbing pollutants.

Skills required

The consultant team will have the following skills and expertise:

- Engagement and participative design strategies
- Architecture and Placemaking
- Public Realm and Landscape
- Environmental Design and Sustainability
- Graphic design & architectural illustration
- Cost analysis

4. Outputs

We expect the following outputs from this design commission:

- Concept design
- Detailed Design
- Detailed cost plan
- Planning Application Pack
- Technical Design Pack to tender for contractor(s)
- Construction design queries and support

5. Tender Response Requirements and timetable

We welcome emerging, SME, local and BAMER led organisations to respond to this brief, particularly practices and organisations that champion diversity and inclusivity.

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

- Your understanding of the brief and statement of why you are interested in this project
- A clear statement of the proposed methodology, including details of stakeholder liaison and community participation to achieve a truly community led design
- A timeline for delivering the outputs listed in this brief
- Details of project team members, including specialist sub-consultants if necessary, and their proposed roles within the project
- Evidence of relevant experience/skills - including your track record of working on community-led projects
- An understanding of the challenges and issues associated with the project
- A detailed fee proposal and invoicing structure. The fee must include all disbursements, including draft and final documentation and presentation material for engagement purposes. It must also include expenses and VAT.
- Contact details for two referees

6. Budget

The budget available to deliver the listed outputs is £130,000, including all expenses and VAT.

7. Schedule:

- Opportunity open: April 6th 2021
- Deadline for questions and walkabout with Westway Trust team: April 21st 2021
- Deadline for tender submissions: 5pm on May 7th 2021
- Interviews and presentations from shortlisted firms: W/C May 17th 2021
- Successful bidder notified: W/C 24th 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.

8. Evaluation criteria

The tenders will be assessed on the bidders' technical quality (70%) and commercial (30%) proposals. The following criteria apply. Please use these to structure your response.

Technical Quality Proposal Evaluation: 70%	
Sub Section	Information Required
Approach 40%	<p>Describe your approach to the brief and programme with reference to the following:</p> <ul style="list-style-type: none">• Detail your interpretation of the brief• Describe your understanding and methodology to each of the tasks described• Explain how you intend to add value• 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• Confirm you can meet the stated deadlines

Experience 30%	<p>Provide two examples of similar scale projects to demonstrate your experience. For each example please provide information on:</p> <ul style="list-style-type: none"> • the client name, budget, timescale, challenges, approach and results (including any measured successes) and any key lessons learnt; • how you undertook research related to community, design and the built environment; • well-presented, concise, robust, and visually engaging information you produced; • how you disseminated information in an engaging manner through events, participatory processes or conferences.
	<p>We are looking for an excellent match with all the skills required for this project, as set out within the brief. Please provide:</p> <ul style="list-style-type: none"> • The proposed project team structure including the names and roles that each person will have as part of the contract • CV's for each team member identifying relevant skills and experience, up to a maximum of 2 pages per person
<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>	

Equality, Diversity & Inclusion: 5%	
Sub Section	Information Required
Equality, Diversity & Inclusion 5%	<ul style="list-style-type: none"> • Approach to working with under-represented led practices (collaboration, incubation, sub-contracting as part of the project team, not only for the purposes of community participation) • Approach to sharing cultural capital with under-represented groups (mentoring, outreach, training) • Approach to working with schools and universities to promote equality, diversity and inclusion in the built environment sector (lectures, talks, bursaries, apprenticeships, structured outreach)

Commercial Proposal Evaluation: 25%	
Sub Section	Information Required

Financial (cost) 25%	<ul style="list-style-type: none">• Achieving Value for Money• Value for money evidence provided in a pricing schedule – day rates etc• Schedule of fees - fee proposal, resource allocation and breakdown against stated deliverables, based on the day rate schedule provided
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