



Urban Design Guidance for Stoke-on-Trent and Newcastle-under-Lyme



Brief for the production of a Supplementary Planning Document on Design

December 2007



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for
Stoke-on-Trent and Newcastle-under-Lyme**

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a Supplementary Planning Document on Design**

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PLAN 1

NORTH STAFFORDSHIRE Core Spatial Strategy Area



NOT TO SCALE

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1 CONTEXT

- 1.01 North Staffordshire is currently undergoing major physical change. The decline of the area's traditional industrial base has generated the need to find a new and prosperous role in the modern knowledge economy, to renew the housing market, to develop better schools, colleges and universities, to provide better health and medical facilities, to revitalise the city and town centres, and to improve the transport infrastructure.
- 1.02 The scale of public and private sector investment in the physical regeneration of North Staffordshire over the next 10 years will be considerable. The success of this investment will depend on how well the developments, both individually and collectively, transform the area's physical environment: how effectively it functions, whether it is truly sustainable, and how positively it is regarded by investors, visitors and residents. These factors - functionality, sustainability and image – are essential for economic prosperity, a strong housing market, good health and education facilities, and the vitality and viability of the city centre and town centres. They can only be physically delivered through good architecture and urban design.
- 1.03 Over the past decade the issue of the quality of design in the built environment has been moving higher up the national agenda. Following the report of the Urban Task Force, *Towards an Urban Renaissance*, and the establishment of the Commission for Architecture and the Built Environment in 1999, a series of national policy initiatives aimed at embedding higher design standards in new development have been rolled out. CABI has been highly proactive in extending the influence of national design policy into all aspects of the development process through the publication of a great number of advisory and explanatory documents.
- 1.04 These national initiatives have been reflected at regional and local level.
- The West Midlands Regional Spatial Strategy emphasises the vital role of good design in successful physical and economic regeneration.
 - Advantage West Midlands has established a regional forum, Designed Environment West Midlands (DEWM), to promote good practice amongst a range of professional bodies across the region.
 - AWM sponsors architecture and built environment centres in Birmingham and North Staffordshire as local delivery vehicles for this.
 - Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council have adopted strategies and policies requiring better standards of design in new development.
 - Renew North Staffordshire, the housing pathfinder, recognises in its Prospectus Scheme Update that the delivery of well designed new housing is essential for market renewal.
 - Similarly the North Staffordshire Regeneration Zone Implementation Plan 2006-09 recognises that economic regeneration has to be underpinned by high quality design, if it is to be visible and marketable to prospective investors, visitors and residents.
 - A Manifesto for Better Architecture and Urban Design has been endorsed by all North Staffordshire's local authorities, by Renew, and by the North Staffordshire Regeneration Zone.
 - A Design and Heritage Group for North Staffordshire jointly chaired by CABI and English Heritage has been established to co-ordinate the work of all bodies involved with design in the sub-region.

- 1.06 In order to aid the translation of strategic design policies and plans into practical advice and guidance a **client group** comprising Renew North Staffordshire, Stoke-on-Trent City Council, and Newcastle-under-Lyme Borough Council are working in partnership to produce a joint urban design guide for North Staffordshire's two principal local authority areas. Through its enabling team CABE is acting in a supporting and advisory role. Urban Vision North Staffordshire, the architecture and urban design centre, has been appointed by the client group to prepare the brief for the production of the urban design guide and to project manage the consultants commissioned to carry out the work.
- 1.07 Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council have agreed that the urban design guide will be a joint Supplementary Planning Document on Design covering the whole of the two local authority areas. A collaborative approach will improve consistency and compatibility in the way the two adjoining local authorities prepare and implement their design guidance across the North Staffordshire conurbation. However, it is essential that the guidance is sensitive to local distinctiveness and does not seek to impose a standard approach across the conurbation.
- 1.08 North Staffordshire is home to one of the UK's nine housing market renewal pathfinders – Renew North Staffordshire. Renew's strategy, as set out in its Prospectus Scheme Update, is to improve the quality of the housing stock, transform the urban form and local environment, and to achieve sustainable neighbourhoods. The role of high quality design is at the core of the housing market renewal agenda, and the production of effective urban design guidance is vital for the realisation of Renew's strategy.
- 1.09 On 1 April 2007 the North Staffordshire Regeneration Partnership was formally established in order to bring all the organisations and agencies involved in the regeneration of North Staffordshire together in a single body. It is both timely and appropriate that the production of sub-regional design guidance is being commissioned for the first time, to help ensure that the physical regeneration and development to be delivered by the North Staffordshire Regeneration Partnership is environmentally sustainable, highly serviceable and of lasting quality.
- 1.10 The production of Urban Design Guidance for Stoke-on-Trent and Newcastle-under-Lyme will provide the basis for a more comprehensive and effective approach to achieving design quality in the sub-region. It will give commissioning and controlling bodies the means to deliver good design, and will help establish the critical contextual conditions, such as improved design skills, clarity of vision, understanding, and new procurement priorities, essential for high quality design. It will help reinvigorate the civic pride that historically created many areas of fine townscape in the conurbation.

2 KEY DESIGN ISSUES

2.01 Although it is an aspiration shared by every major player in the sub-region, the actual achievement of high quality built environment design on the ground in the North Staffordshire conurbation has met with many difficulties in recent years. If the urban design guidance now proposed is to be effective, it must address the issues that continue to present difficulties for the delivery of high quality design in Stoke-on-Trent and Newcastle-under-Lyme. The following paragraphs summarise the main design issues experienced in North Staffordshire in recent years, and state how the urban design guidance should respond to these issues.

2.02 Understanding the wider context

Although the process of social and economic transformation is well under way in North Staffordshire, an opportunity has been missed so far to **define and promote key spatial considerations and urban design principles at sub-regional level** which facilitate and guide this transformation and influence the shape of the urban environment at local level.

2.03 There is a wealth of existing information in North Staffordshire related to the physical, the economic and social aspects of places in the sub-region. In particular, the physical characteristics of the sub-region are incredibly diverse and distinctive. For instance, green infrastructure and the landscape quality provide an important framework for development. The way built form relates to its landscape setting in response to topography, waterways and types of industrial heritage and housing define a distinctive morphology in the area. Heritage assets of town centres, quarters and neighbourhoods have been recognised through characterisation studies. The different functions of the North Staffordshire towns have had an impact on their growth and on how they connect both in their sub region and within – between neighbourhoods and their centres. At the heart of how these places work and function are the people, who work, live, invest and visit these places.

2.04 Through the inclusion of a **strategic urban design** section, the North Staffordshire urban design guidance must celebrate and reinforce the positive assets of place and identity in the sub-region by the provision of:

- a broad contextual framework, based on a robust interrogation and synthesis of the existing social, economic and spatial evidence base, within which local strategies and projects must be considered and developed
- guidance on any additional evidence regarding the social, economic and physical attributes of the sub-region that must be considered in developing creative urban design proposals at different scales of development
- a summary, in a diagrammatic or map form, of the spatial elements of North Staffordshire's 'story of change' derived from the existing economic, housing market and other strategies listed in Appendix A.

The challenge of a polycentric conurbation

2.05 The North Staffordshire conurbation does not have a conventional mono-centric city structure, being instead made up of some eight towns and a number of smaller centres. Hanley has the greatest concentration of retail and commercial development and is widely regarded as the city centre. However, its scale is not what would be expected of a city centre serving over half a million people, and the proximity of several other towns, not to mention

numerous out-of-town retail parks, has constrained its growth. Whilst it is expected that the role of Hanley as the city centre will be strengthened, at the same time the other towns will continue to develop their own distinctive roles. *The Stoke-on-Trent and Newcastle-under-Lyme Core Spatial Strategy* proposes that all the towns in the conurbation should have complementary functions, which will enable them all to thrive and contribute to the vitality of the whole area. This has significant design implications for these centres – particularly in terms of the scale and the character of development within them, the amount and nature of out-of-town development, and the connectivity between centres. The design guidance must give a clear context for development that will enhance a distinctive role and character of each of the centres

Heritage and cultural issues

- 2.06 Where the existing built environment has special architectural, historic or cultural value, there is a need to ensure that this is taken into account in re-designing and reforming buildings or areas. This can apply in non-protected as well as in protected areas. There is a need to understand what we have already before designing new developments. North Staffordshire has pioneered the analytical technique of urban characterisation to assess heritage value, and the results have been published in the *Assessment of the Historical Significance of the North Staffordshire Conurbation* (see Appendix A). This and more detailed techniques need to be an integral part of the contextual analysis underpinning the design guidance.

Sustainability

- 2.07 A broader issue is the need to deal with climate change and the creation of sustainable communities. Ultimately sustainable development will only be delivered if it is designed into each stage and every aspect of the process. It is not tenable to say that something is well designed, if it is not also designed sustainably. The urban design guidance must therefore integrate appropriate aspects of sustainability within each section of the document; and the design principles and advice must explicitly reflect their compatibility with and contribution to the delivery of sustainable development. As far as is practical designs should be encouraged which future-proof developments in respect of climate change adaptation and mitigation, recycling, energy efficiency, etc.

Economic change

- 2.08 The loss of employment in North Staffordshire's traditional sectors of mining and manufacturing has led to pressures to provide new jobs quickly. As a result any development offering employment opportunities has been encouraged, with the quality of the development taking low priority. Unfortunately there is a strong correlation between low quality development and low-paying jobs, and North Staffordshire's new jobs have largely failed to address the problem of low average household income which the area has suffered over many years. The urban design guidance must show how the provision of a high quality built environment can be achieved as one of the necessary conditions of economic prosperity.

Low expectations

- 2.09 In order to deal with economic change there has been a tendency to accept almost any development that brings jobs and investment. This has created a culture of low expectations for the quality of that development, and a reluctance to reject the mediocre on the basis of its poor or inadequate design quality. A commonly expressed view of developers - that good design is not viable in much of the North Staffordshire conurbation – has only recently begun to be challenged. The urban design guidance must inspire key decision makers, and

empower them with the confidence and determination to insist on high design standards. It must give developers the context to provide well-designed buildings and places by projecting a clear and consistent vision of a high quality sub-region defined by its well designed buildings and public spaces, and by setting out the factors required to underpin that confidence.

Skills

- 2.10 There has been insufficient understanding and appreciation of the nature and benefits of good quality design, and how to go about achieving it. As a result design quality has been regarded as dispensable luxury, rather than a fundamental requirement. A shortage of design skills is a feature of the sub-region, to be kept in mind in both the preparation and the implementation of the urban design guidance. This will range from a clear explanation of the principles of good design for all involved in the development process to a strategic approach to commissioning developments with design prioritised from the very outset.

Creativity

- 2.11 Where there is a shortage of design skills, there is often a tendency to play safe with the design of new development and copy what is in the vicinity. This approach not only stifles creativity and deters innovation, but is also particularly unfortunate where existing built design standards are low. The urban design guidance should help overcome this lack of confidence by highlighting opportunities for more imaginative thinking, including examples of how creativity can be encouraged in the design of new developments and public spaces.

Cost-cutting procurement methods

- 2.12 In initiating development projects there has been a tendency to try to minimise up-front design costs by adopting procurement routes such as design and build, preferred developer, or other methods based on property, financial or other non-qualitative priorities. As a result critical design decisions are handed over to bodies who are then able to pare back the build quality in the interests of expediency and cost-cutting. This is particularly unfortunate in the case of major public sector development proposals where long term value for money is vitally important. The urban design guidance should help ensure that design quality is prioritised in whatever procurement methods are adopted by requiring
- A commitment to the central importance given to design all the way through the development process from project inception to occupation;
 - A commitment to design quality as fundamental to the brief;
 - The employment of good architects and designers throughout the development process from master planning to building construction, and the promotion of design competitions or other quality-based invitations to tender;
 - Proper community and end-user consultation on the design of the proposed schemes;
 - A willingness on the part of clients to produce high quality buildings and places.

Giving due weight to design

- 2.13 In the past design was not regarded as having sufficient weight in its own right to justify the refusal of planning permission on design grounds alone. This undermined the local authorities' ability to encourage or insist upon good design, resulting in compromised schemes or occasionally the approval of poor quality proposals. In recent years both Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council have placed greater emphasis on the need for good design and the urban design guidance must carry the necessary weight to be able to be used to uphold decisions requiring improved design

without the need for other supporting grounds. This means that it must be firmly based in the statutory planning system and that the elected members and officers charged with upholding design standards must be confident that design itself is a critical material consideration in planning decisions.

3 STRATEGIC AIMS

3.01 In response to the key design issues, and in order to deliver a step change in the quality of new development in the area, the urban design guidance for Stoke-on-Trent and Newcastle-under-Lyme should achieve the following strategic aims:

- It should set out the strategic urban design principles for the sub-region, and should focus these into specific urban design principles for all areas of significant planned changes, and for the treatment of open spaces, streets and waterfronts combining as structural urban features. It should demonstrate through visionary illustrations how good design can provide one of the necessary conditions for high value investment, better paying jobs, economic prosperity and housing market renewal.
- It must raise awareness and appreciation of the benefits of and need for good quality architecture and urban design, and provide practical advice on how to go about achieving it.
- It must be an accessible, educative and inspiring document applying the principles of good urban design to set place-specific visions for change that will nurture improved design attention on the part of local authority elected members and officers, as well as developers in the sub-region.
- It should define the processes and practical mechanisms that will be used to make good design a primary consideration in the generation and procurement of development proposals, particularly significant development proposals.
- It should encourage creative and innovative architecture and urban design by setting criteria to determine where such an approach would be welcomed.
- It must ensure that each level of design guidance serves to enhance the sustainability of the development involved.
- It must be an integral part of the Local Development Framework capable of being used to provide sound design grounds in support of the local authorities' position in the planning process.
- It must express the heritage and culture of the area by clarifying the appropriate ways to respond to this in the design of new development for particular localities within the sub-region.
- It should define and explore the special character of the conurbation's various centres, and the primary connecting routes between the centres, and provide advice on how this character can best be enhanced.

4 STATUTORY PLANNING REQUIREMENTS

- 4.01 In order to give the urban design guidance the appropriate weight within the statutory planning process it must be integrated with the Local Development Frameworks of Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council as a Supplementary Planning Document. The commission must therefore be carried out in accordance with Part 5 of the Town and Country Planning (Local Development) (England) Regulations 2004.
- 4.02 Supplementary Planning Documents are used to expand planning policy and must fulfil certain statutory requirements, if they are to be legally robust. A Design Supplementary Planning Document must be:
- incorporated within the Local Development Schemes of the relevant local authorities;
 - based in formally adopted development plan policy, and be consistent with emerging Local Development Framework documents;
 - produced by following the public consultation process set out in their Statements of Community Involvement, including a six week period of formal consultation;
 - the subject of a Sustainability Appraisal;
 - adopted formally after consultation by the local authorities concerned.
- 4.03 Both Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council have incorporated the Design SPD within their respective Local Development Schemes. The Local Development Schemes set out a timetable for delivery, which is reflected in the production programme in Section 7 of this Brief.
- 4.04 The Design SPD must be in accordance with national guidance, such as PPS1, and regional planning policy, principally the West Midlands Regional Spatial Strategy. It must be based on relevant saved policies in the development plan, which include policies saved from the Stoke-on-Trent City Plan 2001, the Newcastle-under-Lyme Local Plan 2011, and the Staffordshire and Stoke-on-Trent Structure Plan 2011. In order to be as future-proof as possible the Design SPD must amplify and be consistent with relevant policies in the emerging North Staffordshire Core Spatial Strategy, and other key Local Development Documents such as the Newcastle-under-Lyme Town Centre Area Action Plan (submission document).
- 4.05 The consultation process for Supplementary Planning Documents should meet the requirements of the Statements of Community Involvement of the two local authorities. These include media promotion, focus groups and workshops, presentations and meetings with advisory bodies and other stakeholder groups. The client group regards the process of production as an opportunity to publicise the urban design guidance, and to inform key stakeholders and decision-makers of its contents and implications. Appropriate techniques to achieve this should be built into the process in Section 6 below.
- 4.06 A Sustainability Appraisal is required to verify that the Design Supplementary Planning Document encourages and is compatible with sustainable development. A Sustainability Appraisal Scoping Report will be produced at the inception of the commission by the client group. This will set out the framework for the Sustainability Appraisal itself, which will be produced by the consultant towards the end of the programme.

4.07 The Design Supplementary Planning Document will be adopted formally by Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council through the local authorities' respective systems for dealing with planning policy and guidance.

5 CONTENT AND PRESENTATION

- 5.01 The area to which the urban design guidance will apply consists of two main parts: first, the North Staffordshire conurbation which comprises the Stoke-on-Trent local authority area and the urban part of Newcastle-under-Lyme, and second, rural Newcastle-under-Lyme to the west. The conurbation has a polycentric urban structure being made up of eight distinctive towns, one of which takes on the role of City Centre, and many more district, village and neighbourhood centres. Elsewhere areas of housing, employment and public space each have their own special character. The assessment of the historical significance of the North Staffordshire conurbation, carried out by Renew and Urban Vision in 2005-06, has helped define this special character and map out areas of particular value (see Appendix A).
- 5.02 The overall purpose of the design guidance is to show through clear and attractive illustrations accompanied by straightforward explanatory text how opportunities to change the physical environment for the better can be taken.
- 5.03 In considering how the urban design guidance should be organised, it is considered that a structure which is based on a combination of specific character areas and generic types of development is likely to be the most appropriate. This will recognise what in particular makes certain key areas special and should inform the design of new development in those areas. Topography, landmarks, strategic views, building materials, scale, and urban grain are some of the defining elements of the special built character of the city and town centres, and these should be defined and mapped.
- 5.04 The consultant will be expected to create urban design guidance which is specific to the following:
- the City Centre (Hanley)
 - the main strategic town centre (Newcastle-under-Lyme)
 - the other main towns (Stoke-upon-Trent, Longton, Tunstall, Burslem, Kidsgrove, Fenton).
 - In addition the main routes linking the centres are critical in creating a positive image, improving the legibility of the conurbation, and helping reinforce local distinctiveness. Specific urban design guidance should therefore be provided for
 - the primary transport corridors connecting the city centre and the main town centres.
 - the open spaces, canalsides and other landscape elements that link places.
- 5.05 For residential development, areas of employment, public spaces, and development in a historic or rural setting, generic design principles reflecting the sub-regional characteristics are required. These principles should consider and reflect the work already done as part of existing documents, such as the City Waterside Master Plan, the Burslem Master Plan and Urban Design Action Plan, and the Newcastle-under-Lyme Town Centre Area Action Plan (submission document).
- 5.06 The well established principles of good architectural and urban design should be explained and illustrated first in the urban design guidance. After this there should be a layered approach, beginning at the strategic urban design (sub-regional) level, moving into more detail within each character area where specific suggested changes should be defined and illustrated. Generic design guidance should also be provided for defined types of areas.

Finally, the design purpose and expectations of master plans, design and access statements, design codes, and design briefs, should be set out and explained.

- 5.07 The urban design guidance document should cover the following topic headings:
- i. Introduction – the nature and importance of good urban design.
 - ii. Planning Policy Background – the national, regional and adopted development plan policies upon which the Design Supplementary Planning Document is based.
 - iii. Strategic Urban Design in North Staffordshire – a vision for the physical form of the sub-region consistent with the emerging North Staffordshire Core Spatial Strategy and the Work Foundation report *Transforming North Staffordshire October 2007* (consultation draft). This strategic guidance should be based on both the natural topography and the distinctive and vernacular qualities of the area identified in the North Staffordshire Characterisation Study (see 2.02 to 2.04 above).
 - iv. The principles of good architectural and urban design that will be used to assess the quality of development proposals and can be regarded as universal principles that will stand the test of time.
 - v. The main centres: City Centre (Hanley) and Town Centres (Newcastle, Longton, Tunstall, Stoke, Burslem, Fenton, and Kidsgrove).
 - vi. The primary transport corridors connecting the centres.
 - vii. Generic residential development illustrating how good design can improve the quality of typical North Staffordshire residential environments, including terraced housing, social housing, suburban private housing, urban apartment and flats. This section should also provide guidance for infill development, extensions and alterations.
 - viii. Generic employment areas illustrating how good design can improve the quality of typical North Staffordshire employment areas, including industrial estates, retail parks, commercial areas, leisure areas, and business parks.
 - ix. The public realm, including parks, public green spaces, waterfronts, urban spaces, and transportation infrastructure.
 - x. The Historic Environment – general principles and best practice (details will be in PPG15 and the relevant Conservation Area Appraisal and Management documents).
 - xi. The Rural Environment – design in settlements in the countryside, including the Green Belt.
 - xii. How to Achieve Good Design – how to produce a strong design brief; accessing good advice, including design review; the use of urban design master plans; the contents of Design and Access Statements; the use and scope of design codes; how to appoint a good architect; choosing the best procurement route.
 - xiii. Appendices:
 - Statement of Community Consultation – consultees; process followed; representations received; response to representations made
 - Statement of Conformity
 - Sustainability Appraisal
 - Bibliography
- 5.08 Sustainable development should be one of the primary drivers of the urban design guidance. Sustainability is a cross-cutting theme and at each level and in each section the issues of climate change and environmental sustainability should be integral to the policy advice and guidance presented. Practical examples of how sustainability can be designed into new development of all scales should be included throughout the document. Specific targets for renewable energy and overall environmental performance should be provided. Issues of

social sustainability (how to achieve vibrant, socially inclusive, safe environments and contribute to community cohesion) and economic sustainability (what are the urban design issues that have to be considered to ensure that new developments underpin / facilitate economic recovery / growth) should be covered.

- 5.09 To maximise its influence and impact it is essential that the urban design guidance is presented in an attractive and accessible way, so that both the client group and a wide range of user groups are able to understand and interpret it readily and use it effectively to raise the design quality of the development proposals they are dealing with. The document should be clearly presented and easily readable; it should be visually informative and inspiring; and it should be produced to a high publication standard with plenty of apposite illustrations, maps, drawings, diagrams and photographs. The consultant will be expected to include excellent drawing and graphic design skills within the consultancy team.
- 5.10 A considerable amount of strategic planning and consultancy work has been done previously in North Staffordshire and the consultant will be expected to incorporate relevant parts of these documents. The bibliography in Appendix A provides a list of key documents.
- 5.11 Supplementary Planning Documents include a number of statutory elements which, whilst essential to provide legal underpinning, are not necessary in using or interpreting the policy guidance itself. In order to avoid the document appearing unduly complicated the consultant is encouraged to consider putting the main elements of this legal underpinning in a separate technical appendix.
- 5.12 A well-written and well-presented urban design guidance document can be a marketing and promotional tool for the North Staffordshire city region. It can create and convey a new positive vision for the future, and help promote a new economic purpose for the area. It can help improve the image of the conurbation, thereby making it more attractive to potential investors, visitors and residents. It is most important therefore to produce a document which is outstanding in its design and presentation, so that it can fulfil a promotional role, as well as being an inspiring and informative policy guidance document in its own right. It is anticipated that there will be a high profile launch of the final document by the client group, and it is essential that the quality of the finished product is commensurate with this.

6 PROCESS & PRODUCT

6.01 As a Supplementary Planning Document the urban design guidance must be produced in accordance with the process set out in PPS12 *Local Development Frameworks*. In broad terms there are three main stages:

- i. preparation and evidence gathering;
- ii. document production;
- iii. adoption.

Community involvement is required throughout stage ii, in accordance with the local authorities' Statements of Community Involvement, and a formal Sustainability Appraisal of the whole process is also required.

6.02 It is vital that all of the groups and stakeholders who are going to use, interpret, and champion the Design SPD are closely involved in its production. The public consultation must therefore be carefully structured to engage, enthuse and educate those groups, so that their concerns and contributions are integral to the resulting Design SPD and they are prepared to act on its policy guidance and advice. Consultees include elected representatives and other community leaders, regeneration partners, local authority partners, amenity societies and other interested parties, statutory and advisory bodies, investors, developers and built environment professionals. The input of key groups such as councillors involved in planning decisions, development control officers, developers and public sector commissioning bodies will be particularly important in ensuring that the resulting Design SPD is both useful and effective (see Appendix B).

6.03 The Stoke-on-Trent and Newcastle-under-Lyme Statements of Community Involvement set out the minimum statutory requirement for public involvement in the production of Supplementary Planning Documents, and also a series of additional options which can be used to strengthen the engagement of the local community and key interest groups. The latter include focus groups, presentations and workshops with key groups, such as elected members, partners, planning officers, developers and architects.

6.04 Consultation with these key groups should be used as an opportunity for training and induction in the principles of good architecture and urban design upon which the design guidance will be based. The consultant will be expected to work with a local urban design training provider, such as Urban Vision North Staffordshire, in the delivery of an appropriate programme of consultation and training, incorporating the above and/or other techniques to achieve optimum buy-in from key stakeholders.

6.05 The final documentation must achieve the strategic aims of the commission as set out in Section 3. It must also cover all the subject areas described in Section 5. In order to do this in the most user-friendly way the consultant should give careful consideration to the format of the documentation. The preferred option is to produce a comprehensive volume that is capable of being divided into stand-alone topics each of which would begin with the introductory sections and end with the closing sections of the full document.

6.06 It is proposed that the physical output of the commission will therefore comprise a suite of documents as follows:

- the complete urban design guidance as a single comprehensive volume (3000 copies)

- six special topic volumes dealing with
 - i. the centres and primary transport corridors (2000 copies)
 - ii. residential development (2000 copies)
 - iii. employment (1000 copies)
 - iv. the public realm (1000 copies)
 - v. the historic environment (1000 copies)
 - vi. the rural environment (500 copies)

- 6.07 In addition a copy of all seven documents on CDs in a pdf file format both in full colour and in greyscale should be provided. A copy of all illustrations, maps, drawings, diagrams and photographs should be provided on a DVD in a relevant format such as pdf or other professional software format.
- 6.08 All documents should be tested at draft stage with stakeholder focus groups in a learning / training environment to assure usability and ease of understanding.
- 6.09 As part of the consultation process the consultant will be expected to produce appropriate publicity material, including invitations, explanatory leaflets and feedback forms, and relevant exhibition material. Reports will also be required summarising the results of feedback and consultation events, focus groups and other meetings as necessary.
- 6.10 The consultant will be required to present the draft urban design guidance documentation to the Urban Vision North Staffordshire Design Review Panel, which will provide peer review of the work before it is finalised. Individual presentations of the final urban design guidance will be required at adoption stage for each of the three members of the client group.
- 6.11 Ownership of copyright will be vested in the client group (Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council and Renew North Staffordshire), and the consultant will not have the right to reproduce or copy this documentation without prior permission of the client group. Normal conventions will apply with regard to referencing and quotation of the documents.
- 6.12 The consultant will be required to use an agreed project management framework, quality assessment process and project management plan, details of which are to be provided in the tender.

7 PROGRAMME AND BUDGET

7.01 The programme for this commission is as follows:

PRODUCTION PROGRAMME FOR NORTH STAFFORDSHIRE URBAN DESIGN GUIDANCE		
DATE	ACTION	BY
14 December 2007	Brief and invitations to tender issued	Urban Vision
16 January 2008 (5pm)	Return of tenders	Consultants
18 January (pm)	Opening tenders and shortlisting for interview	Client Group & Urban Vision
25 January	Interviewing shortlisted consultants	Client Group & Urban Vision
28 January	Formal confirmation of appointment	Urban Vision for Client Group
1 February	Inception meeting with consultant	Client Group & Urban Vision
January – February 2008	Sustainability Appraisal Scoping report	Local Authorities
February - March 08	Evidence Gathering	Consultant
March - May 08	Draft document production	Consultant
June – July 08	Informal consultation	Consultant & Client Group
August – September 08	Document production, including draft Sustainability Appraisal	Consultant
October 08	Approval for formal consultation	Client Group
October - November 08	Formal consultation (6 weeks)	Consultant & Client Group
November 08	Consideration and amendment in response to representations	Local Authorities & Consultant
November - December 08	Sustainability Appraisal report	Consultant
December 08	Formal Adoption including presentations to client group (3)	Client Group
January - March 09	Publication of final documents	Consultant

7.02 The commission will be completed no later than 31 March 2009.

7.03 The closing date for your tender is Wednesday 16 January 2008 at 5pm.

7.04 Your tenders should be enclosed within a sealed envelope marked "Private and Confidential" and returned to the following address:

For the attention of
 Harmesh Jassal
 Renew North Staffordshire
 15 Trinity Street
 Hanley
 Stoke-on-Trent
 ST1 5PH

7.05 The total all-inclusive budget ceiling for this commission is £150,000.

8 TENDER EVALUATION

8.01 The tender bid documents submitted should comprise:

- a) A statement of how you propose to address the key design issues in North Staffordshire.
- b) A description of the special qualities and expertise that would enable your team to resolve these issues.
- c) A clear statement of the methodology that you would use in carrying out the work and achieving the strategic aims of the commission.
- d) A breakdown of the time allocated to each member of the consultancy team in undertaking the work and their day rates.
- e) A description of how you would manage the project.
- f) Contact details for two referees.
- g) A statement of the consultancy team's experience, including CVs for the project director, project manager and other key personnel (maximum of 1 page per person).
- h) Summaries of three examples of comparable previous commissions, clearly stating the role played by your team (maximum of 1 page each).
- i) One copy of a recently completed urban design guidance document, or similar publication, to illustrate the quality of the final published documentation.
- j) The maximum fee tendered for the commission, including all disbursements.

Please note that items a) to e) inclusive should be provided on a maximum of 10 sides of A4.

8.02 Six copies of your tender bid documents should be provided.

8.03 In evaluating the tenders received the following criteria will be used:

- Previous experience of similar projects which have achieved a successful outcome (weighting 20%).
- Knowledge and understanding of how urban design guidance can be made most effective in the planning policy and development control process (weighting 15%).
- Technical skills, including especially quality of writing in plain English and drawing and graphic ability to illustrate design principles (weighting 20%).
- Consultation skills in communicating with and engaging a wide range of stakeholders and agencies (weighting 15%).
- Methodology – the efficiency and effectiveness of the way in which the work is structured to achieve the strategic aims of the commission (weighting 20%).
- Value for money (weighting 10%).

APPENDICES

A List of relevant documents

1. *By Design – urban design in the planning system: towards better practice* (CABE/ODPM - 2000)
2. *PPS1 Delivering Sustainable Development*
3. *PPS3 Housing*
4. *PPS6 Planning for Town Centres*
5. *PPS12 Local Development Frameworks*
6. *PPS12 Renewable Energy*
7. *Planning – Creating Local Development Frameworks – a companion guide to PPS12*
8. *The Manual For Streets* (Department for Transport, Department for Communities and Local Government, and CABE – March 2007)
9. *Circular 01/2006 Guidance on Changes to the Development Control System* (DCLG 2006)
10. *Design Strategy for the Built Environment* (Stoke-on-Trent City Council - 1999)
11. *Building Sustainable Communities – Actions for Housing Market Renewal* (CABE - 2003)
12. *An Assessment of the Historical Significance of the North Staffordshire Conurbation* (Urban Vision North Staffordshire – 2006)
13. *Statement of Community Involvement* (Stoke-on-Trent City Council)
14. *Statement of Community Involvement* (Newcastle-under-Lyme Borough Council)
15. *North Staffordshire Core Spatial Strategy Preferred Options revised report* (Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council - 2007)
16. *Improving Design Quality Review* (Stoke-on-Trent City Council Regeneration Overview Commission – 2005)
17. *Newcastle-under-Lyme Town Centre: Eastern Approaches Urban Design Study* (Latham Architects for Newcastle-under-Lyme Borough Council – 2006)
18. *Renew North Staffordshire Scheme Update* (Renew North Staffordshire 2005)
19. *City of Stoke-on-Trent Local Plan 1990-2001* (Stoke-on-Trent City Council – 1993)
20. *Burslem Master Plan and Urban Design Action Plan* (WS Atkins for Stoke-on-Trent City Council – 2004)
21. *Manifesto for Better Architecture and Urban Design* (Urban Vision North Staffordshire 2004-07)
22. *City Waterside Master Plan* (EDAW for Renew North Staffordshire – 2006)
23. *Transforming North Staffordshire - consultation draft* (The Work Foundation October 2007)
24. *Area Regeneration Frameworks for Middleport, Burslem, and Etruria valley; City Centre North West; City Centre South; Meir; Knutton and Cross Heath* (Renew North Staffordshire - anticipated completion date February 2008)

B Consultees, key contacts and partners

Consultees include elected representatives (particularly those involved in planning decisions), other community leaders, regeneration partners, local authority officers (particularly those involved with policy planning, development control, design and management of the public realm, and the procurement of development contracts), other public sector commissioning bodies, amenity societies and other interested parties, statutory and advisory bodies, investors, developers and built environment professionals.