



Yeovil Town Centre Refresh

Brief for Consultants – 1st September, 2016

Background

In August 2004 Roger Evans Associates, in partnership with Faber Maunsell, were commissioned by South Somerset District Council to produce an Urban Development Framework (UDF) for Yeovil Town Centre to articulate the objectives and aspirations set out in the Yeovil Vision.

The 'Yeovil Refresh' will be a tool to market and attract commercial investment to key regeneration sites. It will ensure infrastructure investment is well placed, coordinated and targeted. What the Yeovil Refresh is not is a detailed, formal planning study that seeks to repeat the original UDF. This new piece of work is intended to support the regeneration of key sites in the town, within the framework of the South Somerset Local Plan and the new Economic Strategy 2016-2019.

The issues to be addressed will include site assembly, infrastructure and commercial viability. The Yeovil Refresh will suggest viable detailed development options for specific sites, ensuring that such sites are developed in to support the rest of the wider town centre.

The Refresh will include the commissioning of a study into the current and future options for improving access to and circulation within the town centre.

It will also help ensure new development opportunities and quality public spaces integrate with the existing fabric of the town and create a distinctive whole.

1. Project Purpose

The immediate aim is to refresh the urban development framework. It will:

- Set out the District Council's aspirations for the town centre future regeneration.
- Ensure that development opportunities arising in the next few years can be assessed within an established context.
- Formulate plans for agreed sites that are viable, deliverable and attractive to investors.

- Use of the Yeovil town-wide traffic model held by SCC to understand the context and existing pattern of use along Reckleford and the surrounding highway network.
- Model the traffic impact of the proposals to ensure that any impacts are not severe and/or that appropriate mitigation measures can be implemented on the road network to facilitate the development traffic (pedestrian, cycle and vehicular);
- Ensure the agreed sites are served by safe and suitable means of access for all people;
- Maximise the potential for walking and cycling by ensuring that pedestrian and cycle infrastructure and linkages to existing networks are proposed as integral elements of the agreed sites; and
- Help ensure new development opportunities and quality public spaces integrate with the existing fabric of the town and create a distinctive whole.

Some of the outcomes that SSSC would expect the specialist highway work study to indicate are:

- The potential for facilitating safe and suitable access to the Cattle Market site and associated costs.
- The opportunities for providing improved access to the Bus Station and identifying/assessing potential locations for an alternative transport interchange.
- Improving access to the principle car parks and assessing the potential for rationalisation and development of council-owned car parks.
- Further opportunities for traffic management measures, alterations to the directional flow of traffic (e.g. one-way systems), road closures, etc., for the purpose of public realm enhancements.
- Identifying potential or likely sources of funding for development sites.

2. Supporting Studies Available or in Preparation

South Somerset Local Plan

Economic Development Strategy – Draft

Yeovil Urban Development Framework (2005)

HEELA – Draft

Yeovil Eastern Corridor Study (2006), and any subsequent revisions

Yeovil Western Corridor Study (2006), and any subsequent revisions

Yeovil Transport Strategy Review working papers

Council Land ownership maps

Somerset County Council - 'One Place asset rationalisation bid to DCLG ,

Yeovil College plans for Health College

Yeovil Hospital Master Plans

The Yeovil Refresh will be expected to draw on the completed studies and be informed and influenced by them while, in turn, the process towards the document can and should influence the studies still in evolution, especially the Economic Development Strategy.

The Yeovil Refresh document will be a key influence in the production of an adopted Yeovil town centre local development document.

3. Key Issues to be Addressed

Accessibility – Accessibility to the town centre in relation to the residential and employment areas to the north, east and west and how all forms of transport will make the connection to the centre and interchanges. Connections - particularly for foot and cycle traffic and addressing physical barriers e.g. dual carriageway.

Connections – Opportunities to establish quality connections between existing and future facilities within the town centre and areas of potential change especially for pedestrian and cycle traffic. Public realm structure/ movement framework. Connections between town and country especially the Country Park.

Range of uses – Broad and flexible ideas for land use opportunities in town centre; the scope for a mix of uses in the town centre including opportunities for housing, leisure and commercial.

Public Realm – Quality, attractiveness and usability of public spaces.

Context – The historic context of the town centre must be acknowledged and utilised in the evolution of ideas to promote sense of place and distinctiveness.

Design – Establishing a distinct sense of place to encourage use of town by visitors and residents. Utilising design principles to promote the existing

sense of place, developing legibility and functional integration within the town centre and with its edge.

Policy Context – Cross reference to adopted policies in the local plan is essential together with recognition of the likely need to establish the framework as SPG.

4. Outputs

- A short introduction to Yeovil. This will be a baseline to judge improvement, followed by a review of the context for the town including a SWOT analysis.
- Growth potential and commercial overview – the retail positioning and state of Yeovil Town Centre for investment by sector.
- Refreshed plans for the development of key sites including sites which are currently underdeveloped or have the opportunity to be truly transformed and turned into opportunities. These should include a document on each key site potential which will include ownership aspirations, potential /preferred schemes/ constraints and viability. These sites will include:
 - The Cattle Market
 - The Ski Centre
 - The Stars Lane Car Park and Box Factory
 - The ‘bottom’ end of town which includes Glovers Walk, the pedestrian area of Middle Street, Wyndham Street and the Bus Station
 - Consideration of other sites of interest including the Quedam extension and Vincent’s Yard
- **Traffic modelling** to appraise the impact of the additional movements generated by the proposed uses on the Cattle Market and the potential expansion of the Quedam Shopping Centre, potentially involving the provision of an all-movements junction at the Market Street/Reckleford junction. The consultants should provide a preliminary design of any proposed junction upgrades and means of access, supported by a Stage 1 Road Safety Audit, for subsequent review and assessment by SCC’s highways.
- Quick wins but this could lead to some very bold propositions for public investment and/or income generation.
- At least two stages of consultation with stakeholders in the form of workshops, including a project launch, and finished product launch.

- Detailed work with principal landowners will be expected.
- An inception report to be agreed and a staged report with preliminary drafts for approval.

5. Skills Required

The consultant team will need a comprehensive range of skills including:

- Commercial and retail viability knowledge with a track record in designing and assembling mixed use schemes. Property market expertise is an essential component.
- Urban Design/ Town Planning/ Architecture.
- Transport Planning and Highway Engineering – the team will need to have its own transport capability and liaise with Somerset County Council in respect of the overall Transport Strategy.
- A track record of urban design frameworks, master planning and regeneration projects, and of engaging with the community in a meaningful way.
- Public consultation and communications.

6. Project Management

The consultants will report to the client team who in turn report to the Area South Regeneration Board. Co-ordination/consultation will be necessary with a team of internal officers.

South Somerset District Council can provide some assistance to the consultants specifically in relation to background knowledge and expertise in consultation with the local community through the project team.

Somerset County Council and South Somerset District Council already have access to a wealth of transport assessments. Appointed consultants will be expected to liaise with both organisations and identify what is missing from the data.

Project Team, Internal officers -

Martin Woods – Assistant Director (Economy)

Helen Rutter – Area Development Manager (South)

David Julian – Economic Development Manager

Paul Wheatley - Principal Spatial Planner

Simon Fox – Area Lead South Planner

Mike Bellamy – Internal Highways consultant,

David Norris – Development Control Manager

Rebecca O’Neill – Economic Development Officer (Project Manager)

Natalie Fortt – Neighbourhood Development Officer (South)

7. Tender Procedure, Selection Process and Budget

Tender Information and Requirements

7.1 Interested parties are invited to submit their detailed fee and service proposals for acting in this matter in accordance with the sections above. Proposals should be based on provision of the work outlined above and should include:

- 7.1.1 An outline of the company, including professional experience and track record in delivering similar projects. Where separate consultants are to be used to assist in individual elements of the service, i.e. costings, building services, etc., these should be clearly listed as sub consultants to the lead consultant.
- 7.1.2 An outline of the key personnel involved, including seniority, anticipated level of input per individual, details of qualifications and experience in similar projects.
- 7.1.3 An overview of the key issues considered relevant to this specific project.
- 7.1.4 An outline of the information requirements considered necessary and relevant from the Council or its project partners.
- 7.1.5 A method statement outlining how the consultant will take this matter forward to meet the required timescales, including an indicative programme.
- 7.1.6 A full breakdown of proposed fees, including all associated disbursements, for delivering the necessary advice, including where appropriate, an indication of the estimated time input into undertaking this project, fixed costs for specific elements, relevant hourly/daily/weekly rates for individual tiers of personnel, etc. All fees and costs should be exclusive of VAT.
- 7.1.7 Details of similar projects undertaken within the last three years.

7.1.8 Confirmation as to current professional indemnity, including level of cover and excess, along with relevant exclusions of liability in respect of the service requirements.

7.1.9 The project has an indicative budget of between £40,000 and £50,000 assigned to it and a timetable of 6 months from appointment.

Criteria for Assessing Tenders

7.2 All tenders received will be considered on the information contained in the tender or subsequently obtained by the partners as a direct result of the tender process. Submissions will be assessed on the basis of the most robust approach and economically advantageous offer, which may take into account the following project specific criteria:

7.2.1 Price attracts up to 50% of marks awarded.

7.2.2 Quality of service and solution attracts up to 50% of marks:

- Technical merit of the proposal
- Understanding of the project requirements
- Staff and other resource
- Management and communications
- Programme

7.2.3 Consideration will also be given to:

- Compliance to tender requirements
- Quality of presentation

7.3 The project partners do not bind themselves to accept the lowest tender and neither South Somerset District Council nor their partners will accept any liability in respect of costs associated with preparing submissions or attending interviews/presentations.

7.4 Detailed fee and service proposals should be submitted in a plain, sealed envelope and clearly marked "Yeovil Refresh" by no later than 28th October, 2016. These should be marked FAO:

Martin Woods
Assistant Director (Economy)
South Somerset District Council
Council Offices
Brympton Way
Yeovil
Somerset
BA20 2HT