

# Winchester City Council / Hampshire County Council

## **Commission Specification** **Winnall Planning Framework**

**Summary:** Winchester City Council and Hampshire County Council wish to commission a long term Planning Framework for the Winnall neighbourhood of Winchester. It will draw together at a existing community and business aspirations at a strategic level, and explore emerging opportunities to address local concerns. The framework will be form part of the planning policy evidence base supporting the Winchester District Local Plan Part 2, and will guide future infrastructure delivery work by local agencies. It will also provide a context for future planning applications, funding bids and project work.

**Deadline for bids: noon on Wednesday 22 October 2014 at noon.**

### Introduction

#### **1) Background Information**

##### 1.1 The Policy Context

The Winchester District Community Strategy (2010 to 2020) sets out three overarching outcome areas, in which the Council is committed to delivering real change for local people. These are: Active Communities, Economic Prosperity and a High Quality Environment.

Each commission issued by the City Council is designed to support the delivery of one or more of the outcomes of the Community Strategy. This commission is designed to enhance community life and business performance in the area of Winnall.

Over the last three years, Winnall was designated one of the 'priority neighbourhoods' of the Winchester District, with a high proportion of Council-owned housing and locally significant levels of unemployment. Yet close to these houses are one of the District's busiest commercial areas, spanning Easton Lane, Winnall Trade Park and Winnall Industrial Park.

Over the past two years, Winchester City Council and Hampshire County Council worked together to develop a long term [Planning Framework for Stanmore](#), the other priority neighbourhood in the city. The process of developing this plan - which focuses on delivering infrastructure which will help to deal with many of the day to day issues and opportunities in the neighbourhood – was generally found to be a constructive and practical one. Consequently, the Council has decided to commission a second Framework for Winnall.

The Framework will identify and prioritise key changes/developments to roads, business infrastructure, community facilities, housing, green spaces,

footpaths and cycle routes. More can be found about the desired deliverables in section 2 of this specification. Whilst not intended to be a formal Neighbourhood Plan, the Planning Framework will be consistent with the Government's preference for communities (including business communities) to take a more active role in shaping the future of their areas and it will greatly assist in ensuring that the neighbourhood thrives over the coming 10 to 20 years.

## 1.2 Winnall

A suburb to the north-east of the City of Winchester, Winnall is a parish of 215 hectares divided into recognisably distinct areas:

- a) a relatively dense area of housing, much of which is or was owned by the City Council;
- b) a trade park, feeding out into Easton Lane where some of the more high profile business premises are located, including the post office sorting depot, a Basepoint workspace centre, Erasmus Park (halls of residence for the University of Southampton's School of Art) and the relatively new fire station;
- c) the 'Winnall Junction' - Junction 9 on the M3 – which has a major impact on traffic flows in the area (and back into Winchester);
- d) aspects of the original village to the south;
- e) [Winnall Moors](#), a local nature reserve which also forms the edge of the South Downs National Park.

Winnall's business areas (the Trade Park, Industrial Area, Easton Lane etc) have developed in a relatively organic way in recent times. Previous planning policies which sought to protect industrial use have increasingly been challenged, although the new [Local Plan](#) adopts a more flexible approach and one which is focussed on the outcome of economic prosperity. A 'Vision for Winnall' study was commissioned to set a clear direction for the economic development of the area (final publication in 2007) but was not generally considered to have achieved this objective.

It should be noted that Winnall is adjacent to (and part of the same City Council Ward as) Highcliffe. It is essential to bear in mind the proximity and inter-relationships between these two neighbourhoods (and indeed others) when considering the future of Winnall and to work with the principles of 'fuzzy boundaries' where it is appropriate for issues such as green infrastructure and access.

The edges of the Winnall neighbourhood offer most potential for new housing, potentially funding infrastructure improvements within the neighbourhood. This in turn might prompt a policy issue to be resolved around future designation of these areas for housing or business use.

In economic terms, it is also essential to consider the role of Winnall as distinct from but complementary to the City Centre commercial area and to other key business zones across the wider District.

Levels of community engagement are relatively low in Winnall, in contrast to the picture for Winchester as a whole, but there is an active Community Forum and there was a good level of local input to the well-constructed Winnall Community Plan launched in 2011. Ward Members work closely with the Association to move forward delivery of the 'Future Fifty' actions which are felt to be important for community life in the neighbourhood, and this should be a starting point for the Framework project. For more information about the neighbourhood, please refer to this Community Plan at [www.winnallca.com/forums/](http://www.winnallca.com/forums/)

### 1.3 Recent Developments

A number of developments point towards the desirability of adopting a planning framework for Winnall. These include:

- a) the designation of Winnall over the past three years as a 'priority neighbourhood' for the Council and its partners, with a wish to bring about improvements for its residents;
- b) the Council's continued focus on the local economy as an overriding priority for the District, including support for both business growth and jobseekers;
- c) allied to the above, the Council's adoption of a 'Route Map' to build a low carbon economy in the District;
- d) the desire to progress delivery of the Community Plan for Winnall;
- e) the adoption of the Winchester District's Local Plan Part 1 and the preparation of the Local Plan Part 2 which will deal with local land allocations and development management' policies.
- f) the increasingly confused identity of the designated trade park, which many feel could make more economic impact and which has already been the focus of a previous development plan. The issues could be further complicated with the recent government announcements on relaxing the planning requirements for changing the use of certain employment uses to residential;
- g) ongoing concern about parking, which are routinely raised by local businesses as a key barrier to growth/development;
- h) the commissioning of a workspace needs study for the District, which has implications for Winnall as the City's only out-of-centre business location;
- i) recent Government approval of plans to tackle congestion at the Winnall Junction, and inclusion of these plans in the Growth Deals approved for both the Enterprise M3 and Solent Local Enterprise Partnerships;
- j) inclusion of the Winnall Moors within the boundary of the [South Downs National Park](#)

### 1.4 Neighbourhood Planning

With the introduction of the Localism Act and National Planning Policy Framework, the Government signalled a change in approach to some areas of local policy making, enabling communities to take a leading role in the development of policy in their areas. Denmead Parish (in the south of the

Winchester District) is piloting the officially approved approach at present and is progressing work on its Neighbourhood Plan.

The City Council has recently adopted its 'Local Plan Part 1' which sets the overall planning and development strategy for the District over the next 20 years. This is now being followed by 'Local Plan Part 2' which deals with more detailed and site specific matters, and will make smaller scale land allocations. Several neighbourhoods across the District have been engaging in neighbourhood planning work with a view to this either feeding into the Local Plan Part 2 or developing into a formal Neighbourhood Plan.

Whilst the project in Winnall will not produce a statutory Neighbourhood Plan, the proposed Planning Framework will help the local community – working with the two councils - to develop an evidence base, examine local needs, consider options and alternatives and reach conclusions. It will also help to inform future planning decisions. The appointed consultant will help to achieve this, adhering to the principles of neighbourhood planning and integrating the aspiration of the existing Community Plan with spatial planning solutions that address business, infrastructure and access challenges.

To achieve its full benefit in influencing the Local Plan and decision making process, the Planning Framework will need to be in general conformity with the adopted Local Plan Part 1 and contribute as appropriate to the emerging policies and land allocations in the Local Plan Part 2.

## **2) The Commission**

### **2.1 The Brief**

The Council seeks to commission by outcomes rather than 'inputs'. This commission seeks to achieve the following outcomes:

- a) *There is a thoughtful, evidence-based and inclusive Planning Framework for the Winnall area, based on positive and meaningful engagement with local residents, and adhering to the Government's and City Council's preferred approach to neighbourhood planning.*
- b) *There is an understanding of the planning, communication and infrastructure needs which will ensure the long term success of the business community of Winnall, enabling it to build on its distinct commercial character to complement that of the City Centre and other key business locations in the District;*

### **2.2 Requirements and Deliverables**

The Framework must establish a clear future direction for the neighbourhood of Winnall as outlined on the attached map, in order for it to realise its full potential as an important centre for economic activity in the District. It must take as its starting point the previous study, completed in 2007, the Local Plan Part 1, and the Winnall Community Plan, but look ahead to new possibilities and solutions.

The Framework must consider opportunities arising from the work of the Enterprise M3 Local Enterprise Partnership, and options to support the key sectors named in the Council's economic strategy.

The Framework must also explore the expressed needs of business, including supporting services, facilities and supply chains, and access and parking. It should include an assessment of the market demand and deliverability of any proposals it makes.

It will also seek to maximise employment opportunities for the neighbouring residents of Winnall.

Finally, the Framework must carry forward the work of the recently adopted Parking Strategy.

This brief sets out the nature of the commission, and provides further details about submitting a bid, the evaluation process and contractual arrangements.

Bids are invited from any individual or organisation in the private, public or voluntary sector with the appropriate expertise and capacity to deliver the commissioned work, as outlined below.

It is expected that the following deliverables will be part of the finished project:

- a) a concise, well structured report, written in plain English and using plans/illustrations which can be readily interpreted by a wide range of stakeholders;
- b) a response to all the issues/developments listed in section 1.3 above and to the Community Plan;
- c) a review of employment floorspace needs and delivery and clear development strategy for the trade/business areas of Winnall;
- d) the creation of an accurate and comprehensive business database for the Winnall area, and an initial series of business meetings co-ordinated and facilitated by the project team;
- e) proposals that are based on nationally recognised guidance, good practice and consistent with adopted and emerging local planning policies including the processes outlined in section 1.4 above. The Framework should be developed and fine-tuned through evidence gathering, assessment of issues, consideration of alternative approaches and sites, identification of links and issues for neighbouring areas, and local discussion and consultation;
- f) interactive development of the draft Framework in consultation with key local stakeholders to 'fine tune' it before publication of the full plan for wider public consultation.
- g) recommendations on 'next steps' and actions and the role of partner organisations (eg Universities, Wildlife Trust, South Downs National Park, Councils) in delivering them, including whether there are issues/sites on which formal land allocations or planning guidance should be considered through Local Plan Part 2

### 2.3 Anticipated Characteristics of the Successful Bidder

The evaluation panel has no preconceived view about the type of provider suitable for this commission, but expects the work to be completed to a high professional standard. To this end, it is anticipated that the successful bidder will have knowledge, skills and capacity in all of the following areas:

- professional planning, urban design and/or community planning skills/qualifications
- experience in the field of economic planning and development, and thorough understanding of the current market /economic context
- engagement with communities and stakeholders and of master planning in areas with similar characteristics and pressures
- a clear understanding and appreciation of neighbourhood planning processes, both statutory and non-statutory
- a general understanding of community organisations and services, and the principal national issues/trends associated with the sector
- excellent communications and interpersonal skills
- excellent organisational skills

### 2.4 Fee

The maximum fee for this commission is £20,000 (exclusive of VAT). Of this total 25% will be payable on initiation of the contract, and 25% on satisfactory completion of the project, including delivery of the final planning framework and action plan. The remainder will be staged in a way which suits both parties, to be agreed in writing at inception.

There are no additional travel or other expenses, but the Councils may choose to fund – on a one-off basis - goods or works (eg printing, venue hire) that are deemed to be required to fulfil the brief effectively and which are agreed in writing in advance. (These should not be anticipated in the costings submitted as part of the bid.)

### 2.5 Monitoring Arrangements

The successful provider will attend a contract initiation meeting with the Council's Assistant Director (Economy and Communities) and Head of Strategic Planning, and stakeholders from other partner organisations (eg Hampshire County Council, Winchester Business Improvement District, Winnall Community Association, Ward Members).

Regular, short updates will be required (by email) during the course of the project, to be directed to the Assistant Director at the City Council, alongside a number (estimated 5) of meetings with steering or officer groups working on the project.

### 3) Making a Bid

#### 3.1 Eligibility to Bid

This commission has been advertised on the South East Business Portal and via local and regional networks. Bids may be submitted by any organisation (private, public, voluntary sector) which considers itself able to fulfil the brief effectively, or indeed by an individual on the same basis. Where individuals or organisations feel they would benefit from working together to deliver this project, the Council will accept bids from a combination of partners. However, the contract will only be with one lead individual or organisation and this lead partner must be made clear on the submission.

#### 3.2 Timings

<b>Date</b>	<b>Location</b>	<b>Activity</b>
Noon on Wednesday 22 October 2014	By email	Final deadline for bids
Tuesday 11 November 2014	Winchester City Offices	Evaluation panel considers written bids
Monday 1 December 2014	Boardroom, Winchester City Offices	Interviews for shortlisted bidders (likely to be a list of three)
Monday 22 December 2014 at 10am – 11.30am	Broadway Room, Winchester City Offices	Contract inception meeting
Monday 22 December 2014 at 2pm – 4.30pm	Venue tbc –in Winnall	Officer/Ward Member baseline briefing

Please note these dates in your diary as they cannot be changed to accommodate individual bidders.

It is recognised that the exact timing and duration of the project may depend on the approach adopted to delivering it but the earlier that the commission can be completed, the more useful it will be in informing Local Plan Part 2. Where possible, the Councils would prefer to ensure the future local consultation over Local Plan Part 2 takes place in parallel with any consultation for the Planning Framework.

However, it is important to develop a realistic project plan, allowing for Christmas and other potential delays, to ensure genuine engagement with the community and local businesses.

#### 3.3 Content of a Bid

There is no set format for a bid, but you must include the following information:

- Full description of the organisation(s) including governance arrangements, or – for individuals – a current cv;

- For lead organisations, a copy of the most recent annual accounts or other appropriate evidence where not available;
- A clear description **not exceeding** 3 A4 pages of how you propose to deliver the commission, describing the expertise available for delivery (excessively long or jargon-ridden bids are less likely to score well during evaluation);
- A basic project plan (eg simple Gantt chart) showing key milestones for the project);
- A breakdown showing how the money will be deployed;
- A basic risk assessment;
- Confirmation of adequate insurance cover for the proposed activities (employer's, public liability etc);
- Two referees for work of a comparable nature, and relevant to the proposed project team.

### 3.4 Evaluation Process and Criteria

*Process:* All bids will be evaluated in the following sequence:

- Shortlisting by a steering group of key stakeholders, likely to include:
  - Assistant Director (Economy and Communities), WCC
  - Strategic Planning Officer, WCC
  - Ward Member, WCC
  - Division Member (or relevant officer), Hampshire County Council
  - Representative of the Winnall business community

Shortlisting will be carried out using the criteria below.

- Checks on shortlisted organisations by the Council's Finance Team: organisations deemed to present an unacceptable financial risk to the Council will be rejected;
- Take-up of references;
- Presentations by up to three individuals/organisations to the panel;
- Second interviews may be arranged if required.

*Criteria:* The evaluation criteria which will be applied to all bids are as follows:

- a. the ability and capacity of the bidder(s) to deliver the commission, based on:
  - approach to delivery of the commission (methodology, proposed PIs, familiarity with issues presented in the Additional Reading section of this specification)
  - relevant skills and experience (including skills mix)
  - response to the brief, and to the commissioning approach more broadly (understanding of issues and opportunities)

*max 20 points*
- b. the capacity of the bidder(s) to deliver the commission within the stated timescale, including the credibility of plans to make the project sustainable  
*max 10 points*

- c. the stability and reliability of the bidder (track record, financial status and resilience of lead bidder, overall credibility of bid)  
*max 10 points*
- d. value for money of the bid, such as day rates, added value, enhancements and potential impact of the project on Winall's job seekers and business growth.  
*max 10 marks*

### 3.5 Contracting Arrangements

Following the selection of the preferred bidder, a follow-up meeting may be arranged for further information or clarification. Assuming this is satisfactory, there will be an inception meeting at which any contractual details can be finalised and a project timetable agreed.

A purchase order will then be issued, and – in combination with this specification and the successful bidding document – will form the contract. Please note that it can take up to two weeks to set up a new supplier on the Council's payments system, and another week for an initial payment after that period. Bidders may wish to factor this in to the project plan.

#### **Making a Bid**

Please submit your bid electronically by noon on Wednesday 22 October 2014 at noon to:  
Eloise APPLEBY, Assistant Director (Economy and Communities) at  
[eappleby@winchester.gov.uk](mailto:eappleby@winchester.gov.uk)  
Please mark your email 'Winnall Planning Framework' with your company/organisation name alongside it.

**Ensure that submissions are smaller than 5MB otherwise they may fail to transmit.**

For an informal discussion about the commission, contact Eloise Appleby (Assistant Director – Economy and Communities) on tel 07785 623 211 or email [eappleby@winchester.gov.uk](mailto:eappleby@winchester.gov.uk).

#### **Additional Information**

Appendix 1: Map of the Winnall Neighbourhood

#### **Background Reading**

Winchester District Community Strategy (2010 to 2020) (rev 2014)  
[www.winchester.gov.uk/about/council-structure/sustainable-community-strategy/](http://www.winchester.gov.uk/about/council-structure/sustainable-community-strategy/)

Winchester District Economic Strategy (2010 – 2020)  
[www.winchester.gov.uk/.../economy/economic-strategy-2010-2020/](http://www.winchester.gov.uk/.../economy/economic-strategy-2010-2020/)

Winnall Community Plan  
[www.winnallca.com/forums/](http://www.winnallca.com/forums/)

Winchester City Council Parking Strategy  
[www.winchester.gov.uk/parking/winchester-district-car-parking-strategy/](http://www.winchester.gov.uk/parking/winchester-district-car-parking-strategy/)

Winchester City Council Planning Policy and Evidence Base:  
[www.winchester.gov.uk/planning-policy/](http://www.winchester.gov.uk/planning-policy/)

Stanmore Planning Framework: CAB2508, 11 September 2013 – see  
[www.winchester.gov.uk/assets/files/18202/CAB2508.pdf](http://www.winchester.gov.uk/assets/files/18202/CAB2508.pdf) and amended  
recommendations in the minutes at  
[www.winchester.gov.uk/assets/files/18390/130911.pdf](http://www.winchester.gov.uk/assets/files/18390/130911.pdf)

Low Carbon Route Map (Summary Action Plan)  
[https://www.google.com/url?q=http://www.winchester.gov.uk/assets/files/20349/CAB2586-BackgroundDoc2.pdf&sa=U&ei=Hj\\_U-LKDuyT0QXB4YD4Cg&ved=0CAUQFjAA&client=internal-uds-cse&usq=AFQjCNGCuFRc0MFX9R7woO37x4XRE61APg](https://www.google.com/url?q=http://www.winchester.gov.uk/assets/files/20349/CAB2586-BackgroundDoc2.pdf&sa=U&ei=Hj_U-LKDuyT0QXB4YD4Cg&ved=0CAUQFjAA&client=internal-uds-cse&usq=AFQjCNGCuFRc0MFX9R7woO37x4XRE61APg)

For full guidance on Neighbourhood Plans refer to  
[www.communities.gov.uk/planningandbuilding/planningsystem/neighbourhoodplanningvanguards/](http://www.communities.gov.uk/planningandbuilding/planningsystem/neighbourhoodplanningvanguards/)

Cabinet report proposing first Vision for Winnall Study (March 2005)  
[CAB1039](#)

[Appendix 1: Winnall Location Plan](#)

(The final study document will be available at inception if required)

Open Space Strategy and Map to be provided at inception.