

HARTLEPOOL BOROUGH COUNCIL

Hartlepool Town Centre Masterplan and Town Investment Plan Brief



January 2020

1 Introduction

This brief is issued on behalf of Hartlepool Borough Council (HBC), who wish to appoint a multi-disciplinary team to develop a Masterplan that renews and reshapes Hartlepool Town Centre in a way that improves experience, drives growth and ensures future sustainability. The Masterplan will form the basis of a bid to the Future High Streets Fund in 2020 and will contribute towards Hartlepool's Town Deal proposals. The boundary for the Masterplan can be found in **Plan 1**.

This commission also involves developing a well-evidenced Town Investment Plan in response to Hartlepool being selected as one of 100 places that have been invited to develop proposals for a Town Deal. The investment plan will be developed in association with the Town Deal Board for submission to the Government by Summer 2020. The Town Investment Plan will set out investment priorities that can drive economic growth, supported by a clear understanding of Hartlepool focussing on its assets, opportunities and challenges. The Investment Plan will build upon the work of the Hartlepool Economic Growth Strategy 2019-21.

It is important that the Town Centre Masterplan and Town Investment Plan are developed in consultation with local residents, businesses and stakeholders so they become locally owned and adopted.

2 Scope of Work and Services Required

The purpose of this brief is to outline the key requirements of the Town Centre Masterplan and Town Investment Plan respectively. The key tasks for each element of the commission are outlined below.

TOWN CENTRE MASTERPLAN

Town Centre Masterplan

The Town Centre Masterplan will set out a programme of transformative, structural changes that will enable Hartlepool Town Centre to evolve and adapt in response to the challenges of vacant retail space, declining footfall, declining market share, limited end user/occupier demand, poor quality public realm and a fragmented retail and leisure offer within the town.

The Masterplan will set out a Vision and ambition for change for Hartlepool Town Centre that responds to contemporary consumer expectations including an emphasis on experience, convenience, services and a sense of community.

An innovative series of costed interventions should be developed as part of the Masterplan that will deliver both the vision and the required level of transformational change. These interventions should consider (but not exclusively) investment in physical infrastructure, acquisition and land assembly, improvements to transport access, supporting change of use, including (where appropriate) housing delivery and densification, and supporting the high street in response to changing technology.

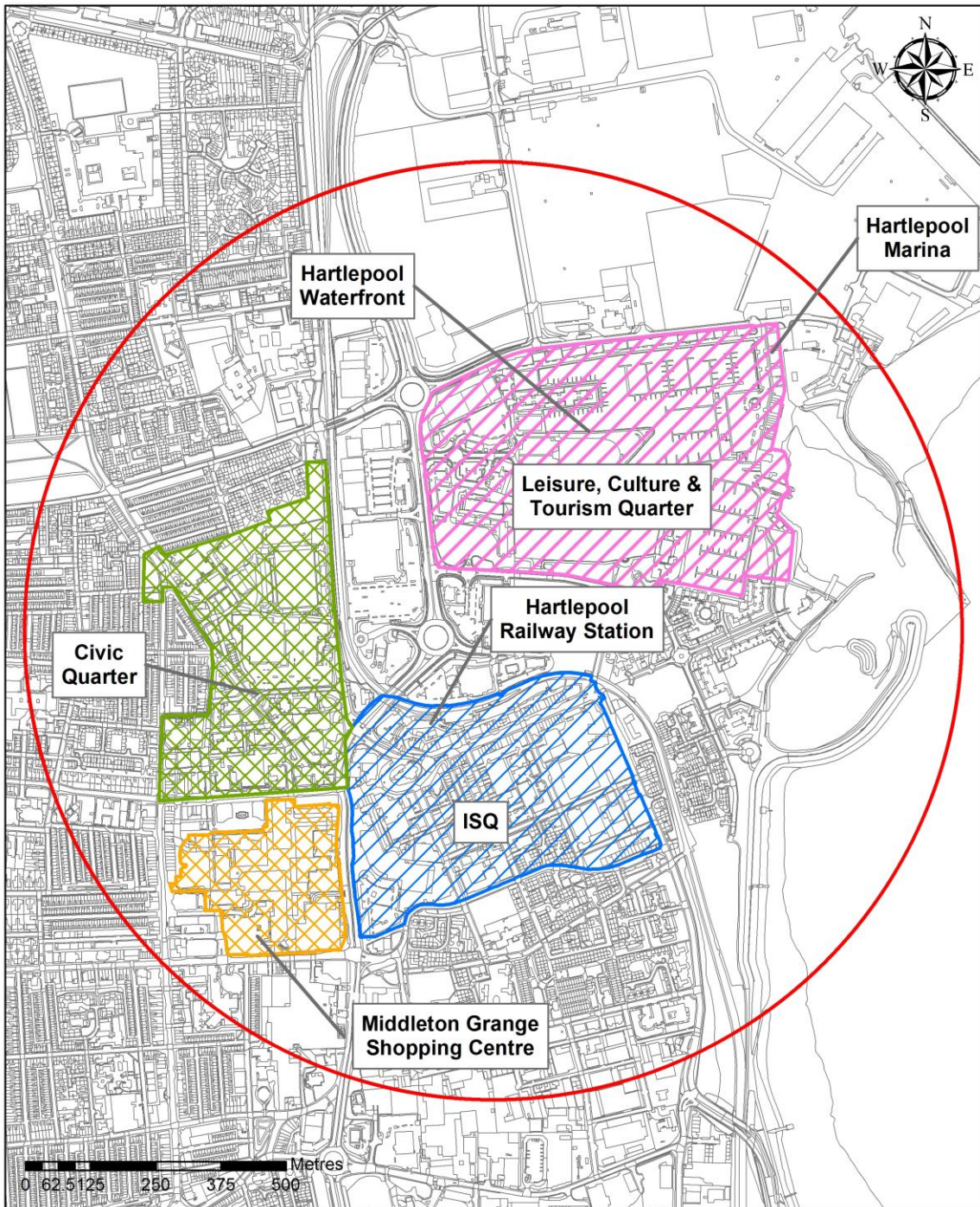
Masterplan Boundary

The key focus of the work is the Town Centre, Civic Quarter and Innovation and Skills Quarter.

A wider less focussed boundary has been included as a red circle to ensure that the existing investment priorities within the Central Area of Hartlepool such as the Hartlepool Waterfront, and the existing leisure facilities at Hartlepool Marina (*See Leisure, Culture and Tourism Quarter in Plan 1*), are considered in a holistic way to create a critical mass of activity and investment.

A movement/connectivity strategy should be developed for the area identified within this wider boundary.

Plan 1: Masterplan Boundary



LOCATION	Hartlepool Town Centre Masterplan Boundary	DRAWN BY	CT	DATE	20/01/2020
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 Regeneration & Neighbourhoods
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Masterplan Context

There are a number of existing strategies and investment proposals that should be considered during the development of the Masterplan including:

One Public Estate:

In 2017 SW architecture were commissioned by Hartlepool Borough Council to consider the most effective and sustainable re-use/re-development of properties in public ownership within the Civic Quarter, including the current Magistrates Court Building which has been declared surplus by the Ministry of Justice.

The Civic Quarter includes the Hartlepool Civic Centre, Hartlepool Police Station, Hartlepool Magistrates/Law Courts, Town Hall Theatre and associated car parks and land together with the area surrounding Mill House Leisure Centre.

The Council has identified funding to relocate Mill House Leisure Centre and an options report is due to be considered by the Council's Finance and Policy Committee in January 2020. The Masterplan will therefore not need to determine options for the relocation of the leisure centre but will need to consider the end use for the Mill House site once the leisure centre has been relocated.

The Masterplan must also consider the aspirations of Hartlepool United Football Club where a Memorandum of Understanding has recently been signed with the Council which agrees for both parties to work together to develop options for delivering the Council's asset management strategy and the Hartlepool United Project vision.

Innovation and Skills Quarter:

The Innovation and Skills (ISQ) aims to revitalise the Church Street area and develop a thriving creative industries quarter based around Hartlepool College of Further Education and the Northern School of Art. The area has seen significant investment to date including the £11m new campus for the Northern School of Art, the £4m development of the BIS workspace for the creative industries sector and £3.4m of public realm improvements within Church Street and Church Square. A £1.1m HLF Townscape Heritage scheme is currently being delivered within Church Street aimed at enhancing the Conservation Area through a series of grants, public realm improvements and community activities. Proposals have also been developed for the

creation of film and TV studio facilities within the area. A student accommodation needs assessment is also currently being prepared and the findings need to be incorporated into the Masterplan.

The Council are keen to maintain the momentum established through this investment to date and are looking ahead to the next stage of ISQ delivery. The masterplan must identify opportunities for intervention to maximise the pace and scale of impact through addressing vacant/underutilised buildings and sites through strategic acquisitions, land assembly and appropriate redevelopment. The Masterplan should develop a strategy to drive forward the next stage of the ISQ.

Town Centre:

The Town Centre has the potential to complement and add value to the multi million pound regeneration programmes that are currently being delivered within the Hartlepool Waterfront comprising new leisure and visitor facilities.

The Town Centre is currently dominated by the large scale and mass of Middleton Grange Shopping Centre and an overreliance on retail uses. One of the key issues affecting the retail performance within the Town Centre is the fragmented retail offer. This fragmented offer has enabled some of the larger national retailers such as Marks and Spencer and Next to move out of Middleton Grange Shopping Centre and relocate to Retail Parks which has impacted upon footfall and trade.

The overreliance of retail uses in the Town Centre is compounded by the fact that the main café/bar restaurant offer is located at Hartlepool Marina. The Town Centre therefore currently only fulfils a narrow function and is limited in its draw as a destination.

One of the fundamental challenges for Hartlepool town centre is attracting investor, developer and occupier/end user demand. This is related to the wider market challenges across Hartlepool and the North East more generally.

Hartlepool has recently been identified as one of the twenty pilot places for the Government's High Street Task Force which offers access to a package of direct

support comprising data and insights, expert and advice and training and learning to Local Authorities.

Hartlepool Railway Station:

The constraints relating to Hartlepool Railway Station have been known for some time in terms of the station's ability to accommodate future growth on the strategically important Durham Coast line. This was first raised in the North East Route Network Study that was undertaken by Network Rail back in 2015-16.

Hartlepool Station is the North East region's 5th busiest railway station (after Newcastle, Durham, Darlington and Middlesbrough) however there is currently only one operational platform. There are ambitions to bring the redundant North Platform back into use which will also create new opportunities for connecting the Marina with Church Street.

As part of the Darlington Station Business Case work a detailed Capacity analysis for the whole Tees Valley rail network has recently been undertaken by Network Rail. The Tees Valley Combined Authority have identified a match funding contribution towards the development and delivery of the project, however the total cost of the scheme is unknown.

Leisure, Culture and Tourism Quarter

The regeneration of the Waterfront will be taken forward within a partnership between Hartlepool Borough Council, Tees Valley Combined Authority and the National Museum of the Royal Navy. The ambitions of the project are to provide the Waterfront with a distinctive identity that repositions Hartlepool as a place with the delivery of a tourism and leisure led, mixed use development. This will shape and create a landmark destination attracting visitors from the surrounding region and further afield, while growing the visitor economy and stimulating investment, building upon and increasing Hartlepool's profile as a major leisure and visitor destination.

Masterplan Key Tasks

Key tasks in the delivery of the Masterplan:

- Define the specific challenges faced by Hartlepool Town Centre including the production of quantitative and qualitative baseline data. This must include economic, health and social care, housing, transport and any other relevant data sets.
- Develop an overarching strategic ambition and vision for the Town Centre demonstrating how this meets the identified challenges. The vision should link to the baseline data.
- Identify key development sites and development proposals.
- Develop the feasibility of key interventions that will make a significant and transformative difference and deliver the strategic vision for the Town Centre.
- The feasibility work must consider and test how the proposals will be implemented. A written statement will be required to address cost, programme, viability and deliverability. The interventions should be prioritised in terms of short term (0-3 years), medium (3-8 years) and long term (8 year+) aspirations.
- Identify co-funding opportunities from the public and private sectors.
- Evidence the need for Government funding.
- Deliver an engagement process that galvanizes the support of key stakeholders and engages the local community. The consultation process should comprise a range of activities appropriate to the audience including stakeholder workshops, public drop in sessions, online surveys and any other relevant activity.
- Provide appropriate visual materials for the engagement process.
- Identify and justify opportunities to support the Town Centre through technological innovation.
- Develop a Movement/Connectivity Strategy- Undertake an assessment of legibility and connectivity and make recommendations that promote better integration of the Masterplan area.
- Identification of quick wins to start the momentum of delivery.

All background information relating to research, process, methodology and consultation should be included within a separate but complementary appendices.

The report should be accompanied by an Executive Summary of the main findings and recommendations.

Appropriate plans and visuals should be provided throughout the Masterplan including a single plan summarising the findings of the report.

The Masterplan should be prepared in such a way that it is capable of being produced as a Supplementary Planning Document if required.

TOWN INVESTMENT PLAN

Town Investment Plan

This brief also requires the production of a subsequent Town Investment Plan that will respond to the Government's invitation for Hartlepool to develop proposals for a Town Deal to drive the economic regeneration of Hartlepool and deliver long term economic and productivity growth.

The Investment Plan should be developed in association with the Town Deal Board. The Investment Plan should build upon the work of the Hartlepool Economic Growth Strategy 2019-21, which sets out Hartlepool's economic priorities for the next three years.

The investment plan is based upon driving long-term transformative change to the Hartlepool economy. Capital projects should be at the core of the proposals.

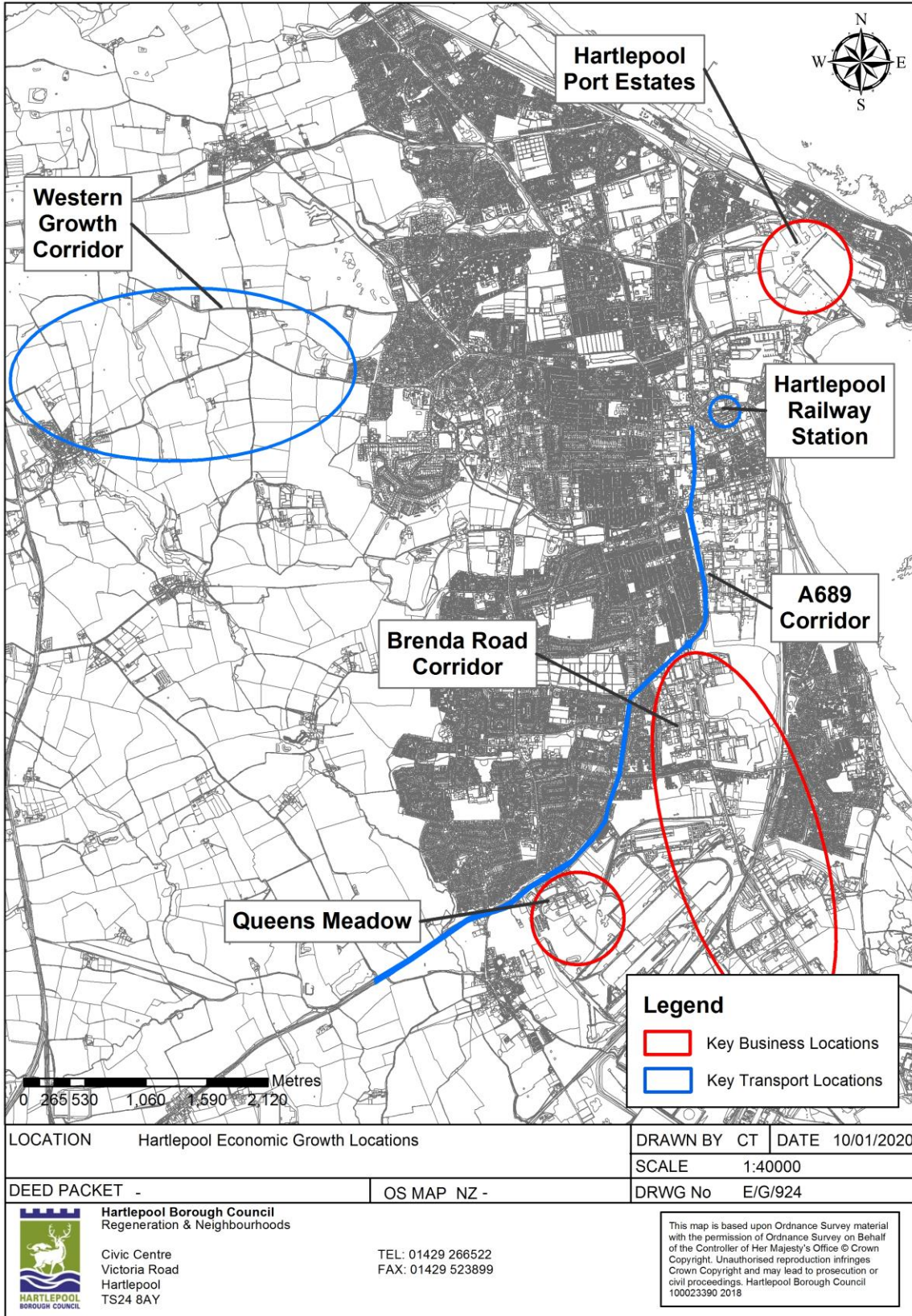
The investment plan should focus on economic growth opportunities throughout the Borough. **Plan 2** identifies the location of a number of the key economic and transport locations. Additional locations and opportunities may be identified during the development of the plan.

The Town Investment Plan should also align with the recommendations of the Town Centre Masterplan as the Town Centre is a key priority for Hartlepool.

The specific tasks relating to this element of the commission are outlined below:

- Consider and interpret the requirements outlined within the Town Deal Prospectus (November 2019) and any subsequent guidance that is released.
- Provide high level cost estimates for the identified projects that could be funded through public investment.
- Provide a high-level description of priority areas for the short, medium and long term including: activity that can be funded locally, projects that could be supported by public investment (including through the Towns Fund) and ambitions for private investment and community involvement.
- Develop the background, context and evidence of need for the suggested interventions.
- Identify high Value for Money Interventions that will drive economic growth
- Develop a vision for Hartlepool, complementing local economic strategies and the governments clean growth agenda.

Plan 2: Key Economic Growth and Transport Locations



3 Contract Duration

The deadline for receipt of tenders is **14:00 hrs on Wednesday 13th February 2020**. Please see section 6 for information on tendering arrangements and assessment criteria.

The Town Investment Plan must be completed to meet the Government's Summer deadline.

The contract will last for a period of 5 months from appointment.

4 Project Management and Communication

Key Contact

Rob Smith, Regeneration Team Leader at Hartlepool Borough Council, will act as client and day to day point of contact for the appointed consultants to liaise with regarding information and contacts that may be required to ensure the successful completion of the terms of this Brief.

Meetings

There will be a **project inception meeting** at the outset of the commission to ensure the consultant team are fully familiar with the terms of the brief and the required deliverables.

Project Progress meetings with team members will be required at least monthly during the programme of work.

Other Meetings

1. Specific project issue meetings will be required on an as needs basis between consultants to review and collaborate on specific issues.
2. Meetings with third parties/stakeholders will be required with attendance from team members depending on issues being discussed.

Reporting

The appointed team will be required to present reports to a small client group team comprising representatives from HBC at key points to be agreed throughout the duration of the contract.

5 Contract Value

The overall contract must include all necessary design and subcontractor fees, surveys, attendance at meetings and expenses.

Expenses for travel, subsistence and other incidental costs should be contained **within 10% of the overall consultancy fee.**

OPTION: The tender submissions should include an option for the future development of individual business cases for the proposed interventions should these be required for either the Towns Fund or the Future High Streets Fund. The business cases will need to be fully developed for assessment against the departmental and HM Treasury Green Book and any subsequent guidance relating to the Future High Street's Fund or Town's Fund. There is no guarantee or obligation that Hartlepool Borough Council will exercise this option.

6. Tendering Arrangements

Please submit a proposal explaining how your team would respond to the commission described, including:

- A detailed project plan for both the Masterplan and Town Deal Investment Plan outlining key deliverables and the critical path for the delivery of the commission. This must include key milestones with exact dates, an explanation of project management arrangements including communication strategy and a detailed Gantt chart covering each element of the project.
- Details of your methodology, how the work would be carried out and why the approach you have proposed would suit the requirements of the project.

- An appreciation of the issues, challenges and opportunities afforded by the Masterplan and Investment Plan; and the team's likely response to these.
- Identify the approach to the consultation process including the identification of activities appropriate to the audience
- ***A separate fee schedule is provided for the option for future business case development.***

Proposals should clarify the role of the Project Leader and Project Manager for the consulting team and give details of the proposed members of the consulting team and their anticipated roles and responsibilities.

Proposals should include details of the company or companies' relevant experience, examples of previous work and track record.

Summary CVs of all team members should be attached, together with details of consulting day rates for each individual using the attached fee schedule.

Completed proposals should be sent via the Pro Contract tendering Portal no later than 14:00 hrs on Wednesday 13th February 2020.

Submissions will be scored according to the assessment criteria set out below. Once assessed, one shortlisted team will be appointed. **It is expected that the selected team will be able to start work immediately.**

Submissions will be scored on the basis of:

Quality	50%	<p>A detailed project plan for both the Masterplan and Town Deal Investment Plan outlining key deliverables and the critical path for the delivery of the commission including key milestones with exact dates, an explanation of project management arrangements including communication strategy and a detailed Gantt chart covering each element of the project. (5 Points)</p> <p>Details of methodology, how the work would be carried out and why the approach proposed would suit the requirements of the project. (15 Points)</p> <p>An appreciation of the issues, challenges and opportunities afforded by the Masterplan and Investment Plan; and the team's likely response to these. (25 Points)</p> <p>Approach to the consultation process including the identification of activities appropriate to the audience. (5 Points)</p>
Value for money	30%	<p>See attached schedules.</p> <p>The Masterplan fee and Investment Plan fee will be combined into a total fee and scored.</p> <p>The fee for the option will not form part of the assessment at this stage.</p>
Experience	20%	<p>Knowledge and Experience of Project Leader and Project Manager for the consulting team (5 Points)</p> <p>Knowledge and experience of the proposed members of the consulting team and their anticipated roles and responsibilities plus knowledge and experience of the company.</p>

		(15 Points)
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Any questions or points of clarification regarding the terms of the brief should be directed through the messages section on the Pro Contract portal.

<https://procontract.due-north.com/Login>

Scoring Sheet

Max. Score 5	Max. Score 10	Max. Score 15	Classification
5	9-10	13-15	EXCELLENT - The response was excellent. It exceeded the requirements and demonstrated the organisations ability, understanding, skills and/or resources to meet the Council's requirements. It identified factors that would offer potential additional benefits and /or value with evidence to support the response.
4	6-8	10-12	GOOD - The response was good. It demonstrated the organisations ability, understanding, skills and/or resources to meet the Council's requirements and included evidence to support the response.
3	4-5	7-9	ACCEPTABLE – The response was acceptable. It demonstrated that the organisation had the ability, understanding, skills and/or resources required to meet the Council's requirements. .
2	2-3	4-6	MINOR RESERVATIONS – There were minor reservations with the response concerning the organisations ability, understanding, skills and/or resources to meet the Council's requirements. There was little or no evidence to support the response.
1	1	1	SERIOUS RESERVATIONS – There were serious reservations with the response. It failed to demonstrate the organisations ability, understanding, skills and/or resources to meet the Council's requirements
0	0	0	No Response or response not relevant to the question.

Please ensure you answer all of the quality questions and clearly identify any supporting information with the relevant.

Businesses must have the following levels of insurance cover and must attach certificates as evidence:

- Employers liability insurance £10M
- Public liability insurance £5M
- Professional Indemnity £2M

FEE SCHEDULE- TOWN CENTRE MASTERPLAN AND TOWN INVESTMENT PLAN

TOTAL FEE- TOWN CENTRE MASTERPLAN AND INVESTMENT PLAN	£
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INDICATIVE FEE/TIME SCHEDULE- MASTERPLAN

Name of Team Member	Position/Grade/Qualification	Daily Fee Rate (£)	Number of Days	Total Fee (£)
Sub Total (£)				
Allowance for disbursements/expenses				
TOTAL FEE (£)				

TOWN INVESTMENT PLAN- INDICATIVE FEE/TIME SCHEDULE

Name of Team Member	Position/Grade/Qualification	Daily Fee Rate (£)	Number of Days	Total Fee (£)
Sub Total (£)				

Allowance for
disbursements/e
xpenses

TOTAL FEE (£)

This fee should be exclusive of VAT

Date: _____

Signed: _____

In capacity of: _____

FEE SCHEDULE- OPTION FOR FUTURE BUSINESS CASE DEVELOPMENT

Name Of Contracting Organisation (Lead Consultant)

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Name Of Sub-Consultant (s)

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INDICATIVE FEE/TIME SCHEDULE

Name of Team Member	Position/Grade/Qualification	Daily Fee Rate (£)	Number of Days	Total Fee (£)
Sub Total (£)				
Allowance for disbursements/expenses				
TOTAL FEE (£)				

This fee should be exclusive of VAT

Date: _____

Signed: _____

In capacity of: _____