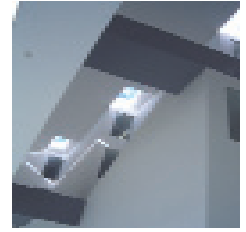




1 The competition

- 1.1 Introduction
- 1.2 Stage Two submission requirements
- 1.3 Collaborative community event
- 1.4 Timetable and assessment
- 1.5 Assessment of the Stage Two proposals

1.1 INTRODUCTION



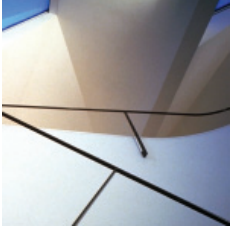
This document develops the assessment criteria established in Stage One in much greater detail and sets out mandatory standards that developers will be expected to achieve, both in order to be selected as the preferred developer and to deliver the selected scheme in partnership with English Partnerships.

This document represents a challenge to the development industry; by seeking to secure the most efficient use of an urban brownfield site, at sufficient densities to support local service and to the highest design quality throughout the development process; by requiring the creation of an inspirational landmark development with a strong sense of character and identity and yet one that is fully founded in the context of the existing urban fabric; by demanding a broad range of inspirational dwelling types, designed and built to modern living standards, which attract and sustain the broadest selection of the community; by addressing the need for a ‘walkable’ neighbourhood which reduces the dependency on the private car, promotes a safe and secure environment for pedestrians and cyclists, and encourages the use of public transport; through the establishment of challenging environmental and ecological standards to reduce the impact of the development on the earth’s resources and by seeking a rich and beautiful public realm, actively used and managed, and held in the highest regard by residents and visitors alike.

English Partnerships recognises the magnitude of this challenge and its potential impact on the development process. Fully cognisant of the issues, English Partnerships seeks through this brief not simply to challenge, but to assist in developing viable and deliverable solutions, which will be delivered in partnership with the selected development team, provided that all members of that team share a willingness to succeed and a commitment to the robust ethos which underpins the desire to deliver the best possible scheme for the Heart of East Greenwich project.



FIGURE 1.1 Successful public spaces



1.2 STAGE TWO SUBMISSION REQUIREMENTS

In order to qualify for Stage Two of the selection process, the shortlisted developers are required to submit their proposals for the site to English Partnerships by the appropriate date established by English Partnerships.

Stage Two submissions must include:

- A design statement outlining how proposals have responded positively to the requirements of the design guidance including building design and public realm
- A detailed layout plan of the proposed development (scale 1:500) illustrating the approach to layout, density, integration of uses, access and car parking arrangements
- Artists' impressions or CGIs of the completed scheme including principal elevations and the relationship between built form and the public realm
- A model (Scale 1:500 or computer generated) to indicate bulk, massing and impact on adjacent development, including daylight, sunlight and shadowing effects at different times of the day and the year
- Artists' impressions of the principal character areas within the site, including public and private realms, typical streets etc
- A strategy detailing the approach to innovation including the approach taken on energy, water and waste in order to achieve English Partnerships minimum standard requirements
- A strategy detailing the approach to the provision and integration of affordable housing on a tenure-blind basis
- A statement detailing the approach to habitat creation for native biodiversity, and the integration of play and public arts with the scheme
- A statement that demonstrates how each of these strategies are interlinked, mutually compliant and synergistic
- Proposals for long term management of the scheme
- Marketing proposals
- A completed checklist of mandatory standards

Under Separate Cover

- Confirmation of the scheme's funding proposals and the 'development calculation' in a prescribed format, used to identify the costs and values of the proposed scheme, including Overage formula.
- Proposals for the method of delivery and the proposed legal relationship with English Partnerships



Ten (10) copies of the submission, one (1) set of exhibition material and one (1) copy of the funding proposals (under separate cover), must be received by English Partnerships by the competition closing date at the following address:

English Partnerships
10th Floor
2 Exchange Tower
Harbour Exchange Square
London
E14 9GS
FOR THE ATTENTION OF PHILIP DIBSDALE

The submissions should be delivered under plain cover and marked as follows:

HEART OF EAST GREENWICH
STAGE TWO SUBMISSION

English Partnerships decision in respect of the competition will be final. English Partnerships is not bound to accept the highest or any other offer for the site.



1.3 COLLABORATIVE COMMUNITY EVENT

In November 2005, English Partnerships ran a series of Collaborative Community events in order to gauge the reaction of the local community to proposed development parameters for the site and to fully understand the community's aspirations and anxieties about the redevelopment of the hospital site. Both the Stage One and Stage Two Briefs have therefore been informed and influenced by the feedback received from those collaborative events. A full event report of the November meetings is included as Section 6 of this brief.

English Partnerships is committed to the continued engagement of the local community in the design process and has undertaken to hold a further consultation event upon the selection of the shortlisted developers, so that the developers fully appreciate the social context in which the sites are to be developed, and reflect such issues in their Stage Two submission. The event will also help deliver commercial realism into the community's understanding of the development process and, it is hoped, will assist in the timing and outcome of future planning applications.

The Collaborative Community event is proposed for June or July 2006. Based on joint attendance of all shortlisted developers, each developer will be required to give a brief presentation outlining their commitment to the aspirations of this brief and to further public consultation throughout the design process.



FIGURE 1.2 The community consultation in November 2005.

1.4 TIMETABLE AND ASSESSMENT



The timetable for Stage Two of the developer selection process is shown below:

MAY 2006	SHORTLISTED DEVELOPERS INVITED TO PARTICIPATE IN STAGE TWO
JUNE 2006	ORIENTATION AND DESIGN GUIDANCE BRIEFINGS
JUNE/JULY 2006	COMMUNITY COLLABORATIVE EVENT
SEPTEMBER 2006	DEADLINE FOR STAGE TWO SUBMISSIONS
SEPTEMBER 2006	DEVELOPER PRESENTATION TO SELECTION PANEL
SEPTEMBER 2006	EXHIBITION AND COMMUNITY CONSULTATION
OCTOBER 2006	SELECTION OF PREFERRED DEVELOPER
SPRING 2007	DEVELOPMENT AGREEMENT FINALISED AND PLANNING APPLICATION SUBMITTED
SUMMER 2007	START ON SITE

English Partnerships reserves the right to vary this timetable at its absolute discretion. Where dates and times are identified for the submission of material, English Partnerships reserves the right to accept or reject material received after the relevant date or time. English Partnerships may also cancel the selection process at any stage and in such circumstances would not accept any liability for costs that may have been incurred.

All written and illustrative material produced by the selected developers will become the property of English Partnerships and the copyright will be held accordingly. English Partnerships also reserves the right to publish the names of the shortlisted participants together with any other information relating to the selection process.



1.5 ASSESSMENT OF THE STAGE TWO PROPOSALS

The Stage Two submissions will be judged against the assessment criteria outlined within this document and therefore developers should ensure that these areas are addressed in making their submissions.

English Partnerships' design and technical advisors will assess developer's proposals for compliance against the mandatory standards in Section 3 and design guidance contained in Section 4 of this Stage Two Brief. Section 5 contains additional illustrative information to demonstrate how the standards can be achieved. Where developers wish to propose alternative approaches to achieve the mandatory standards, it must be clearly demonstrated to English Partnerships and its advisors that such proposals continue to meet or exceed the aspirations set out in this Brief.

For reference, a checklist of mandatory standards is included as an appendix to this brief which developers should complete and submit as part of their Stage Two submissions.