Project Brief: Preparation of a Strategic Masterplan Framework for the Maldon and Heybridge Central Area

1.0 Introduction

1.1 The character, vitality and cultural importance of the Maldon and Heybridge Central Area are critical to the prosperity of Maldon District and to the quality of life of the people who live there and the experience it offers to visitors. The Maldon and Heybridge Central Area incorporates Maldon Central, the Causeway Regeneration Area and the Leisure Quarter and forms the District’s focus for employment, retail, community and tourism facilities.

1.2 A significant amount of development is expected to take place in Maldon District over the next 15 years and the Maldon and Heybridge Central Area¹ will be required to meet the needs of a growing population. It will be a thriving and vibrant destination that has strong connections with surrounding areas and is supported by its heritage assets, waterways and green spaces. It will need to support an increase in the number of employed people and a more diversified thriving economy in order to deliver a successful future with its role as a tourism and leisure destination strengthened in relation to the natural beauty and ecology of the Blackwater estuary.

1.3 The LDP provides the planning strategy for future growth over the next 15 years and sets out the key principles for development and regeneration in the Central Area. Policy S5 states that:

¹The Central Area will continue to act as the focal point within the District for retail, commercial, industrial, community and tourism activities. It will be a thriving and vibrant destination that has strong connections with surrounding areas and is supported by its heritage assets, waterways and green spaces. The development and regeneration strategy for the Central Area comprises the following:

1) Development and regeneration will take place in accordance with a masterplan endorsed by the Council;

2) Maldon Town Centre will be promoted as a market town that serves a wider rural catchment area. Proposals for retail, office, housing, community, leisure uses and other town centre uses will be supported where they contribute to regeneration and diversification of the centre. The provision of a high quality market will be encouraged and supported;

3) Renewal of the Causeway Regeneration Area to improve the supply of high quality Use Class B floorspace (commercial and industrial), and increase employment. This will include the provision of: modern workspaces suitable for small and medium sized enterprises; start-up units; support for existing businesses that are seeking to expand and mixed-use developments which enable significant numbers of jobs to be created.

4) Retain the role of the Central Area as a tourist, arts and cultural centre, offering a range of accommodation and visitor attractions and facilities;

5) Increase public access next to, and enhance the setting of the riverside to create a vibrant environment that incorporates a range of uses;

¹Henceforth referred to as the ‘Central Area’
6) Maintain and encourage the wider use of walking and cycling across the area through an improved public realm and improved linkages and connectivity between the town centre, the Causeway, the Hythe, and the Leisure Quarter and other key attractions;
7) Preserve and enhance the quality of the historic character including the built environment, archaeology and historic skyline within the context of its riverside, estuarine and rural location;
8) Actively manage traffic and visitors to the town and surrounding area through enhanced public transport provision and the use of effective car park management;
9) Protect the sensitive environmental relationship between the Central Area and the adjacent environmentally designated areas including the River Blackwater and Chelmer and Blackwater Navigation; and
10) Minimise all forms of flood risk and ensure that flood infrastructure are effectively managed.

1.4 The Council wishes to promote a coordinated approach to development and regeneration of the Central Area which builds upon work undertaken in connection with the LDP. In order to promote the objectives set out in Policy S5, the Council is seeking to appoint suitably qualified consultants with relevant experience to prepare a Strategic Masterplan Framework and Action Plan to guide future development and area improvements within the Maldon and Heybridge Central Area.

2.0 Aims

2.1 The purpose of the Strategic Masterplan Framework is to:

- Set out a spatial framework for the development and regeneration of the Central Area;
- Develop recommendations on the location, mix, scale and design of new development and the treatment of the public realm and landscape setting which reflects the distinctive character and heritage of the Maldon and Heybridge Central Area;
- Identify opportunities for the delivery of key projects identified in Policy S5;
- Advise on an appropriate approach to transport and car parking management;
- Prepare an Action Plan for the delivery of key projects and interventions

2.2 The Masterplan is required to align with the Policy S5 requirements and the key projects which are required to reinforce the existing land uses to create jobs and ensure a skilled employment base, attract inward investment, maintain a unique and vibrant High Street, improve connectivity throughout the area to the wider community and take the opportunities presented by the waterfront for regeneration, diversification and cultural attractions for leisure and recreation whilst being resilient to flood risk. With a focus on economic and physical regeneration, the Masterplan will incorporate three sub-areas:

- The Causeway Regeneration Area- a predominantly industrial and large format retail area including a 24 hour Tesco Extra supermarket, Carr’s Flour Mills and Bentalls shopping centre. This area also includes Heybridge Centre.
• **Maldon Central Area** - the historic centre of Maldon and principal focus for commercial activity. It includes a traditional, linear high street with 86 listed buildings

• **The Leisure Quarter** - the Leisure Quarter provides high quality, open space within the town centre running alongside the Blackwater estuary. It is a regional tourist attraction with walks along the estuary, Promenade Park and Hythe Quay. The area also contains the principal leisure centre in the district and other leisure facilities. The Battle of Maldon site is a short walk from the eastern side of Promenade Park and although of national significance it is largely unrecognised.

2.3 The Maldon and Heybridge Central Area will need to support an increase in the number of employed people and a more diversified thriving economy in order to deliver a successful future. In particular this area will need to support existing businesses and their future accommodation needs and will facilitate managed economic growth through the renewal and regeneration of its key employment areas, such as the Causeway Area. Business support is essential to maintain or enhance current economic levels in the District and to encourage further growth through newly formed businesses. The focus will be on the provision of modern commercial floorspace that supports a range of emerging economic sectors, including the provision of accommodation for small and medium sized enterprises, such as incubation units, to support the District’s entrepreneurial base.

2.4 The key assets within the area should be well connected to form a single leisure and tourism destination. Tourism is an important part of the local economy due to the proximity to the coast and distance from London, and will be supported and encouraged throughout the Central Area. As such, key tourism infrastructure, including visitor accommodation and visitor attractions, will be concentrated within this area. There is a need to grasp new opportunities to ensure that the needs of the more demanding visitors are catered for. To enhance the tourism offer and experience, it will be necessary to improve access and links between the main areas. This will be developed through improved signage arrangements, new art works, tourist trails and green infrastructure which could help to make a more legible Central Area. Improved access and links would help ‘the visitor experience’ as well as having a positive impact on the local community and their understanding of the heritage of the Maldon District.

2.5 The extent of the study area is illustrated on the following plan.
2.2 The public realm will need to be improved to enhance the quality of the Central Area and allow visitors to easily access the historic and tourist locations by foot. Care will be required to minimise conflicts between road users and pedestrians. Car parking spaces should be retained in the Central Area to enable visitors and tourists alike to take advantage of the key assets. Creating a well ordered public realm which reduces congestion is critical to the future success of the Central Area as a destination.

2.4 The evolution of Maldon and Heybridge in terms of heritage, local character and economy is a direct function of its situation on the Blackwater estuary and the navigation. Maldon geography has therefore been central in informing its character and sense of place. The natural and built environments are both key assets for the Central Area. The high quality built environment with its unique buildings and physical features, such as the Hythe, make it the place it is and why people want to visit. The built environment and the public places, such as the Promenade Park, contain many key cultural and heritage features which are a major draw and make the place unique and interesting.

2.5 The lower end of the High Street has potential for improvement. This part of the Town Centre has relatively low footfall compared to the rest of the High Street, which suggests that the area is isolated from key assets around it including the Hythe, the middle and upper High Street and other areas such as the Leisure Quarter. The lower end of the High Street is a critical part of the Central Area, as it connects and links to the Hythe, the Leisure Quarter and the middle and upper sections of the High Street.

2.6 It is intended that the Strategic Masterplan Framework will be adopted as a Supplementary Planning Document.

3.0 Project Brief

3.1 A significant amount of work has already been undertaken which will inform the preparation of the Central Area Masterplan including:

- **The Maldon and Heybridge Central Area Contextual Study (Allies and Morrison, June 2012)**
  This Study provides an urban analysis of the area and outlines opportunities for improvement.

- **The Maldon and Heybridge Central Area Intermediate Study (Allies and Morrison, August 2014)**
  This Study follows on from the Contextual Study. It further analyses the Maldon and Heybridge Central Area, sets out possible area strategies for The Causeway Regeneration Area, Maldon Central and the Leisure Quarter and recommendations for key opportunity sites. It also incorporates details of the vision workshop and test and review session undertaken with key stakeholders.

- **The Causeway Regeneration Area Development and Improvement Plan, (BBP Regeneration, August 2015)**
This report focuses on the issues that are holding the Causeway Regeneration Area back and devises practical and deliverable solutions to help the area fulfil its economic development potential. The Development and Improvement Plan takes account of the Maldon District Economic Prosperity Strategy that articulates a high-level vision for the development of the local economy over the next 15 years and corresponds with the priorities of the Essex Growth Strategy and Integrated County Strategy.

3.2 The Masterplan should build directly on the guidance contained in the Maldon and Heybridge Central Area Intermediate Study and the Causeway Regeneration Area Development and Improvement Plan. In particular, it should be specific on where new investment should be directed and where the preparation of more detailed guidance will be required.

3.3 The appointed consultant will be required to review and build upon the existing evidence base and work undertaken to date in preparing the Strategic Masterplan Framework. All documents are available on the Council’s web site: http://www.maldon.gov.uk/info/856/local_development_plan/422/pre-submission_local_development_plan_evidence_base. The consultant will also be expected to review:

- Relevant National and Local planning policy guidance including LDP Policies;
- Previous studies relating to the Maldon and Heybridge Central Area referred to in Section 3
- Relevant evidence base documents including the Maldon Retail Study (White Young Green, July 2015) and the Employment Evidence and Policy Update (Hardisty Jones, July 2015)
- Relevant SPDs
- Recent Planning Applications including Lidl, Aquila/Aldi, The Moorings on Causeway, Orths Garage Site and White Horse Lane Car Park, Maldon Town Centre
- Hythe Quay improvements and links with Northey Island and the Battle of Maldon site – Coastal Revival Funding – Leisure Quarter
- Key environmental initiatives such as the proposed Green Infrastructure network and the role of Promenade Park as the central greenspace in the District

3.4 In accordance with Policy S5, the Strategic Masterplan Framework will be required to incorporate a number of key projects that will contribute to the delivery of the development strategy for the Central Area. These projects are identified in the following table and will be delivered alongside other programmes and projects through the Central Area Masterplan.

<table>
<thead>
<tr>
<th>AREA</th>
<th>KEY PRODUCTS</th>
<th>OBJECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire Central Area</td>
<td>Improved connectivity</td>
<td>Improve the links between and within Promenade Park and the town centres of Maldon, Heybridge and surrounding areas through a programme of public realm enhancements</td>
</tr>
<tr>
<td>Entire Central Area</td>
<td>Riverside access</td>
<td>Where possible ensure public access along the river is delivered and improved</td>
</tr>
<tr>
<td>Area</td>
<td>Improvement/Proposal</td>
<td>Details</td>
</tr>
<tr>
<td>------</td>
<td>---------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Entire Central Area</td>
<td>Museums</td>
<td>Improved and complimentary museum provision including interpretation of the battle of Maldon</td>
</tr>
<tr>
<td>Entire Central Area</td>
<td>Vocational training and skills</td>
<td>Investigate feasibility of increased and improved education/training provision</td>
</tr>
<tr>
<td>Maldon Central</td>
<td>Town Market</td>
<td>Provision for a permanent high quality town centre market</td>
</tr>
<tr>
<td>Maldon Central</td>
<td>Lower High Street</td>
<td>To explore the feasibility of a street market and/or promotion of a local food and drink quarter</td>
</tr>
<tr>
<td>Maldon Central</td>
<td>Car park review</td>
<td>Effective town centre car park management and usage</td>
</tr>
<tr>
<td>Maldon Central</td>
<td>The Hythe (1)</td>
<td>Increased leisure provision e.g. café/restaurant facility and associated retail use</td>
</tr>
<tr>
<td>Maldon Central</td>
<td>The Hythe (2)</td>
<td>Improved boating access and mooring facilities</td>
</tr>
<tr>
<td>Leisure Quarter</td>
<td>Promenade Park / Upper Blackwater visitor centre</td>
<td>Provision of a multi-use hub in the park to include: exhibition and conference space; café / restaurant facility; park rangers office space; associated retail; evening uses; and other community functions</td>
</tr>
<tr>
<td>Leisure Quarter</td>
<td>Leisure Quarter (1)</td>
<td>Increased leisure uses with associated retail use</td>
</tr>
<tr>
<td>Leisure Quarter</td>
<td>Leisure Quarter (2)</td>
<td>Investigate feasibility of a park and ride facility to improve public transport connectivity between the town centre and leisure quarter</td>
</tr>
<tr>
<td>Causeway Regeneration Area</td>
<td>The Causeway and Sadd’s Wharf</td>
<td>In line with other plan policies, employment-led mixed-use development incorporating a range of employment generating uses, such as: leisure; recreation; retail; hotel accommodation; and modern office space</td>
</tr>
</tbody>
</table>

3.5 The Council expects the Strategic Masterplan Framework to contain the following main elements:

- A spatial framework setting out land use, design and management principles and development proposals for different sub-areas of the Central Area;
- A transport and movement framework including a strategy for pedestrians and cyclists and a parking strategy;
- The identification of a prioritised list of key projects including priority projects for early delivery;
- An Action Plan setting out the key steps necessary to deliver key projects including identification of key partners and funding sources

3.6 The consultants will be required to work closely with the Council’s Steering Group and to facilitate a stakeholder workshop on masterplan options prior to preparation of the Draft Strategic Masterplan Framework. The draft Strategic Masterplan Framework will be the subject of public consultation and the consultants will be
required to prepare material for public consultation and to assist the Council as required in undertaking public consultation.

4.0 Expertise Required

4.1 Submissions are invited from consultants who are able to demonstrate expertise in the following areas:

- Urban design
- Landscape and public realm design
- Town centre development and regeneration
- Heritage and historic townscape
- Traffic and parking management
- Community and stakeholder engagement

5.0 Submission Requirements and Assessment

5.1 In response to this brief, tenderers are required to provide:

i. Details of proposed approach and how you propose to comply with the project brief within the defined timescale;
ii. Indicative work programme;
iii. A fixed price quotation for undertaking the work outlined in the submission including number of days for each named personnel (time and expenses);
iv. Examples of similar commissions involving the preparation Town Centre masterplans and regeneration strategies including demonstration of subsequent outcomes;
v. CVs of named personnel and their proposed role in the project including details of relevant experience in preparation of Design Guides;
vi. Details of your professional liability insurance;
vi. Contact details of two referees.

5.2 Please confirm within your submission any conflicts of interest which should be considered in relation to other current or future work being undertaken by your company.

6.0 Budget

6.1 The maximum budget for this project is £40,000 (excluding VAT but inclusive of expenses).

7.0 Timescales

7.1 The indicative timetable for the award of the contract is as follows.

1) Deadline for Return of Quotation: February 2016
2) Interviews week commencing February 2016
3) Appointment of consultants: February 2016
4) Inception Meeting: w/c February 2016
5) Completion of Draft Masterplan: end May 2016
6) Public consultation: July 2016
7) Final Masterplan: end September 2016

8.0 Reporting and project management arrangements

8.1 The consultant will work closely with the council to ensure that agreed services are being executed and delivered to the highest standards according to critical timings and best practice. The council will be able to supply OS base maps.

8.2 Your point of contact at the council will be Tim Parton, Spatial Planning Team Leader. You should nominate one person from your company to manage the brief through to completion and act as the primary contact. A Steering Group has been established of key officers within the Council and consultants should allow for three meetings with the steering group during the course of the project.

8.3 The project will be administered by email and telephone wherever practicable with project meetings and workshops at the Council offices at inception and draft report stage.

9.0 Performance Indicators

9.1 In addition to the timescales set out in section 7 above, the Council will also require the following:
   - Regular updates on the progression of the work will be provided to the Council every two weeks;
   - Responses to email and telephone correspondence from the Council within two days;

10.0 Questions and further information

10.1 Please send your submission to the following contact details (submissions by email are preferred)

   Email: tim.parton@maldon.gov.uk

10.2 Postal: Tim Parton, Spatial Planning Team Leader, Maldon District Council, Council Offices, Princes Road, Maldon, Essex CM9 5DL

10.3 If you should require any further information please contact Tim Parton, Spatial Planning Team Leader, Tel: 01621 876203. Please note that, for reasons of fairness, we will send questions and their answers to the other consultants we have invited to submit a proposal.
11.0 Evaluation Methodology

The contract will be awarded taking into consideration the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Sub Criteria</th>
<th>Marks</th>
<th>Weightings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>/10</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Quality</td>
<td>Ability to comply with the specification in the project brief set out in</td>
<td>/10</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>section 3 above</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Examples of previous work</td>
<td>/10</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Ability to meet the work programme set out in section 7 above</td>
<td>/10</td>
<td>10%</td>
</tr>
</tbody>
</table>

The following scoring methodology will be used for the quality criteria;

<table>
<thead>
<tr>
<th>Score</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 1</td>
<td>Either no answer is given or the answer provides no evidence that the Tenderer meets any of MDC’s requirements.</td>
</tr>
<tr>
<td>2 - 3</td>
<td>The answer provides some evidence that the Tenderer meets some of MDC’s requirements but only in a minimal way.</td>
</tr>
<tr>
<td>4 - 5</td>
<td>The answer provides satisfactory (or better) evidence that the Tenderer partially meets MDC’s requirements.</td>
</tr>
<tr>
<td>6 - 7</td>
<td>The answer provides good (or better) evidence that the Tenderer meets a majority of MDC’s requirements.</td>
</tr>
<tr>
<td>8 - 9</td>
<td>The answer provides good (or better) evidence that the Tenderer meets nearly all of MDC’s requirements.</td>
</tr>
<tr>
<td>10</td>
<td>The answer provides excellent evidence that the Tenderer fully meets all/exceeds MDC’s requirements.</td>
</tr>
</tbody>
</table>

The resultant price and quality scores will be transferred across to the overall evaluation model where weightings will be applied to give total scores out of 100%.
APPENDIX 1: Quotation Form

Please complete this form and include within the submission.

General Conditions

GENERAL CONDITIONS OF CONTRACT to be observed by the Contractor in the execution of the work as detailed in the specification and all work incidental thereto for and on behalf of the Maldon District Council.

DEFINITIONS

1 For the purpose of this Contract:

(a) “Employer” shall mean the Maldon District Council, Council Offices, Princes Road, Maldon

(b) “Supervising Officer” shall mean Mr David Coleman, Planning Policy Team Leader, Maldon District Council or other such person appointed from time to time by the Employer and notified to the Contractor to act as Supervising Officer for the purpose of the Contract

(c) “The Services” means all services included within the Specification Documents which are required to be carried out in strict accordance with the terms of the Quotation, General Conditions of Contract.

MARGINAL NOTES

2. The interpretation or construction of the conditions shall not be affected by any index, marginal notes or headings.

CONTRACTOR’S OBLIGATION

3. The Contractor shall with due diligence and in good workmanlike manner execute the services to the satisfaction of the Supervising Officer

VARIATIONS

4. The Supervising Officer may, without invalidating the contract change the work or the period in which they are to be carried out. Any such instructions shall be valued by the Supervising Officer on a fair and reasonable basis.

STATUTORY OBLIGATIONS, FEES AND CHARGES

5. The Contractor shall comply with all notices required by any statute, any statutory instrument, rule or order or any regulations or bylaws applicable to the Services and charges in respect of the Services legally recoverable from him.

CONTRACTORS REPRESENTATIVE

6. The Contractor shall at all reasonable times keep a competent person in charge and inform the Supervising Officer of their name and of any change.

SUB-CONTRACTING

7. The Contractor shall not sub-contract the services or any part thereof without the written consent of the Supervising Officer which consent shall not be unreasonably withheld.
INTELLECTUAL PROPERTY RIGHTS

8. Copyright, patent rights and any other intellectual property rights and title in any material produced by the Contractor for the Authorities during this contract shall vest in the Authority unless otherwise expressly agreed or approved by the Supervising officer or an Authorities’ authorised representative in writing.

PERFORMANCE

9. During the Agreement Period the Contractor will comply with its obligations under the contract and will perform the Services strictly in accordance with the provisions of the Specification and quotation documents and to the entire satisfaction of the Supervising Officer.

VALUE ADDED TAX

10. The Contractor shall include in his quotation for all incidental costs and expense he may incur under the Finance Act 1972 and regulations made thereunder to pay Value Added Tax at the standard rate on the supply of all goods and services to him by suppliers and sub-contractors, whether nominated or otherwise.

PAYMENT

11. (i) The Council will pay the fixed price sum in equal instalments in line with satisfactory completion of the work within each stage.

(ii) Fixed Day rates shall be paid one month in arrears according to the contractor submitting accurate and substantiated schedules.

(iii) Maldon District Council shall pay the undisputed sums due to the contractor in cleared funds within 30 days of receipt and agreement of invoices for services completed to the reasonable satisfaction of the Council.

(iv) Each invoice shall contain all appropriate references and a detailed breakdown of the services and shall be supported by any other documentation reasonably required by the Supervising Officer to substantiate the invoice.
Form of Quotation & Pricing Schedule

To: Maldon District Council

I/We the undersigned, hereby offer and undertake to execute and complete the whole of the services as detailed in strict accordance with the Specification, Brief and General Conditions of Contract to the complete satisfaction of Mr Tim Parton, Planning Policy Team Leader, Council Offices, Princes Road, Maldon, Essex CM9 5DL for the total amounts as follows:

Fixed price for the project: £

I/We hereby declare that:-

(1) This is a bona fide competitive quotation and the amount has not been fixed or adjusted under or by or in accordance with any agreement or arrangement with any other person.

(2) The amount or approximate amount of my/our proposed quotation has not been and will not be communicated to any person other than the person calling for these quotations.

(3) I/We have not made any agreement with any other person that they shall refrain from submitting a quotation or as to the amount of any other quotation to be submitted.

I/We understand that you are not bound to accept the lowest or any quotation you may receive.

I/We understand that no increased cost of labour and/or materials will be allowed during the period of the Contract.

I/We understand that the successful quotation, together with the Council’s written acceptance thereof, will form a binding Contract between the Council and the successful contractor.

Yours faithfully

Signed ...............................................................…

For and on behalf of ............................................…

Address ...............................................................…

……………………………………………………………

Post Code……………………………

Date…………………………………………………………