



Westside Plaza Community Led Design Process Brief for the provision of professional services for the undertaking of a charrette and community master plan focused on Westside Plaza, Wester Hailes.

1. Introduction

The Wester Hailes Community Trust is inviting applications to tender from suitably experienced organisations/ agencies to provide a design led team that can deliver a community led design process including a 5 day charrette focused on community planning priorities for the Westside Plaza. As well as organising and delivering the charrette, the successful team will be responsible for producing the resulting masterplan for the Westside Plaza as a tool that can be used by the community in future discussions and actions for this area.

2. Background

- **Wester Hailes Community Trust**

Established following extensive community engagement and consultation in 2015, the Wester Hailes Community Trust (WHCT) is a collaborative anchor organisation that was set up to support local people to take action in response to agreed community priorities. To date, we have supported a range of local neighbourhood activities and a Wester Hailes wide partnership project to address food insecurity in our community in response to local priorities.

- **The Westside Plaza**

Since 2015, the Westside Plaza has been a constant theme when WHCT has asked the community about their concerns and priorities. Despite being the main transport hub for Wester Hailes and the location of important local amenities including the Library, Job Centre and shopping centre, this area is drab and unwelcoming. Crucially, it is not a place people choose to linger, leading to it feeling empty and intimidating. Concerns about anti-social behaviour are often cited as those who do occupy this space sometimes use it for aggressive and/or disruptive activity, exacerbating the situation. There is a general greyness about the space with large areas of concrete and a lack of any features adding colour or interest.

WHCT thinks that the Plaza has huge potential to become a welcoming civic space, a focal point for community activity and a catalyst for social, economic and creative regeneration. We applied to Scottish Government's Making Places programme to enable a community led process to be started that will give the community a voice when decisions are being made about the current and future layout of the Plaza. We have been working with key stakeholders including the City of Edinburgh Council and the owners of the shopping centre AWG to look together for a shared community led vision for the Plaza.

Recognising that we need maximum local engagement if this process is to be successful, we have planned some initial local activities to draw attention to the proposed charrette process and to encourage a diverse range of local residents to be involved. These are starting off with a Love The Plaza? event on the 14th February, after a paper copy of the community newspaper has been delivered across the area

to promote this event and involvement with the wider project. We have used this approach as we know from experience that people living in Wester Hailes are often more likely to engage with this type of project if they are being encouraged to participate by known and trusted local organisations and groups.

3. Design Brief

The second phase of Making Places: Westside Plaza is to run a 5 day charrette in April. The WHCT is therefore inviting applications to tender from suitably experienced organisations/ agencies to provide a design led team to

- Undertake an initial analysis of the Plaza square and its context to provide a baseline before the charrette process. This analysis will look at how the square works at the moment including all existing routes and linkages, uses, built frontages etc.
- Design and deliver the 5 day charrette programme focused on producing a collaborative community Masterplan for the Westside Plaza. Drop in sessions within this space will be a key part of this process but we would also expect the tender to include innovative ways of working with groups and stakeholders within the wider area.
- Utilise pro-active and creative engagement to enable the diverse sections of the Wester Hailes community to participate fully in the charrettes process. Although some local residents live relatively close to the Plaza we would expect to see involvement from all the different neighbourhoods that make up Wester Hailes in recognition that the Plaza is a space that is important to everyone in terms of its amenities and transport links. People living in Wester Hailes face challenging economic circumstances and significant numbers feel disengaged and isolated within this community with low levels of self-confidence. The successful team will have experience in working with similar communities and engagement approaches that demonstrate an understanding of the potential barriers to participation for people living here.
- Include other key stakeholders who are based in or have an interest in the Plaza including the Odeon Cinema, the Shopping Centre, Gala Bingo, the Library, the Job Centre, Lothian Buses, Police Scotland, the Hailes Bar and Lounge, and the City of Edinburgh Council.
- Produce a community designed Masterplan for the Plaza that has an overall plan and a Delivery Action Plan. The action plan will breakdown the Masterplan into a series of projects; some of these may be major projects requiring substantial funding, others may be smaller/low cost/creative projects which can be taken on by the WHCT or other community groups within a shorter timeframe. The Masterplan will represent local aspirations for physical improvements but also include social aspects raised through the charrettes that demonstrate how the space can be made accessible, inclusive and welcoming for all.
- It is expected that following the conclusion of the charrette, the design team will support the promotion of the process and lessons learned. This will involve providing feedback into a charrette summary document which will help to inform charrette working in Scotland and the publication of the outputs of the charrette in the charrette summary document.

4. Team Composition

It is anticipated that the design team will include expertise in the area of urban design, architecture etc. Inclusive community engagement is crucial to us so we would expect the team to be able to demonstrate experience of working in communities such as

Wester Hailes and an understanding of effective community work. In addition we would expect the team to have proven placemaking / design expertise in a community led environment.

5. Budget

The budget for this project is £20,000-£25,000, including VAT.

6. Timetable

The charrette is to be held in April, with WHCT's preference being during the first fortnight to coincide with the Easter school holidays. This would enable children and young people to be involved as they are a key demographic in the use of this space. The school holidays would enable them to attend daytime sessions, and also allow holiday programmes to incorporate sessions. However we recognise that this is a challenging time frame and we can therefore give some flexibility to this requirement if the proposal includes how children and young people could be involved outside of the school holiday period. We would expect the charrette and Master Plan to be completed by 31st May 2018.

7. Proposal Submission

We are inviting tender proposals that include

- **Previous experience**

Detail of relevant previous experience of delivering charrettes. We would expect this to include experience of working within an urban setting using a community led design approach, and working with one or more communities with demographics similar to Wester Hailes.

- **Methodology and approach proposed**

Bidders must provide a proposal which details their approach and how they shall carry out the charrette phase and resulting Master Plan from beginning to end.

- **Expertise proposed for this service**

Bidders must detail the expertise to be used to carry out the charrette indicating whether this is a team from within one organisation, or using a partnership approach that creates a team.

- **Output**

Bidders must detail and provide examples how the findings will be formatted.

- **Fee Proposal**

The fee proposal will state the costs required to undertake the charrette phase; and provide a breakdown of the following:

- The total duration in weeks and hours.
- The allocation of the staff time in working hours.
- Individual Staffing Time
- Hourly/daily rates charged for staff involved.
- Out of pocket and travelling expenses.
- Printing costs
- Venue expenses

Rates and prices shall be deemed inclusive of all additional expenses howsoever incurred.

8. Award Criteria

Selection will be made on the basis of economic value and quality criteria

Quality 60%

- Methodology and approach proposed
- Specific expertise proposed for this service
- Outputs including Reporting

Price 40%

- Proposed fee

9. Deadline for submission of tender

- The tender proposal should be sent by email up to 12 midday on Monday 19th March, 2018

10. Selection process

- Shortlisted candidates will be notified on Tuesday 20th March and invited to provide a short presentation to a Community Selection Panel on Friday 23rd March. at WHALE Arts, 30 Westburn Grove, Wester Hailes, Edinburgh EH14 2SA (actual time to be confirmed).
- Non shortlisted candidates will be notified by Thursday 22nd March
- The successful candidate will be notified by Tuesday 27th March to commence work soon afterwards.
- Unsuccessful shortlisted candidates will be notified by Thursday 29th March.

11. Questions Relating to this Brief

Any questions should be addressed to Allan Farmer: info@westerhailesct.org.uk
(tel 0131 458 3267)

12. Instructions for Return of Bids

Bids should be submitted by email to:

Priscilla Marongwe

Chairperson

Wester Hailes Community Trust

info@westerhailesct.org.uk