

# *Cheltenham*

## *North Place & Portland Street Development Site*

Introductory Information Pack

OJEU January 2011



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## 1. Background

- 1.1 Cheltenham is renowned for its Regency architecture, the extent of its gardens and green space, festivals and its internationally acclaimed National Hunt racecourse.
- 1.2 Cheltenham has continued to trade successfully despite the current economic difficulties and the County boasts an unemployment level of 2.7% against a South West regional average of 7.4% portraying the resilience of both the County and key strategic towns such as Cheltenham.
- 1.3 Cheltenham Borough Council (“CBC”) as owners of the North Place and Portland Street site currently utilised as surface car parks are keen to promote its development for a range of uses.
- 1.4 This is the only site of this scale available in the town centre of Cheltenham and represents a unique opportunity to create a striking contemporary northern extension to Cheltenham’s historic core through the development of a mixed use scheme that assists in connecting key areas of the town whilst at the same time building upon the Regency heritage.

## 2. Cheltenham Development Task Force

- 2.1 For several years Cheltenham Borough Council has been pursuing an urban development strategy entitled Civic Pride. In order to progress schemes from the planning stage to actual delivery CBC and its partners Gloucestershire County Council, the South West Regional Development Agency and the Homes & Communities Agency agreed to set up an arms length Task Force under an independent chair.
- 2.2 The Cheltenham Development Task Force came into fruition in January 2010 and has been undertaking preparatory work on some of the key sites identified in its central area ambition. The Task Force is now progressing development schemes and wider town centre ambitions on behalf of CBC utilising assets owned by CBC.
- 2.3 Any capital receipts generated through disposals will (subject to Council ratification) be deployed to deliver the wider aims such as public realm improvements in other schemes.





## The Central Area Ambition

The starting point for this work has been to understand the historic street pattern which in its simplest form can be shown as two axes (see diagram below); the East-West medieval High Street and the North-South Regency Promenade which intersect at Boots Corner.



Over the years, the clarity of these has either been degraded or lost. An example is the green space from Montpellier to Pittville that effectively disappears north of Boots Corner and it is then a challenge to find any grass or trees until Pittville Park. As a result of this and high levels of traffic movement the quality of the streets and environment surrounding Boots Corner is of a lower quality. Our aim is to link all the areas located on the map to bring together Cheltenham's character and history with the Town's modern needs. The result will be a high quality urban environment for the people of Cheltenham, and its many visitors.



## OPPORTUNITIES & CHALLENGES

**MAP KEY:**

- High Street
- Promenade Link
- Streets & Spaces
- Existing Green Space
- Key Sites - CBC owned
- Central Area Outline

**Link Opportunities**

1 to 6 Key Sites & Connections (see overleaf)

(This map is indicative only)

## Cheltenham Development Task Force

The purpose of the task force is to bring together the private, public and voluntary sectors in partnership as the way to progress the challenges and opportunities presented. It is important that developers and investors view Cheltenham as an exciting opportunity so that this collaborative approach can work. The strategy of the task force will be to promote Cheltenham Borough Council owned sites for inward investment for the benefit of the whole town by supporting our economy and communities. For this reason the task force has brought together volunteer specialists from the private, public and voluntary sectors who all have a shared passion for the town. Together we have a range of skills from property development to sustainability, heritage to community engagement and we are confident that we can help the town on its journey. The remit of the Task Force is to consider specific issues or sites and recommend action to Cheltenham Borough and Gloucestershire County Council. The Task Force is a new resource bringing with it the capacity to help deliver the ambitions. Supporting the Task Force are a number of groups in key fields. These include a transport group with specific expertise from Gloucestershire Highways; a Public Realm group to improve the quality of streets; and a group focused on development, planning and property.

Further information on this project can be found at:  
[www.cheltenham.gov.uk/civicpride](http://www.cheltenham.gov.uk/civicpride)  
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 FROM ORIGINAL CONCEPT BY IAN STEWART  
 WITH GRAPHIC ILLUSTRATION SUPPORT FROM  
 GLOUCESTERSHIRE MEDIA GROUP

## What is Our Vision?

This leaflet shows the central area that is the focus for the Cheltenham Development Task Force. It includes much of the work done previously, that was the subject of extensive public consultation in 2008. The leaflet also reflects changes in the national economy. Its purpose is to map the areas and highlight the main challenges and opportunities within the central area in one leaflet. Further details on either specific sites, for example Boots Corner, or specific objectives, for example sustainability, will follow. The aim is to keep all those things that make Cheltenham unique but at the same time recognise that in many parts of the town the links between important areas are often of poor quality. The vision is to support the town's economic strength and sustainable development by revitalising key streets and spaces to the highest attainable quality for the benefit of the whole community.



# OUR PLANS FOR CHELTENHAM

**OUR AIMS**

To improve the town centre sites and streets to support the town's economy.

**Key concepts include:** greening the central area and creating a north-south green link; creating a strong identity for its quarters; improving streets and spaces; building sustainably; developing green transport; and; introducing public art.

**Greening the Promenade**

- Extend Promenade to Montpellier and Pittville.
- Green north to south: trees, planting, green walls.
- Improve and create new public spaces.
- Reduce traffic dominance.

**Quarters**

- Identify distinct role and character of quarters.
- Enhance their unique identity.
- Improve public art and surface materials.
- Be consistent in terms of design.

**Streets & Spaces**

- Create attractive public realm.
- Encourage pedestrians & cyclists.
- Reduce vehicle dominance.
- Encourage social use.

**OUR SITES**

To make best use of council owned sites and encourage private developers to deliver imaginative schemes that add value to the town. Deliver sustainable mixed-use developments that revitalise brownfield land. Create additional employment and housing opportunities and make high quality town centre spaces.

**Royal Well**

- 1. Remove through traffic.
- 2. Simplify bus use and movement access.
- 3. Create high quality public space and link to the Promenade.

**Portland St. / North Pl.**

- 2. New public space as part of improved linkages.
- 3. Develop links through and around the area.
- 4. Retain about 300 car park spaces.
- 5. Provide 150+ jobs.

**Haines & Strange**

- 3. To work with developers and the community.
- 4. Develop high quality sustainable schemes where deliverable.

**MAKING LINKS**

Create links between the different town centre areas. The links will promote high quality physical connections between existing and new development areas with environments for passing through, for relaxing and enjoying the space or both.

**Boot's Corner**

- 4. Reduce through traffic.
- 5. Revitalise Boots Corner as a pleasant public space.
- 6. Connect east-west and north-south routes.

**The Brewery**

- 5. Making it easier to walk from the Brewery to the High Street.
- 6. Link the Brewery to other sites.

**Ring Road**

- 6. Create pleasant pedestrian environments.
- 7. Improve pedestrian linkages.
- 8. Introduce cabmed crossing places.
- 9. Make it a greener space which you can enjoy.

**Improve our transport**

- Promote sustainable travel: walking, cycling and bus.
- Simplify car parking arrangements and improve the signage and access.
- Reduce town centre traffic movement.
- Minimise vehicle impact and enhance pedestrian priority.

**Support our economy**

- Retain and grow existing employment levels and maximise local employment and training opportunities.
- Enhance retail offer and revitalise neighbourhood shopping zones.
- Promote hotel provision and support the festivals programme.

**Support our communities**

- Promote sustainable housing development.
- Support local community needs.
- Enhance public spaces for community use and improved quality of life.

**Protect our environment**

- Strengthen existing green space and biodiversity.
- Create green streets and spaces.
- Foster sustainable development.

Municipal Offices  
 Promenade  
 Cheltenham GL50 9SA  
 t: 01242 264228  
 e: [bulletin@townofcheltenham.gov.uk](mailto:bulletin@townofcheltenham.gov.uk)  
 w: [www.cheltenham.gov.uk/developmenttaskforce](http://www.cheltenham.gov.uk/developmenttaskforce)



**Cheltenham Development Task Force**  
 making things happen

### 3. The development Site

- 3.1 The site extends to approximately 2.06 hectares (5.075 acres) and is located 250 metres North of the High Street and connects the retail centre to both Pittville (and its extensive park) and the Brewery (leisure dominated) complex
- 3.2 The site consists of two extensive surface car parks owned and operated by Cheltenham Borough Council. There is an additional parcel of land situated to the South of Portland Street car park owned by Gloucestershire County Council which is also available.



- 3.3 North Place was formerly the site of the Black & White Bus Depot whilst Portland Street was predominantly Victorian residential. Both uses were extinguished by the 1980's with wholesale demolition taking place.
- 3.4 The successful bidder is expected to purchase an interest in, and deliver a solution for, the whole site. Solutions may be put forward on the basis of acquiring a freehold or long leasehold interest in the whole site (or a mixture of freehold and leasehold interests covering the whole site) subject to paragraph 3.5 below. The Council is also interested in exploring as part of the dialogue process, solutions where an interest in the developed assets in relation to the car park solution, bus node and/or public spaces is then returned to the



Council; or alternatively, such assets being retained, maintained and operated by the developer for the benefit of the Council and the public.

- 3.5 The Council currently has the benefit of income from the car parks and solutions are expected to retain similar (albeit reduced) financial benefits or opportunities. As a consequence the Council will only transfer a leasehold interest should the developer wish to operate the car park solution.

#### **4. Planning Context**

- 4.1 The sites have been the subject of a supplementary planning document (SPD) as part of the earlier Civic Pride Urban Design Framework and also a detailed technical appendix: North Place and Portland Street Development Brief. These were revised in 2010 and subject to further public consultation and Cheltenham Borough Council adoption processes.

[http://www.cheltenham.gov.uk/site/scripts/download\\_info.php?fileID=1924](http://www.cheltenham.gov.uk/site/scripts/download_info.php?fileID=1924)

- 4.2 The developer finally selected will be expected to make a formal application to the local planning authority in line with this brief and will be subject to the usual statutory development control procedures.
- 4.3 It is a requirement that the successful developer not only progresses a planning application but also commences and delivers the development once planning has been secured.

#### **5. Development Context**

- 5.1 Significant research has been undertaken to understand the potential deliverables. These include:-

- A ground condition report
- A PPS5 statement on historical context
- A desk based archaeological assessment supported by a significant archaeological evaluation
- An analysis of legal title
- Initial investigations into utilities.

- 5.2 All of these documents have been included within the Technical information Pack and will be issued to the

organisations shortlisted to partake in the competitive dialogue Outline Solutions stage.

5.3 Please note that the information provided in this document is of an indicative nature only as some details of the requirement have yet to be finalised by the CBC. Further details of the final requirement will be provided to shortlisted bidders that are invited to the dialogue stage of the procurement. CBC reserves the right to vary and amend the scope and scale of the requirements that will be used as the basis of the competition.

5.4 None of the CBC, its advisors, the directors, officers, members, partners, employees or agents:-

5.4.1 makes any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the information in this document. Any persons considering making a decision to submit a bid should make their own investigations and their own independent assessment of the CBC and its requirements for the development opportunity and should seek their own professional financial and legal advice;

5.4.2 accepts any responsibility for the information contained in the information in this document or for its fairness, accuracy or completeness. Nor shall any of them be liable for any loss or damage (other than in respect of fraudulent misrepresentation) arising as a result of reliance on such information or any subsequent communication.

## **6. Procurement Process**

6.1 Selecting a development partner to work with Cheltenham Borough Council to deliver the right scheme will be undertaken in three main stages.

6.2 Stage One will involve the advertising of the opportunity through OJEU and selected media with an invitation for interested parties to submit a Pre-Qualification Questionnaire (PQQ's) to GVA as agents of CBC.

6.3 Upon receipt of PQQ's within the defined timescale CBC and its partners and advisers will shortlist up to a maximum of 5 bidders with the financial resources and expertise in delivering this type of development.

6.4 Stage Two will involve an invitation to participate in an open dialogue for five shortlisted bidders.

6.5 Stage Three will involve the final two shortlisted bidders being invited to develop detailed solutions and submit final tenders. It

is anticipated that a negotiated dialogue will ultimately result in the identification of a preferred developer.

- 6.6 The proposed timetable is set out as below. This is an indicative timetable and the CBC reserves the right to amend and vary the timetable. CBC and will update bidders as to any revisions accordingly.

<b>Stage 1</b>	
<b>Advertisement and Pre-qualification</b>	
<ul style="list-style-type: none"> <li>• Issue OJEU notice</li> <li>• PQQ, brochure and introductory information pack made available by GVA to potential bidders</li> </ul>	24/01/11
<ul style="list-style-type: none"> <li>• Advertise the opportunity through various media</li> </ul>	29/01/11
<ul style="list-style-type: none"> <li>• Deadline for return of PQQ to GVA</li> </ul>	14/03/11
<ul style="list-style-type: none"> <li>• CBC/GVA evaluates PQQ returns in order for CBC to shortlist up to <b>five</b> bidders to participate in competitive dialogue</li> </ul>	15/03/11 to 05/04/11
<ul style="list-style-type: none"> <li>• Report to Cheltenham Development Task Force by consultants confirming that process and due diligence observed</li> </ul>	08/04/11
<ul style="list-style-type: none"> <li>• Briefing Note to CBC Cabinet</li> </ul>	19/04/11
<b>Stage 2</b>	
<b>Competitive Dialogue – Outline Solutions – 5 bidders</b>	
<ul style="list-style-type: none"> <li>• <b>Five</b> shortlisted bidders announced by CBC and GVA issues Invitation to Participate in Dialogue and submit Outline Solutions (with evaluation criteria and methodology, specification requirements, contract details and further information in the Technical Information Pack))</li> </ul>	19/04/11
<ul style="list-style-type: none"> <li>• Bidders Day at Municipal Offices</li> </ul>	03/05/11



<ul style="list-style-type: none"> <li>• Opportunity for formal pre-application discussions with planning team</li> </ul>	04/05/11 – 25/05/11
<ul style="list-style-type: none"> <li>• Initial meetings with each bidder to discuss Draft Outline Solution approach and proposals</li> </ul>	04/05/11 – 25/05/11
<ul style="list-style-type: none"> <li>• Presentations by bidders of Draft Outline Solution to CBC and dialogue feedback from CBC</li> </ul>	26/05/11 & 27/05/11
<ul style="list-style-type: none"> <li>• Deadline for bidders submission of Outline Solutions</li> </ul>	01/07/11
<ul style="list-style-type: none"> <li>• CBC/GVA evaluates submitted Outline Solutions in order for CBC to shortlist <b>two</b> bidders to participate in competitive dialogue to develop Detailed Solutions</li> </ul>	
<ul style="list-style-type: none"> <li>• Interim report to Cheltenham Development Task Force</li> </ul>	15/07/11
<ul style="list-style-type: none"> <li>• Briefing Note to CBC Cabinet</li> </ul>	26/07/11
<p><b>Stage 3</b></p> <p><b>Competitive Dialogue – Detailed Solutions to Final Tenders – 2 bidders</b></p>	
<ul style="list-style-type: none"> <li>• <b>Final two</b> shortlisted bidders announced by CBC and GVA issues invitation to submit Detailed Solutions together with details of the Invitation to Submit Final Tenders At this stage unsuccessful bidders will be advised and debriefed.</li> </ul>	26/07/11
<ul style="list-style-type: none"> <li>• Period of dialogue meetings with final two bidders for Council to: <ul style="list-style-type: none"> <li>○ provide feedback on Outline Solutions</li> <li>○ negotiate contract terms</li> <li>○ engage with bidders in their development of Detailed Solutions</li> </ul> </li> </ul>	27/7/11 – 29/07/11 01/08/11 – 08/09/11
<ul style="list-style-type: none"> <li>• Bidders partake in public consultation exercise with CBC</li> </ul>	22/08/11 – 09/09/11
<ul style="list-style-type: none"> <li>• Bidders submission of Detailed Solution (draft bids)</li> </ul>	09/09/11
<ul style="list-style-type: none"> <li>• Invitation to Submit Final Tenders issued to final two bidders</li> </ul>	12/09/11
<ul style="list-style-type: none"> <li>• Period of further dialogue meetings with final two bidders for Council to: <ul style="list-style-type: none"> <li>○ provide feedback and engagement on Detailed Solutions (draft bids)</li> <li>○ test bidder's assumption and deliverability of Detailed Solutions (draft</li> </ul> </li> </ul>	12/09/11 to 22/09/11

<ul style="list-style-type: none"> <li>o negotiate any remaining contract details</li> </ul>	
<ul style="list-style-type: none"> <li>• Close of Dialogue</li> </ul>	End of 23/09/11
<ul style="list-style-type: none"> <li>• Deadline for submission of Final Tender</li> </ul>	30/09/11
<ul style="list-style-type: none"> <li>• Clarification and Fine Tuning of Final Tender Submissions</li> <li>• Evaluation of Final Tender submissions by CBC/GVA to enable CBC to identify the Preferred Bidder</li> </ul>	3/10/11 to 12/10/11
<ul style="list-style-type: none"> <li>• Report to Cheltenham Development Task Force</li> </ul>	14/10/11
<ul style="list-style-type: none"> <li>• Recommendation of the Preferred Bidder to CBC Cabinet and CBC approval process</li> </ul>	15/11/11
<b>Stage 4 – Preferred Bidder and Award Decision</b>	
<ul style="list-style-type: none"> <li>• Appointment of the Preferred Bidder</li> </ul>	16/11/11
<ul style="list-style-type: none"> <li>• Clarifying preferred bidders tender, confirming commitments and finalising contract details with the preferred bidder</li> </ul>	16/11/11 to early January 2012
<ul style="list-style-type: none"> <li>• Award Decision by CBC and Financial Close</li> </ul>	February 2012

5.5 If you wish to be considered please submit your PQQ by 14/03/11 to GVA in accordance with the requirements set out in the PQQ document.

5.6 Any queries please contact GVA.