Peckham Rye Station
1. INTRODUCTION

1.1 Summary
Network Rail, Southern Railways and Southwark Council are looking for a community and stakeholder engagement specialist to assist Network Rail and Southwark Council in transforming the setting of Peckham Rye Station. The project team is focused on delivering vital improvements to the station building (being progressed as a separate project), an enhanced and enlarged public realm and associated active uses and a new approach to commercial uses within the existing station arcade and surrounding railway arches.

This current project seeks to unlock the potential of the station, associated railway arches and the immediate surroundings by creating a public forecourt or station square, reconfiguring the retail layout and creating a positive focal point for the area whilst unveiling the high quality heritage asset of the station.

1.2 What we are looking for
The project team is looking for an enthusiastic, energetic community engagement team that can:
- Support the project engagement across the primary project partners and with the community
- Deliver community engagement that responds to project challenges, clarifies key issues and be innovative and bold enough to work with local people and improve the community’s perceptions of the project, and our consultation process.

1.3 Programme for selection process
Submission requirements and selection criteria are set out in 4.2 and 4.3 below. The outline programme setting out the timescales and stages that this will involve is as follows:
- 17/04/14 - invitees to tender receive brief, with 12 working days response period
- 8/05/14 - closing date for responses
- 12/05/14 - undertake interviews
- 14/05/14 - winning bidder selected

The successful team will be appointed by Southwark Council in partnership with Network Rail, Greater London Authority and Southern Railways who form the project team.
2. BACKGROUND AND SCOPE

2.1 Town centre context
As one of Southwark’s major town centres, Peckham provides a key role in supporting its local community with a range of shopping, leisure, culture and entertainment options. Peckham town centre has the most shopping floor space of all town centres in Southwark (around 75,000sqm). The town centre has smaller shops along Rye Lane as well as the Aylesham shopping centre and is a strong destination for food shopping, offering a wide variety of specialist and ethnic food. There are many small businesses in and around the town centre including a large and growing number of creative industries.

Peckham town centre is formed around Rye Lane, a long, narrow high street whose busy shop fronts create a vibrant atmosphere but also contribute to pedestrian congestion along its length.

2.2 The site
Peckham Rye Station is located at the heart of the retail centre. Opened in 1865, the Grade II listed building is an impressive station and is one of only four suburban stations on the London, Brighton and South Coast Railway in London which survive in the house style of the 1860s. The station has been substantially amended from the original design as the large forecourt fronting Rye Lane was transformed into an arcade in the 1930s.

Figure 1 –Photographs of the forecourt, Past and Present
The station is one of the main arrival points into Peckham, used by approximately 3.7 million passengers annually and is key to supporting a vibrant local economy. Despite the grandeur of the building, the station environs suffer from significant problems including low quality public spaces, poor visibility of the station from Rye Lane, no physical focus for the area and a perception of crime in the area. However, there are also a number of positive local attributes to be valued and nurtured through the project, including Peckham’s vibrant and visible local economy and its lively street life.

3. SCHEME SCOPE

3.1 Project Objectives
The aim of this project is to unlock the potential of the station by integrating station layout with a new station forecourt and new approach to the commercial range of uses fronting the station and surrounding railway arches. This project will see the following key improvements delivered:

- An improved station will be integral to stimulating regeneration within Peckham and Nunhead and an improved passenger experience for station users.

- A station forecourt will create a high quality arrival point and much needed space in the town centre, transforming perceptions, signalling a step change in the aspirations for Peckham and providing commercial units that meet contemporary business and customer expectations. It will complement the existing streetscape and neighbouring and future development opportunities, including station improvements by facilitating pleasant and safe station access throughout the day and into the evening.

- Upgraded railway arches in Dovedale Court will provide further opportunities for leisure and cultural businesses to flourish, building on the distinct Peckham offer and encouraging people to use and enjoy the area around the station.

3.3 Work to date

In 2012, Southwark Council with support from Network Rail undertook a feasibility / concept design study that was used to create a business appraisal to support the delivery of the project.
In 2013, Weston Williamson architects were appointed to progress the scheme through to submission of a planning application. AOC were part of the architect’s team, with a focus on community engagement.

As part of the architects’ work, two stages of community consultation were undertaken to inform the preparation of proposals, in November 2013 and January 2014. The Event 1 and 2 reports, prepared previously by AOC, will be provided and form essential background reading for this appointment.

In addition, AOC, the architects’ appointed engagement team has developed a local blog site, have been maintaining a mailing list and have been acting as a focal point for project enquiries and questions.

While the two consultation exercises have proved useful in gathering feedback, they have also raised questions from the community about the principle, scope and content of emerging plans, revealing a perception that the current plans do not reflect the aspirations of the local community.

This led Southwark Council and Network Rail to seek an extension to their current timescales from the GLA. The aspiration is that with a revised timescale and refreshed approach, the partners can ensure that plans can now be developed with local people helping to shape the redevelopment. This re-profiling of the project programming is born of a genuine stakeholder team desire to engage local people, facilitate greater local influence on the project brief and design and to more thoroughly communicate the opportunities and challenges of delivering the project. There is broad agreement across the client and design team that this is an opportunity to enrich the project and the appointed design team are prepared to respond to the findings of the engagement process.

The intention of this appointment is to hold a series of community events in Peckham so that the community can contribute to the vision for the station, and help develop a scheme that has the support of local residents and businesses, through a co-design exercise.

Following the previous engagement exercises, the following key engagement and vision development priorities have been identified and should be addressed through this appointment;
i) Identification and development of a vision for Dovedale Court’s railway arches, including appropriate offer, legibility from the station and high street and the interface with existing businesses

ii) Understanding of the constraints on the commercial requirements of the scheme/viability issues related to the scheme value and CPO budget (within the constraints of any detail that needs to remain confidential for now), and clearly communicating these constraints to the local community

It is imperative that everyone involved understands the parameters of the “co-design” process and that options are limited by the constraints mentioned above,

3.4 Requirements of this brief
The requirements of this brief include project support for the life of the project (to Summer 2018) and a concentrated period of activity comprising specific and innovative engagement activities to build understanding and community buy into the project ahead.

a. Provide general advice to the project team on recommended programme of stakeholder and community engagement over the life of the project.

b. Provide a single point of contact for the community, working closely with Daisy Froud from AOC acting as a “local guide” for the engagement consultant so that her understanding and insight of the issues is not lost.

c. Review engagement to date, including letters to businesses and the blog site, and provide recommendations and updates as agreed with the project team.

d. Work closely with the nominated communications leads at each organisation, and align with the project’s wider communications strategy, to ensure consistency of message between community engagement and wider communications.

e. Provide regular project briefings to the community and local representatives such as ward councillors.
f. Provide regular updates to project team (tenant management) where information is obtained relevant to the emerging vacant possession strategy and for the lettings strategy for the proposed development.

g. Provide a weekly project update to the team.

h. To provide information to the design team where relevant on emerging plans for the planning application.

i. Preparation of an engagement strategy to consult and engage meaningfully with the public. The end product should include a Statement of Community Involvement (SCI) to support the planning application.

j. Undertake a community engagement/co-design exercise/s (and any other measures considered appropriate), addressing the need for wider engagement in the preparation of scheme design. The client team is keen to hear consultant ideas on techniques and approaches to an immersive and inclusive engagement strategy. In particular, tenderers should consider the following client team engagement priorities:
   i. Communicate, contextualise and address the project’s economic constraints
   ii. Develop a more detailed vision for Dovedale Court’s railway arches
   iii. Develop a more detailed understanding and vision for retail and wider offer within the new development, with the possibility of testing ideas through meanwhile uses or pop-ups
   iv. Engage with the community and provide an evidence base for future investment into local business support activities
   v. Engage with the community and provide evidence base for future investment into cultural programming

k. Tender responses should reflect the following draft programme;
   • 14 April – “pre-election period” commences so nothing requiring or resulting in direct approaches to Councillors can take place from this date until post election. This period should be used for background work, planning and prep of materials, booking of venues etc that may be needed.
   • 22 May 2014– local elections
• June 2014 – suggested launch of engagement work including contact/approaches made to all stakeholder inc. Councillors following (re)election (the detailed programme for period to be further developed by the consultant but to include the community engagement including contact attempts with hard to reach groups)

• Autumn 2014– submission of revised planning application including SCI

3.4 Funding

It is anticipated that the total available budget available for delivering the intensive consultation, preparation of Statement of Community Involvement is £60,000. General advice and project support will be via an agreed daily rate. The project team would welcome any further suggestions or innovative ideas for the delivery of the community engagement.

3.5 Governance

Progress meetings between the successful consultants and the project team (stakeholder group) will be held fortnightly to review progress, this will be supplemented by weekly updates (either electronic or via teleconference).

The successful tenderer will also need to interface the findings of this appointment with the appointed architects, and future appointed consultants for cultural programming and business support.

The draft communications protocol will be provided to the successful candidate and should be used as a guide for approvals and day to day governance for the community engagement part of the project (which should be expanded upon in the engagement strategy).
4. SELECTION PROCESS AND REQUIREMENTS

4.1 Expertise and overall selection approach

It is expected that the team should include, but not be limited to, at least the following related discipline in order to meet the Brief requirements: strategic visioning, stakeholder and community engagement expertise. If these disciplines are not available within the lead consultants own practice it is acceptable to source these capabilities by the lead consultant appointing its own choice of sub-consultants.

The Project Board however reserves the right to accept the lead consultant but to require one or more substitutions within the sub-consultant team.

4.2 Submission requirements

Please structure your submission in accordance with the criteria below to simplify evaluation. Sections one to four of your submission should be combined into a single PDF document of no more than 5mb and submitted electronically.

Expertise (up to two sides of A4)

- Include the names and CV’s of team members and proposed team structure
- Outline of team ethos

Experience and technical capability (up to six sides of A4 including images)

A summary, in no more than 300 works, of three relevant projects that demonstrate the approach, innovation and expertise of the team. Use this as an opportunity to illustrate your team’s thinking and engagement methodology.

Expected output

For the initial response to the invitation to tender, applicants should submit their initial ideas and responses to the brief with a focus on engagement techniques, processes and ideas.
**Anticipated costs**

Applicants should provide a detailed fee structure detailing costs for the delivery of the intensive engagement, production of SCI and ongoing support to the project, this should include daily rates for key team members. Costs should also include fees for the ongoing role of Daisy Froud of AOC.

### 4.3 Selection criteria

A selection panel comprising representatives from Network Rail, Southwark Council and the GLA will assess the responses to the invitation to tender using the following criteria:

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<thead>
<tr>
<th>Selection criteria</th>
<th>Tender returns</th>
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<tbody>
<tr>
<td>Past experience of similar projects</td>
<td>5%</td>
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<tr>
<td>Competency and expertise</td>
<td>10%</td>
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<tr>
<td>Engagement approach</td>
<td>20%</td>
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<tr>
<td>Proposed work stages and responsibilities</td>
<td>15%</td>
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<tr>
<td>Cost</td>
<td>50%</td>
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### 4.4 Submission deadline

The closing date for submission of fee bids and supporting documentation listed above is 12 noon, Thursday 8th May 2013. Please ensure that your submission is made via email to Sally.crew@southwark.gov.uk no later than the appointed time. Your submission may not be considered if it is received after the deadline.