



SPECIFICATION

**For the provision of a
Masterplan for Staines upon Thames**

September 2019

1. Purpose of the Masterplan

- 1.1 Spelthorne Borough Council (SBC) is seeking to appoint a Consultant for the production of a Masterplan for Staines-upon-Thames to shape and develop the town alongside our new Local Plan which is being drafted, and which will be adopted in 2021.
- 1.2 The Masterplan will set a clear vision and strategy for the transformation and regeneration of the centre of Staines, focusing on deliverable outcomes and policies. It is intended to be capable of adoption as a Supplementary Planning Document.
- 1.3 Staines-upon-Thames has the opportunity to grow and develop into a thriving town that can take advantage of its close proximity to Heathrow Airport and proposed new public transport schemes likely to enhance its connectivity further. The Council is a major landowner in the town that can help facilitate growth but a joined up approach with other landowners, developers and local businesses will be preferable.

2. About the Borough of Spelthorne

- 2.1 The Borough of Spelthorne has an excellent location immediately to the south of Heathrow Airport and adjacent to the River Thames in the economically buoyant area to the west of London. The Borough enjoys exceptional communication links, supporting a strong economy, and has many successful international businesses, including BP, Pinewood (Shepperton Studios), dnata and Wood Group Kenny. Spelthorne has 5,270 businesses and the Borough is number 1 for new Business Start-ups¹. The gross budget for 2018/19 was £85m.
- 2.2 Spelthorne Borough Council's main purpose is to deliver services and improve our communities, and our corporate priorities, in four key areas, reflect this ambition:

Housing: We will strive towards meeting the housing needs of our residents, providing working families and others in housing need within the Borough with suitable accommodation;

Economic Development: To maintain vibrancy in the economy we will look to stimulate more investment, jobs and visitors to Spelthorne to further the overall economic wellbeing and prosperity of the Borough and its residents;

Clean and safe environment: Providing a place where people want to live, work and enjoy their leisure time and where they feel safe to do so will help develop sustainable communities;

Financial Sustainability: We will continue to ensure that the Council can become financially self-sufficient in the near future so as to maintain services for our residents.

- 2.3 Staines-upon-Thames (renamed as such in 2012 to promote the town's outstanding riverside location) is a vibrant market town in Surrey, with an excellent offer of shops,

¹ (Source: Bank Search Information Consultancy Ltd- Spelthorne Business Start-Ups 2015)

bars and cafes. A fully developed Masterplan will enable us to make informed decisions to support the priorities for the regeneration and transformation of the town and the Borough, so that businesses, the economy and our communities thrive, and the long term viability of the town centre is secured.

3. Key Outcomes

The Masterplan will:

- Set out an ambitious and deliverable overall vision for the transformation and regeneration of the whole town; for its visitors, residents and commercial enterprises;
- Build in 'future proofing'; the Masterplan will be accessible, sustainable and take into account new transport opportunities and solutions;
- Fully consider: densities and design parameters; height/massing; spatial zones and a 'bird's eye' plan;
- Recognise Spelthorne's position as a strategic landowner in the town centre, and take into account the housing and retail income it receives;
- Take into account the increasing number of homes and give due consideration to the healthcare requirements for residents in the town centre;
- Exploit the distinctive feature of the River Thames, its unique character, and Staines-upon-Thames' auspicious riverside position;
- Set the design standard for developments, safeguarding height restrictions for tall buildings, taking into account the town's proximity to Heathrow Airport, and also the opportunities the airport generates, including potential for southern light rail;
- Identify opportunities for enhancement to the public realm, its layout, function and legibility;
- Present a strong visual ambition, which is commercially realistic, financially viable, robust and deliverable;
- Identify opportunities to enhance the town as a 'go to' destination for shopping as well as the night time economy, culture, arts and social and community infrastructure;
- Include strategies for overcoming growth constraints, such as highway infrastructure challenges and congestion;
- Identify ways and means to kick start further investment activity

4. Measuring the success of the Masterplan

The following outcomes are indicators of the effectiveness of the design of the

- All stakeholders are fully on board with the Masterplan's vision;
- The Masterplan is fully 'adopted' by landowners and developers. It is attractive to developers, setting clear and viable parameters for proposed developments;

- Development comes forward on sites and alongside the Thames, starting the process of turning the town to the river;
- Higher quality planning applications reflect the attraction of Staines-upon-Thames as a desirable location;
- Landowners and investors are proactively investing in development opportunity
- The authority is able to use the Masterplan content as robust evidential support in the new Local Plan.

5. Other Background Information

5.1 Other documents which may contain relevant information to the Masterplan are:

- a) Strategic Land Availability Assessment 2018
- b) Employment Land Needs Assessment 2018
- c) Statement of Community Involvement
- d) Retail and Other Town Centre Uses Study Update 2018
- e) Strategic Flood Risk Assessment Draft Interim Report 2018
- f) Functional Economic Area Analysis 2017

5.2 The following background material will also be relevant in setting the background and context:

- a) Cabinet report on name change – addition of ‘upon Thames’ (22 November 2011)
- b) Staines-Upon-Thames Prospectus (summer 2014)
- c) Corporate Plan (2016-2019)
- d) Local Economic Assessment (2016)
- e) Economic Strategy (2017-2022)
- f) Promotional document (2015)
- g) The Enterprise M3 Strategy for Growth (2014)
- h) Initial Planning Brief dated March 2006
- i) Staines Town Centre – Draft Urban Design Framework (2008)
- j) Plan showing the Council’s current landownership
- k) Staines-Upon-Thames Town Centre Parking Study (2012 and 2015)

6. Requirements for the Proposed Masterplan

6.1 The appointed Consultants will be required to produce a Masterplan for Staines-upon-Thames that is capable of adoption as a Supplementary Planning Document, and which in turn will support the allocation of residential and commercial uses to help meet the Borough’s identified needs. This should be in the form of capacity studies, taking account of relevant constraints and opportunities.

6.2 The Consultant will focus in particular on the transport and infrastructure projects led by Spelthorne Borough Council, its partners, the County Council, Highways England and stakeholders such as HAL (Heathrow Airport Limited). These are to be mapped as part of the study of existing capacity as a transport study to inform its impact and how the vision set out by the Masterplan can positively shape them to unlock the potential of the town.

- 6.3 The Consultant will demonstrate due consideration to the likely impact of a substantial increase in traffic as a result of Heathrow Expansion, which poses challenges in terms of additional visitors, residents and businesses to the town but also opportunities that will arise. The Masterplan should include a strategic approach to parking, bespoke to Staines-upon-Thames, that does not discourage residential, economic and tourist growth whilst making most effective use of land and aiming to limit private car ownership, subject to securing attractive alternatives and interventions. This will be based on parking review evidence provided by Spelthorne Council and supplemented by the Consultant's engagement with relevant teams in the Council and other stakeholders.
- 6.4 The Masterplan will be a living document, setting out plans and recommendations for how such constraints including challenges posed by the existing gyratory can be overcome, taking account of existing and future transport schemes that will provide better sustainable links to and from the town, such as Southern Light Rail (a light rail link from Staines-upon-Thames to Heathrow Airport, promoted by the Council), as well as prospective solutions not currently under consideration. The Masterplan should also include improved permeability and enhanced links in and around the town for pedestrians and cyclists to promote sustainable travel.
- 6.5 The work will be managed by the Strategic Planning team but the Consultant will need to work with different teams in the Council (Asset Management, Economic Development, Development Management, Neighbourhood Services and Housing) and portfolio holders, as well as a number of external stakeholders, including, but not limited to, Surrey County Council as the highway authority, neighbouring local authorities, utilities and infrastructure providers.
- 6.6 The Masterplan should be aspirational but also demonstrate that the outcomes are deliverable and viable, rooted in commercial reality. The Consultant will demonstrate the financial viability of the Masterplan by thoroughly testing the same, and presenting the outcome of the process as the Masterplan will evolve. It will identify timescales and opportunities for phasing, and will contain sufficient information to support the Masterplan's evolution. Diagrams, maps and CGI graphics will be used to present its vision in an accessible and relatable format.
- 6.7 It is essential that Staines is developed holistically and the Masterplan should consider provision for all land uses and services that make a town and its community thrive. This should include businesses; retail opportunities; social and community infrastructure; the arts; culture and leisure. The importance of the river as a key asset of the town should feature strongly in our aspirations and seek to maximise the opportunities for regeneration.
- 6.8 Public engagement and consultation will be a cornerstone of the Masterplan, with buy-in from local residents, employees, businesses, landowners and developers being critical to its successful delivery. Statutory consultation can be linked to the preparation of the Local Plan, but the Consultant will be expected to arrange and facilitate additional bespoke community workshops and engagement sessions. The Consultant will include the cost of two workshops within their proposal; any requirement above this will be delivered under a separately costed proposal, with reference to the day rates for the resources.
- 6.9 The Council will also require the Consultant to respond to stakeholder feedback and written comments following engagement events and present back to Members at the draft methodology/scoping and draft Masterplan stage. A separate rate for this work should be given.

7. Reports

7.1 Post contract award, the Consultant will support the following 4 key stages:

Stage 0 – Strategic Steering Meeting with key stakeholders

The Consultant will facilitate a workshop with a group of Spelthorne's key stakeholders, to provide further clarity before the work commences;

Stage 1 - The production of a report to include the draft methodology and scoping information on which the Council will seek wider views through Duty to Cooperate discussions and wider stakeholder involvement;

Stage 2 - The production of second document which incorporates the views gained from the Duty to Cooperate discussions and stakeholder engagement. This document will be a draft of the Masterplan on which the Council will again seek views through stakeholder involvement and the Duty to Cooperate.

Stage 3 - will be the submission of the final Masterplan. The Council will require two printed copies of the final report (one bound and one unbound) and two digital copies (one in Word and one in PDF format).

Note that the Masterplan will include a section on how stakeholders were involved and the results of that involvement including Duty to Cooperate discussions.