



**SCOPING EXERCISE FOR  
PORT ROYAL, SIDMOUTH  
PROJECT BRIEF**

## **Introduction**

Sidmouth Town Council (STC) and East Devon District Council are working in partnership to bring forward the renewal of the Port Royal area in Sidmouth. East Devon and Sidmouth Councils are both significant landowners in the area. In order to progress the renewal of Port Royal it has been agreed between the two Councils that a scoping exercise should be undertaken to understand the opportunities and constraints presented by this area of the town. This exercise will carry out initial assessments of the site and make practical recommendations to the two Councils regarding what will need to be more significant work to bring about investment and redevelopment for the Port Royal area.

Sidmouth Town Council is taking a leading role in this project with the support of officers from East Devon District Council, in particular officers of the Regeneration and Economic Development Team who will support this initial scoping exercise.

To this end we are inviting proposals from appropriate professional companies to work with the two Councils and provide a scoping plan of key issues and the future process to achieve the renewal of this important part of the town. Jointly, the two Councils have set aside £10,000 for this commission.

This Project Brief sets out the following:

1. Background to Sidmouth and Port Royal
2. The Scope of work required
3. Information and resources that EDDC/STC will provide
4. Information required in the proposals
5. Selection process and criteria
6. Conflict of Interest and Confidentiality.
7. Relevant dates and Submission Administration
8. Contact details

## **1. Background.**

### **1.1 Sidmouth Town**

Sidmouth is a characterful and popular seaside town in the district of East Devon. It has a population of 12,500 and sits on the Jurassic Coast World Heritage site. The population is

marked out by an ageing demographic with a significantly higher proportion of the population beyond working age and the very elderly. Having said that, the town is also home to working age families and a thriving school provision at primary and secondary level.

The town attracts a large number of visitors which is reflected in a substantial hotel presence and wider tourism offer of a traditional nature. The town centre and older parts of the town have numerous listed buildings and there are also attractive parks and gardens. The high street area offers a mix of retail, food and drink.

### 1.1 Port Royal

This is an area to the east of the town extending from the seafront backwards bordered on the east by the Sid river (see map below). It has long been recognised locally as an area that does not meet the high visual and amenity quality of other parts of Sidmouth and is an opportunity for development and renewal.





## 2. Scope of Work Required.

We would expect the scoping activities to include tasks and a final report addressing the following:

- 2.1 A project plan at commencement and a final scoping report for approval by Councils and subject to a public launch event.

- 2.2 A desktop evaluation of our work on searches, deeds/title, previous area studies etc to extract some overall conclusions and recommendations about broad options for new development and mix of uses.
- 2.3 Identification of gaps in information and remedial action required.
- 2.4 Comment on technical and sensitivity issues that reflect the location. These could include both opportunities but also challenges and restrictions in planning, design, engineering, environment, flood management and the World Heritage Coast designation.
- 2.5 A recommendation on the optimal geographical boundary of a more detailed future planning and development process.
- 2.6 A view on the relationship of Port Royal to the wider town in terms of seafront, high street and opportunities for improved and new economic, cultural and other benefits.
- 2.7 Initial advice on the range of uses relevant and possible including the importance or value of retention of any specific current uses.
- 2.8 Identification of mix of investment and funding options (private, public and charitable).
- 2.9 Bringing to bear market intelligence and an understanding of viability of development options and different uses.
- 2.10 A recommendation on the choice of next steps (eg Masterplan, development brief, outline planning permission):
  - (i) A broad specification of a future detailed commission
  - (ii) Projection of cost of the next steps
  - (iii) Timetable for delivery
- 2.11 Participation in two consultation events:
  - (i) A stakeholder meeting
  - (ii) A public meeting
- 2.12 Engagement with Council officers and two meetings of a small reference group

### **3 Information and resources that EDDC/STC will provide**

- 3.1 As well as providing the funding, the Councils will provide a range of intelligence and services to the scoping exercise from in house.

EDDC will provide the following:

#### **a) Deputy CEO**

- (i) EDDC leadership and first point of contact for partnership with STC
- (ii) Budget location for EDDC contribution to scoping exercise
- (iii) In cooperation with STC to provide a Communications Plan to ensure local awareness and understanding

#### **b) Regeneration Team**

- (i) Project Management on a daily basis
- (ii) Co-ordinating appointments of external expertise
- (iii) Ensuring appropriate approvals are achieved

**c) Estates**

- (i) An initial and optional boundary map (see below). This is not final and nor should it be regarded as a ‘red line’ development boundary. It represents a starting point for a scoping exercise
- (ii) Any previous documentary history of ‘visioning’ of Port Royal: Sidmouth Vision 2006 and the November 2011 Brief

**d) Legal**

- (i) Deed packets and legal title information for land owned by EDDC
- (ii) Review of STC deeds
- (iii) Coordination of local searches eg environmental, utilities

**e) Development Management (Planning)**

- (i) A digest of relevant extracts from the Council’s recently adopted Local Plan
- (ii) Advice on planning policy, conservation area status, flood zone, and design as required
- (iii) Advice on S106/CIL implications
- (iv) [East Devon Local Plan 2013 – 2031](#)

**f) Environmental Services**

- (i) Information on the Sidmouth Beach Management Plan (BMP)

3.2 Sidmouth Town Council will provide the following:

- g) Local leadership of scoping exercise
- h) Deeds covering STC ownerships
- i) Guidance and administration of local engagement and communication with Town Council and Neighbourhood Plan Team
- j) Any previous documentary history of ‘visioning’ of Port Royal

3.3 Other parties to be considered as consultees/participants within scoping exercise and beyond:

- (i) DCC Highways
- (ii) DCC Flood Risk and Coastal Protection Team
- (iii) Environment Agency
- (iv) Natural England
- (v) Local stakeholders (TBA)
- (vi) Elected Members
- (vii) Jurassic Coast World Heritage Trust

3.4 As part of the process we will require the consultants to attend meetings in East Devon and Exeter to produce progress reports. In terms of the structure of the study commission we will consider an element of follow up call off days attached to the project for the consultants to provide implementation support.

**4.0 Information Required in Your Proposal.**

4.1 Please provide us with your proposal for this piece of work specifically covering:

- A brief statement explaining your understanding of the Project Brief, including advice on any additions or improvements to the commission;
- A brief statement on the methodology you would adopt for undertaking this work;
- Details of relevant experience and examples of similar projects undertaken by the organisation, and where applicable, the role of the proposed team members in those projects;
- The staff proposed together with a resource schedule detailing the expected contact time per week;
- Details of any specific expectations of the Council in terms of administration or information;
- Timescale for undertaking the commission with key milestones/deliverables;
- Provision of an overall fee proposal and a cost breakdown by tasks.

**Please limit your submission document to no more than 10,000 words.**

## 5.0 Selection Criteria

5.1 We will be considering both the proposed fee and the quality of the proposal in making our selection and the evaluation criteria for this commission is set out below.

Price = 60%

Quality = 40%

Quality will be assessed according to the following:

	Criteria	Maximum Score
A	<b>Company Experience</b> - Ability to deliver the objectives in the brief; demonstrating how previous experience will be used; ability to innovate; experience of collaborative working processes	8
B	<b>Technical merit of proposal</b> – understanding of the brief; method and approach; completeness of services offered. Demonstrating how the methodology will meet the regeneration aspirations of East Devon District Council and Sidmouth Town Council	17
C	<b>Staff and other resources</b> - experience of the project lead; allocation of staff to ensure objectives are met; ability to meet programme; experience of working together as a team; project management structures; balance of skills	10
D	<b>Programme</b> – is a sensible timescale proposed; do the proposals complement the stated requirements of EDDC/STC	5

## 6.0 Conflict of Interest and Confidentiality Issues

6.1 We will require confirmation from you that there are no conflicts of interest related to this commission for your organisation.

6.2 Elements of the process and Scoping Report itself may need to be confidential especially for reasons of commercial sensitivity. There will, however, be an expectation on the Councils' part that all possible documentation will be made publicly available at an appropriate future point.

## **7.0 Relevant Dates and Submission Administration.**

7.1 The Councils would expect to be able to conclude this exercise within 3-4 months of commencement.

7.2 We would like to receive your proposal by **noon on Monday 28 November**. Written proposals will be considered by a selection panel of the commissioning organisations. We may ask shortlisted bidders to present their proposals to a selection panel and will let you know following receipt of your submission.

7.2 Proposals to be addressed for the attention of Christopher E Holland, Town Clerk and clearly marked '*Port Royal Scoping Study Proposal*'.

The Council requires x3 hard copies of the documents and a one version on CD as well.  
The address to send the documentation is:

Sidmouth Town Council  
Woolcombe House  
Woolcombe Lane  
Sidmouth  
EX10 9BB

## **8.0 Further Information**

8.1 If you wish to discuss this opportunity, please contact Alison Hayward, East Devon District Council on 01404 41719 or 07875 281044.

Thank you for your interest in working with Sidmouth Town Council and East Devon District Council.