

# Competition for Design Ideas to Reinvigorate the West End of Plymouth City Centre

---

DESIGN / IDEAS COMPETITION BRIEF

Supported by:

**ARCHITECTURE  
WITH  
PLYMOUTH  
UNIVERSITY**

**Plymouth**  
Architectural Trust

**RIBA**   
Plymouth Branch



The Devon & Somerset  
Design Review Panel  
[www.placereview.com](http://www.placereview.com)



## Introduction

Expressions of interest are invited to provide visionary design ideas for a concept that revitalises the West End of Plymouth City Centre whilst enhancing the surrounding areas and supporting a wider city vision. The competition extends the spirit of Sir Patrick Abercrombie's radical post-war *Plan for Plymouth* into the twenty-first century, seeking adventurous proposals that imagine a lively, inclusive, successful future for the city.

The winners work will provide the city with a bold view of how the West End could develop by 2030. The winning scheme(s) will also be presented at a public Plymouth City Centre Symposium supported by Plymouth Branch RIBA, scheduled to be held during November 2015.

Winning scheme(s) will bring imaginative thinking to build upon a the high level strategic Plymouth Plan, developed by Plymouth City Council, and produce a high quality, affordable scheme that responds to its context. The submissions should give detailed consideration to urban landscape and infrastructure as well as built form.

The proposal site comprises the area shown in purple on the plan located on page 4 of this document. The site is identified within the Plymouth Plan Consultation Draft as a living, working and niche shopping area. It is envisaged that this area will have its own sense of place and will be designed to create a welcoming and exciting space in Plymouth City Centre that combines the sociability of a neighbourhood with the inclusivity of a visitor destination.

## Vision and Objectives

---

### What will the West End of the future look like? ...

... This competition aims to inform a critical phase of Plymouth's City centre regeneration and future development by providing visual and intellectual stimulus, and provoking debate.

The submitted schemes should consider the existing context and developments that are in the process of being delivered or may be proposed. Plymouth's West End comprises a diverse mix of retail, restaurants, and residential property, including a large proportion of social housing. Tenants of shops and homes alike value the diversity of the area, its centrality and convenience. Sitting adjacent to the primary shopping area, the proposed schemes should strengthen and invigorate the current retail provision. New office space may also attract tenants.

The schemes will be characterised by high quality contemporary buildings, an accessible and vibrant public realm, a lively day and evening economy, successful businesses, high quality housing and a variety of retail destinations all integrated to form a true mixed-use development in the heart of the city. Place-making, social sustainability, and ingenuity will define the winning schemes.

## Competition Backers and Judges

---

The competition is being backed by:

- Plymouth Architectural Trust ([www.plymoutharchitecture.com](http://www.plymoutharchitecture.com))
- The Plymouth Branch of the Royal Institute of British Architects (<https://www.facebook.com/RIBAPlymouth>)
- Plymouth University School of Architecture (<https://www.plymouth.ac.uk/schools/ade/architecture>)
- The Devon & Somerset Design Review Panel ([www.placereview.com](http://www.placereview.com))

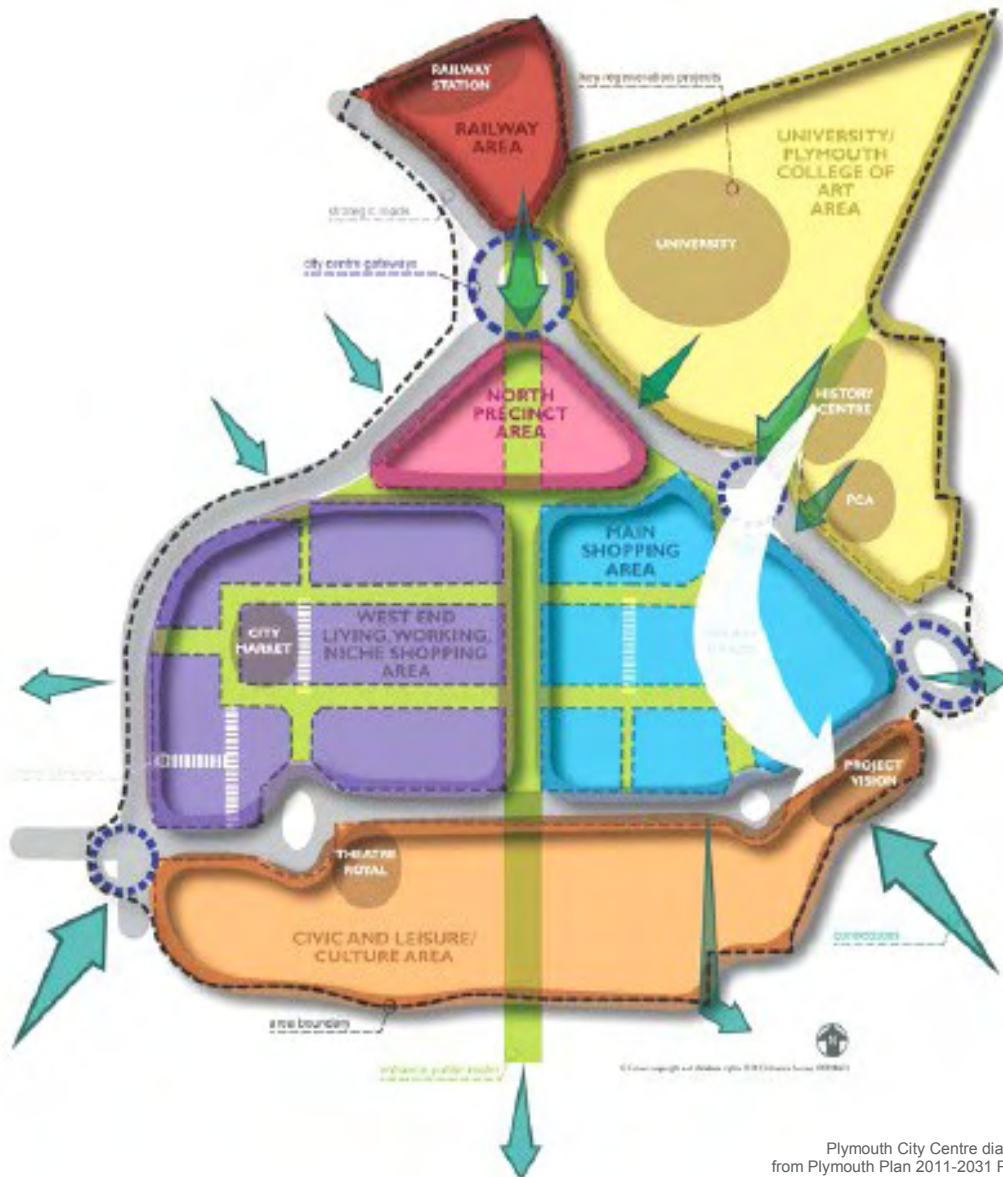
**ARCHITECTURE  
WITH  
PLYMOUTH  
UNIVERSITY**

**Plymouth**  
Architectural Trust

**RIBA**   
Plymouth Branch



The Devon & Somerset  
Design Review Panel  
[www.placereview.com](http://www.placereview.com)



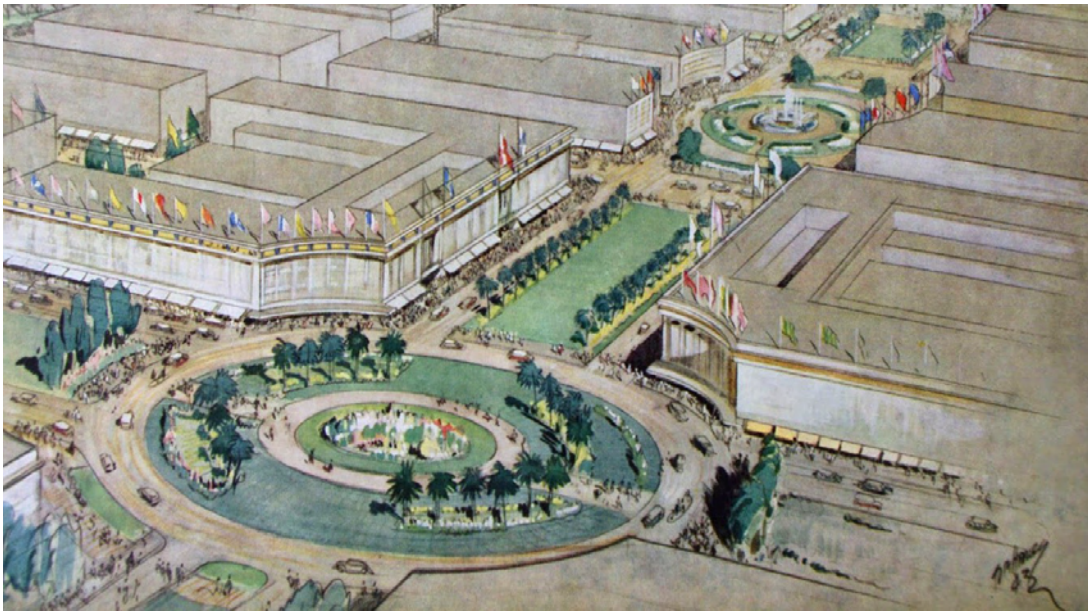
Plymouth City Centre diagram  
from Plymouth Plan 2011-2031 Part 1  
Consultation Draft

## The Site

The site plays an important role in Plymouth City Council's plans to reinvigorate and strengthen the city centre. These are set out in Part 1 of the City Council's Plymouth Plan 2011-2031 consultation draft.

The site is formed by the western portion of Abercrombie's Beaux Arts plan. A notional segmentation of this grid in the Council's Plymouth Plan identifies the West End as a living, working and niche shopping area. It is bounded to the north by the 'North Precinct Area', 'The Main Shopping Area' to the east and the 'Civic and Leisure Culture Area' to the south. It is a key city centre opportunity area.

The site presents opportunities for an outstanding design. It is identified within the Plymouth Plan as an area with the potential to be an Independent Quarter, anchored by the City Market, which supports independent traders, niche retail and food shopping to serve the nearby residential communities. The area could support the introduction of alternative higher-value business uses and creative business clusters.



## Local Area & History

Plymouth is a city and unitary authority area on the south coast of Devon, England, about 37 miles south-west of Exeter, and about 190 miles west-south-west of London. It is situated between the mouths of the rivers Plym to the east and Tamar to the west, where they join Plymouth Sound.

Throughout the Industrial Revolution, Plymouth grew as a commercial shipping port, handling imports and passengers from the Americas, and exporting local minerals, while the neighbouring town of Devonport became a strategic Royal Naval shipbuilding and dockyard town. In 1914 the three neighbouring independent towns of Plymouth, Devonport, and Stonehouse merged to form a single County Borough. The combined town took the name of Plymouth which, in 1928, achieved city status.

The city's naval importance later led to its targeting and partial destruction during World War II, an act known as the Plymouth Blitz. After the war the city centre was completely rebuilt to a plan conceived by Town Planner Sir Patrick Abercrombie and City Engineer James Paton Watson. As a result, Plymouth has more post-war listed buildings than any city except London. One of these, Walls & Pearn's 1959 Pannier Market (now City Market) lies within the West End area.

Today the city is home to around 260,000 people, making it the 27th most populous built-up area in England and Wales. It is governed locally by Plymouth City Council and is represented nationally by three MPs. Plymouth's economy remains strongly influenced by shipbuilding and seafaring including ferry links to France (Roscoff and St Malo) and Spain (Santander), but has diversified towards the service-based economy since the 1990s. It has the ninth largest university in the United Kingdom by number of students, the University of Plymouth, and the largest operational naval base in Western Europe – HMNB Devonport.

As well as being an international waterfront city, Plymouth is also a regional city and a major economic driver for the Heart of the South West, building on its rich cultural, natural and built assets. It is galvanising growth to the benefit of the city and its wider sub-region, and is home to the highest concentration of manufacturing and engineering jobs of any city in southern England. It has good transport and communications connectivity regionally, nationally and internationally, and provides the focus for culture, health, education, shopping and leisure services.



## Outline Brief

The competition is not driven by the needs of a commercial client and does not lead to an appointment or commission for development, therefore no financial budget or usage floor areas are stipulated. However the winning scheme(s) will carefully consider and demonstrate an appropriate proposed mix of uses and demonstrate both commercial and social viability. Uses to be considered may include:

- Retail/food/drink/leisure
- Public realm/recreation
- Commercial
- Education
- Offices
- Residential
- Parking

A multidisciplinary approach resulting in proposals that create a sense of place and unique neighbourhood identity are encouraged.

The short-listed practices will be expected to collaborate with students from Plymouth School of Architecture during a two day design charrette in January 2016. The shortlisted practices will also be required to present their proposals at the planned Plymouth City Centre Symposium. Schedule to take place during November 2015.

## The Competition Format

---

### STAGE ONE - Expressions of Interest and Selection of Shortlist

- Expressions of Interest (EOI) invited
- Using a pre-agreed 'Criteria for Selection' to assess the EOI's, an entrant from each category will be selected and invited to the design stage of the competition

### STAGE TWO - Submission and Presentation of Design Concepts

- The shortlisted entrant(s) will be invited to produce a concept design proposal developed to RIBA work stage 2. The shortlisted entrants will be asked to submit their proposals digitally. During the design period a site visit and briefing session may be held.
- Final judging will involve a presentation to the panel of judges organised by the Devon & Somerset Design Review Panel. This presentation will take the form of a design review panel session. For more information on the level of detail required at a design review panel session please visit [www.designreviewpanel.co.uk](http://www.designreviewpanel.co.uk) for more information.

## Eligibility

---

The competition is open to all and expressions of interest are invited from individuals, companies or cooperative teams who are based in the UK, or an overseas candidate who has a permanent office in the UK. Competitors should also consider the input of landscape architects, urban designers, transport planners and cost advice.

## Honoraria, Copyright & Terms & Conditions

---

It is proposed that the shortlisted individual(s), company(ies) or cooperative team(s) to proceed to stage two above will receive an honorarium of £3,000.00 inc. VAT. Honoraria payments will be paid following and subject to submission and presentation of design proposals to The Design Review Panel and presentation of the proposals at the RIBA Plymouth Branch Symposium, scheduled for November 2015.

It is agreed that submitted information does not constitute a contract with any party or the provision of any services, either real or implied. By entering the competition, entrants confirm that they own the intellectual copyright to the work, or have the permission from the owner, to publicly distribute the information. It is agreed that all information, documentation and contact details submitted may be shared by the RIBA & Design Review Ltd with the panel members, local authorities and any other third parties. Neither the RIBA or Design Review Ltd nor any of its employees or any the panel members or other representatives will be liable for loss or damage arising out of or in connection with entering the competition and or the use of any associated websites. This limitation of liability applies to all damages of any kind, including direct, indirect or consequential damages, loss of data, income or profit and claims of any third parties.

## Competition Programme

Key dates which may be subject to change, are as follows:

Activity	Date
Competition Launched	14th September 2015
Deadline for Receipt of Expression of Interest	28th September 2015
Selection of Shortlisted Practices	1st October 2015
Shortlist Notified	4th October 2015
Site Visit and briefing session	8th October 2015
Deadline for Stage 2 design material	30 <sup>th</sup> October 2015
Design Review Panel Presentation	9 <sup>th</sup> November 2015
Winner notified and result announced	16 <sup>th</sup> November 2015
Plymouth School of Architecture Workshop	TBC January 2016

The final decision of the winning architectural practice will rest with the Plymouth Branch of the RIBA.

The role of the Devon and Somerset Design Review Panel is to make a recommendation to the branch for their consideration. RIBA Plymouth reserves the right not to endorse any of the proposals in the event that no one scheme meets the aspirations set for this competition.

## Post Competition Commitment

The competition seeks to identify a winner(s) on the basis of a preliminary concept, an appropriate design approach and on the multidisciplinary approach of the design team.

The winner(s) of the competition will be publically announced at the planned Plymouth City Centre Symposium and the winning proposal(s) will be put forward to Plymouth City Council to help inform the ongoing development of the Plymouth Plan.

This competition does not result in any appointment or constitute a contract to provide services, either real or implied.



## Stage 1 Submission requirements Expression of Interest document

---

3x hard copies required and a digital copy (PDF format) to be submitted to our online digital submission system [www.designreviewpanel.co.uk](http://www.designreviewpanel.co.uk). The digital copy should be contained in a single PDF document.

The portal will not accept any material to upload once the deadline has expired. The RIBA and the Design Review Panel will not be responsible for any files that are delayed or corrupted during transmission.

The hard copy submission should be collated and consist of a maximum of 15 x single sides of A4 . The submission may be printed double-sided provided the specified single side limit is not exceeded. The 15 pages does not include a front cover, back cover or contents page. The Expression of Interest Document, not exceeding 15 pages, should comprise the following:

### 1. COMPANY / ORGANISATION INFORMATION

After registration an entry form will be issued which will request competitors to include the following information. This will take up one page of the 15 page limit and is in a fixed format.

- Name of Individual or Company submitting the entry
- Contact Details, including telephone number, postal address and email address (for all members of the entry team)
- Unique Registration Number (URN)
- Declaration of any conflicts of interest

### 2. TEAM COMPOSITION

An introduction to the lead architectural practice should be provided, together with brief CVs for members of the team who would be specifically responsible for leading, developing and delivering the design. We also require to be informed of the individuals who will be undertaking the work and to have the option to meet them prior to confirmation of short listing.

If a collaborative approach with another architectural practice or consultant is proposed the arrangement between the parties should be clearly articulated.

Confirmation should be provided that the design team are willing to take part in the two day Plymouth University workshop engaging with architecture students, planned to take place during January 2016 at the Roland Lewinsky Building in Plymouth .

### 3. MOTIVATION FOR APPLYING

Please demonstrate your motivation for applying and how your experience matches the project objectives.

#### 4. RELEVANT PROJECTS DELIVERED BY THE LEAD ARCHITECT

Illustrative case studies (images with explanatory supporting text) should be provided for three projects undertaken during the previous 5 years to demonstrate the character and expertise of the lead architect/principal designer.

The following information should be provided for each case study:-

- Project name and location
- Project description and explanation of design approach
- Details of any relevant publications

The distinction should be clearly made between photographic images of completed projects, and computer generated visualisations of on-going projects or competition submissions.

The judges are not looking for experience of delivering similar projects, rather evidence of an appropriate design approach.

#### 5. YOUR APPROACH

Please demonstrate how you engage with clients and end users to understand their expectations, the brief, the parameters of the scheme and how you approach working in partnership with other disciplines and client teams.

#### 6. CLIENT REFERENCES

Provide three recent client references from relevant projects that have been completed in the last five years.

### Stage 1 Submission Method

---

The Stage 1 submission should be received no later than 3.00pm on 28th September 2015. The submission should be contained in a single package and sent postage paid to:

RIBA Plymouth  
The Design Studio  
Guardhouse, Royal William Yard  
Plymouth, Devon, PL1 3RP

A further digital copy should be provided via the 'Upload' button on [www.designreveiwpanel.co.uk](http://www.designreveiwpanel.co.uk)

Please note: Only teams responding in accordance with the submission requirements and deadline for receipt of applications will be considered.

Late submissions will not be accepted and it will not be possible to submit entries by email.

## Stage 2 Submission Method

---

The shortlisted practice will be required to have provided the Stage 2 submission by 3pm on 30<sup>th</sup> October 2015. The presentations and supporting material should be submitted in digital and hard copy format.

The digital submission should include a 30 minute digital presentation and any supporting information. The shortlisted practices will be required to make a 30 minute presentation of their proposals to the Design Review Panel in Plymouth on the 9<sup>th</sup> November during a 90 minute design review panel session.

All digital information should be provided via the 'Upload' button on [www.designreviewpanel.co.uk](http://www.designreviewpanel.co.uk).

The portal will not accept any material to upload once the deadline has expired. The RIBA and the Design Review Panel will not be responsible for any files that are delayed or corrupted during transmission.

All Hard copy information should be contained in a single packet and sent postage paid to the RIBA Plymouth Branch ref; Plymouth West End Competition.

## Judging Panel

---

The Judging Panel, organised by the Design Review Panel, which is subject to change, is expected to include:

Graham Devine—Chartered Architect, RIBA Plymouth Branch Chair  
Win Scutt—Plymouth Architectural Trust Chair  
Bob Brown—Chartered Architect and Head of School of Architecture Plymouth  
Stuart Wingfield— Strategic Growth Manager, Plymouth City Council  
Patrick Knight - Economy & Employment Manager, Plymouth City Council  
Community Representative

Jonathan Braddick (RIBA South West Regional Chair & The Design Review Panel Chair) will attend the Design Review Panel assessments to document the selection process and provide procedural support.

## Stage 1 Assessment—Criteria for Selection

---

The following criteria will be used to evaluate the Expressions of Interest:

- **Design Quality:** Demonstrable inspiration and creativity in work; must have an outstanding track record of achieving high architectural design standards.
- **Motivation for applying and evidence of understanding the project objectives.**
- **Working as a Team:** Ability to work with clients and interpret briefs; demonstrate the relationship and collaborative approach between design team members; the resilience to respond to continual input from others whilst ensuring there is no deviation from agreed design principles.
- **Track record of multidisciplinary approach.**
- **Willingness to engage with Plymouth University Students during two day design workshop.**
- **Communication and Liaison:** Ability to note the views of a range of stakeholders and to make decisions without compromising the viability of the proposals.

## How to Register

---

There is a registration/documentation charge of £100 (plus VAT) to register and enter this competition. Upon payment of this charge the RIBA Plymouth Branch will issue you with a Unique Registration Number (URN) and one page entry form.

Registrations can be made online via the website:  
[www.architectureplymouth.com](http://www.architectureplymouth.com).

You will be required to register to make your payment.

Once your payment has been processed you will automatically receive confirmation of your registration. You will be sent your form to the email address provided within 2 working days. Please note registration fees are non-refundable.





## Enquiries

---

The competition is being managed by the RIBA Plymouth Branch. Any enquiries should be addressed to: [riba.plymouth@outlook.com](mailto:riba.plymouth@outlook.com)

Members of the Judging Panel should not be solicited for information as this may lead to disqualification from the competition.

RIBA Plymouth  
 The Design Studio  
 Guardhouse, Royal William Yard  
 Plymouth, Devon, PL1 3RP

## Resources

---

Plymouth City Council, Plymouth Plan Part 1 Consultation Draft January 2015  
[http://www.plymouth.gov.uk/plymouth\\_plan\\_check\\_up\\_consultation](http://www.plymouth.gov.uk/plymouth_plan_check_up_consultation)

Plymouth Book of Wonder: Over 100 Amazing Facts  
[http://www.plymouth.gov.uk/book\\_of\\_wonder.pdf](http://www.plymouth.gov.uk/book_of_wonder.pdf)

Municipal Dreams blog: A Plan for Plymouth: 'our first great welfare-state city'  
<https://municipaldreams.wordpress.com/2013/01/15/a-plan-for-plymouth-our-first-great-welfare-state-city/>

Plymouth City Museum, Making of a Modern City  
<http://www.plymouth.gov.uk/planforplymouth.html>

*The Way We Live* (1946), Jill Cragie film documenting the reception of the post-war plan: <https://www.youtube.com/watch?v=EJ76IIXqGQM>

**All Enquiries:-**

**C/O:**

RIBA Plymouth

The Design Studio  
Guardhouse, Royal William Yard  
Plymouth, Devon  
PL1 3RP

**Email**

[riba.plymouth@outlook.com](mailto:riba.plymouth@outlook.com)

Supported by:

**ARCHITECTURE  
WITH  
PLYMOUTH  
UNIVERSITY**

**RIBA**   
Plymouth Branch

**Plymouth**  
Architectural Trust



The Devon & Somerset  
Design Review Panel  
[www.placereview.com](http://www.placereview.com)