1. **Purpose of this Expression of Interest**
   1. Trafford Council (the Council) is seeking to procure a Delivery Partner who will propose a solution to the re-development of the car park site at Brown Street in Hale. The scale and nature of the project and relationship with the Council will require the open advertisement of the opportunity via the Official Journal of the European Union (OJEU) of which will be conducted via the [Competitive Procedure with Negotiation](https://www.local.gov.uk/national-procurement-strategy/pcr-toolkit-2015/what-improvements-can-we-make-way-we-buy/procurement). Further detail is provided within this document.
2. **Background to the Project**
   1. Hale is a thriving and prosperous neighbourhood located to the south east of Altrincham, Trafford’s Principal Town Centre. It is bounded to the south by the River Bollin and to the north by Altrincham Golf Course and by the residential areas of Hale Barns and Bowdon to the east and west. Hale village centre benefits from an excellent variety of quality independent shops, bars and restaurants.
   2. The area is renowned for its outstanding schools, the quality of its residential offer and its proximity to the Manchester City Region urban area and the Cheshire countryside. It benefits from an affluent catchment area, excellent connectivity by road and public transport and close proximity to Manchester Airport.

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiL_NPC6O_UAhUCPBQKHeMlBg8QjRwIBw&url=https://www.gascoignehalman.co.uk/hale.html&psig=AFQjCNGDe97w4P90CFhma_t5XOK7FUmTBQ&ust=1499264138853252)[](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjH8t3g5-_UAhVEqxoKHSBBDhUQjRwIBw&url=http://altrincham.today/2015/04/20/hale-station-waiting-room-to-be-turned-into-24-seat-cafe/&psig=AFQjCNFKaOodwu14KpmZS71Mr0m2GhxzaQ&ust=1499263958372757)

* 1. Hale is one of the most desirable places to live in the North West with an unrivalled reputation for its excellent quality of life. This is reflected in the strength of the residential property market and house prices which are significantly above the national and regional averages.

1. **The Site**
   1. The Brown Street Car Park site is in the ownership of Trafford Council and currently utilised as a Council operated public surface car park. The rectangular site extends to roughly 0.53 acres (0.21 hectares) and is currently used for 80 pay and display surface car parking spaces.
   2. The east and south of the site is bounded by Hale Railway Station which is served by the Mid-Cheshire rail line lining Manchester Piccadilly and Chester via Knutsford. The west of the site is bounded by Brown Street and opposite two commercial units and a row of Victorian terraced homes. The purpose built Belgravia House apartment block completed in 2004 is situated to the north of the site.
   3. Being so close to the train station (with a direct access to platforms), the car park is popular with commuters and as such is an important asset for Trafford residents and the town centre. Any redevelopment should therefore provide an equivalent number of safe and publicly available parking spaces. Trafford Council has the freehold ownership of the entire site.
   4. The car park is accessed by vehicles via Brown Street. There is a pedestrian access via the car park to Hale Station.
2. **Council Objectives**
   1. The site is at a strategically important location within Hale lying adjacent to Hale Station.
   2. The Council’s main objective for the Brown Street Car Park site is to secure a Developer Partner via a design and build contract to deliver a new car park facility that makes more efficient use of the existing site and enables the delivery of new residential development, including a proportion of affordable housing.
   3. The site is not allocated for development within the Council’s Revised Unitary Development Plan Proposals Map but the Council has an aspiration to procure a high quality redevelopment scheme across the site that comprises:
      * A replacement 80 car park space public car park that is available on a chargeable (pay and display) basis of a high quality design that is compatible with nearby housing and its proximity to the Hale Station Conservation Area and the various listed structures at Hale Railway Station. The car park should also be safe, secure and be designed in a way that makes its ongoing management and maintenance sustainable.
      * New homes in the form of apartments or townhouses or a mix of the two. On the basis that the development would provide in excess of 11 new homes, there will be an expectation of 40% affordable provision of a type and tenure mix to be agreed by the Council.
   4. The Council has no fixed requirement in terms of the precise form and density of new housing that could be provided on the site; creative approaches to optimising the density and layout within the context of the surroundings and the need to incorporate the public car park will be welcomed.
   5. The site also provides a number of opportunities to help support the Council’s wider objectives for economic growth and development including:

* Use of decked parking to provide car parking spaces on a smaller footprint, releasing additional land for new development.
* Delivery of new residential led development.
* Provision of affordable housing.
* Development of a more attractive frontage along Brown Street.
  1. The Council will use the bidding process – and in particular the opportunity for a shortlist of bidders at a second stage – to present ideas. However, given the proximity of nearby housing and the need to accommodate public car parking; this is expected to be in the range of 20-30 units.
  2. In addition to a capital receipt the delivery of new residential development would result in CIL and New Homes Bonus payments whilst providing additional council tax receipts. The Council is also interested in any approaches that would provide them with further on-going revenue streams.

1. **Constraints** 
   1. The surrounding development is primarily 2-3 storeys in height. It will therefore be particularly important to ensure that any new development is not overbearing or have an adverse impact on the existing street scene.
   2. There is an existing pedestrian access to Hale Station that should be re-provided.
   3. For the purposes of affordable housing the site is located within a ‘hot’ market area and therefore a requirement for 40% affordable housing will apply.
   4. The south of the site is bounded by the Hale Station Conservation Area. The Hale Station buildings, consisting of an east and west platform, waiting room, signal box and footbridge, all are all Grade II listed. Any redevelopment of the site should be mindful of the adjacent Conservation Area and the setting of the listed buildings.
2. **Requirements**
   1. The Council is piloting this site as a direct development opportunity. It therefore intends to:

* Procure a Delivery Partner (see below);
* Fund the scheme;
* Take the associated sales risk; and
* Retain ownership (and operation) of the car park in its new form at practical completion of the development.
  1. The Delivery Partner will be required to provide the following scope of services:
* **Construction Works** (i.e.entering into contract with the Council to carry out the proposed works);
* **Development Management** **Services** in connection with overseeing the development process, from shaping the initial scheme concept through to its practical completion and securing planning permission. This should include:
  + Knowledge of local market conditions and what format will achieve the greatest demand and returns for the Council;
  + Experience of managing multi-disciplinary Design Teams;
  + Ability to produce concise and accurate financial appraisals to inform the Council’s decision making; and
  + A residential sales capacity / expertise
* A **Design Team** that would incorporate all the necessary skills and disciplines to deliver the scheme from concept through to completion
  1. Given the nature of the scheme and the requirements of the Council, the Delivery Partner will be with a Contractor with an identified subcontracted Design Team that is able to provide the Contractor (and Council) with appropriate warranties. The successful bidder will also need to demonstrate the necessary capability to perform the Development Management role or identify a suitably qualified subcontractor.
  2. It is also important to note that the Council will be seeking proposals for a detailed design scheme that enhances the street scene and is responsive to the character of the village of Hale.
  3. The Council would welcome approaches from SME suppliers that can demonstrate the experience, capability and financial strength to deliver a project on behalf of the Council.

1. **Procurement Approach**
   1. The Council is seeking early market engagement; i.e. without a detailed scheme proposal that defines its requirements. The Council is looking for the process to devise a concept approach that meets its requirements. The procurement is therefore via an OJEU Competitive Procedure with Negotiation route, in the form of a two stage approach:
      * Stage 1 – Publication of a Pre-Qualification Questionnaire (PQQ)

This sets out a series of questions for potential tenderers regarding their level of experience, capacity and financial standing. The Council also require the bidders to explain their approach to design development and the likely constraints and opportunities presented by the site.

* Stage 2 – Invitation to Tender (ITT)

The shortlisted suppliers will then be invited to develop a concept scheme to submit to the Council. The information that will be circulated to the Tenderer at this stage will include:

1. **Procurement Timetable**
   1. The Council has a detailed programme leading to the award of the contract in mid-April 2018, with the key milestones being:

* Issue OJEU Notice on 11th December 2017
* PQQ and draft ITT available 13th December 2017
* PQQ submissions by 17th January 2018
* ITT issued to the shortlisted tenderers 5th February
* Issuing Contract Award Letter by 2nd April
* Award of a contract on 13th April