ARCHITECTURAL COMPETITION
WEST GREEN PLACE
NURSERY & COMMUNITY CENTRE

Stage 1: Expression of Interest

June 2016
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Illustrated above: An aerial photograph of the whole master plan site in Haringey, next to Downhills Park including the area allocated for the West Green Place Community Centre to the north of the site shown in blue.

Image: Google Maps
01
FOREWORD

Pocket has matured - our laboratory period is over and, as a consequence, we are actively pursuing more ambitious projects to deliver more and more homes for London’s middle income workers - the city makers.

With scale and complexity, comes an increasing social responsibility to ensure vibrant, integrated and mixed communities. Our project at West Green Place in Haringey provides us with an exemplary opportunity to deliver against this imperative. West Green Place will, of course, provide much needed affordable home ownership opportunities for Haringey’s middle income workers, but also an opportunity for new family homes - a first for Pocket, and a new nursery and community building that will cater for existing community uses, whilst providing this part of the Borough with a piece of civic architecture that the community can be proud of.

We want to optimise this opportunity.

Not only do we want to use the building to deliver against the site’s obvious potential; we want to use it to demonstrate Pocket’s commitment to progressive architecture by commissioning an emerging architecture practice that will deliver the whole neighbourhood something exemplary, that delights.

Pocket is in a unique position to patronise emerging practices; and indeed we hope this process will help us to shape how we might engage with emerging talent moving forward - perhaps on our smaller scale projects (up to 40 flats) for example.

The budget is tight (as always) so we need to tap into the spirit of innovation and lateral thinking that emerging practices can bring to a project. It is also important that our architects can meaningfully contribute to London’s debate on the built environment, housing and community infrastructure, so we want to hear what they have to say - we’re willing to listen.

So to conclude, we hope that the architectural community will embrace this fantastic opportunity to deliver an incredibly important piece of social infrastructure within this community, and will therefore generate genuinely thought provoking proposals for how a small scale community centre building can have a huge positive impact on its neighbourhood. Good luck.

Russ Edwards
Head of Design, Pocket
Internal view of a typical Pocket flat
02
INTRODUCTION TO POCKET

About Pocket

• We’re a new type of developer. We sell well-designed, local and affordable homes so the people that make a city can also make it their home.
• They’re the perfect home for a first-time buyer. Our apartments are for the millions of middle-earning Londoners who contribute to their city in so many ways but can’t afford to buy their first home. We call them city makers and our homes are designed for them.
• Our homes are sold outright to purchasers at a discount to the open market of at least 20%, and they have a restrictive covenant which controls future affordability.
• Pocket homes are only available to Londoners that meet these three criteria:
  1. Have a household income below the threshold set by the Mayor of London
  2. Live or work in the borough
  3. Don’t already own another property
• The lights are on in our homes - Pocket homes cannot be sub-let so our developments are 100% owner-occupied.
• We currently have more than 15 live projects, which will deliver over 550 Pocket homes.

Pocket & our Partners

• The GLA awarded Pocket a £26.4m loan in 2013, which we have agreed to recycle over a period of ten years, delivering 4,000 new homes across London.
• In January 2016, America’s leading real estate company and developer of affordable housing, Related Companies, made a 50% strategic investment in Pocket.
• Partnering with Related will enable us to deliver a wider range of affordable housing solutions for London’s city makers.
03
COMPETITION PROCESS

This competition will comprise of two stages:

Stage 1

An open call for Expressions of Interest (EOI), that is aimed at attracting design-led, competent and professional practices to register their interest in the competition. From this process, a shortlist of up to 8 candidates will be selected to participate in Stage 2 of the competition. There should be no visits to the site during this stage of the competition.

Successful and unsuccessful teams will be contacted by Pocket prior to commencement of Stage 2. See '7 Submission Requirements' for further information.

Stage 2

The shortlisted candidates will be invited to develop and present a concept design within a 3-4 week period. A comprehensive design brief will be issued to these teams which will include detailed information about the site and user requirements. We anticipate dictating the format for the submission in order to limit the resource required.

Visits to the site should be arranged as part of this stage.

Shortlisted designs, and any other highly commended designs will be published on our Pocket website for public viewing & circulated on Pocket’s social media platforms in order to increase exposure for the new practices.

Both stages of this competition will be unpaid, however it is our intention to commission the successful practice to develop the design and deliver the proposals. This project is live and the winning candidate will be required to start work for planning imminently after announcement.

Eligibility

We are keen to work with emerging practices that have something to contribute to London's debate on the build environment... however defining an ‘emerging’ practice is a challenge, therefore we would particularly encourage submissions from practices that can meet at least one of the following criteria:

- Established less than approx 5 years
- Turnover of £1.5m or less
- Team size of up to 10 members

Notwithstanding the above, we want to engage with as wide a spectrum of architectural talent as possible, therefore these are not strict requirements. An ability to understand, and respond to our development model and market are important, so where relevant, candidates are encouraged to tell us why they should be considered if they fall outside of these eligibility categories.
Site analysis study prepared by BD Landscape Architects. June 2016.

*Boundary lines all indicative & do not include any part of the existing adjacent Downhills Park.
The site proposed for the West Green Place Masterplan sits adjacent to the existing Downhills Park in the London Borough of Haringey on Keston Road, N17 6PW. The site presently accommodates the West Green Playgroup Nursery & the Goan Community Centre - these are the functions that will be relocated into the nursery and community building that is the subject of this competition.

The nursery community centre, is likely to be positioned at the gateway of the master plan, and will be the first building to be seen upon arrival at the new community.

An indicative site analysis study, with landscape and public realm opportunities and constraints is included opposite.

The master plan site area measures approximately 0.74 hectares excluding area allocated for the community centre.

The Master plan:

Pocket has appointed HTA Design LLP as masterplan architect for the main site. The proposal is seeking to develop a relatively high density, but mid-rise proposal that will benefit from a variety of different, high-quality external spaces. The proposals will include a mix of Pocket and open-market for sale homes. A detailed planning application for the scheme in its entirety is currently targeted for late Autumn 2016.

*Boundary lines all indicative & do not include any part of the existing adjacent Downhills Park.*
05
PROJECT ESSENTIALS

What the Project will deliver:

General:

- Building should act as a gateway and threshold to the masterplan site
- Building should compliment the local area & the proposed masterplan
- Candidates must aspire to deliver a creative and award winning design with restricted budget
- Building total GIA should aim to be approx. 360sqm
- Candidates will be expected to collaborate closely with masterplan architect & landscape architect
- Building should deliver excellent value for money - at Stage 2 candidates will be asked to provide a basic elemental cost plan for review

Nursery

- Nursery area - storytelling area, play space, storage area
- Sleeping room for babies
- Children's WC
- Staff room
- Staff WC
- Fenced, imaginative outside space with partly covered area
- External space must be a minimum of 200sqm
- Nursery kitchen with serving hatch

Community

- A multi-functional hall
- A kitchenette adjacent to the multi-functional hall with serving hatch
- Shared accessible lift and staircase connecting the ground & upper floor (if on more than one level)

Budget:

The budget for the community centre is set at £822,500 for shell & core (excluding VAT).
### ANTICIPATED PROGRAMME

<table>
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<tr>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
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<tbody>
<tr>
<td>1. Competition launched</td>
<td>2. Stage 1 (EOI) period</td>
<td>3. Stage 1 (EOI) submission deadline</td>
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<tr>
<td>4. Shortlist &amp; issue of stage 2 info</td>
<td>5. Stage 2 (concept design) period</td>
<td>6. Final submission by shortlisted teams</td>
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#### Target Timeline

- Call for EOI issued: 13 June 2016
- Submission of EOI deadline: 05 July 2016
- Shortlist and issue of full competition brief: 11 July 2016
- Assessment, including interviews: w.c 08 August 2016
- Winner announced & appointment confirmed: w.c 09 August 2016

Dates subject to change dependent on planning timings. Pocket will inform candidates of any changes.
07
SUBMISSION REQUIREMENTS: Stage 1

Closing Date for all submissions is 5pm on 05 July 2016

Candidates should provide comprehensive responses to the following 3 sections as a single document, A4 size PDF (max size 5MB). The total content of the document should not exceed 10 pages (excluding front and rear covers if included, but including the 3 page EOI pro-forma and declaration).

Submissions must be titled in the following manner:
Year/Month/Day_WGPCompetition_EOI_CompanyName

For example: 160613_WGPCompetition_EOI_PocketLiving

SECTION 1. EOI PRO-FORMA & DECLARATION

Candidates should complete the EOI pro-forma included at Section 9 of this document.

SECTION 2: STATEMENT

We are looking for interesting collaborators to undertake this project with us.

Please provide us with a statement as to why you would be the best practice for us to work with - both on this project, and future projects. How can and will you contribute to the broader built-environment debate? Tell us what sets you apart as a practice and why we shouldn't miss the opportunity to engage with you.

This is an opportunity to impress us with the quality of your thinking as much as the beautiful projects that you create.

SECTION 3: RELEVANT PROJECTS

Please provide examples of up to three projects undertaken by your practice that demonstrates the character and expertise of your practice. The examples should also demonstrate how you have worked to maximise value for the client, and should include analysis of programme, budget and build-ability. You should identify:

• Client name, email, address & contact number
• Project status (planning, under construction, complete, etc)
• Anticipated and final budget
• Aspects of the design or design approach that deliver against the ‘Project Essentials’ included in Section 05 of this document - including value for money
• Showcase any specific community engagement and experience
08

TERMS & CONDITIONS

Selection Criteria

The following criteria will be used to select a shortlist:

1. The ability to meet essential business standards of the commission, based on responses to the EOI pro-forma (Mandatory)
2. Capability of the proposed team, including the communication of ideas - based on responses to the EOI pro-forma (35%)
3. Overall relevance of experience and examples of previous work, including the ability to deliver to specification, budget and programme based on Section 3 of the Submission Requirements (35%)
4. Quality of the ‘Statement’ (30%)

Competition Requirements

Only candidates who respond in accordance with the submission requirements will be considered.

Receipt of EOI

Please ensure that your submission is issued no later than the appointed time. Pocket may not consider your submission if it is received after the deadline.

Questions

All enquiries relating to the competition should be addressed to:

Angharad Palmer, Design Coordinator at Pocket
design.competition@pocketliving.com

A question and answer log will be compiled and distributed via email to all candidates. Please submit any queries by close of play Monday 27 June 2016.

Permissions

Pocket reserves the right to make use of all presentation materials submitted in any future publication about the competition, exhibition or website. Any use will be properly credited to the candidate and the candidate warrants that the material submitted comprises solely their own work. This non-exclusive licence is irrevocable, and shall survive the competitor’s exit from the tendering process.
08
TERMS & CONDITIONS

Deviations

Only submissions that meet the basic criteria of entry will be considered. Information or supplementary material, unless specifically called for in subsequent communication, will not be considered by the assessors.

Amendments to EOI

Pocket may at any time prior to the submission date, amend the EOI, and shall notify the competitors of any such amendments.

Site visit, photographs, drawing

Site visits are not permitted during Stage 1. If further information is required, please contact Pocket directly.

Competition Materials

All material which is submitted as part of your response to the EOI will be retained by Pocket and will not be returned to participants.
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EOI PRO-FORMA & DECLARATION

Please answer all of the following questions. Failure to answer the questions may result in disqualification from the process. Please ensure that your submitted answers are in the order given.
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<tr>
<th>Organisation Details</th>
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<tbody>
<tr>
<td>1. Organisation's Name</td>
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<td>2. Address of registered office</td>
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<td>Contact address (if different)</td>
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<td>3.</td>
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<tr>
<td>i. Company Number or alternatively EU registration number (if applicable)</td>
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<td>ii. Date of registration</td>
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<td>4. Contact details for queries in connection with EOI</td>
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<tr>
<td>Name</td>
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<tr>
<td>Position in organisation</td>
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<td>Telephone</td>
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<td>Email</td>
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<td>5. Status of organisation</td>
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<td>e.g Public limited / Private limited / Private Sole Trade / Part of Corporate Group / Joint Venture / Partnership / Consortium / Other (please specify)</td>
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<td>6. VAT Registration No.</td>
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<td>Financial Details</td>
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<tr>
<td>7. Please provide a statement of turnover, profit and loss account and cash flow for the most recent year of trading</td>
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<td><strong>Company Structure</strong></td>
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<td>8. Detail the number of personnel currently directly employed in your organisation,</td>
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<td><strong>Partners / Directors</strong></td>
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<td><strong>Professional Staff</strong></td>
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<td><strong>Support Staff</strong></td>
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<td><strong>Insurance</strong></td>
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<td>9. Please provide details of your organisation's insurance protection, including cover levels and provider.</td>
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<td>Pocket generally requires consultants to hold Professional Indemnity. Employers’ Liability and Public Liability cover of no less than £5 million, in order to be appointed, however it is acknowledged that the scale of this project and the ambition to engage with emerging practices may require an adjustment to this assumption.</td>
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<td>If this situation is applicable, please therefore confirm that you will either:</td>
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<td>Undertake to increase your insurance levels to £5m should you be successful; or</td>
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<td>Agree to work as a sub-consultant to the lead consultant for the development (HTA).</td>
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<td>YES/NO</td>
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DECLARATION FORM

The following declaration should be completed by the candidate.

I / we certify that the information supplied in the questionnaire and any supporting documents is accurate and valid to the best of my knowledge. I / we will immediately bring to the attention of Pocket any change in company circumstances which would alter the responses given to the questions on this form. I / we accept that my / our response is a bona fide expression of interest and that Pocket may rely on the information provided in my / our response. I / we understand that false information could result in my / our exclusion from the selection process at any stage.

I / we have no objection to the information given on this form being held on the Pocket database and being circulated to staff.

Signed

Name

Position in firm

For and on behalf of

Date

2016