

Lambeth

Growing Brixton's Rec Quarter

LAMBETH. NOW'S THE TIME.

49 Brixton Station
Road and 6 Canterbury
Crescent
Information Memorandum

AVISON
YOUNG

Contents

Foreword	3
Introduction	4
Background	6
The sites	11
Planning and development context	12
Partner expectations	13
Commercial structure	14
Procurement process and timetable	16
Contacts	17

Foreword



We have an opportunity here to bring council land together with community aspiration to build something for the community

in Brixton. Rather than heralding displacement or gentrification this is about meeting local housing need, creating space for entrepreneurs, charities & social enterprises, providing the jobs and opportunities that local people want and need – building for Brixton not just building in Brixton.

We know that too many families in Brixton live under the spectre of the Housing Crisis. Over 3000 families in Brixton are actively bidding for social and affordable housing on the council's waiting list. Behind that number are families who are living in cramped, overcrowded homes, who are trapped in insecure and overpriced private rented homes, and those who face having to leave Brixton because there aren't enough council, social and affordable homes to meet the needs of local people. The only way we can start to put this right is to build many more homes, especially council homes.

We've also seen unemployment more than double in Brixton since the start of Covid-19, from a level that was already higher than other parts of the borough. We don't want to see local success stories forced to move away from Brixton when they start to grow because of a lack of space. If we want local Brixton successes to stay in Brixton, creating more jobs, more apprenticeships, more training opportunities and the chance of a better life – then we need to make space here in Brixton for that to happen.

We've got a strong track record of delivering on this agenda in Brixton with major schemes at Somerleyton Road and Your New Town Hall. Pop Brixton and International House are hugely successful, both set up by the council as short-term meanwhile projects while permanent proposals were developed. They've created a thriving community in affordable workspace and been a hub for creative and diverse businesses, charities and social enterprises. Now we'll need a permanent home for Brixton's businesses, with more than double the amount of affordable workspace required by our ambitious planning policy.

As the first London Borough to declare a Climate Emergency, this scheme will be an exemplar of

sustainable, zero carbon development. At a time when too many people are without a secure place to call home, when too many people are without a job and when too many people feel shut out from the opportunities that London has to offer, this is a chance to demonstrate that social justice can go hand in hand with fighting the climate crisis.

Crucially, this has to be delivered not just for the local community but with the local community. Brixton is a dynamic and diverse place. This can't come forward just with a standard approach to development, with a few exhibitions and drop-ins. This is an opportunity to demonstrate innovation and inclusion in genuine community engagement – to make sure that all voices are heard in this process.

I believe this is a hugely exciting moment for Brixton and for Lambeth – a chance to show that we can work in partnership to meet the hopes and needs of our local community, and I look forward to working with you.

Councillor Matthew Bennett
Cabinet Member for Planning, Investment and New Homes

Introduction

The London Borough of Lambeth (the 'council') is delighted to bring the Growing Brixton's Rec Quarter – 49 Brixton Station Road and 6 Canterbury Crescent development opportunity to market as part of its efforts to build Brixton town centre's strength and resilience.

The council is seeking to secure a delivery partner or consortium that can deliver on its ambitions for two of its sites located in the heart of the town centre, supporting the overall vision of growing, regenerating and connecting the area around the Brixton Recreation Centre, known as Brixton's Rec Quarter.

These sites have the potential to drive significant benefits for the local community including delivering both much-needed housing and workspace following on from the success of the award-winning meanwhile use projects – Pop Brixton and International House – which are currently located on the sites.

It is expected that the sites can deliver around 240 residential homes and c. 6,500 sqm (approximately 70,000 sft) of workspace alongside important facilities to support Brixton's famous street markets.

As well as contributing toward an inclusive recovery from the Covid-19 pandemic, addressing the housing crisis and responding to the Climate Emergency, the future development of the sites is a key strand of a wider, long-running programme of investment and activity being delivered and facilitated by the council and partners around Brixton's Rec Quarter that aims to build a better, fairer Brixton for generations to come.

This Information Memorandum comprises a guide for interested parties, setting out the background to the project, the council's priorities for the sites, the commercial opportunity underpinning the development and a summary of the procurement process.



Shard



London Bridge Station

6 Canterbury Crescent



49 Brixton Station Road



Brixton Recreation Centre



Brixton Train Station



Brixton Underground Station





Brixton Bridge – designed by Farouk Agoro & RESOLVE Collective – credit Vishnu Jayarajan

Background

Brixton is known around the world for its unique character, rich diversity and cultural heritage. It is inextricably linked with the Windrush generation and home to a vibrant community, creative

and cultural scene focused around its small businesses, local organisations and iconic venues including the Black Cultural Archives, the Brixton 02 Academy, the Ritzy, Electric Brixton and its

vibrant and multi-cultural street and indoor markets. It also has a rich architectural heritage with a number of Listed and notable buildings and streets in a significant conservation area.



Top row from left: Brixton Village, Ritzy | Bottom row: Brixton Village/Electric Avenue Traders

From its passionate community to its famous attractions, it is considered the beating heart of Lambeth.

Brixton was designated by the Mayor of London as a Creative Enterprise Zone in 2019 in recognition of its diverse creative and cultural community. A number of recent developments, planning permissions and site acquisitions demonstrate its growing reputation and potential to serve as a major hub for the creative and digital industries, professional services and social impact businesses, including:

- **Squire & Partners** showcase HQ “the Department Store” is a mixed-use renovation offering office, retail, restaurant, and community facilities as well as a publicly accessible rooftop bar. It houses 200 of Squire & Partners staff relocated from Kings Cross.
- In December 2019, **Jellyfish Pictures** expanded to a brand new, state of the art studio seating over 150 artists in the heart of Brixton
- **TCN** acquired the **Piano House**, a former Victorian warehouse in 2006, refurbishing it to provide over 42,000sqft of workspace in Brixton town centre. It houses a range of creative organisations including the award-winning youth marketing agency, Livity.
- **Derwent London** recently acquired existing office space, Blue Star House, appointing Carmody Grooke architects to work up new designs for the site



The Department Store – Squire & Partners – credit James Jones

- A resolution to grant planning permission was recently made on the current site of Flannels/Sports Direct for a c.200,000sqft mixed use scheme incorporating new retail/office space and public realm improvements submitted by **Hondo Enterprises**
- Workspace operator, **3space**, helped create London's first Living Wage Building through its occupation of former council office, International House, as a temporary affordable workspace

As well as boasting excellent links with central London, Brixton is also within close proximity of a number of other important London wide destinations and major transport interchanges, whether by rail, underground or bicycle.

UNDERGROUND 🚇	
Vauxhall	4 mins
Victoria	7 mins
Green Park	9 mins
Oxford Circus	11 mins
London Bridge	13 mins
Euston	14 mins
Bank (DLR)	15 mins
Kings Cross	16 mins
Bond Street (Crossrail)	17 mins
Canary Wharf	24 mins
Heathrow Airport	46 mins
NATIONAL RAIL 🚆	
Herne Hill	2 mins
Victoria	7 mins
Beckenham Junction	14 mins
Clapham Junction	18 mins
Wimbledon	26 mins
Gatwick Airport	41 mins
TWO WHEELS 🚲	
Victoria	20 mins
Battersea	20 mins
London Bridge	22 mins
Borough Market	23 mins
City of London	24 mins
Hyde Park	24 mins
Covent Garden	25 mins



Against this backdrop, Brixton has been the focus of significant council activity and investment in recent years in recognition of its civic and cultural importance as well as its potential to drive inclusive growth and opportunity in the borough.



The council and its development partners, Muse, have recently completed the Your New Town Hall project – the award-winning refurbishment of Lambeth Town Hall, the delivery of a new Civic Centre, the affordable workspace – Tripod, and 194 new homes, 40 per cent of which are affordable.

The council has also commenced Phase 1 of the Homes for Lambeth-led Somerleyton Road scheme, which secures the delivery of a further 304 homes of which 50% are genuinely affordable, Extra Care homes, a nursery, a street gym, the development of commercial workspace, retail spaces and community facilities alongside a new home for the Ovalhouse theatre (to be known as Brixton House) and the refurbishment of the listed building Carlton Mansions to provide new workspace.

Alongside this, a succession of council-led public realm improvement projects have transformed the quality of Brixton's public spaces such as Windrush Square, Electric Avenue and Canterbury Square which provide opportunities for the local business and residential community to gather, trade and socialise.

Top: Proposed CGI view of completed Somerleyton Road development.



The council remains committed to securing and coordinating new investment in Brixton including its current work on the Mayor of London funded 'Regenerating Brixton's Rec Quarter' project which seeks to deliver improvements to the Brixton Recreation Centre, Brixton Station Road and Beehive Place. It is also rolling out a series of Low

Traffic Neighbourhoods in and around Brixton town centre to support walking and cycling and improve air quality as well as progressing efforts to secure funding for improvements to local public transport including Brixton's mainline rail station, in support of the ambitions set out in the Lambeth Transport Strategy.



Canterbury Square

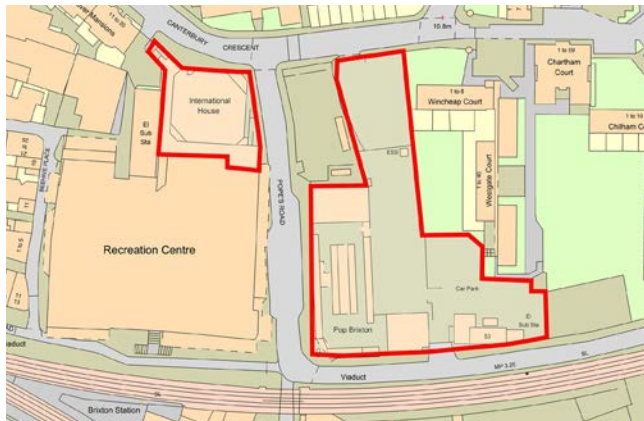
Brixton Station Road/Beehive Place

Electric Avenue

Windrush Square

The sites

The proposed scheme will include the council's sites at 49 Brixton Station Road and 6 Canterbury Crescent, shown outlined in red below. All of the land identified is held freehold by the council.



Ordnance Survey Crown Copyright 2020. All rights reserved.
Licence number 100022432

The **49 Brixton Station Road** site currently houses a number of temporary uses including Pop Brixton, a market trader car park, a 'Pay and Display' car park and a waste compactor compound. Pop Brixton has developed a reputation for local innovation and entrepreneurship since its inception as a hub for new food & beverage businesses, creative businesses and venue for local community activities, events and markets. It is subject to a lease with Makeshift until November 2022. The council wishes to see its vibrant and entrepreneurial legacy reflected in the new development at 49 Brixton Station Road and 6 Canterbury Crescent.

To support this ambition, potential delivery partners will be expected to contribute to efforts to relocate existing tenants being led by the council to the new scheme and wider Brixton area and borough. The rest of the site accommodates a range of uses including a 'Pay and Display' car park accessed from Brixton Station Road. Part of this is leased to the Brixton Market Traders Federation alongside a further car park accessed from Canterbury Crescent which supports the operation of Brixton's famous street markets. Additionally, a waste compound facility run by the council and its contractors adjacent to the 'pay

and display' car park ensures the town centre and street markets benefit from a clean and attractive trading environment.

It is a requirement that the street market facilities are reprovided in the new development as part of wider and continued efforts being led by the council to improve the immediate environment of the street markets and ensure it has the right supporting infrastructure to operate sustainably. Potential delivery partners will be expected to work with the council and market traders to develop proposals to support this ambition and contribute toward the realisation of the Brixton Street Markets Masterplan & Action Plan.



Previous page: Brixton Public Realm Investment

Right: 49 Brixton Station Road development site – credit
dRMM Architects

6 Canterbury Crescent, known as International House, is an 11/12-storey office block built in the 1980s as part of the Brixton Recreation Centre complex. It is subject to a lease with 3space, an affordable workspace provider, who will operate it until September 2023.

3space have enjoyed a successful tenancy at International House, creating London's first 'Living Wage Building' and a range of workspaces focused on the creative and digital industries which host a number of successful and growing businesses and local social enterprises.

The council would like to see the legacy of diversity, inclusiveness, and innovation which has been championed by 3space at International House to continue within the new development at 49 Brixton Station Road and 6 Canterbury Crescent, either through the redevelopment of the site or its refurbishment.

As with Pop Brixton, potential delivery partners will be expected to contribute to efforts to support relocation of existing tenants.



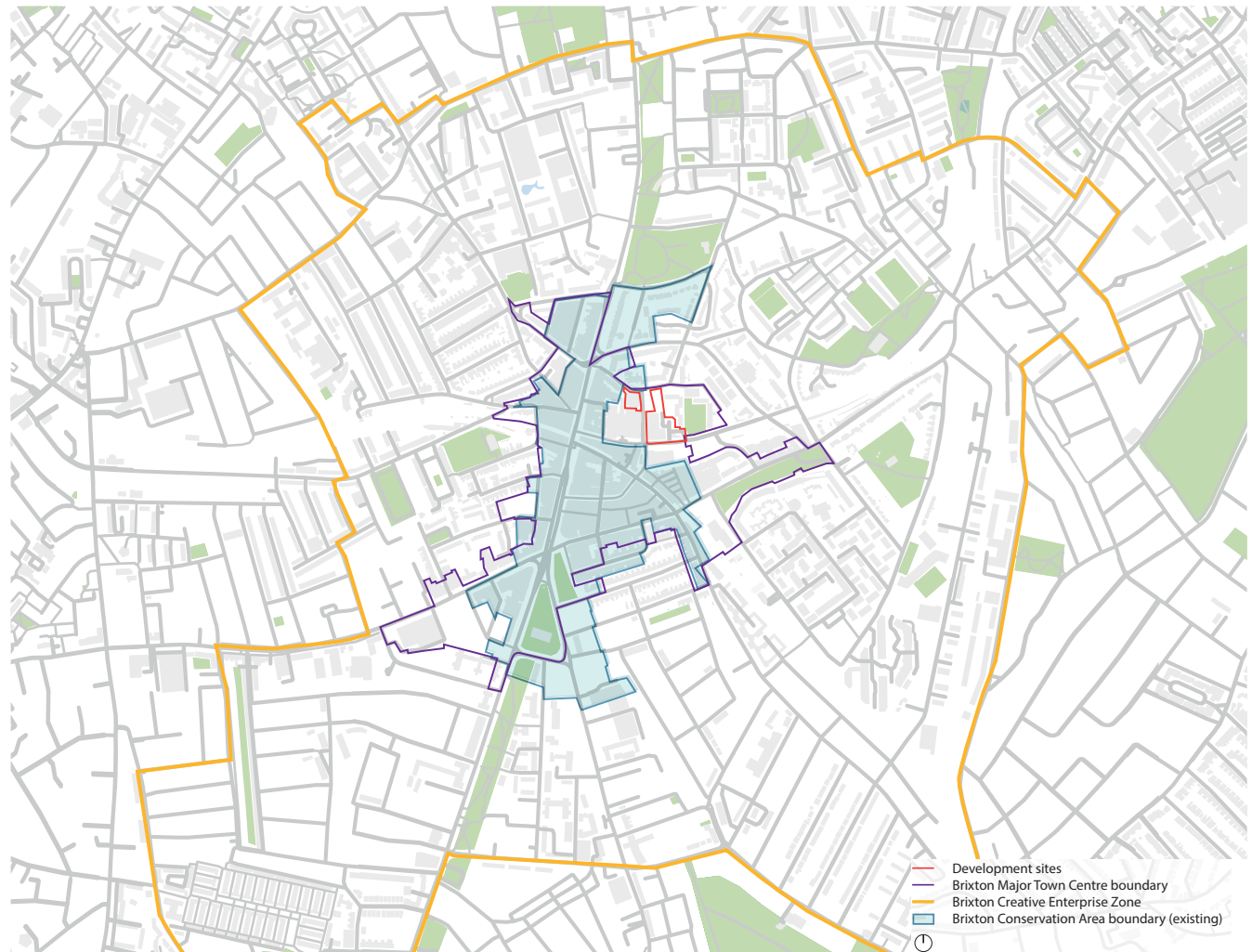
International House UK's first accredited Living Wage Building

Planning and Development Context

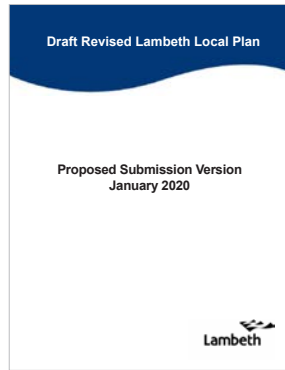
All of the land identified through this opportunity sits within Brixton's major town centre boundary and the Brixton Creative Enterprise Zone whilst the sites adjoin the Brixton Conservation Area and are in close proximity to a number of Listed Buildings including the Brixton Recreation Centre.

This map identifies existing boundary lines around the proposed development sites, the Brixton Major Town Centre, the Brixton Conservation Area (CA 26) and the Brixton Creative Enterprise Zone.

Policy PN3 of the Lambeth Local Plan sets the planning context for development in the town centre stating that Brixton's role as a distinctive, multicultural and diverse major town centre will be safeguarded and promoted through careful and sensitive regeneration, recognising its local heritage and historic built environment, with a specific focus on different character areas, and supporting inclusive development.



The sites at 49 Brixton Station Road form the majority of Site Allocation 15 designated through both the existing and draft **Revised Lambeth Local Plan** (Proposed Submission Version January 2020).



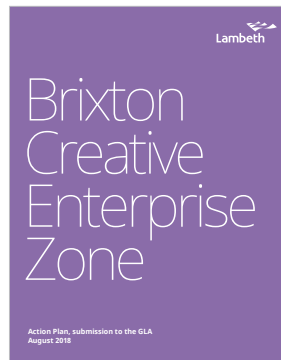
The site allocation policy identifies the site as a major opportunity for a new mixed-use development with a range of town centre uses alongside public realm improvements, emphasising the importance of creating a positive relationship with the surrounding streets and adjacent development.

The redevelopment of the council's land should also respond to the principles set out in:

- **The Lambeth Economic Resilience Strategy (2020)**



- **The Brixton Creative Enterprise Zone Action Plan (2018)**



- **The Brixton Economic Action Plan (2017).**



All stress the importance of improving and expanding employment floor space provision in the town centre to support local economic resilience, through the provision of a greater range of workspace types, more good quality jobs and training opportunities and the provision of affordable workspace.

New development should also support Brixton's Creative Enterprise Zone status and its ability to serve as a hub for world class creative production, entertainment, and social impact driven practice.

The Opportunity

New development at 49 Brixton Station Road and 6 Canterbury Crescent is required to deliver on a range of objectives and minimum requirements identified by the council as necessary to achieving successful development of the sites.

These include:

- 1** The delivery of a minimum of 6,500 square metres (Gross Internal Area) of employment floorspace, equivalent to the floorspace within International House, which:
 - Supports Brixton's economic resilience by strengthening and diversifying the local economy through the delivery of new or refurbished commercial and affordable workspace;
 - Provides a mix of workspace types which is responsive to Brixton's local economy and economic potential (e.g. fixed desks, studios, co-working, makerspace, office space);
 - Allocates 20% of the workspace to be provided as Affordable Workspace which is double the amount required to be provided by planning policy;
 - Supports relocation of existing tenants through a phasing/relocation strategy to be secured through the development agreement. This objective will also be supported through the council's work to help businesses to progress on to different spaces in Brixton and the wider borough.
- 2** Guarantees all jobs related to the delivery and ongoing operation of the development pay the London Living Wage.
- 3** Secures the delivery of significant employment and skills benefits including providing jobs, paid work experience, internships and apprenticeships during the planning, construction and operational phases of the development as part of a locally relevant employment and skills strategy. The approach must ensure 25% or more of the construction and end-user jobs/apprenticeships are prioritised for local people in line with Lambeth Local Plan requirements.
- 4** Maximising local community benefits and participation through commitments around engagement and co-design in respect of the planning, delivery and operation of the scheme.

5 Commitments to a range of initiatives which will reduce inequalities affecting Black, Asian and Minority Ethnic groups in the local area by creating opportunities and driving the delivery of benefits for these groups through the development, e.g. through appointing a diverse project team and sub-consultants as well as supporting BAME-led businesses to benefit from supply-chain opportunities.

6 The delivery of around 240 homes of which 50% will be delivered as affordable housing (70% council rent/ 30% shared ownership/London Living Rent) in line with Lambeth Local Plan requirements and prioritised for local residents. A high proportion of these homes will be of family sized accommodation in line with Lambeth Local Plan requirements and local housing need.

7 The delivery of infrastructure to support Brixton's street markets including a market trader car park/storage space and the re-provision of a waste compound facility.

8 The delivery of street improvements including tree planting and soft landscaping on Brixton Station Road and Popes Road that will contribute to the council's wider efforts to support active travel and the wider network of safer and healthier streets as well as climate change adaptation.

9 Supporting the council's targets for carbon neutrality and tackling climate change by achieving a net zero development.

10 Securing a capital receipt in consideration for a long leasehold interest in the sites which will be directed to the council's capital programme.



Partner Expectations

Following the procurement exercise, it is expected that the selected delivery partner will undertake the following activities:

- Work collaboratively with the council and local community to develop proposals post-contract award through a Joint Delivery Board, a local stakeholder advisory group and other similar collective initiatives proposed as part of the bidder's Partnership, engagement and co-design Strategy.
- Work with the council to deliver a workspace strategy for the sites including their on-going management and the delivery and operation of both the market and affordable workspace. This will also include proposals to support the council's wider efforts to support the relocation of existing businesses within Brixton and the wider borough.
- If the development partner does not have the capability to deliver the workspace provision in-house, it is expected that they may bid with one or more workspace operators as part of the procurement process in order to provide the necessary expertise in workspace delivery and operation.
- Work with the council to deliver an employment and skills strategy for the development.
- Work with both the council and the market traders to refine a solution to the provision of street market infrastructure.
- Work with the council to deliver an equalities, diversity and inclusion strategy for the development.
- Obtain all planning permissions and all other necessary consents in accordance with the Lambeth Local Plan and the council's development objectives and minimum requirements.
- Develop the consented scheme.
- Provide 50% affordable housing (with nomination rights for the council) and to provide Homes for Lambeth with a right of pre-emption on the acquisition of the affordable housing at market value. If this is not exercised, the delivery partner will retain and operate or dispose of the units to a Registered Provider.
- Undertake marketing and sales services to generate interest in the private residential units developed within the scheme.

Commercial Structure

Development Agreement

The council expects to enter into a development agreement with the winning bidder which will secure the benefits sought by the council as set out in the winning bid. The council then expects to work closely with the partner to refine its initial approach and solutions through to scheme delivery via a Joint Delivery Board.

The development agreement will be on the basis of a 250 year lease that will be granted upon practical completion of the scheme. The development agreement will contain a number of conditions, milestones and step-in rights to ensure that the scheme is successfully delivered in line with the agreed approach and the council's objectives and minimum requirements.

Land Payment

The council requires an offer from Bidders of a fixed capital payment to be made to the council at an agreed milestone(s). These payments will be fixed in the development agreement.

Bidders will be asked to set out in commentary the basis on which they propose the fixed land payment as well as accompanying market evidence, and to complete a land payment cashflow which will be supplied by the council.

Overage

The development agreement will contain overage provisions to allow the council to share the benefit of any value uplift created either through a larger than initially proposed scheme or market price increases.

This will be a percentage of the Gross Development Value (GDV) achieved in excess of the GDV assumed in their bid. Bidders will be asked to specify a percentage in their bid submission and this will be scored alongside the substantiation provided by bidders as part of the commercial process.



Procurement Process

How to access the opportunity

The council will be following the Competitive Procedure with Negotiation in accordance with the Public Contracts Regulations (2015).

The opportunity and associated documents will be available via:
uk.eu-supply.com/login.asp?B=UK

In order to access the opportunity and documentation a supplier registration is required. Details on registering are in the above link – new supplier registration. Once registered a search can be completed in tender opportunities using the name of the opportunity (Growing Brixton's Rec Quarter – 49 Brixton Station Road and 6 Canterbury Crescent).

A comprehensive list of background documents and further guidance as to the council's requirements will be set out in the Statement of Requirements.

Timescales

Key Event	Indicative Timing
Notice dispatched on Find a Tender Service and formal commencement of procurement	25 March 2021
Deadline for return of SSQ	26 April 2021 (clarifications deadline 12 April 2021)
Notification of Shortlisted applicants (five bidders) Invitation to Tender issued	24 May 2021
Deadline for Tenders	12 July 2021 (clarifications deadline 18 June 2021)
Down-selection to 3 bidders and issue Invitation to Participate in Negotiation	August 2021
First Negotiation period	Early September – Early October 2021
Meet the Bidders days with local stakeholders	Early October 2021
Second Negotiation period	Mid October – Early November 2021
Invitation to Submit Final Tenders	Early November 2021 (4 weeks)
Evaluation of Final Tender	December 2021
Preferred Bidder Liaison	December 2021 / Jan 2022
Contract Award	March 2022

Evaluation approach

The questions within the Invitation to Tender are split into three sections focusing on Quality, Financial and Legal considerations.

These questions are purposefully weighted to ensure that quality, price and risk transfer are all taken into consideration when advancing bidders to the next stage.

The evaluation weighting is set out in the table right.

Section A – Quality		55%
A1 – Economic Strategy	25%	
A2 – Partnership, engagement and co-design	10%	
A3 – Equalities, Diversity & Inclusion	10%	
A4 – Land Use, Sustainability, Urban Design and Architectural Approach	10%	
Section B – Financial		35%
B1 – Land Payment	30%	
B2 – Overages	5%	
Section C – Legal		10%

Contacts

For more information on this opportunity, please contact:

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Brixton Bridge – designed by Farouk Agoro & RESOLVE Collective – credit Outside Agency