

# *Rotherham Borough Council May 2016*

## 1. Purpose of the Brief

- 1.1 Rotherham Borough Council is aspirational and ambitious to maximise the town's potential and requires a long-term vision for future development and regeneration of the wider town centre and river area.
- 1.2 The purpose of this brief is to outline the key requirements of a Masterplan which needs to set out a site specific vision for the delivery of a connected and prosperous wider town centre and river frontage. The Masterplan should ensure that a transformational approach to development is achieved creating the jobs for the future and enabling a new chapter in the economic growth of the Borough.
- 1.3 The Masterplan should increase Rotherham's profile as a major leisure and visitor destination. Bold and deliverable solutions for leisure, retail, recreation and town centre living is required to redefine the town and open up its potential.
- 1.4 A step change in the retail offer of the town is required to revive the sector and ensure that it meets modern needs and requirements.
- 1.5 The proposed Masterplan represents an important opportunity for Rotherham. It will allow the Council and other key land owners to explore possibilities to enhance and support growth in this key area of the town and to set out its expectations for the content and timing of development proposals.
- 1.6 The production of a Masterplan has the potential to kick-start the wider regeneration of the town. It is envisaged that underutilised sites which face connectivity issues will be transformed and contribute to a new and vibrant town centre.
- 1.7 The Masterplan will support the delivery of schemes within the Rotherham town centre by providing greater certainty to existing businesses and potential investors, allowing development to take place in a co-ordinated fashion. It will provide detail on the options for delivery and implementation for key parts of the town centre. This will include soft market testing, viability assessments, cost estimates and implementation plans and funding options.
- 1.8 The Masterplan should consider the opportunities presented by the River Don and the Sheffield and South Yorkshire Navigation Canal which run through and adjacent to the town centre. The public realm needs to be fully considered and integrated into the Masterplan and consideration should be given to the connectivity of retail, leisure, tourism and town centre living aspirations for the town.

## 2. Background

- 2.1 One of four Metropolitan areas within South Yorkshire. Rotherham is bounded by Sheffield to the west, Barnsley to the north, Doncaster to the east and North East Derbyshire and Bassetlaw in the south. More than half of the borough is rural, characterised by attractive villages and rolling countryside.

- 2.2 The M1 motorway runs along much of the borough's western edge and the M18 bisect the borough to the south of Rotherham. There are five airports within a 50 mile radius, including Robin Hood Airport near Doncaster.
- 2.3 Rotherham developed from a small market town into a major industrial centre based around coal and steel. Most of the traditional industries no longer exist and many old industrial areas have seen large scale regeneration such as at Manvers in the Dearne Valley.
- 2.4 Rotherham's population remained fairly static during the 1980's and early 1990's, but then declined from a peak of almost 254,000 to just over 247,000 by 2000. This followed large scale job losses in Rotherham's traditional industries. The population began to grow again in 2001 and a steady increase over recent years has brought the current population to 258,700, with a further increase of 13,300 projected by 2028. This increase will be concentrated in the older (mainly retired) age groups with small reductions expected in the younger (working age) age groups.
- 2.5 Rotherham has high rates of both inward and outward commuting due to its central location in South Yorkshire and proximity to Sheffield, 38.3% commute outside the borough for work - 19.6% to Sheffield, 4.9% to Doncaster, 2.9% to Barnsley and 10.9% elsewhere. 37.4% commute into the borough for work -- 11.8% from Sheffield, 8.3% from Doncaster, 9.1% from Barnsley and 8.2% from elsewhere.
- 2.6 Rotherham has a sprawling town centre retail offer. It has suffered from a lack of private sector retail investment and high vacancy rates over the past couple of decades, primarily as a result of strong competition from Meadowhall and the Parkgate Centre, compounded by the economic downturn. Both Meadowhall and the Parkgate Centre are located in close proximity and provide the critical mass and large floor plates commensurate with modern retailer's requirements, alongside free car parking and ease of access.
- 2.7 Conversely, a number of new independent retailers have secured accommodation in the town centre. This ensures the town centre provides a point of difference and alternative experience to that available at out of town centres. The market is a key part of this alternative experience.
- 2.8 The town centre experienced footfall rises in 2011 & 2012, however, footfall has fallen over the last two years with a 6% fall in 2014 and a further 6% fall in 2015 meaning that footfall trends since 2011 are not dissimilar to the national and regional picture. Developments in the town centre have clearly impacted upon footfall patterns, with some specific locations experiencing significant declines and others clearly benefiting.
- 2.9 Meadowhall (approximately 3.8 miles west of the town centre) is one the UK's largest and most successful shopping centres providing 139,360 sq m (1,500,000 sq ft) of retail and leisure floorspace with a VUE Cinema and department stores including House of Fraser and Debenhams. There is a current proposal to improve and widen this offer even further especially as a leisure destination.
- 2.10 A key part of the town centre retail offer is the Centenary Markets. In 2014 a detailed and objective review was undertaken on the indoor, covered and street markets operating in the town centre. The study confirmed that the markets appeal to a wide and diverse shopper base and provide customers with a good mix of

products although the offer lacked breadth and depth of choice across most categories.

- 2.11 The markets are a clear asset to the town and an important part of the offer. Despite the many areas for improvement identified in the 2014 study, the markets are popular and successful at attracting customers

### 3. Rotherham Renaissance Plan

- 3.1 In 2005 Rotherham signed up as one of Yorkshire Forwards Renaissance towns as part of the Urban Renaissance programme. The first stage in the programme was the establishment of the Town Team and the development of the Renaissance Charter. The Charter set out a series of goals against which future development proposals would be tested.
- 3.2 The aims and goals of the Charter were articulated in the Rotherham Strategic Development Framework. The Framework set out a comprehensive 25 year vision for the town and a series of development projects and initiatives that would individually and collectively lead to transformational change to Rotherham's urban centre.
- 3.3 A team led by LDA Urban Design were appointed in 2005 to prepare the Masterplan for Rotherham town centre. The objective was to make Rotherham an individual and unique place but linked to and working with its neighbours. A vibrant, repopulated and reborn town centre was at the heart of this vision.
- 3.4 Since the start of the Renaissance Programme considerable progress has been made and some significant developments have been successfully delivered. The High Street has been dramatically improved as part of the Townscape Heritage Initiative, as well as a new football stadium, leisure centre, Council offices, new train station, residential apartments and town centre Tesco superstore.
- 3.5 However, there is still much work to do to build upon the progress made to continue to improve the landscape of the town centre and create new businesses, jobs and town living.



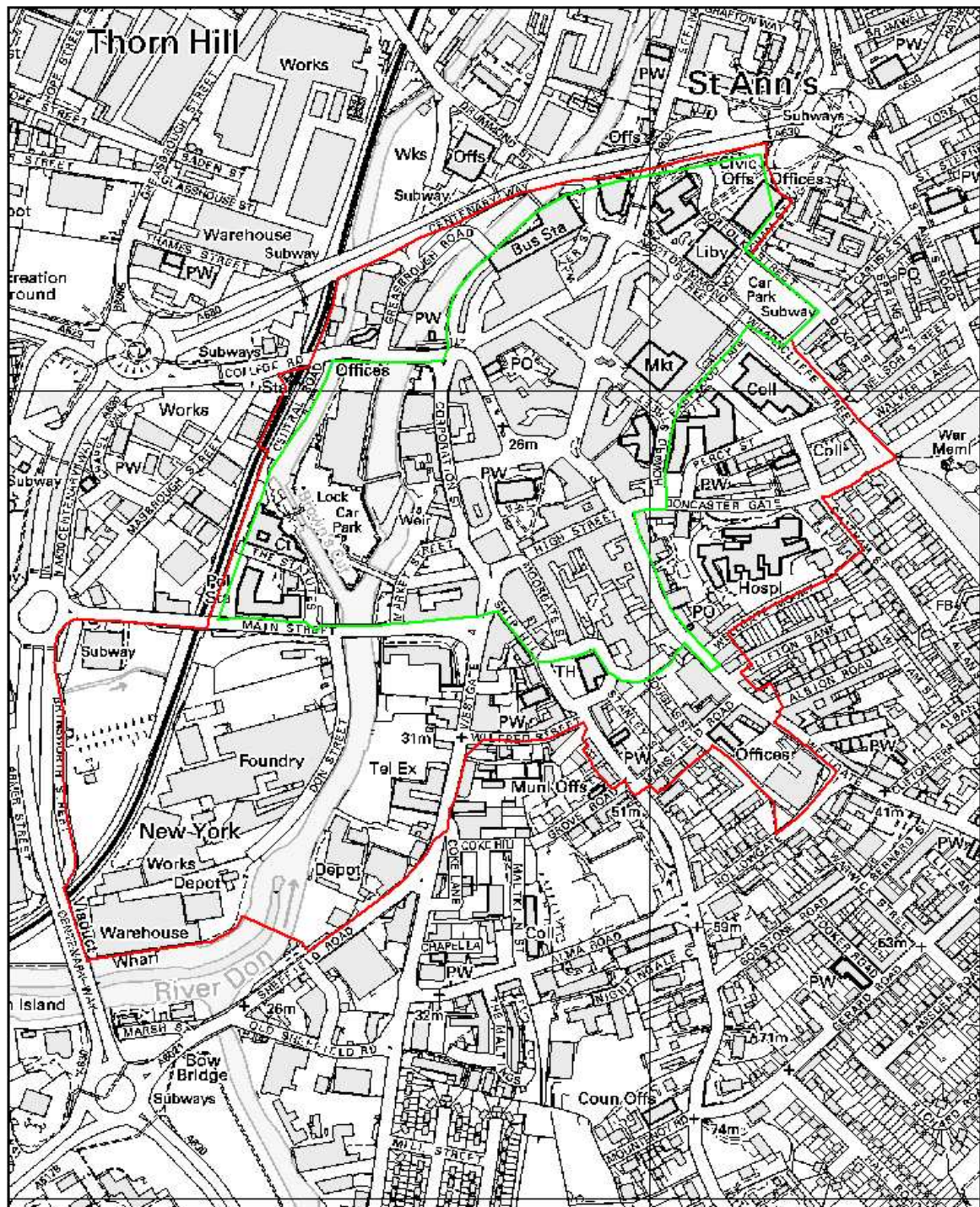
## 4. Opportunities

4.1 The area has a number of strengths and opportunities to complement and support new development, opportunities including:

- To the west of the town centre is the River Don which is a great asset to the town and an untapped resource
- Forge Island is a key development site bounded by the Canal and River Don in close proximity to the Bus Interchange and Rail station. Its location gives the site considerable potential
- Strong transport links
- Opportunities for increased retail performance
- Linkages to established leisure/tourism facilities such as the Magna Centre, the UK's first Science Adventure Centre, Clifton Park & Museum, Rotherham leisure centre and Rotherham United's football stadium
- Development proposals for a Higher Level Skills Centre in partnership with Rotherham College, which builds on the centrally located FE college
- The Department for Transport is running a trial tram/train project, linking the centre of Sheffield, Meadowhall, Rotherham town centre and Parkgate to the tram system. The trial is due to start in 2017, and will be served by 4 trams per hour in each direction.
- Rotherham is home to the UK's premier Advanced Manufacturing Park where companies such as Rolls Royce, Boeing, Airbus, BAe, and the University of Sheffield amongst many others are located. Waverley is only 5 miles from the centre of Rotherham.
- RNN Group is the newly merged colleges of Rotherham College of Arts & Technology (RCAT) and North Nottinghamshire College. There are two main campus sites in Rotherham borough.



## Plan 1 Masterplan area

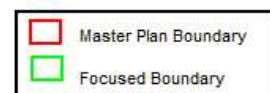


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Rotherham Town Centre

Scale 1:6000



## 5. Requirements

5.1 This brief outlines the requirements for a Masterplan which is to be undertaken on behalf of Rotherham Metropolitan Borough Council for the wider town centre as defined in Plan 1 and Appendix 1.

5.2 The boundary has been divided into a focussed primary area (edged red) and a broader secondary area (edged green). The primary area contains the majority of development opportunities. This approach will allow work to be focussed in these areas but still ensure that proposals suggested in this area relate to the wider town centre.

5.3 The work is to comprise the following components:

Stage 1: The development of a Strategic Framework, (including aims and objectives and a review and analysis of baseline data).

Stage 2: Stakeholder and community engagement to scope aspirations and potential issues that may influence the Masterplan.

Stage 3: Draft Masterplan and site options, including an implementation plan to turn the vision and plans in to reality and also test the viability and deliverability of the proposals, plus soft market testing and funding options (includes plans, visuals and written documentation). Review of requirements for retail in Rotherham.

Stage 4: Revisions and finalise Masterplan.

Stage 5: Publication and dissemination.

## 6. Key Opportunities

6.1 To build upon the original Rotherham Renaissance programme to create a vibrant, repopulated and reborn town centre.

### Culture and Leisure

6.2 Rotherham Metropolitan Borough Council wishes to explore the opportunity to create new cultural offer and has a long standing requirement for a cinema and a branded hotel which is currently lacking and has an aspiration to provide a new modern theatre centre. There may also be the opportunity to move the central library, customer service centre and art gallery from Riverside House to a more Central location.

### Retail

6.3 The Masterplan must set out a comprehensive strategy and action plan for improving town centre and gaps in retail opportunities in the town. The strategy should identify the main issues with the retail market and identify how these can be addressed.

### Town Centre Living

6.4 The introduction of economically active people living in the town centre will help to maintain the long term health of the town and create a lively and vibrant town centre

outside of normal working hours, in the evenings and at weekends. It is important to recognise the need for an attractive and affordable residential offer in the town centre.

## 7. Key Geographical Areas

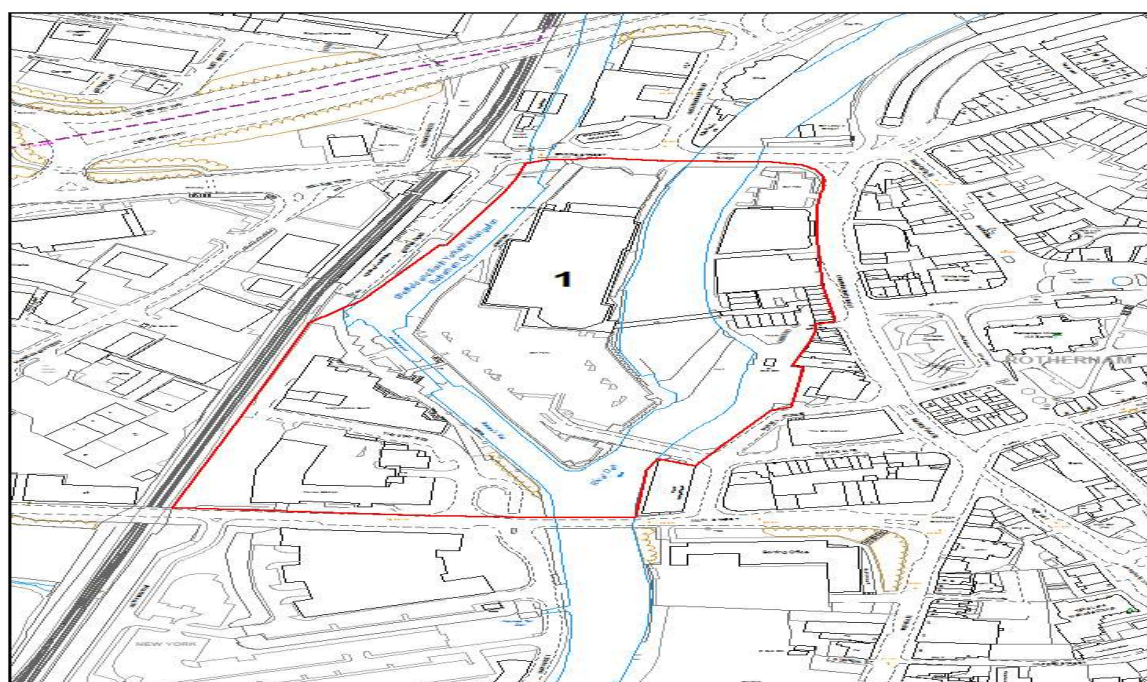
### 1. Forge Island and Environs

Forge Island is the key development site in the heart of Rotherham. Redevelopment of the site forms a cornerstone of the Council's draft Supplementary Planning Document (SPD) for Rotherham town centre. The site was formerly occupied by the current owners, Tesco, who relocated their store in November 2014.

Forge Island has been identified as a suitable site for development of a town centre leisure hub as detailed in the SPD. Market analysis has suggested that there is an appetite amongst cinema operators to locate within Rotherham as part of a wider leisure scheme, including family pub/restaurant, gym and hotel.

The site comprises 1.57Ha and is bounded by the River Don, South Yorkshire Navigation Canal and College Road, a main arterial route into the town centre and the key pedestrian route from the rail to the bus station and as such forms a key gateway into Rotherham.

In addition to Forge Island, the Council own the land and property over the river, this is shaded blue on the plan below. The adjacent Magistrates Courts are due to close in late 2016 and the Council is in dialogue with the Ministry of Justice and Government (through the One Public Estate Programme) regarding the future of this site as a key redevelopment opportunity.



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**Forge Island  
Riverside Precinct & Weirside**

Scale 1:2500

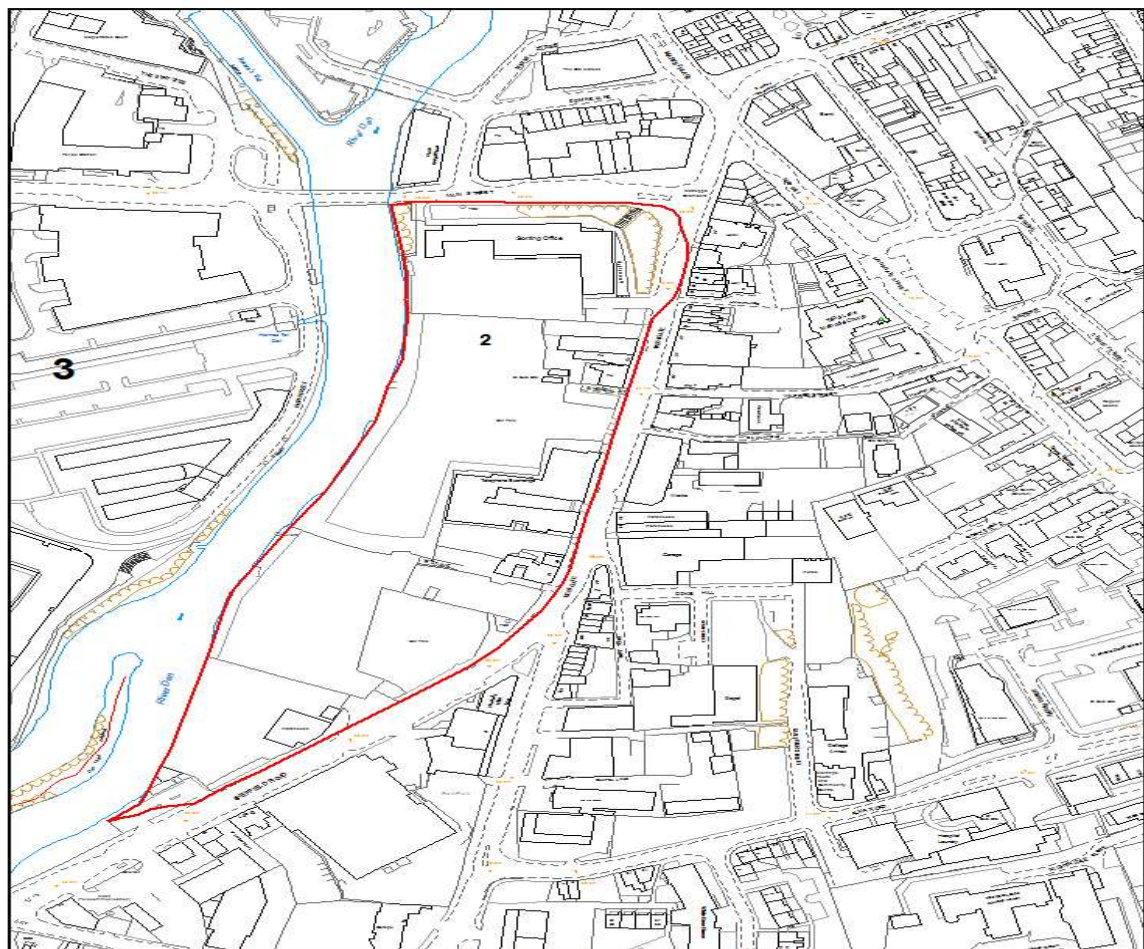
## 2. Sheffield Road

This strategically important area to the west of the town centre is bounded by the River Don, Main Street and Sheffield Road. The sites along the river are in various ownerships including royal Mail Sorting Office, BT Telephone Exchange and the Council who own the “former baths site” comprising 3.55 acres (1.43Ha).

The whole of this site offers an opportunity to introduce new development of a significant scale which taps into Rotherham’s ambitions to introduce town centre/waterfront living and new businesses and employment opportunities.

The town centre shops are within a two minute walk. The area is served with bars and eating establishments. The site is within walking distance to the Railway Station and is well served by bus routes along Westgate and Main Street.

The site provides good access to road, bus and rail services and also possesses the potential views over the river. The A630 Centenary Way provides excellent access to Junction 33 and Junction 34 of the M1 Motorway is also nearby and readily accessible.



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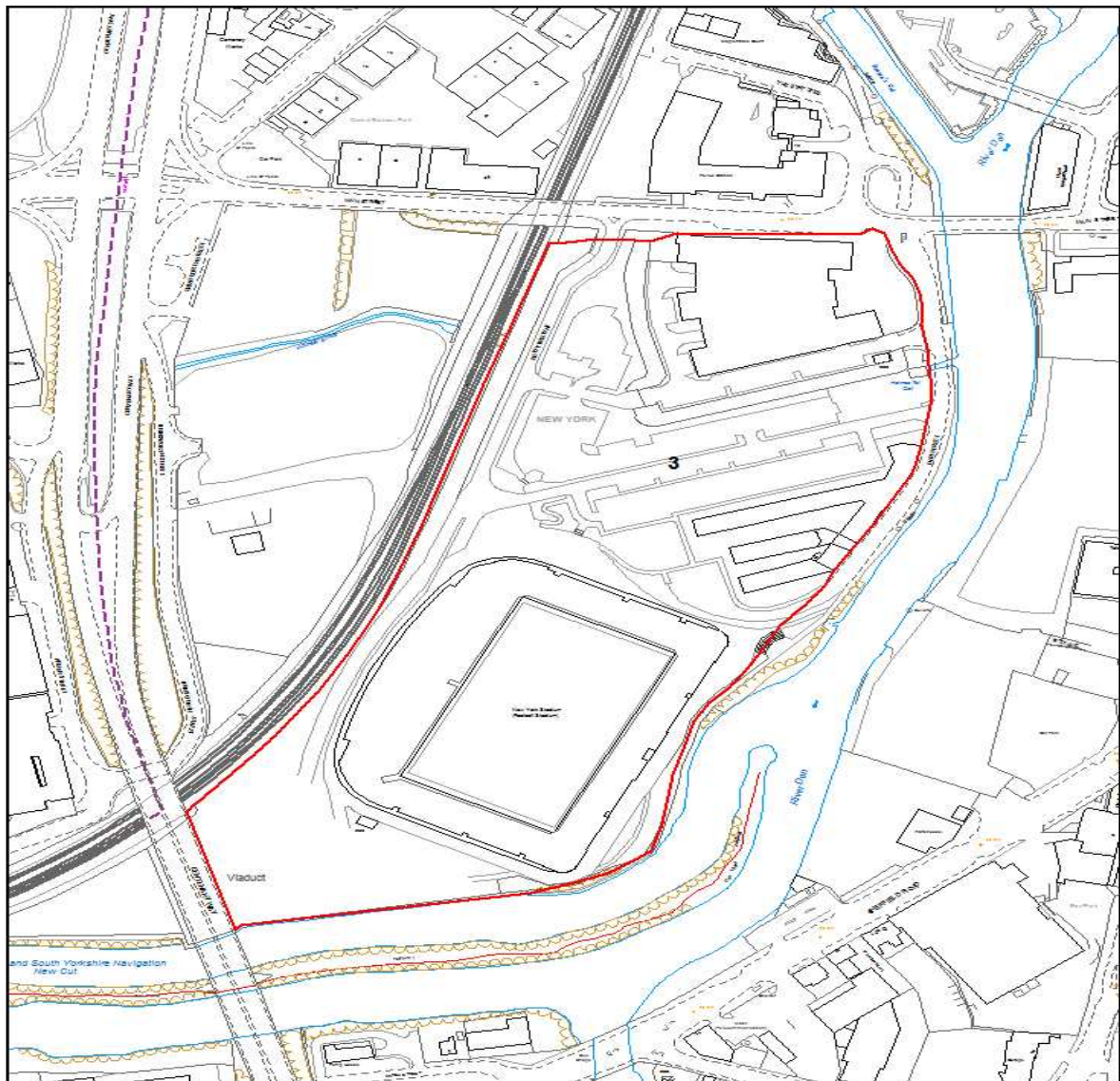
  
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Sheffield Road

### 3. Guest and Chrimes

The former Guest & Chrimes Foundry site is located on the edge of Rotherham town centre. It has been the subject of two major redevelopment schemes, Rotherham United's football stadium and Riverside House, the Council's new offices (along with main library and customer service centre) which have both contributed significantly to the regeneration of this site. However the site is not fully built out and has the potential for further developments. Other opportunities exist on adjacent sites (see Main Street below) and the whole area has considerable potential.

The area is in easy reach of the M1 Motorway, less than 10 minutes walk from Rotherham Central railway and bus stations.



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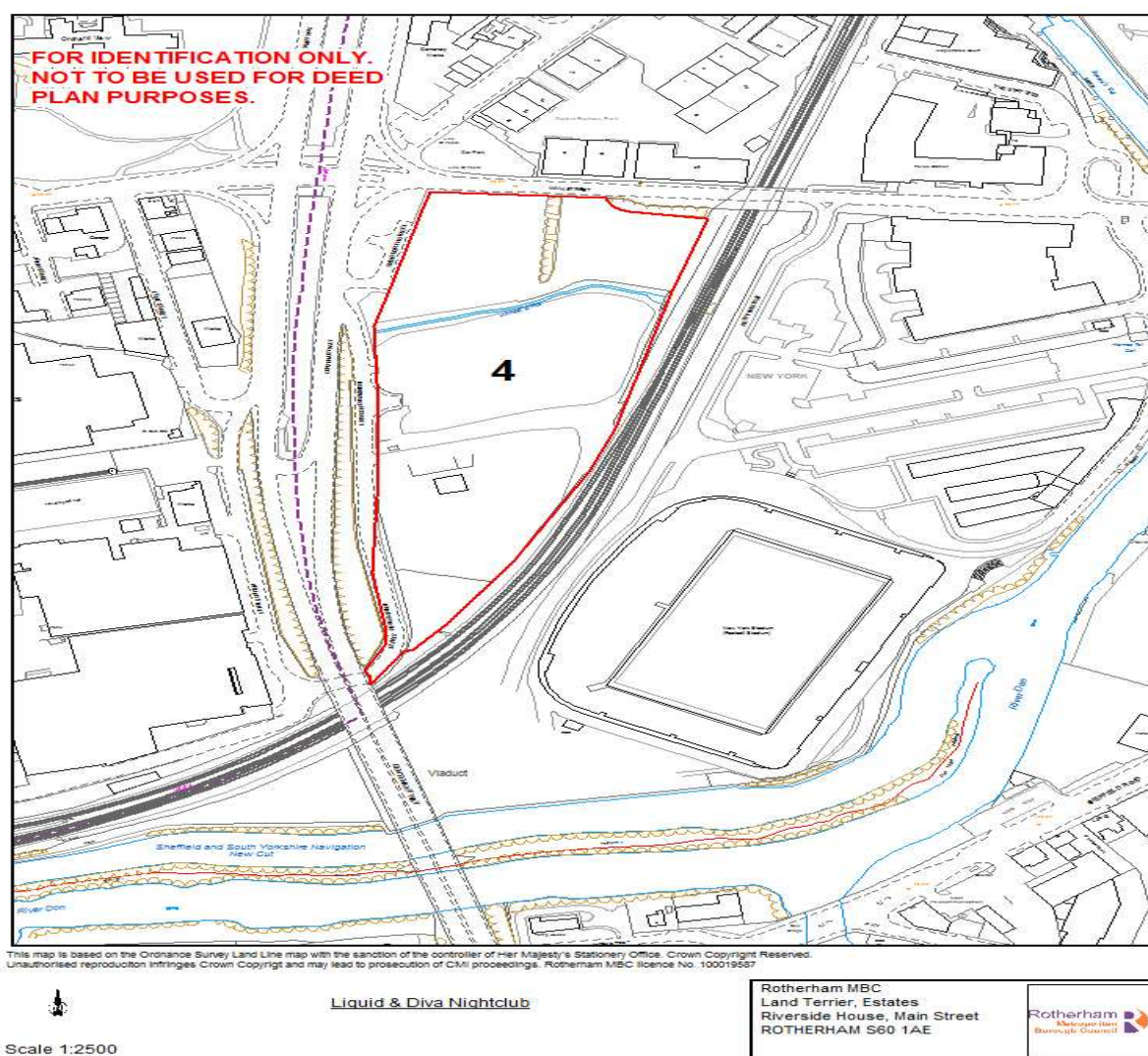
Riverside House  
Guest and Chrimes  
Rotherham United Football Club

#### 4. Main Street

The site is located at the junction of Main Street and Brinsworth Street, offering a highly visible, prominent position fronting on to Centenary Way, the main ring road through Rotherham.

Adjacent to the site is the new Riverside House complex, occupied by Rotherham Metropolitan Borough Council, a 172,000 sq ft five storey office block accommodating over 2,000 council staff and the New York 12,000 seat football stadium for Rotherham United football club is also situated towards the rear.

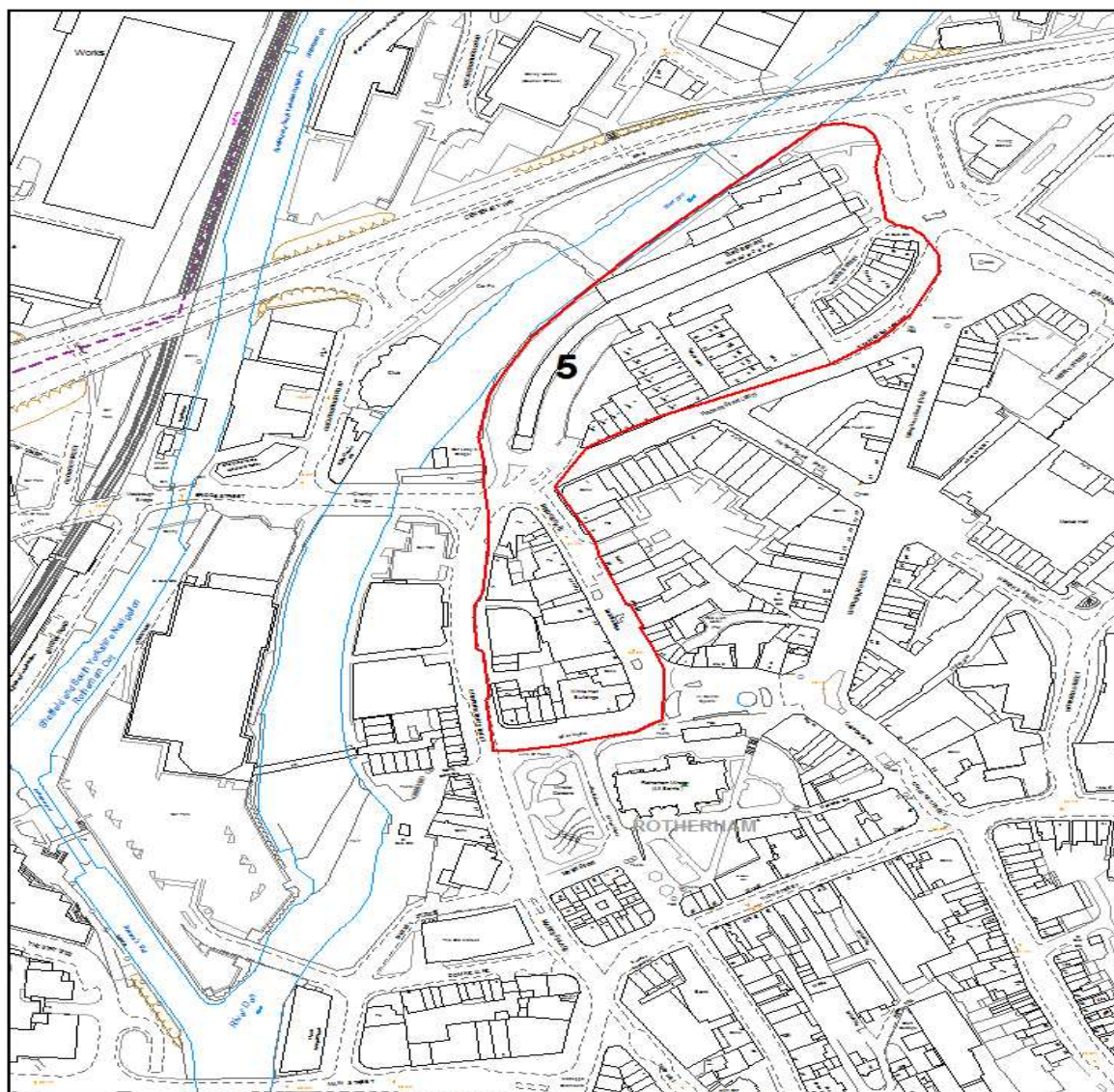
Accessed from Main Street, the site extends to 1.965 acres and provides a regular shaped site with an excellent profile on to Centenary Way.



## 5. Interchange and Corporation Street

The current Interchange has acute maintenance issues and is both a constrained operational site and one which suffers from a perception that it is unsafe and unwelcoming despite being a very well used bus station. The South Yorkshire Passenger Transport Executive (SYLTE) are currently assessing their options for the future of the site and will shortly decide on whether they wish to redevelop the site as an Interchange or continue a programme of repairs. The development option will create additional development opportunities.

Closely associated with the Interchange is the adjacent Corporation Street which has been in gradual decline as a retail destination. This has been exacerbated by the recent Tesco's move from Forge Island to Drummond Street on the other side of town.



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Rotherham Interchange  
Corporation Street

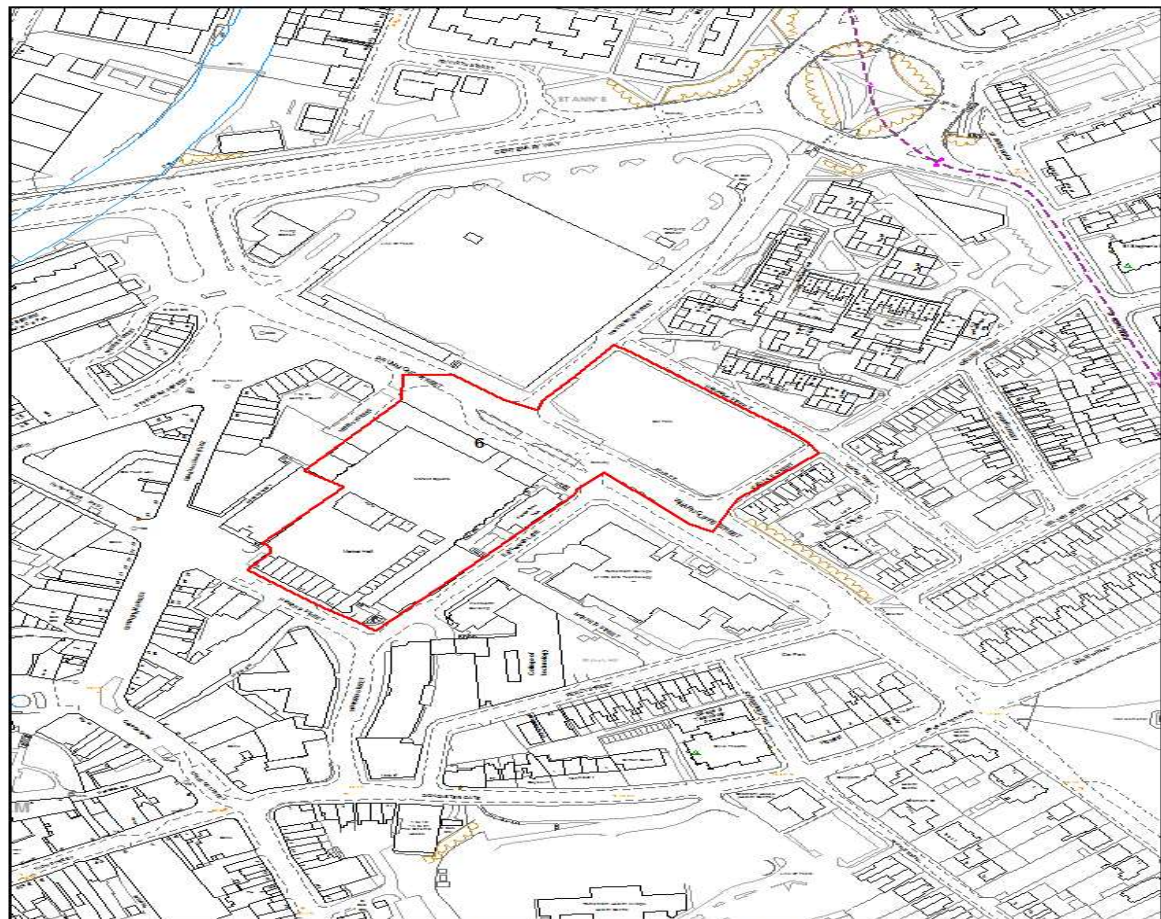
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## 6. Drummond Street and Markets

The Centenary Markets are an asset for the town and an important part of the retail offer. However the outdoor markets area is underutilised and has significant issues in terms of its access and permeability into the indoor markets area.

The markets currently have the benefit of adjacent car parking on the Drummond Street car park. Shoppers can also access the Tesco's car park although the gradient between Tesco's and the Outdoor market discourages pedestrian movement between the two areas.

The Drummond Street car park and the outdoor markets area together could offer a development opportunity but will have to be sensitive to the ongoing operations around the existing indoor markets area and any new development would need to address the car parking requirements in the adjacent and surrounding area.

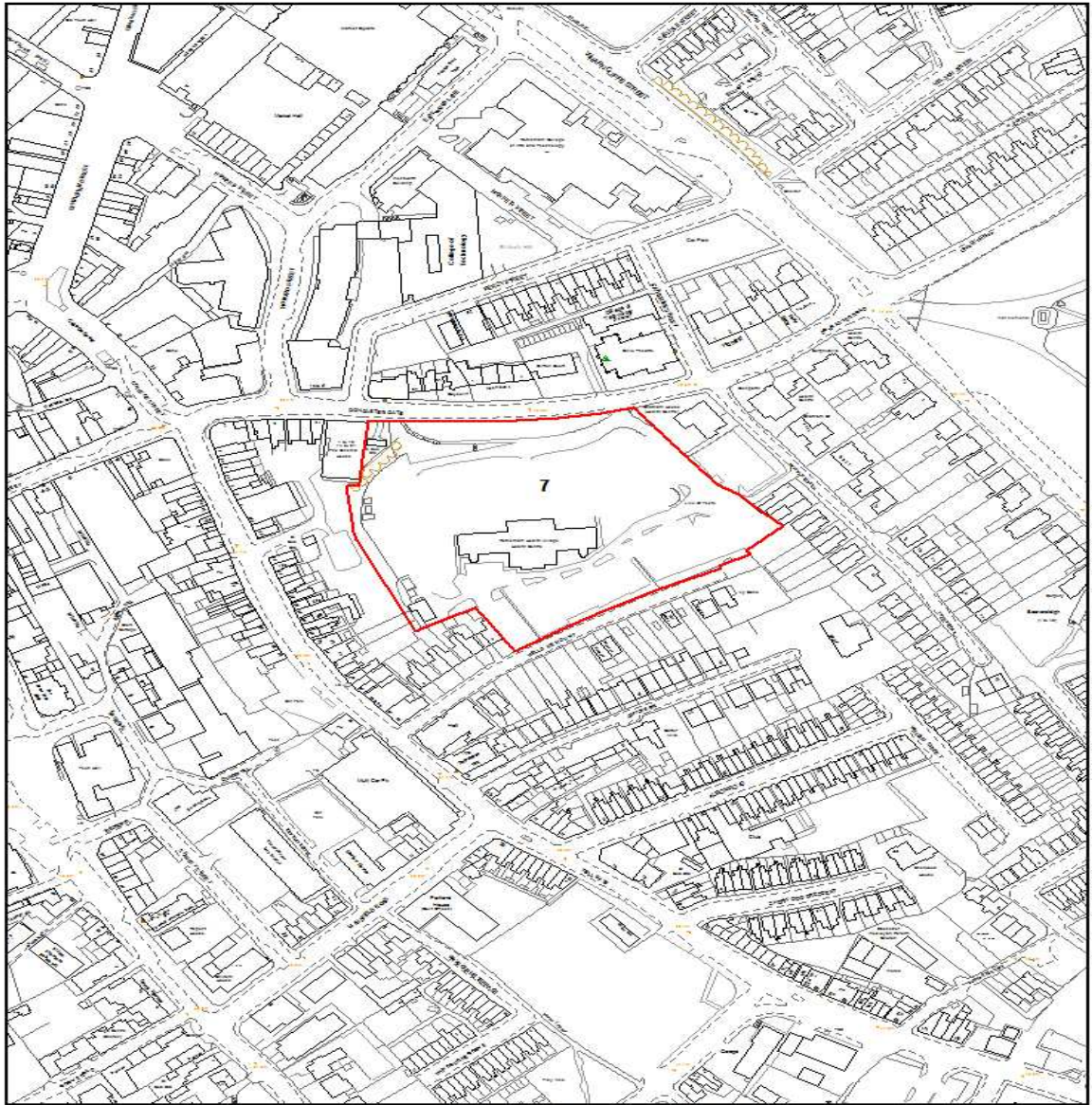


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**Rotherham Markets**  
**Drummond Street Car Park**

## 7. Doncaster Gate

The new Higher Level Skills Centre is planned to be located on Doncaster Gate, however there is significant land still available to locate other complementary developments. The available spaces should be brought forward in a holistic fashion and each part of the site contributes to an overall development which is greater than its individual parts.



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Scale 1:2500

Doncaster Gate  
(HE Campus)

## 8. Policy

8.1 The area identified for the Masterplan as defined by plan 1 includes a number of listed buildings and a conservation area. The planning framework for Rotherham comprises the National Planning Policy Framework (NPPF; 2012), the Local Plan Core Strategy (adopted 2014) the Barnsley, Doncaster and Rotherham Joint Waste plan (2012) and relevant saved policies compliant with the NPPF in the adopted Rotherham Unitary Development plan (UDP;1999). The Council's Local Plan Sites and Policies document is currently undergoing independent examination and once adopted will supercede the saved UDP policies. A matrix of relevant policies is available and located at Appendix 3

8.2 It is important to ensure that the future development of the sites helps to deliver the overall aspirations for the town centre set out in the Local Plan and Economic Growth Plan.

8.3 The professional team will review national, regional and local policy changes and new programmes which are likely to affect the town centre. Some suggested documents are:

- Town centre Supplementary Planning Document 2016
- Rotherham Renaissance - Strategic Development Framework 2005
- Rotherham Economic Growth Plan 2015-25
- Sheffield City Region Strategic Economic Plan <http://sheffieldcityregion.org.uk/wp-content/uploads/2014/03/SCR-Growth-Plan-March-2014.pdf>
- Housing Growth Strategy 2015 -2020
- Adopted Local Plan Core Strategy:  
[http://www.rotherham.gov.uk/downloads/file/1571/adopted\\_rotherham\\_core\\_strategy](http://www.rotherham.gov.uk/downloads/file/1571/adopted_rotherham_core_strategy)
- Local Plan Publication Sites and Policies document  
<http://rotherham.limehouse.co.uk/portal/planning/sp/publicationsandp>
- Rotherham Town Centre Retail and Leisure Study 2010:  
[http://www.rotherham.gov.uk/corestrategyexamination/downloads/file/422/leb19arotherhamtowncentrereetailandleisurestudy\\_2010](http://www.rotherham.gov.uk/corestrategyexamination/downloads/file/422/leb19arotherhamtowncentrereetailandleisurestudy_2010)
- Rotherham Town Centre Retail and Leisure Study 2010 Appendices:  
<http://www.rotherham.gov.uk/corestrategyexamination/downloads/file/423/leb19brotherhamtowncentrereetailandleisurestudy2010appendices>
- Retail Group and DTZ work on the Markets Complex and its potential redevelopment 2012
- Rotherham Waterways Strategy 2009

## 9. Outputs

9.1 This Masterplan is intended to outline the Council's implementation plans for regeneration agenda and is intended to facilitate the redevelopment of the town centre into a vibrant area offering a thriving retail offer along with town centre living and leisure opportunities. The expectation is that the Masterplan will contribute to securing considerable private sector investment in the area and provide comfort to potential investors that Rotherham is a proactive location.

9.2 The main thrust of the Masterplan is to establish a coherent set of land use and design parameters to guide the future regeneration of this area and underpin them with an implementation based on sound market testing and analysis. These guidelines would seek to provide a deliverable strategy that will encourage the private sector to recognise and invest in the area's true potential.

9.3 The main aims of the Masterplan are to:

- Build on the work previously undertaken on the SPD for the town centre
- Produce a clear and precise vision for the future, to attract private sector investment and identify public and private aspirations and roles.
- Implementation; produce a strategy for how to turn the vision and plans into reality. The Masterplan must consider and test how the proposals will be implemented. A written statement will be required to address cost, programme, viability and deliverability issues.
- Detailed analysis of each of the key sites including the identification of new uses and market opportunities to exploit the full development potential of the sites.
- Provide deliverable solutions to address the connectivity issues between the town centre core and adjacent edge of town sites and ensure that development helps to integrate Forge Island within the wider urban area.
- Promote the development of important regeneration opportunities
- Promote the area in terms of culture, leisure and tourism
- Ensure that urban design, public space and architecture are of the highest quality (Appendix 2 highlights the key design principle for inclusion in the Masterplan)
- Make recommendations as to the preferred location for new cultural and leisure facilities and an assessment of the suitability and added value that can be generated from the sites considered.
- Constraints associated with the Masterplan area should be identified and accounted for within the Masterplan including site availability, contamination, planning, access arrangements etc.
- Provide a commentary on the future of retailing in Rotherham and provide an analysis of shopping patterns in the town and the impact of surrounding centres and retail parks.
- Complete a retail capacity modelling exercise and examine the demand for retail in Rotherham.

- Briefly explore the potential of a Business Improvement District or similar options.
- Identify and explore ways to address the issues with the Centenary Markets.
- The Masterplan should be prepared in such a way that it is capable of being produced as a Supplementary Planning Document and should include a Design Code, prepared in consultation with the Council's Planning officers to facilitate new development.
- Identify potential funding sources for the proposed developments and how best to access them.
- Ensure that proposed sites and their uses feeds into the overall vision for Rotherham town centre.
- To support the delivery of the town centre Masterplan, it is proposed that a town centre car parking strategy is produced. This will quantify current and future planned car parking provision and utilisation, identify that which will be affected by any proposed developments and propose a strategy for relocation and rationalisation of the current town centre car parking offer.

9.4 Three hard copies of the Masterplan and an electronic version will be provided by the professional team. Ownership of all data gathered will rest with Rotherham Metropolitan Borough Council and should be in an electronic format which will enable the authority to readily interrogate and manipulate it.

## 10. Contract Operation and Management

10.1 The contract will be managed by Paul Woodcock, Assistant Director, Planning, Regeneration and Culture on behalf of Rotherham Metropolitan Borough Council, reporting through an appropriate officer group established to drive the project forward.

## 11. Expected Timetable

11.1 It is anticipated that a preliminary inception meeting will be held at the commencement of the project.

11.2 Exact dates for the completion of individual stages will be confirmed at the outset by discussion between Rotherham Metropolitan Borough Council and the professional team at the inception meeting. It is anticipated that the professional team will be appointed in September 2016 with the project to be completed within 7 months.

Invitation to Tender	w/c 18 <sup>th</sup> July 2016
Submission Deadline	w/c 22 <sup>nd</sup> August 2016
Shortlisting	w/c 29 <sup>th</sup> August 2016
Interviews	w/c 12 <sup>th</sup> September 2016
Professional team appointed	w/c 26 <sup>th</sup> September 2016
Inception meeting	w/c 26 <sup>th</sup> September 2016
Engagement with Stakeholders	w/c 17 <sup>th</sup> October 2016
Draft Masterplan, including site options and deliverability strategy and soft market testing	w/c 13 <sup>th</sup> March 2017
Final report delivered	w/c 3 <sup>rd</sup> April 2017
Public launch	April 2017

## 12. Submission Requirements

### 12.1 Each submission should contain:

- a methodology statement and work programme with milestone dates identifying the overall approach to the production of the strategy, identifying key underlying principles and the team's likely response to the challenges set out within the brief;
- an appreciation of the issues, challenges and opportunities afforded by the Masterplan;
- Detailed costs for completing the work including an indication of your team including a clearly identified project manager (and details of any sub-contractors) including named staffed members, their experience, hourly rates and each individual's staff hours to be spent on each element of the study;
- Detailed proposals for reporting to the client management group to review progress.

12.2 In order to illustrate the team's credentials and abilities the following information will be required:

- relevant examples of the experience of your organisation(s) on similar assignments elsewhere with references;
- identified individuals who will be managing the project and the qualifications and relevant experience of all personnel who will be involved in the project.
- a complete list of relevant clients during the past five years;
- details of the proposed work schedule including how the work will be organised and managed, and the quantified inputs of the team members.

## 13. Evaluation of Tenders

13.1 The selection of a professional team will be undertaken by the project management group; on the basis of a quality (60%), price (25%) and timetable for delivery (15%). It is hoped the indicative timeline above can be foreshortened.

13.2 The main criteria upon which the decision will be based are provided below for guidance:

- ability to meet requirements - as evidenced by a demonstrable understanding of the brief and evidence of previous experience;
- cost competitiveness - bids will be assessed in terms of both innovative approach and value for money. The client team does not bind itself to accept the lowest or any tender;
- approach to carrying out the project - it is important that parties with relevant interests, knowledge and experience are involved in the development of the project and therefore the methodology is an important element which will be assessed; and;
- capacity and resources to complete the work within the demanding timescales outlined
- the ability to demonstrate an understanding of the need to provide a deliverable vision which is viable along with a knowledge of how to present the opportunity to the market.

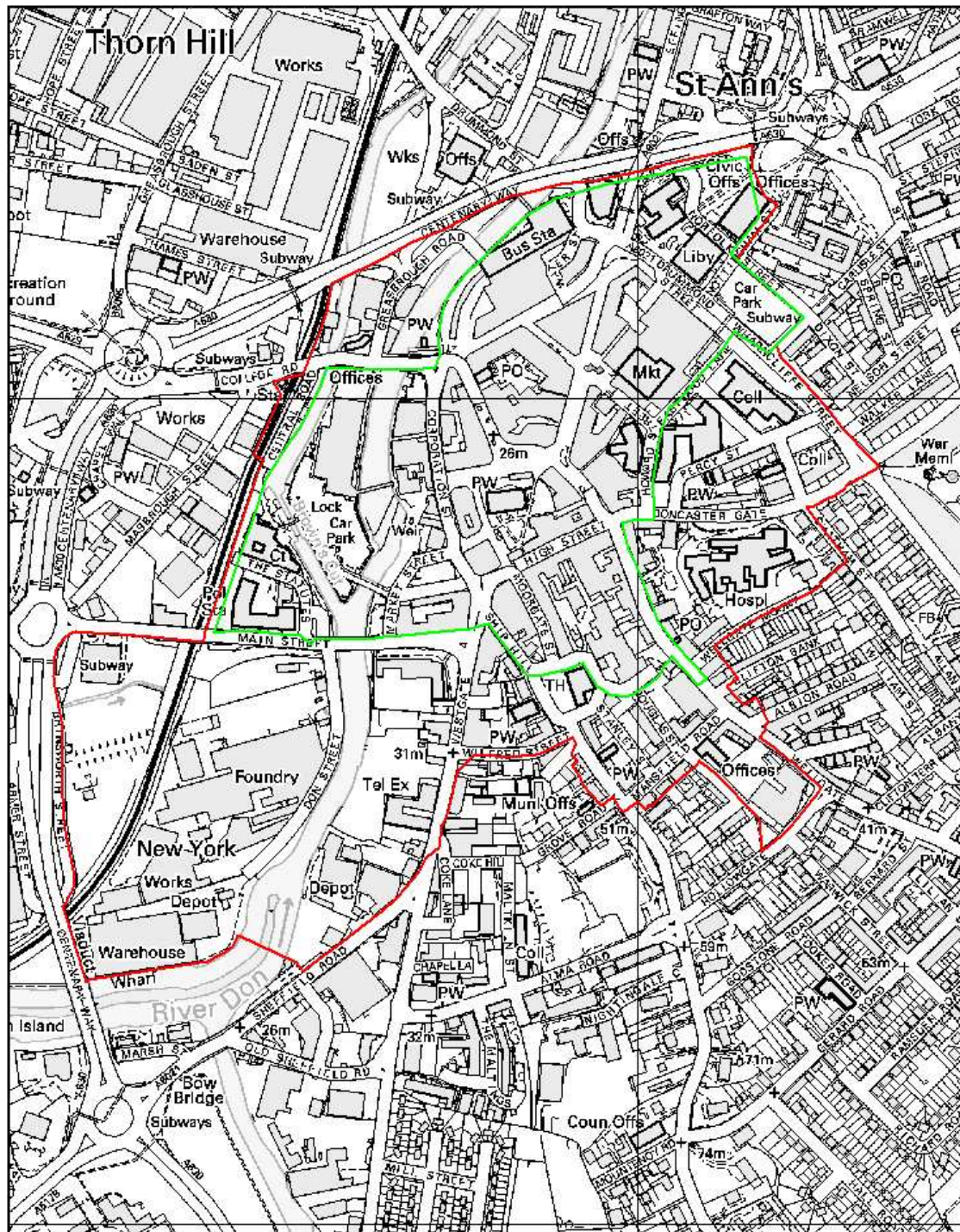
## 14. Fees

14.1 Professional teams are requested to fill out the fee schedule and Pre-Qualification Questionnaire attached to this brief.

## 15. Terms and Conditions

- 15.1 It is the responsibility of tenderers to obtain for themselves at their own expense all information necessary for the preparation of their tenders and the tenderers must satisfy themselves that the requirements of the contract are fully understood.
- 15.2 Information supplied to tenderers by any representatives of Rotherham Metropolitan Borough Council or contained in the publications supplied to or obtained by the tenderer is supplied only for general guidance in the preparation of the tender. Tenderers must satisfy themselves by their own investigations with regard to the accuracy of any such information and no responsibility is accepted by Rotherham Metropolitan Borough Council for any loss or damage of whatever kind and howsoever caused arising from, or in consequence of, the use by tenderers of such information.
- 15.3 All prices contained within the tenderer's submission shall be priced in pounds and decimal parts of a pound and shall be restricted to two decimal places by rounding. All prices must be quoted exclusive of VAT.
- 15.4 A tender may be rejected if it is in any way conditional.
- 15.5 The Contract shall be subject to the Contract Procedure Rules/Standing Orders of Rotherham Metropolitan Borough Council current at the date of the Contract, a copy of which may be seen by arrangement.
- 15.6 Any tenderer who directly or indirectly canvasses any Member or Officer of the Council concerning the award of the contract or who directly or indirectly obtains or attempts to obtain information from any Council Member or Officer concerning any other tender or proposed tender for the services is liable to be disqualified. Tenderers are required to complete the Canvassing Certificate attached.
- 15.7 Rotherham Metropolitan Borough Council is not bound to accept the lowest or any tender.
- 15.8 Tenderers are required to keep tenders valid for acceptance for a period of 21 days from the date of tender.
- 15.9 The copyright of the work produced as a result of this commission shall be vested in the client. All research papers: reports, proposals and illustrative material will be passed to the client together with the copyright on all documents and illustrations. The client will make due acknowledgement to the professional team in any publication of the study.

## Appendix 1 Rotherham Town Centre Plan

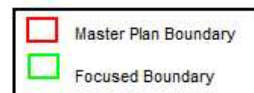


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Rotherham Town Centre

Scale 1:6000



## Appendix 2 Key design principles for inclusion in the Masterplan

The Masterplan should provide guidance to prospective developers to ensure that their proposals accord with the expectations of a full range of interests. The purpose of the Masterplan is therefore to ensure that where proposals for development are made, these can be prepared with an understanding of the key issues to be addressed, and the nature and form of development which is most likely to be acceptable, together with the aspirations which proposals are expected to achieve.

The key design principles that are to be respected in redeveloping the site as follows:

### **Mixed Use**

The Masterplan is to provide a complementary mix of uses within a high quality environment for residents and visitors of Rotherham.

### **Additional Areas for Development**

Opportunities for creating synergy and maximising the regeneration benefits of development in the wider town centre are to be exploited.

### **Urban Form, Scale and Density**

The proposal must set the standard for future development within the area. The scale and density of development should reflect a site's location and accessibility, whilst also responding to the need for improved local connectivity and respecting key views and vistas.

### **Landmark Buildings and Key Spaces**

The proposal should include visual reference points to reinforce the structure of development, add character and enhance the overall identity of the area.

### **Character and Coherence**

A series of distinct areas could be provided, each have their own distinct identity whilst also contributing to the overall sense of place.

### **Safety and Security**

The Masterplan should reflect a safe, secure and welcoming environment for all.

### **Movement and Connectivity**

Efforts should be made to promote Rotherham as a green transport environment. Alternative transport modes are to be encouraged and the streetscape is to be designed such that the car does not dominate.

### **Open Space and Landscape**

Spaces should feel safe and secure and provide a comfortable and stimulating public realm that encourages social interaction. The urban landscape should be legible so that people should be able to find their way around town with ease.

## Appendix 3 Planning Policy Framework

### **Town Centre Masterplan**

#### **List of key Local Plan policies**

The following is a list of key Local Plan policies. It is not a comprehensive list of all relevant policies as this will vary depending upon the specific site and its context.

#### **Adopted Core Strategy**

Policy CS 1 Delivering Rotherham's Spatial Strategy  
Policy CS 9 Transforming Rotherham's Economy  
Policy CS 11 Tourism and the Visitor Economy  
Policy CS 12 Managing Change in Rotherham's Retail and Service Centres  
Policy CS 13 Transforming Rotherham Town Centre  
Policy CS 19 Green Infrastructure  
Policy CS 20 Biodiversity and Geodiversity  
Policy CS 21 Landscape  
Policy CS 23 Valuing the Historic Environment  
Policy CS 25 Dealing with Flood Risk  
Policy CS 28 Sustainable Design  
Policy CS 32 Infrastructure Delivery and Developer Contributions

#### **Publication Sites and Policies**

Please note these policies may be amended following receipt of the Inspectors report into the examination of this document.

Policy SP 1 Sites Allocated for Development  
Policy SP 22 Development Within Town, District and Local Centres  
Policy SP 23 Primary Shopping Frontages  
Policy SP 24 Secondary Shopping Frontages  
Policy SP 27 Rotherham Town Centre Regeneration  
Policy SP 28 Rotherham Town Centre Evening Economy  
Policy SP 34 Canals  
Policy SP 35 Green Infrastructure and Landscape  
Policy SP 43 Listed Buildings  
Policy SP 44 Conservation Areas  
Policy SP 48 Locally Listed Buildings  
Policy SP 50 Understanding and Managing Flood Risk and Drainage  
Policy SP 58 Design Principles  
Policy SP 64 Safeguarding Community Facilities  
Policy SP 67 Development Within Mixed Use Areas