

Background

The Bridport Area Neighbourhood Plan contains a dedicated section with policies regarding the future management and development of the area defined as the Centre of Bridport – see: <https://www.bridport-tc.gov.uk/projects/neighbourhood-plan/>

A key piece of work that the community volunteers involved in the BANP identified, but were unable to undertake or commission, was the need to review the functionality of the current streetscape/public realm and audit heritage interpretation. It is especially important, given the demography of the Town, to consider the needs of an ageing population and those with mobility issues.

A companion BANP Project study, published in 2021, considered [Access & Movement](#) in and around the centre of Bridport. The A&M study will inform the streetscape planning and heritage interpretation recommendations that flow from the proposed commission.

A Town Centre Working Group was established by Bridport Town Council in 2019 to oversee and drive delivery of policy ambitions and projects related to the future of the centre Of Bridport. A Town Centre Health Check has been undertaken in 2019 and 2021; see: <https://www.bridport-tc.gov.uk/healthcheck/>

BANP Project 01

A study is required to set out actions to create a visually integrated, uncluttered and fully accessible streetscape for the main retail streets in the town centre taking into account necessary resting places, pedestrian safety, access for those with mobility issues and the needs of people with disabilities.

The study should explore the idea of defining and branding distinct ‘quarters’, identifying and suitably interpreting the special and distinct heritage assets of the centre of Bridport. The study will need to involve extensive consultation with the wider community, especially traders and businesses.

BANP Project 03

A strategy is required to define, guide and plan the heritage interpretation activities across the neighbourhood plan area. The strategy will draw on the output from Project 01 and require extensive consultation with local parishes, voluntary groups and statutory agencies.

This brief sets out the requirements for a combined streetscape and heritage interpretation study that will, alongside the Access & Movement Study, inform and guide future investment in the centre of Bridport. Output from the study will be used to inform and shape the first review of the Bridport Area Neighbourhood Plan.

Bridport is a busy, thriving town and is a centre for shopping and services for the surrounding villages and further afield. For many people the car is the principal mode of travel for journeys into town from the surrounding parishes. In the summer months, and especially on market days and for town events, traffic can be particularly heavy leading to major congestion, increased pollution, and extended journey times.

The Bridport Area Neighbourhood Plan sets out 'Access For All' ambitions for the centre of Bridport. The preferred policy response is to define a long-term ambition for a more sustainable transport future for the town centre whilst responding in the short to medium term to the current challenges of a primarily car-based transport system. The long-term aspiration is to make it easier to walk, cycle and use public transport in and around the neighbourhood plan area, with the aim of reducing reliance on the car.

Bridport is promoted as Dorset's 'Eventful' Town and residents and visitors alike enjoy the twice weekly street market. Bridport Town Council has undertaken two [Town Centre Health Checks in 2019 and 2021](#). Data and feedback collected via the Health Checks informs this commission. The need to understand and respond to forces that are driving change in our High Street drives this commission in considering actions to respect, safeguard and enhance the special character of the town. The Streetscape Interpretation Study will explore ideas to strengthen the vitality and 'brand' identity of Bridport – creating a distinctive high quality physical environment that differentiates Bridport from other town centres in Dorset.

While the focus for this commission is the centre of Bridport it is understood that the areas heritage 'story' extends out and includes the surrounding parishes. In considering a rich and coherent interpretation response there will be a need to engage and assess different interpretation needs. See [Green Spaces Interpretation Report 2019](#).

Streetscape/ Interpretation Study requirements

1) The ambition of the Bridport Area Neighbourhood Plan is to create a high-quality public realm throughout the Centre of Bridport. The streetscape analysis should consider options for:

- Re enforcing the distinct sense of place and unique identity of Bridport, including revisiting the idea of defined 'quarters' around the town;
- Prioritise walking (including mobility vehicles and pushchairs) and cycling around the Bridport area;
- Reducing signage and street furniture clutter;
- Promoting safe, secure, and accessible for all spaces;
- Permeable, legible, and better-connected spaces;
- Further developing the popular street market and outdoor events;
- Improving weather protection and resting points for shoppers;
- Promoting low carbon, natural materials, locally sourced where possible and
- Delivering good value for money.

2) The ambition of the heritage interpretation analysis is to provide coherent, coordinated and well-connected interpretation across the Bridport Area. The interpretation analysis should consider options for:

- Encouraging local communities to engage with, value and celebrate their heritage;
- Helping people to experience, understand and value heritage;
- Promoting sustainable visits to the town;
- Better harnessing heritage to promote and support the local economy;
- Using sustainable natural materials that are durable, easy to maintain and compatible with a shift to a circular economy.

3) The Streetscape and Interpretation study should be presented in three parts:

- **Part 1** - A streetscape/ public realm analysis including an assessment of the purpose and value of key spaces and land uses (both positive and negative); important views and landmarks; the existing street layout, existing and future gateways and nodes; the quality and distinctiveness of the street furniture, lighting and surface materials; the impact on utilities and underground services; existing street trees and planters; and, drawing on the Access and Movement Study options, an overview of a pedestrian and cycling friendly streetscape.
- **Part 2** - An audit of the existing physical heritage interpretation provision and an assessment of condition to identify interpretation that should be retained, removed and/or upgraded as well as an overview of a new modern interpretation response.
- **Part 3** - Outline concepts for public realm enhancements, addressing the key issues arising from the streetscape and heritage interpretation analysis – including; cross referencing with the Access & Movement Study, proposals for information and navigation enhancements, exploring interpretation themes and trails, sketch proposals accompanied with a pallet of materials - proposals for future management and maintenance and indicative costs of implementing the strategy.

Stakeholder & Community Engagement

This commission will require a clear and simple proposal to ensure that the relevant local stakeholders and the local community have opportunities to engage and input. The Streetscape and Interpretation Study should draw on an understanding of community views and needs expressed through the various consultation process undertaken for the neighbourhood plan and more recently the two Health Check reports.

Invitation to Quote

Bridport Town Council (BTC) is looking to commission an interpretation/ urban design specialist to research and produce a Streetscape and Interpretation Study of the centre of Bridport described in this brief.

Budget Guide: £12,000

Outputs expected in response to this brief:

- Audit and assessment on current issues and opportunities;
- A stakeholder & community engagement process,
- Presentation of public realm enhancement options informed by examples from other towns.

Expressions of Interest in this commission are requested from suitably experienced consultancies setting out:

- A response to this brief,
- Description of proposed methodology for the Streetscape & Interpretation Study,
- Spreadsheet of tasks/ days input by named consultants,
- Pricing breakdown, including a total fee and day rate,
- CV's setting out previous experience of staff to be involved in the commission.

Deadline for submission of an Expression of Interest in the Streetscape & Interpretation Study is **Friday 1st April 2022**

Send to: david.dixon@bridport-tc.gov.uk

Contact 01308 456722