

Borough High Street Low Emission Neighbourhood



Colourful Crossings Design Brief

**Better Bankside Business Improvement District
Brief for Graphic Consultants
December 2017**

1. Introduction

Borough High Street is one of London's most historic and famous routes. Once the way into the city for the agricultural producers of Kent and Flemish brewers, its proximity to the River Thames meant that it became a staging post and consequently an economic, social and artistic hub.

Today, Borough High Street's cultural heritage competes with current realities. Borough High Street has some of the poorest air quality in central London, with pollution levels often exceeding health recommendations made by the European Union and World Health Organisation. As a major thoroughfare into central London, increased traffic volumes across Borough High Street has further exacerbated local air quality.

To address poor air quality in London, the Greater London Authority (GLA) has created Low Emission Neighbourhoods. The Borough High Street Low Emission Neighbourhood (BHS LEN) is located along the northern end of Borough High Street, and will be delivered by Better Bankside Business Improvement District (BID), in partnership with Team London Bridge BID. The BHS LEN provides the opportunity to trial new and innovative solutions to improving local air quality, as well as enhance the urban realm throughout the BID area.

The BHS LEN has a unique identity and specific geographical area. It has hidden routes linking London Bridge and Bankside through the historic inns and yards off Borough High Street. Better Bankside and Team London Bridge wish to increase footfall through these spaces, and other more tranquil routes in the BHS LEN. To help encourage exploration off the beaten track, we will deliver a number of 'Colourful Crossings, at key pedestrian crossing locations to inject colour and animation to help increase footfall through these spaces.



Figure 1: Borough High Street LEN area

2. Background to Colourful Crossings

Better Bankside BID have successfully delivered a series of Colourful Crossings along Southwark Street, which have injected colour and fun into the everyday infrastructure of a pedestrian crossing – enhancing pedestrians' enjoyment of the street.

As part of the BHS LEN, we now have the opportunity to commission a series of Colourful Crossings, providing points of interest and animation on a number of routes which are being developed and promoted through the LEN.

The aims of the Colourful Crossings are to deliver:

- A creative, collaborative and strategic approach to producing art in the public realm, that challenges traditional perceptions of 'public art'
- An imaginative and resourceful approach to working with everyday road and city infrastructure
- A project that offers visual delight and playfulness within the public realm, encouraging behaviour change and exploration of different tranquil routes
- A project that creates a unique and memorable experience for passers-by and users of the street, that encourages people to linger and explore the Bankside and London Bridge area



Figure 2: Crossing Stories by Office for Crafted Architecture 2015

3. BHS LEN Colourful Crossings Commission

Better Bankside BID are seeking to commission an artist/designer to deliver the following:

- Development of the graphic identity of the series of Colourful Crossings
- Production of camera ready artwork for each of the Colourful Crossing sites including liaison with the manufacturer on final artwork sign-off
- Ensure the successful delivery of the Colourful Crossings, including meeting timeframes and budgetary requirements as stated in this tender

This tender and contract will be managed by Better Bankside BID. The Client team reserves the right to commission a single designer for all 4 sites, or separate designers for each of the 4 sites.

4. The role of the Designer

The role of the artist in this commission is to work alongside a technical project team drawn from Transport for London and key stakeholders, to help develop an imaginative and playful approach to transforming four pedestrian crossing points in the LEN area to promote exploration of new connections through the neighbourhood.

We are looking for an artist with the following capabilities:

- A track record of delivering visually bold and high quality graphic design work
- A playful and innovative approach to their work which questions perceptions of public art
- Capacity to deliver a project of this scale and complexity within the timescales and budget
- Experience of realising creative projects in the public realm
- Open to collaboration and innovation within practice
- Experience of working as part of a multidisciplinary team involving engineers, urban designers or other disciplines

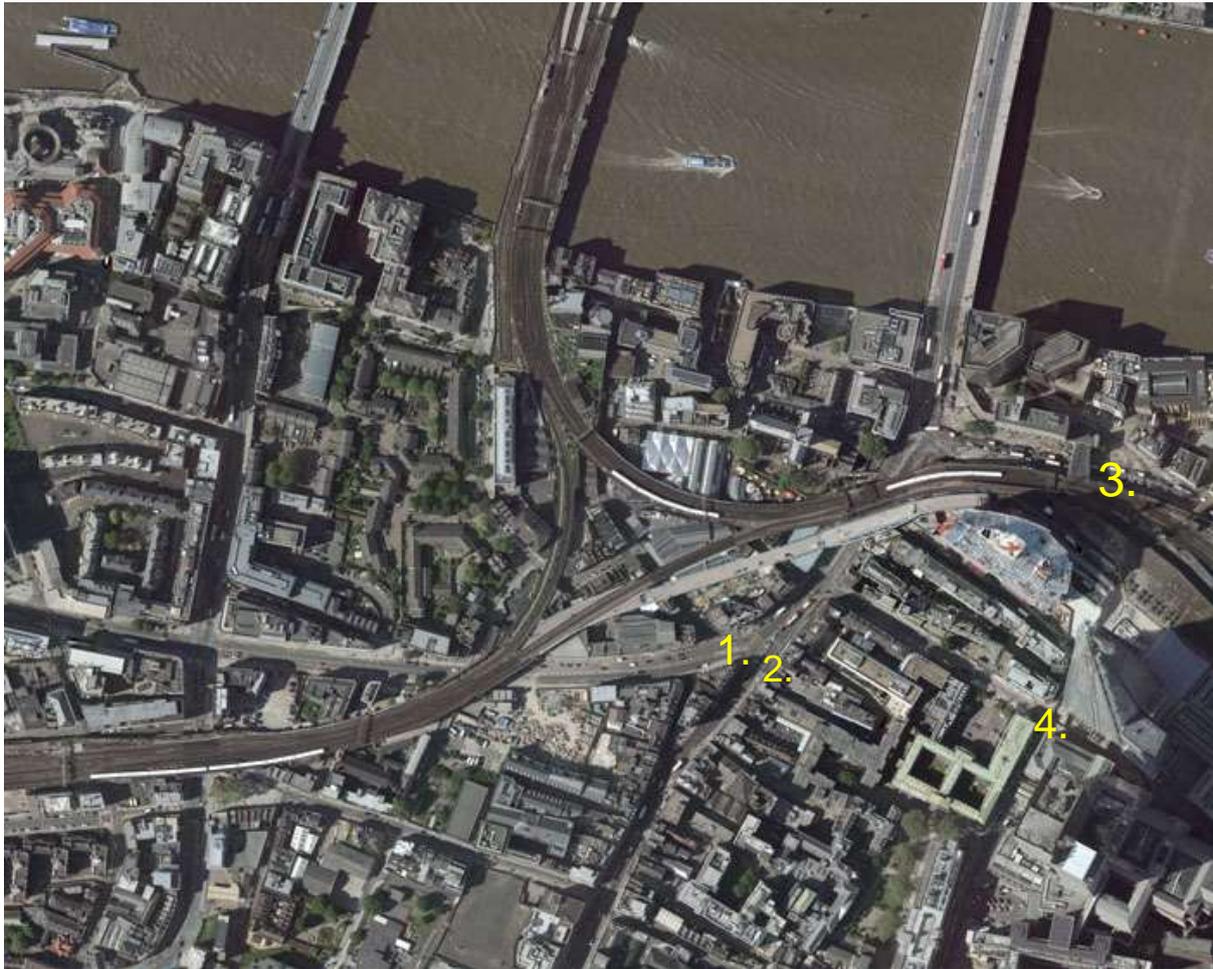
5. Ground rules for developing a design for Colourful Crossings

The Colourful Crossings will provide high quality and engaging graphic designs, to animate pedestrian crossings along tranquil pedestrian routes being invested in through the BHS LEN.

The designs will need to be signed off by a project team comprising highways specialists from Transport for London. Our experience from similar projects delivered to date indicate the following ground rules need to be considered in the development of the design:

- Text or symbols that may be interpreted as formal road markings should be avoided.
- All road safety elements of the site should be retained as currently visible. This includes floor studs, tactile paving slabs and road signs.
- On the carriageway retain a 20mm distance from the front edge of kerb on road level to allow drainage of water and existing road markings.
- Allow 300mm from front edge of kerb on path level to ensure level change is clearly distinguished.
- A pre-formed thermoplastic product called [DekoMark](#) will be used for all installations. This has a limited number of RAL colours available. (Appendix A for product data sheet).

6. Project locations



It is proposed that the Colourful Crossings will be installed at the following pedestrian crossings throughout the LEN area. We propose to develop a different design for each crossing, but keeping these within an overall graphic 'family' so that there is a visual connection between the sites.



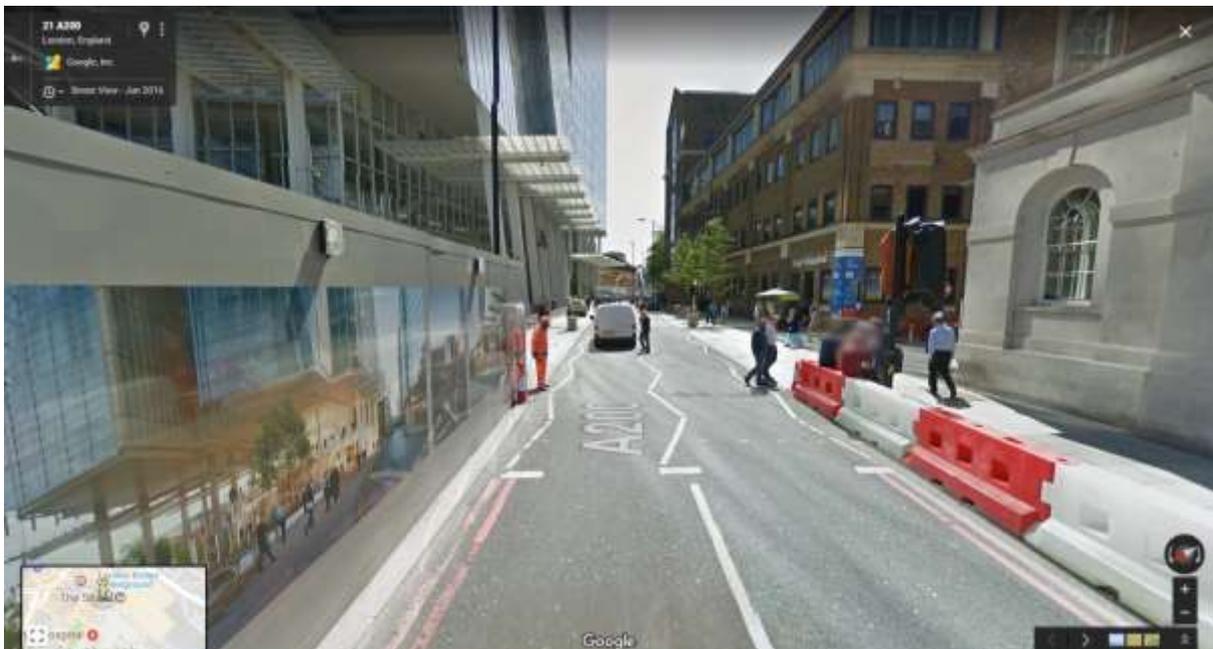
Site 1: Crossing at eastern end of Southwark Street at junction with Borough High Street



Site 2: Junction of Borough High Street with Southwark Street



Site 3: Crossing on Duke Street Hill linking to Tooley Street



Site 4: St Thomas Street – view from the Shard – Great Maze Pond

7. Project Timescales and Project Budgets

Project Timescales

We expect that installation of the Colourful Crossings will be delivered in two phases – during June and September 2018. We propose the following delivery timescales, as indicated in Table 1.

Table 1: Colourful Crossings Schedule

Item	Date
ITT Released	11 th December 2017
Expression of Interest	16 th December 2017
Consultant Submissions Due	4 th January 2018
Consultant Awarded	8 th January 2018
Inception Meeting with Project Team	9 th January 2018
Design development	10 January – 28 February 2018
1 st crossing implemented (Brindisa - HSBC)	June 2018
2 nd Crossing implemented (Rymans-HSBC)	June 2018
3 rd Crossing implemented (St Thomas St)	September 2018
4 th Crossing implemented (Tooley Street)	September 2018

Project Costs

The total budget for this work is £10,000, including project management time. A breakdown for work is noted in Table 2.

Table 2: Colourful Crossings Budget and Costings

Item	Budget
Design development, production of camera ready artwork and liaison with product manufacturer on sign-off for final artwork.	£10,000
Total	£10,000

The consultant will be paid at two stages for this work:

- Following sign-off of the design from Transport for London
- Following sign-off of final artwork from the product manufacturer

It is important to note the budget includes up to five revisions of the graphic design works. Failure to meet these two milestones will result in a delay of payment, until the matter is resolved.

Contacts and Intention to Respond

Better Bankside representative, Maria Curro, will answer all supplier questions via email at mc@betterbankside.co.uk

Please express your interest via email in applying for this opportunity to Maria Curro by 16 December 2017.

All final submissions must be submitted to Maria Curro by 4 January 2018, clearly marked 'Application for Borough High Street LEN Colourful Crossings commission', via email at mc@betterbankside.co.uk

Failure to comply with the specific instructions detailed in this tender document will exclude the consultant from further consideration. It is the respondent's responsibility to ensure that the tender is delivered by the due date. Any submissions after the deadline will not be considered.

8. How to apply

Submissions are to take the form of a proposal outlining the general approach to the brief supported by background information focussing on skills and experience relevant to this project. The timescale is relatively short and all projects must be deliverable in the timeframe.

The submission requirement is for NO MORE than 2 x double-sided A4 sheets including all text and images for the proposed approach. In addition, every submission must include a practice profile (up to 4 double-sided A4s) who will be working on the project, and to also show previous work demonstrates skills and experience that is relevant to this project. If the art works shown are gallery works please describe how they are relevant to this commission.

The submission A4s (not the practice profiles) in whole or parts may be publicly exhibited.

Contract Management and Better Bankside's Responsibilities

The contact at Better Bankside for this contract is Maria Curro, Smarter Travel Manager (020 7928 3995 / mc@betterbankside.co.uk).

Better Bankside will be responsible for overseeing the running of this contracts from the client's side. Better Bankside will be responsible for obtaining the necessary permits for the Colourful Crossings project.

9. Selection Criteria

A selection panel will shortlist and agree the appointment of the artist. The panel will consist of:

- Better Bankside
- Team London Bridge
- Science Gallery London
- Borough Market
- Transport for London

The following criteria will be used for evaluating the responses to this brief. Please make sure you consider how your submission demonstrates the following:

- Track record of delivering works in the public realm and within a multi-disciplinary environment (50%)
- Quality of approach/response to the brief (25%)
- Ability to deliver works (25%)

Appendix A: [DekoMark Product Data Sheet](#)