

BROCKWELL PARK LIDO AND ADJACENT SITE DEVELOPMENT OPPORTUNITY INFORMATION BRIEF

Prepared by
Torkildsen Barclay,
Wrest Park,
Silsoe,
Bedfordshire
MK45 4HS
Tel: +44 (0)1525 862863
Fax: +44 (0)1525 861903
office-tblm@cog.co.uk
www.torkbare.com

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Note

This document is provided on-line to give **indicative information** on the formal document issued by Torkildsen Barclay. We are not able to include maps and photos in this Web version.

For a complete document, please request a published pack available from Torkildsen Barclay, Wrest Park, Silsoe, Beds MK 4HS. Telephone 01525 754898. E-mail: office-tblm@cog.co.uk

1 INTRODUCTION

1.1 Location and Catchment

Brockwell Park in the London Borough of Lambeth is bounded by the Dulwich Road to the north, Norwood Road to the east and Tulse Hill to the west. It sits in close proximity to Brixton, Herne Hill, Dulwich Village and Tulse Hill. Map A gives its location.

Nearly 365,000 people live within a 15 minute drivetime of the park (see Appendix 1). Compared to the national average there is a significantly lower proportion of married males and females within the catchment. There is a high proportion of young children (under 9s) and some 20% to 30% higher numbers of 25 to 44 year olds. Above this age range the proportion of older people is significantly lower than the national average. The local population is ethnically diverse and the proportion of people falling within Social Grades AB and C1 is above the national average.

Based on findings from The Target Group Index there is a higher than average propensity to participate in nearly all indoor sports. There is a significant propensity to participate in Yoga and Keep Fit/Aerobics, and to be a member of a Health Club or Gym. The nature of the catchment also indicates a potential demand for commercial child care services and a range of non sports based activities.

The Park is well served by public transport, with Herne Hill overground station being within a short walk of the Park. A range of frequent bus services also stop at the Park's boundaries.

1.2 History of the Park

Prior to 1807 the Park was part of a single estate covering Brockwell Park and Tulse Hill. In 1807 the estate was split in two, with the western portion being developed as Tulse Hill and the eastern portion subsequently being developed as a private park overlooked by the new Brockwell Hall which was built in 1813.

In 1888 the Lambeth Vestry obtained consent to make a new public park on the east side of Brixton. When it became apparent that the Brockwell estate would come on the market a campaign was started by the local MP to divert the funds for the public park to secure this larger, more attractive site. A Bill was passed through Parliament to create the Park and further funds were raised from local authorities and the community to purchase the site. It was formally opened in 1892. Consolidation of the Park took place over the next 10 years with the purchase of a further 46 acres.

From the 1920s onwards recreational activities such as a swimming pond, lakes and cascades were added to the Park. The Brockwell Park Lido open air swimming pool – reputedly the first public Lido in London - was opened in 1937 to provide a better and healthier alternative to the swimming pond. A children's playground, football pitches and tennis courts were also added. Tea Rooms have operated from Brockwell Hall from the early days of the Park.

This Brief has been prepared by Lambeth Council, the owner of the Park, and a Steering Group comprising key stakeholders with a strong interest in the Park and the facilities within it.

2 DEVELOPMENT OBJECTIVES

Within the Park is a site that encompasses the Brockwell Park Lido (the term “Lido” includes the swimming pool itself and some 15,000 sq ft. of additional and ancillary buildings that enclose the pool), car parking and a changing block for outdoor sports with a footprint of around 6,000 sq. ft. The site is shown at Appendix 2. Subject to the conditions set out in the following sections of this Brief Lambeth Borough Council is seeking proposals to develop part of the site for commercial health and fitness or other acceptable uses. The Council’s objective is to maintain and develop the Lido facilities together with the creation of new commercial opportunities and activities. The Council is willing to consider all reasonable proposals that meet the relevant planning requirements to achieve this goal.

It is envisaged that the Council will grant a long lease (25 years minimum) on the development. It is the Council’s preference that the company developing the site will be responsible for the management of both the commercial element and the Lido (directly or through sub contracting the management), although alternative proposals may be acceptable.

3 THE SITE

3.1 The Options

The site that is available for potential development and management, includes the curtilage of the Lido and the curtilage of the playing field changing rooms or land that is equal and approved, with guaranteed foot traffic access between the two. The Brockwell Park Lido itself will remain and be operated to meet local community demand. However, sensitive improvements to the Lido will be considered. Three potential options exist for the development of the site:

1. **Development within the shell and footprint of the Playing Field Changing Rooms** – the Playing Field Changing Rooms, shown on the site plan, have an existing shell footprint of around 6,000 sq. ft. The redevelopment of the internal space is therefore an option. The Council will make arrangements to relocate the teams that currently use the Changing Rooms.
2. **Demolition of the Changing Room Block and Construct a New “Stand Alone” Building** – again, subject to planning requirements the building of a new structure on the boundary of the Park, close to the site entrance and the adjacent road, may be considered. The Changing Room Block would need to be demolished and the site grassed over, effectively undertaking a “land swap” within the Park.
3. **Creation of a New Facility as an extension to the Existing Lido** – this would enable a more integrated management of the two facilities, and create a single structure on the site, rather than two separate ones. Again the existing playing field Changing Room Block would need to be demolished as part of this option.

3.2 Planning Considerations

The site falls within Brockwell Park which is within a Conservation Area and which has a Metropolitan Open Land designation. This is akin to the Green Belt. It means that built development on the Lido site and its surroundings will not be permitted other than for that which is ancillary to the maintenance and use of the adjoining open land (Policies RL20 & 21 of the Council's adopted Unitary Development Plan and 44 and 45 of the 2002 Draft Deposit UDP). The development of a health and fitness facility, open to the general public, would be considered from a planning perspective, particularly if it secured the future of the Lido. Other facilities operated on a commercial basis but available to the public may also be an option e.g. day nursery, A complete redevelopment of the site for other non-swimming commercial leisure uses such as 10 pin bowling, cinema and/or stand alone restaurant/fast food use is however unacceptable. Housing and commercial retail development are also ruled out.

As the site falls within a designated Conservation Area the design and appearance of any new development must be sensitive to the environment within which it is located.

Any increase in car parking provision will be restricted, bearing in mind Government and Council policy. Any increase in the current number of car parking spaces will therefore be resisted. The above is an informal view of the planning issues and each scheme proposed would need to be considered individually before further planning advice can be given.

3.3 The Brockwell Park Lido

The Brockwell Park Lido is some 60 years old, although it has been enhanced and developed over this period. It comprises a 50 yard x 30 yard unheated outdoor pool, poolside café/restaurant area, and surrounding buildings which include space for community and commercial use and also house the swimming pool plant and pool changing accommodation. (See Appendix 3)

The Lido is owned by the London Borough of Lambeth and, in common with other local authorities across the country that operated outdoor pools, the Council decided to close the facility in 1990. It remained closed for a period of four years. However, as a result of local community pressure to reopen the Lido, the Council formally invited tenders from private companies to reopen and manage the facility. Seven companies submitted bids and the contract was awarded to two former employees of the Council who had been involved in the management of the Lido prior to its closure.

The current management agreement was by way of a seven-year lease which expired in April 2001, but has been subsequently extended for a further three years to enable opening of the Lido whilst interest in the development of the adjacent site is being sought.

The Lido buildings are in use for approximately 50 weeks of the year, both during the daytime and evenings, and the pool itself is open for a 20 week season. This use has included hiring part of the poolside buildings to community groups, specifically the Whippersnappers - a music based workshop and outreach organisation for children and young people - and the Yoga Centre, considered by some to be the main Yoga Centre in south London. These organisations have contributed to the financing of the Lido through the payment of rent for the facilities they use. The management has also initiated a range of other social activities and lettings to generate income.

For the 2001 summer season the Council invested £120,000 worth of capital to undertake essential maintenance work and improvements to the Lido. For the 2001 season sponsorship from spa water supplier Evian has also enabled additional investment to enhance the appearance and marketing of the Lido.

4 OUTLINE OF THE PRINCIPLE TERMS UPON WHICH PROPOSALS FOR THE DEVELOPMENT AND THE MANAGEMENT OF THE SITE AND LIDO WILL BE INVITED

4.1 Length of Lease

The Council is seeking a partnership arrangement from an experienced developer and management operator. It is anticipated that a fully repairing and maintaining lease on the site of the proposed development and the Brockwell Park Lido will be granted for a minimum period of 25 years, commencing in the Autumn of 2003.

4.2 Management Arrangements for New Development

The developer/operator will be permitted to manage and operate the development to ensure the maximum return from the facility whilst meeting any planning conditions. They will also need to be sensitive to the nature of the facility's location and the neighbouring residents.

4.3 Management Arrangements for the Brockwell Park Lido

The purpose of considering the development of the site adjacent to the Brockwell Park Lido is to raise sufficient revenue to subsidise its annual operating costs and invest in its future maintenance and development. As an indication it is estimated that a capital sum of between £0.5 million to £1 million at current rates will need to be invested over the 25 year period of the lease, with the major part being required in the first 10 years.

It is intended that the operation of the Lido, including the catering, changing and other areas included within the Lido footprint, will be part of the overall lease of the site and that the cost of its operation and maintenance will be covered by surpluses generated from the development. Expressions of interest are invited on this basis and it is very much the preferred route, although in exceptional circumstances alternatives will be considered.

As a community facility the management of the Brockwell Lido will be subject to specific requirements in terms of maximum pricing, the season it is to be operated through, opening hours, and protected bookings. This will be set out in a formal management document which will be a condition of the lease for the overall site. Its management will be monitored and reviewed by a Management Steering Group comprising the Council and key stakeholders. The Lido acts very much as a focus for a range of popular community activities, and this ethos is one that will need to be encouraged, protected and developed by the future operator. Those companies shortlisted to submit detailed proposals for the development of the overall site will be required to demonstrate how they can meet the community development objectives that will be set out for the Brockwell Park Lido. Outside of these the

developer/operator will have the flexibility to develop usage of the Lido to maximise the income achievable.

Further information as to the terms of the proposed management agreement for the Brockwell Park Lido will be provided to those companies who are shortlisted to develop proposals or who require such information in the development of their outline proposals (see Section 5 below).

5 INFORMATION TO BE PROVIDED BY PERSONS WISHING TO BE CONSIDERED FOR INCLUSION ON THE SELECT LIST OF ORGANISATIONS TO DEVELOP THEIR PROPOSALS

It is the Council's wish that only organisations genuinely interested in the project submit expressions of interest for consideration in the development of their proposals. It is also important that those shortlisted organisations know that the schemes they are proposing are likely to be seriously considered by the Council. In the first instance, therefore, organisations wishing to be considered for shortlisting should include in their expression of interest their *outline* proposals for the development of the site. Sufficient time and advice will be given to those organisations preparing these proposals, and site visits will be arranged. Those organisations who the Council considers have submitted outline proposals that take into account the requirements of this Information Brief and the sensitive nature of the site will be invited to develop their proposals in a formal Tender.

Persons wishing to be considered for inclusion on the select list of organisations who will be invited to tender are therefore required to return the following information to the Council by the date as set out in Section 7:

- a) Outline proposals for the development of the site, setting out what is proposed, its size and nature, with indicative drawings of the proposed site layout.
- b) Indicative proposals for the intended management of the Brockwell Park Lido e.g. managed directly by the health and fitness operator or sub contracted to a specialist operator.
- c) A duly completed questionnaire (included within this outline). If it is intended that the management of the Lido and/or other parts of the site is to be subcontracted to another organisation, then this organisation should also complete a questionnaire.
- d) A statement contained within no more than four sides of A4 paper setting out the applicants company philosophy/core values and the manner in which the applicant could apply these in Brockwell Park context.
- e) The statement of the applicant's equal opportunities policies with particular reference to access for persons suffering from disabilities.
- f) A statement setting out any other comments the applicant might wish to place before the Council with regard to the terms as set out in Section 4.

The following dates have been set aside for interested organisations to arrange visits to the site and to discuss the project in more detail:

Monday 1st July 2002 and Wednesday 3rd July 2002.

Other dates can be arranged in exceptional circumstances. To arrange a suitable time and date organisations should, in the first instance, contact:

Torkildsen Barclay, Wrest Park, Silsoe, Beds MK45 4HS, Telephone: 01525 754898, Fax: 01525 754366 e-mail:office@torkbarc.com.

6 ANTICIPATED PROGRAMME FOR SELECTION OF THE PREFERRED ORGANISATION

The Council expects to finalise the select lists of organisations invited to develop their proposals at the end of August 2002, upon which invitations to tender will be issued to those organisations who have been placed on the selected list.

Tenders will be required to be returned at the end of October 2002, with the selection of the preferred contractor taking place in December 2002. It is envisaged that the lease will commence in the autumn of 2003.

7 RETURN OF THE EXPRESSIONS OF INTERESTS

Persons wishing to express their interest in being shortlisted to develop their initial proposals should do so in writing and send this, together with the items set out in Section 5 above, to the address set out below by no later than noon on 15th August 2002:

Envelopes containing the above information should be sent by registered post or recorded delivery or delivered by hand and should be endorsed **“Expression of Interest in Tendering: Brockwell Park.” To Torkildsen Barclay, Wrest Park, Silsoe, Bedfordshire, MK45 4HS.**

The Council reserves the right not to consider any expression of interest received after the date set out above. The Council may at its absolute discretion extend the closing date and times specified in that paragraph, but will not consider any requests to do so.

All responses to this invitation must be made in the English language.

Informal contact by any persons wishing to discuss the contract in more detail before submitting an expression of interest should contact the Council’s adviser:

Ian Barclay at Torkildsen Barclay on 01525 754898 e-mail: ian@torkbarc.com

8 COUNCIL NOT BOUND

The Council does not bind itself to accept any expression of interest or to place any person on any select list of tenderers it may prepare, nor does it accept any responsibility for any expense or loss which may be incurred by any person in the preparation and submission of an expression of interest.

Consideration by the Council of any expression of interest submitted in response to this invitation shall not be capable of, or be deemed to be capable of, creating any

form of contractual relationship between the person making such a submission and the Council.