

# Street Design 2020/21

---

## Guide for Applicants



January 2020

### **About Sustrans**

Sustrans is the charity making it easier for people to walk and cycle. We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey: [www.sustrans.org.uk](http://www.sustrans.org.uk)

### **Follow us on:**



@SustransScot



@SustransScotland

Sustrans Scotland  
Rosebery House  
9 Haymarket Terrace  
Edinburgh  
EH12 5EZ

© Sustrans February 2019

Registered Charity No. 326550 (England and Wales) SC039263 (Scotland)

VAT Registration No. 416740656

**A large print version of this document is available on request. Please call 0131 346 3019 or email [streetdesign@sustrans.org.uk](mailto:streetdesign@sustrans.org.uk)**

## Contents

1	About Street Design .....	2
1.1	Outcomes .....	2
1.2	Who can apply? .....	2
1.3	What we deliver .....	3
1.4	How we work.....	3
1.5	What happens after the Concept Design is delivered? .....	4
1.6	What types of projects do we support?.....	4
1.7	What are the reciprocal funding requirements? .....	5
2	How to apply .....	6
2.1	Timeline .....	6
2.2	Application Form .....	6
2.3	Quality Assessment .....	6
2.3.1	Part A Project Information .....	6
2.3.2	Part B Essential Criteria .....	6
2.3.3	Part C Quality Criteria.....	7
2.4	Site Visit.....	7
2.5	Support during and after the application process .....	8
3	Contact us.....	8
	Appendix A: Part A Project Information .....	A
	Appendix B: Part B Essential Criteria* .....	B
	Appendix C: Part C Quality Criteria.....	C
	Appendix D: Local Authority Letter Template.....	D

# 1 About Street Design

## 1.1 Outcomes

Funded by the Scottish Government, Sustrans Scotland's Street Design Programme is an award-winning design and engagement service, empowering communities to transform their neighbourhoods and urban spaces. We know that spaces designed around people are good for walking, cycling and also for our physical and social health.

Our previous Street Design projects have demonstrated the following outcomes:



**Stronger communities:** an increase in the sense of empowerment and willingness to be involved in local decision-making.



**More walking, cycling and wheeling:** within the project area and improved accessibility for people with disabilities. This is achieved by improving key routes, connecting local destinations and reducing traffic speeds and volumes.



**Better quality places:** improved local perception of the safety, attractiveness and sociability of public spaces, including enhanced greenspace and freedom for children.



**Support the need for change:** promotion of the project to a wider audience through social and traditional media, professional conferences and, in some cases, the winning of national awards.

In many cases, our outcomes are achieved through reducing traffic volume and speed in favour of more space for people.

## 1.2 Who can apply?

Local authorities, constituted community groups, other public agencies and statutory bodies can be the lead applicant.

Applications that demonstrate a partnership approach will score more highly.

**All applicants are required to demonstrate that the local authority supports the application.** More than one local authority department may partner on the project, however the roads authority (normally the roads or transportation department within the local authority) must be one of those as they have the authority to enact changes to public roads and spaces.

The Street Design team is available to provide advice and guidance to anyone interested in submitting an application. Contact information is provided in **Section 3**.

## 1.3 What we deliver

In one year, the Street Design team will work in partnership with you to deliver four key elements, described below:

### 1. Concept Design

A concept design, representing the community's aspiration of what the re-designed space could look like. This is based on input from the local community and data analysis from qualitative and quantitative surveys. Our key output is a general arrangement plan view of the design, supporting visualisations and a handover report. Where possible, we will implement on-street demonstration trials during the project.

### 2. Fully Engaged Community

A more engaged and empowered community, supportive of the proposed designs. Our output is a comprehensive summary of the meaningful engagement undertaken through events, activities, meetings and online.

### 3. Recommendations on Behaviour Change Measures

Site specific measures developed with the local community and relevant stakeholders to encourage more walking and cycling in the project area. Our output is a report detailing recommendations of how these measures could be delivered locally in subsequent years.

### 4. Monitoring and Evaluation Framework

We will collect baseline monitoring data to demonstrate how our projects are contributing towards the national indicators set by Transport Scotland. Our output is a baseline report that includes a summary of the findings from surveys relevant to the project area (for example, traffic speed and volume; pedestrian and cycling volume; resident and business attitudes and public life patterns).

## 1.4 How we work

We start with local people and design from an understanding of their needs and aspirations.

The project team will work collaboratively with residents, businesses and other local organisations to ensure local people are brought into active partnership and share decision making to produce a concept design. The process we use is divided into stages, as shown below.



*Indicative overview and approximate timeline of the Street Design process*

Under the Construction Design Manual Regulations (2015), Sustrans is the Principal Designer. The delivery partners must nominate a client and the organisations acting as designers (normally the local authority).

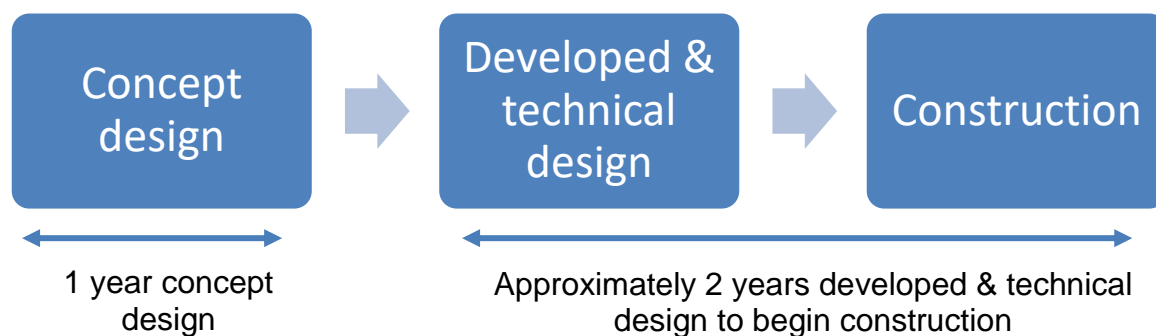
As part of the Final Handover Report, Sustrans will hand over Principle Designer responsibility to the named client.

## 1.5 What happens after the Concept Design is delivered?

Street Design can be seen as the first stage in getting a project off the ground. We will develop your project to the concept design stage.

Applicants will then have the opportunity to submit an application to our Places for Everyone (PfE) Programme for funding to develop further and deliver the project in line with [Sustrans Scotland's Design Principles](#). This will be subject to competitive review alongside other applications. Should your project be awarded funding, PfE can offer 100% funding for design and 50% for construction, with the remainder typically matched from local authority budgets and other community grants.

Applicants following this route will be required to bid separately for further support from Sustrans and will be subject to competitive review of the project proposals alongside other applicants for funding.



*Common pathway for delivery of a Street Design project with approximate minimum timeline*

## 1.6 What types of projects do we support?

We envisage being able to support **two to three projects** for the 2020/21 Programme, depending on scale. We are looking for projects that fit the following:

- Local high street (such as our project in Stirling Road, Dunblane)
- Neighbourhood streets (such as our project in Queen Street, Dumfries)
- Streets that could connect the National Cycle Network through an urban setting

### **Cast study: Stirling Road, Dunblane**

In partnership with Stirling Council, stakeholders and local residents, we developed ambitious designs for Stirling Road, Dunblane. Construction was completed in 2016 with financial support from Stirling Council and Sustrans. The work has transformed access to the rail station and local high street for those with reduced mobility, on foot and bike alongside the creation of high quality and distinctive public spaces.

The project gained recognition at the 2017 National Cycle-Rail awards, winning the Partnership Working and Local Government Schemes award.

### **Case study: Queen Street, Dumfries**

In partnership with Dumfries and Galloway Council's Housing team, residents and businesses, we transformed a once neglected part of Dumfries into a more liveable, inclusive and pedestrian friendly neighbourhood.

The project covered four residential streets and addressed issues such as traffic movement, lack of sociability and distinctiveness of the neighbourhood and turned into a journey of genuine co-design & co-delivery with the community as an active partner.

The project gained recognition at the Scottish Government's 2018 'Quality in Planning' awards, winning the Partnership award and was shortlisted for a Ramblers UK award in 2018 looking for 'Britain's Best Walkable Neighbourhood.'

#### **For further case studies please visit our website:**

<https://www.sustrans.org.uk/our-blog/projects/2019/scotland/street-design-in-scotland/>

## **1.7 What are the reciprocal funding requirements?**

The vast majority of the project costs are funded by the Scottish Government. To demonstrate commitment to the project, we ask that applicants provide some level of reciprocal resource spend on project delivery.

Our non-staff resource costs typically include the organisation of events and activities, interactive website, printing, photography, artist fees (if commissioned) and baseline monitoring. The match funding requirement is dependent on the scale of the project but applicants should budget for approximately £30,000.

In practice most (Local Authority) partners will demonstrate their match commitments by identifying equivalent spends in staffing commitments to the project and/or by providing reciprocal services to deliver the project. This is often termed 'in kind support'.

We will also consider equivalent 'spend' by number of day commitments of community groups to help deliver the project at a comparable charge out rate of £250 per day.

Should you require further information on this, our team is available to advise you. Contact information is provided in **Section 3**.

## 2 How to apply

### 2.1 Timeline

The timeline for applications is detailed below:



Application round opens	13 January 2020
Application round closes	14 February 2020
Quality assessment	17 February to 6 March 2020
Site visits	16 to 27 March 2020
Successful applicants informed	15 April 2020
Agreements	May to June 2020
Project commencement	01 July 2020

### 2.2 Application Form

To put your proposed project forward for support through the Street Design service in 2020/21, please download and complete the application form from [our website](#) (available from Monday 13 January 2020) and submit it, along with the relevant supporting documents, by **5pm on Friday 14 February 2020**.

Applications must be submitted by email, to [streetdesign@sustrans.org.uk](mailto:streetdesign@sustrans.org.uk) titled **Application to Street Design for [NAME OF PROJECT]**.

The application form consists of three parts. Further guidance to support applicants is provided in **Appendices A, B and C** of this document:

- **Part A Project Information:** a summary of your project (**Appendix A**)
- **Part B Essential Criteria Checklist:** criteria you must meet to be considered (**Appendix B**)
- **Part C Quality Criteria:** the basis on which we will evaluate your application (**Appendix C**)

### 2.3 Quality Assessment

Applications will be assessed by our Panel, as detailed below, from Monday 17 February to Friday 6 March 2020.

#### 2.3.1 Part A Project Information

This section allows the applicant to provide basic background information on the project.

Part A is not scored but must be completed in full for the application to proceed.

#### 2.3.2 Part B Essential Criteria

Applicants should confirm that all essential criteria have been met, including by providing the supporting documents requested.



Part B is not scored but all criteria must be met in full for the application to proceed.

### 2.3.3 Part C Quality Criteria

Applications will be evaluated by a panel of Sustrans' staff. The panel will assess each question response using the scoring methodology in the table below:

Assessment	Score	Interpretation
Excellent	4	Response is completely relevant to the Street Design Outcomes. The answer is comprehensive and demonstrates a thorough understanding of the requirements.
Good	3	Response is relevant to the Street Design Outcomes. The answer is sufficiently detailed to demonstrate a good understanding of the requirements.
Acceptable	2	Response is relevant to the Street Design Outcomes. The answer addresses a broad understanding of the requirement but may lack detail.
Poor	1	Response is partially relevant to the Street Design Outcomes. The answer addresses some understanding of the requirements but contains insufficient detail or explanation.
Unsatisfactory	0	Response has inadequate relevance to the Street Design Outcomes. The answer fails to demonstrate an understanding of the requirement.

Responses to the Quality Criteria (Section C) will be weighted as follows:

Question	Criteria	Weighting
1	Problem to solve	30%
2	Aspirations for the project area	30%
3	Who is involved	20%
4	Opportunities that exist within the project area	20%

The quality assessment will take place in four stages:

1. Each panel member scores the applications independently;
2. The panel holds a consensus meeting to agree a shortlist of applications;
3. The panel arranges a site visit with each applicant; and
4. The panel holds a final consensus meeting to select two to three project for 2020/21.

## 2.4 Site Visit

Applications that score the highest will be shortlisted by our Panel for a site visit.

The lead applicant and, if appropriate, representatives of the delivery partners should be available for a site visit between Monday 16 to Friday 27 March 2020. The purpose of the site visit is to discuss your application in more detail during a walk over of the project area.

## 2.5 Support during and after the application process

While you are writing your application, our team can offer advice on your proposed project, eligibility and filling out the application form. Contact information is provided in **Section 3**.

All applicants who are not selected at each stage will be notified and offered feedback.

## 3 Contact us

If you have any questions about this guidance or need advice on a project that you think may be suitable for Street Design, please contact the team:

**Paul Ruffles, Design Manager:** paul.ruffles@sustrans.org.uk

**Emily Davie, Project Coordinator:** emily.davie@sustrans.org.uk

**Email:** streetdesign@sustrans.org.uk

**Telephone:** 0131 346 1384

**Address:** Sustrans Scotland, Rosebery House, 9 Haymarket Terrace,  
Edinburgh, EH12 5EZ

## Appendix A: Part A Project Information

This section allows the applicant to provide basic background information on the project.

Part A is not scored but the following information must be provided in full for the application to proceed:

- Project title
- Lead applicant contact details  
*This should be the first point of contact for the project.*
- Delivery partners  
*This should include any organisation that will contribute to the project inputs or decisions.*
- Local authority area
- Map of the surrounding and project area
- Project description  
*This should outline the reasons for applying to Street Design; the study area; and a summary of the problem to solve.*

## Appendix B: Part B Essential Criteria\*

For applications to be assessed, all essential criteria must be met. Where it has not been possible to fully meet all essential criteria by the submission deadline, but it is anticipated that this information is forthcoming, this should be detailed in the application form comments box under Part B. Where this is the case, the supporting information must be provided prior to the site visit detailed in Section 2.4.

1. Do you have the written commitment of the relevant roads authority to work with you to address the problem(s) identified in the street environment?

(Please use the letter template provided in **Appendix D** or similar written evidence)

*We need to ensure we have permission to enact changes to public roads and spaces. This letter must be signed by the relevant **Head or Director of Service** within the roads authority.*

*We also encourage all applicants to demonstrate that there is local support for the project and change within the built environment. Supporting letters from community groups, stakeholders, councillors and/or advocates for the area will help to strengthen the value of your submission.*

2. Is the relevant roads authority committed to reducing average vehicle speeds within the project area to 20mph or less through design and formal designation?

*We know that lowering vehicle speeds can have a significant positive impact upon the perception of place quality, safety and sociability.*

3. Can the project area be considered urban and densely populated?  
Typically this is a built-up area within a town or city larger with a population greater than 2,000 and with trip generators within walking distance (a 2 mile radius).

*We're looking for projects that have lots of people to work with and the potential for significant changes in walking, cycling and sociability levels.*

**\*All applications must meet the above essential criteria to be fully assessed.**

## Appendix C: Part C Quality Criteria

This section allows you to provide more information on what your application is looking to achieve.

Part C will be assessed as set out in Section 2.3.3 of this guidance.

**1. Please describe the study area and problem(s) you are looking to solve. [Weighting: 30%]**

In your answer, please provide any evidence to explain your understanding of the problem including: actual or perceived concerns over traffic, speed and volume; poor social and physical connection; and any other barriers to walking and/or cycling. As part of the supporting information, you may provide a location plan to define the project area.

**2. Please outline your aspiration for the project area. [Weighting: 30%]**

In your answer, please refer to any aims, objectives or outcomes already established and how these were developed. We will assess how well these fit in relation to the Street Design Programme Outcomes and related goals including economic vitality, accessibility, greenspace, play and community cohesion.

**3. Please detail your governance structure and any work that has been carried out to date. [Weighting: 20%]**

In your answer, you should explain or illustrate the various roles and strength of relationships developed between the organisations involved. Please also outline any work that has been done to date including previous design work or public engagement, consultations, meetings and/or Charrette's (intense design workshop).

**4. Please explain the opportunities that exist within the project study area. [Weighting: 20%]**

In your answer, please consider: any underutilised physical space; links with local strategies and development plans; planned developments; the [Scottish Index of Multiple Deprivation \(SIMD\)](#); and any links with the [National Cycle Network \(NCN\)](#) or other key functional walking and cycling routes.

### Supporting Information

Applicants may wish to support their answers with a short video, photos, illustrations or hyperlinks. The video (mobile phone footage is suitable), should be approximately 2 minutes or less and can either be in the format of an interview with the lead/supporting applicant and/or focus on the problem to be solved within the project area.

The supporting information may be used by Sustrans in future promotion of your project.

Please use a secure file transfer site (such as Dropbox or We Transfer) to send your supporting information to [streetdesign@sustrans.org.uk](mailto:streetdesign@sustrans.org.uk) using the title of your application.

## Appendix D: Local Authority Letter Template

Applicants should note that applications will need to have written commitment of the relevant roads authority to ensure we have permission to enact changes to public roads and spaces.

The letter template below can be used when looking to provide us with evidence of this support but, in all cases, the letter must be signed by the relevant **Head or Director of Service** within the roads authority.

-----

<Date>

### **Re: Support for Application to Sustrans Street Design 2020/21**

This letter confirms the <department> at <local authority> support and are committed to the <application title> project through Sustrans Street Design Programme.

We recognise the importance of the local authority role in assuring the success of this application and are committed to being an active delivery partner.

<Name>  
<Job title>  
<Address>  
<Email>  
<Phone>

<Signature>  
<Name>  
<Title>