

<b>LONDON BOROUGH OF CAMDEN</b>	<b>WARDS:</b> Kilburn, West Hampstead, Fortune Green
<b>REPORT TITLE</b> Procurement strategy for Better, Safer Kilburn Scheme feasibility and detailed design consultancy	
<b>REPORT OF</b> Head of Transport Strategy and Projects	
<b>FOR SUBMISSION TO</b> Director of Environment and Sustainability	<b>DATE</b> 10 <sup>th</sup> January 2025
<p><b>SUMMARY OF REPORT</b></p> <p>This report sets out the procurement strategy for feasibility and detailed design for the Better, Safer Kilburn Scheme. Camden is co-leading this project in partnership with the London Borough of Brent and Westminster City Council.</p> <p>Following a formal consultation in July and August 2024, a report on the Better Safer Kilburn scheme is currently in production, with an expected sign off by the Cabinet Member for planning and a sustainable Camden, in early February 2025. This strategy covers the procurement of the next stage of this scheme, progressing the consultation design into feasibility drawings and detailed design drawings.</p> <p>The recommended procurement route is through a Request for Quotation (RfQ) process, obtaining a minimum of three quotes for this work, to secure best value and highest quality in service delivery. The estimated contract value will be capped at £150,000, for a contract duration of 1 year. Construction funding will come from a number of sources including central Council funds (£4 million secured), Transport for London (TfL) Borough Safer Streets Local Implementation Plan (LIP) funding (£8 million bid), as well as other sources via Brent and Westminster Councils. The feasibility and detailed design contract would start in late March 2025 and continue for one year.</p> <p>The following document has been used in the preparation of this report: Camden Transport Strategy Delivery Plan 2025-28.</p> <p><b>Local Government Act 1972 – Access to Information</b></p> <p>There are no documents which require listing.</p> <p><b>Contact Officer:</b> Name: Katie Dickson Principal Transport Planner 5 Pancras Square London N1C 4AG Tel: 0207 974 3063/ Email: <a href="mailto:katie.dickson@camden.gov">katie.dickson@camden.gov</a></p>	

## RECOMMENDATIONS

That the Director of Environment and Sustainability approves the procurement strategy, which includes a price/quality split of 40/60 and contract term of 1 year for an estimated aggregate value of £150,000.

Signed:



Sam Margolis, Head of Transport Strategy and Projects

Date: 6th January 2025

### 1 Purpose of the Report

What is being procured?	Feasibility and detailed highway design of the Better, Safer Kilburn scheme
Why is this being procured?	<p>The Better, Safer Kilburn Scheme seeks to encourage and enable local shopping and active travel, while improving road safety and air quality along Kilburn High Road, a 1.65 km section of the A5. Camden, Brent and Westminster Councils have been working together for more than 14 years to improve the road safety and shopping experience on Kilburn High Road. A public consultation on proposed changes took place between 12 July and 23 August 2024, after years of traffic modelling culminating in the sign off of a Strategic Impact Report (SIR) by Transport for London. Consultation material can still be viewed on the <a href="#">Kilburn High Road commonplace</a>.</p> <p>During the consultation 932 valid responses were received when asking the question <i>"Overall, what are your feelings about the proposed scheme?"</i> In total (including online and face-to-face surveys), 82% of all respondents said they either, 'loved it', 'liked it' or 'could live with it'. This contrasts to 15% saying that they 'didn't like it' or 'felt strongly against it'.</p> <p>Following the results of the public consultation, a report is in production to gain approval from all three Councils to progress the scheme further into detailed design and construction. This report is expected to be sign off by all three boroughs by mid-February 2025. Taking account of the time required to procure feasibility and detailed design work, this procurement strategy anticipates the need for this work to be commissioned in late March / April 2025 to enable early phases of construction to be possible within 2025/26 financial year.</p>

	<p>It is estimated that the total cost of construction of the scheme will be circa £13 million to be implemented in phases over 3-4 years depending on funding, and careful traffic management to maintain bus reliability.</p> <p>A separate procurement strategy may be required for the highway construction of the project, given the expected value and would be subject to the Council's governance processes. This would be expected to take place following the feasibility design stage (in tandem with the continued development of the detailed design) to consider which highways authority undertakes the work and commissions the construction phases. This will be determined via the Kilburn Steering Group comprising of officers from Camden, Brent and Westminster Councils.</p>		
What outcomes will the new service deliver?	Detailed highway design for the 1.65 km long Kilburn High Road scheme, enabling a phased implementation over 3-4 years.		
What do we know about the market for this service?	<p>Feasibility and detailed highway design work can be commissioned from a range of consultancy firms, including large multidisciplinary consultancies and small bespoke consultancies and design practices.</p> <p>Multidisciplinary engineering and design consultancies tend to offer a range of services in-house, including infrastructure and highways design, advisory across the project lifecycle on matters ranging from health and safety, transport and biodiversity to social impact.</p> <p>Small, bespoke consultancies tend to specialise in a particular service such as highways design, transport planning and engineering. They often join large, multidisciplinary project teams alongside a range of other consultancies specialising in distinct focus areas (such as lighting and landscape design), working collaboratively to form a design team.</p>		
Proposed contract start date	Late March 2025	Proposed length of contract	1 year
Estimated annual contract value	£150,000	Estimated total contract value	£150,000

## 2 Proposal and Reasons

### 2.1 Procurement Approach

What route to market is proposed?	The procurement route for detailed design is to seek a minimum of three quotes for the specific work, to be set out within a Request for Quotation document. In this way, we will ensure that we achieve the highest quality for the detailed design work. The cost is firmly capped at £150,000, and this
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	<p>will be clearly stated in the RfQ and associated documentation, along with all deliverables, project timeline and other relevant information. Quotations will be scored with a weighting of 60% quality and 40% for price.</p> <p>The quality component of the quotation score is extensive in its requirements hence recommending that the submissions are scored for quality at 60%. A further breakdown of this 60% will be made to cover various criteria including understanding of the brief, suitability of the proposed methodology, experience, outputs/outcomes and social value.</p>												
<p>What other procurement options were considered?</p>	<p>The following alternative procurement options were considered:</p> <ol style="list-style-type: none"> <li>1. Direct award, with award of the detailed design contract directly to a selected service provider. This was not deemed appropriate because the value of the contract far exceeds the allowance for this procurement option, and there are numerous organisations which are likely to satisfy the brief and successfully deliver the work. A direct award would not represent due diligence and demonstration of value-for-money which are important both internally and on the part of potential funders.</li> <li>2. Insourcing of services: This was not deemed appropriate because the project co-leads do not have the capacity to be able to undertake the activities in question in-house, and the impact on resourcing would represent a significant cost itself.</li> <li>3. Not proceeding with procurement: This was not deemed appropriate because the Councils have already directed resource to carry the scheme through consultation design and public consultation. The reputational risk associated with non-delivery would be damaging to these organisations.</li> </ol>												
<p>What award criteria will be used?</p>	<p>The following award criteria is proposed, with a fuller explanation of each criterium in the RfQ:</p> <table border="1" data-bbox="509 1608 1374 1933"> <thead> <tr> <th data-bbox="509 1608 1031 1659">Award criteria</th> <th data-bbox="1031 1608 1374 1659">Weighting (%)</th> </tr> </thead> <tbody> <tr> <td data-bbox="509 1659 1031 1715">Methodology</td> <td data-bbox="1031 1659 1374 1715">20</td> </tr> <tr> <td data-bbox="509 1715 1031 1771">Similar project experience</td> <td data-bbox="1031 1715 1374 1771">25</td> </tr> <tr> <td data-bbox="509 1771 1031 1827">Outputs and outcomes</td> <td data-bbox="1031 1771 1374 1827">10</td> </tr> <tr> <td data-bbox="509 1827 1031 1883">Social value</td> <td data-bbox="1031 1827 1374 1883">5</td> </tr> <tr> <td data-bbox="509 1883 1031 1933">Price</td> <td data-bbox="1031 1883 1374 1933">40</td> </tr> </tbody> </table>	Award criteria	Weighting (%)	Methodology	20	Similar project experience	25	Outputs and outcomes	10	Social value	5	Price	40
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## 2.2 Key deliverables

<p>What savings will be delivered?</p>	<p>The project outputs and deliverables to date will not deliver any direct savings for the Councils. Indirectly the project delivery will reduce the societal cost of road deaths and injury, and resourcing costs needed to combat air pollution and associated public health damage in Camden, Brent and Westminster.</p>
<p>How will the service improve social value in Camden?</p>	<p>The proposals aim to make the Kilburn area a safer and more welcoming place to walk and cycle, whilst helping local businesses flourish, reducing carbon emissions from road transport and improving air quality. The scheme is likely to have a positive impact on a diverse range of users.</p> <p>Throughout the consultation, women’s safety walking down the high road was cited as a common concern that would be improved by adding more street lighting, especially at night. Vulnerable pedestrians would benefit from safer crossings and pavements. Pavement improvements and consolidated street furniture would make it easier to push a pram down the high road. Meanwhile, improving cycling accessibility for disabled people could have benefits for supporting overall independent mobility.</p> <p>Air pollution, particularly of particulate matter, affects maternal health, including increasing the risk of pre-eclampsia (a serious cardiovascular condition of pregnancy). Children and older people are particularly vulnerable to the health impacts of particulate matter.</p> <p>Moreover, air pollution drives health inequity because people from poorer communities and Black, Asian and Minority Ethnic (BAME) groups are exposed to higher levels of air pollution and experience worse health outcomes. The scheme’s social value-adds would therefore contribute to health equity.</p> <p>Suppliers will be asked to provide social value offers that are relevant to the contract requirement.</p>
<p>Are there any equality impacts? How will they be addressed?</p>	<p>An Accessibility Audit and full Equalities Impact Assessment (EqIA) were conducted. The EqIA screening tool was applied and an EqIA assessment form is under continual development, with a published report expected in February 2025. The potential positive and negative impacts have been listed and there are no proposed changes to the procurement phase of the project as a result.</p>
<p>How will the new service prevent slavery and human trafficking from taking place?</p>	<p>There are no known risks for exploitation under modern slavery associated with the public engagement campaign, however, a declaration from each potential awardee for this contract will be required, stating that they are not associated directly or indirectly with modern slavery through any of their supply chains.</p>

Will London Living Wage (LLW) be a contractual requirement?	Yes, LLW will be a contractual requirement for the contracted work.
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### 3 Options

3.1 The options available are summarised below.

Options	Recommended option (✓)
Option 1 – Direct award	X
Option 2 – Insourcing of services	X
Option 3 – Outsource through competitive bidding	✓
Option 4 – Not proceeding with procurement	X

### 4 What the Key Impacts and Risks of the Intended Options Are and How They Will Be Addressed

4.1 The following table summarises any key impacts / risks and how they will be addressed.

Risk Factor	Risk rating			Risk details	Mitigation strategy
	High	Med	Low		
Reputational			X	Procurement or implementation of substandard design that presents reputational damage to the Councils.	Rigorous procurement, clear work programme and well-defined scope, deliverables, approach and payment terms, all to be agreed prior to commencement of contracted activities.  Ongoing monitoring by Council officers
Financial			X	Overspending on project delivery.	Avoided by costs being capped from the outset of the procurement process and this being clearly conveyed to bidders at the RfQ stage. Terms and conditions documentation to protect Camden from any overspend.

					Ongoing monitoring by Council officers throughout process.
Operational			X	Discontinuation of services by the operator.	Rigorous procurement with appraisal of bidders' ability to deliver the contracted elements of the detailed design and throughout the duration of the contract.  Ongoing monitoring and requirement for clear information-sharing and documentation of activities to enable handover in the unlikely event that this is required.

### Timetable for Implementation and Next Steps

Key tasks	Key activity date
RfQ sent to bidders	January 2025
Tender deadline	February 2025
Evaluation and moderation	February 2025
Award decision	March 2025
Contract start date	Late March 2025

### 5 Consultation/Engagement

Is a formal consultation required? If yes, please provide details and outcome	No further consultation required for the wider scheme. Formal consultation on the project has already taken place in July and August 2024.  Engagement and community co-design of pocket parks within the scheme is expected as part of the feasibility design commission.
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### 6 Project management

The successful consultancy will work closely with the in-house project team and collaborate with the other borough in-house project teams. A principal design engineer position is being created to directly oversee the work of this consultancy, alongside a senior transport planner as project manager. Both positions are intended to be filled by the award of contract.

## **7 Finance Comments of the Executive Director Corporate Services**

- 7.1 Estimated total contract value of £150,000 for the commission of the feasibility and detailed design work are secured, allocated for progression of the project to construction stage, including feasibility, detailed design and all surveys.
- 7.2 Construction funding will come from a number of sources including central Council funds, TfL Borough Safer Streets LIP funding, as well as other sources via Brent and Westminster Councils.

## **8 Legal Comments of the Borough Solicitor**

- 8.1 The Council is required to carry out its procurement activities in accordance with the Council's Contract Standing Orders and the Public Contracts Regulations 2015.
- 8.2 Procurement officers have assessed the procurement strategy set out in this report and believe that the Recommended option is in compliance with Contract Standing Orders and the 2015 Regulations and that there are no direct legal issues arising from approval of the Recommendation.
- 8.3 The Council must, when carrying out the Council's functions (which includes making decisions), have due regard to section 149 of the Equality Act 2010 (the Public Sector Equality Duty - PSED). This duty includes having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic (including people with a disability) and persons who do not share it. The Council must comply with the duty, which requires rigorous consideration and an open mind, and is personal to decision makers.
- 9.4 In summary, the PSED requires the Council, when exercising its functions, to have 'due regard' to the need to:
  - 1. Eliminate discrimination, harassment and victimisation and any other conduct that is prohibited by or under the Act (which includes conduct prohibited under section 29);
  - 2. Advance equality of opportunity between people who share a relevant protected characteristic and those who don't share it;
  - 3. Foster good relations between people who share a relevant protected characteristic and those who do not (which involves having due regard, in particular, to the need to tackle prejudice and promote understanding).
- 9.5 The relevant protected characteristics are: age, disability, gender reassignment, pregnancy and maternity, race, religion, sex, and sexual orientation. In respect of the first aim only (i.e., reducing discrimination, etc) the protected characteristic of marriage and civil partnership is also relevant.



## **9 Environmental Implications**

- 9.1 Transport emissions, which the scheme would help to reduce, are key contributors to climate change impacts. The scheme seeks to improve the street's climate resilience, including through the introduction of greening, meeting a key priority of the Camden Clean Air Action Plan.
- 9.2 Scheme objectives include helping to deliver the recommendation made by the Citizens' Assembly on the Climate Crisis to introduce more urban greenery and more segregated cycle lanes in the borough, accompanying actions within the [Climate Action Plan](#).
- 9.3 Camden Clean Air, Camden Greenspace, Mothers Climate Action Network and Climate Emergency Camden were consulted on the proposals. No negative environmental impacts were identified as part of the consultation.

**REPORT ENDS**