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Planning

## Wellfield Interior Designer

Stoke on Trent City Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-030503

Procurement identifier (OCID): ocds-h6vhtk-054439 ([view related notices](#))

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## Scope

## Reference

HDG/2025/927

## Description

The Housing Development Team at Stoke-on-Trent City Council are seeking to establish a contract with an Interior Designer to create a design for the interior of the forthcoming Independent Living Scheme (over 55's) at Wellfield Road. The Designer will be expected to produce and supply a pleasant interior which will create a comfortable and welcoming atmosphere for residents at the scheme.

The Interior Designer will be expected to work alongside the appointed contractor for 2 years during the building phase of the scheme and will need to provide a 12 month defect period upon completion.

## **Contract dates (estimated)**

- 1 November 2025 to 31 October 2027
- Possible extension to 31 October 2028
- 3 years

## **Main procurement category**

Services

## **CPV classifications**

- 79932000 - Interior design services

## **Contract locations**

- UKG23 - Stoke-on-Trent

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## **Engagement**

### **Engagement deadline**

4 July 2025

### **Engagement process description**

#### **1. INTRODUCTION**

The Housing Development Team at Stoke-on-Trent City Council are seeking to establish

a contract with an Interior Designer to create a design for the interior of the forthcoming Independent Living Scheme (over 55's) at Wellfield Road. The Designer will be expected to produce and supply a pleasant interior which will create a comfortable and welcoming atmosphere for residents at the scheme.

The Interior Designer will be expected to work alongside the appointed contractor for 2 years during the building phase of the scheme and will need to provide a 12 month defect period upon completion.

## 2. BACKGROUND

The development site is located off Dawlish Drive, Bentilee, Stoke-on-Trent, ST2 0HP.

The site will be a residential Independent Living Scheme of 53 apartments for older people (41x1 bed apartments, 12x2 bed apartments) all of which will be for affordable rent. Construction of the new scheme is due to commence in November 2025 with an anticipated completion by November 2027.

## 3. SCALE SCOPE AND NATURE OF REQUIREMENT

Great importance is placed on a high-quality interior design to provide atmosphere and ambiance for key spaces. This is another high profile, landmark scheme for the City Council and we need to maintain the new standards that we have set ourselves in the provision of our new build older person's housing. We are, therefore, looking for the 'wow factor' in order to create a welcoming and comfortable atmosphere within the building. The main focus of the design should be focused on the entrance into the building in and around the main circulation space, the communal facilities and rooms and along the corridors to each apartment. We would also expect the dressing of a show flat to showcase to potential customers. Given that the scheme is designed for older people, consideration needs to be given to the designs being dementia friendly, appropriate for those with visual and hearing impairments and suitable for those residents with physical and learning difficulties. The designs should:-

1. Create welcoming and practical entrances that make residents feel at home and visitors welcome.
2. Use memorable focal points and clear signage
3. Help build confidence and independence
4. Provide visual clues, bespoke artwork and accessories around the building to help orientation
5. Provide inspiring communal spaces with lounges which feel domestic and stylish

6. Design colour schemes which tie in with the architectural style and palette
7. The design should recognise the cultural history and heritage of Stoke-on-Trent
8. Themes and colours should flow and follow a main design concept
9. Be age and dementia friendly
10. Advise on easy to read signage, especially for those with poor eyesight
11. Create a style befitting the development
12. Appealing fabric selections that compliments the colour palette but that are also practical in their performance
13. Choose furniture to create an atmosphere and avoid an institutional look
14. Recommend and source a variety of comfortable seat heights to suit all mobility groups and ages
15. Choose and source appealing furniture designs which compliments the design concepts
16. Use contrast upholstery fabrics and surrounding materials to help residents and visitors navigate rooms
17. Choose materials that age gracefully with use and over time
18. Specify flame retardant materials & furnishing only
19. Specify attractive and appropriate light fitting and specifications

#### Objectives of the Market Engagement Exercise

The objectives of this exercise are to:

- gain initial supplier awareness, engagement and opinion,
- provide confidence around viability of concept;
- gain insight to the market possibilities and potential innovative solutions;
- understand risks and issues not previously considered;

- inform the Outline Business Case;
- inform the Procurement Strategy

To express your interest in participating in this market engagement exercise, please email [steven.gibbs@stoke.gov.uk](mailto:steven.gibbs@stoke.gov.uk) by 19th June 2025.

A market engagement questionnaire will be issued on 20th June 2025. The deadline for submitting completed questionnaire will be confirmed via email when questionnaire issues, and is expected to be two weeks following distribution.

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## Contracting authority

### Stoke on Trent City Council

- Public Procurement Organisation Number: PDQZ-1442-RZTZ

Civic Centre, Glebe Street

Stoke-on-Trent

ST4 1HH

United Kingdom

Email: [categorymanagement@stoke.gov.uk](mailto:categorymanagement@stoke.gov.uk)

Region: UKG23 - Stoke-on-Trent

Organisation type: Public authority - sub-central government