



Collett Park Gateway

Design Brief & Design Team Selection Process

November 2025

**Shepton Mallet Town Council
Town Council Offices
1 Park Road
Shepton Mallet
BA45BS**



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1.0 INTRODUCTION

1.1 Competition Outline

The Collett Park Gateway project is an opportunity to reconfigure the park's western gateway making a fresh and exciting contribution to the town. Shepton Mallet Town Council (SMTC) wish to appoint a design team to work collaboratively to bring imaginative, sustainable design to this pivotal site.

Improving the arrival to this important public park will enhance users experience and attract greater footfall to the park year round, serving a growing local population. It will provide an attractive café and amenities with good indoor, outdoor connectivity between spaces. It will improve accessibly and active travel connections marking the beginning of the extended Strawberry Line the cycle route and multi user path to Wells and Clevedon.

The project is led by a working party of Town Councillors and should continue to be informed by active stakeholder and public engagement.

1.2 Two Stage Competitive Selection Process

Design team selection will take place over two stages. Stage One is a call for expressions of interest and Stage Two is an outline approach to the project and a fee bid to be presented in advance and at interview.

Shepton Mallet Town Council wish to see a compelling concept for the site develop, whilst inspiring and engaging the public. Gaining planning approval and communicating the benefit of improvements to the park gateway in a visual way will be important to secure additional funding for the project. Once all funding is in place its anticipated that the project will start on site early in 2027.

1.3 The Selection Programme

Advertise the opportunity	Friday 21 st November 2025
Stage One - submission deadline	Friday 9 th January – 12 noon
Short-listed teams notified	Wednesday 14 th January 2026
Stage Two - submission deadline	Friday 13 th February 2026
Interviews	16 th to 20 th February 2026
Design team selected	Wednesday 25 th February 2026

2.0 SITE AND CONTEXT

2.1 Background and History

Collett Park is the town's main recreational park and home to the largest play area in Shepton Mallet. It is managed by the Town Council and owned by the Collett Park Charity. * The park was opened as pleasure grounds on 20 June 1906 on land donated by John Kyte Collett. Collett is said to have been inspired to create the park because he had not been allowed to play there as a child.

Today the park is used by organisations such as Park-run, the Drifters Model Boat Club, Shepton Horticultural Society and outdoor sports and well-being groups. The proposed site is at the main entrance to the park at the end of Park Road. It is adjacent to the Shape Building's car park this is currently offices for Somerset Council (SC).

**The objects of the charity are for the: provision and maintenance of a recreation ground for the benefit of local inhabitants of Shepton Mallet, without distinction of political, religious or other opinions, with the object of improving the conditions of life for the said inhabitants.*

2.2 Wider Site and Planning Context

This project is part of a wider programme of activity. Improvements to amenities in Collett Park are a priority in the Shepton Mallet Town Council Strategic Plan 2024-2029 (p.29). A vision for Collett Park was developed with stakeholders identifying the gateway project in 2017, this also identified the need for better play space In Collett Park which was opened in March 2023 significantly increasing footfall to the park. The Shepton Mallet Town Masterplan (2022) highlighted Park Road (the street that links the site to the town centre) as a strategic route for improvement where walking and cycling could be given priority and tree and planting could link the park to the town.

The site is an important node for active travel routes. Running along the southern edge of the park is a well-used walking and cycling connection linking residential neighbourhoods to the east to the town centre and the Townsend shopping area. In the longer term this route will link west along the Strawberry Line. Directly to the south of the park Canards Grave has been allocated for 600 homes served by an active travel connection running north towards the park and the town centre. Collett Park is in the Shepton Mallet Conservation Area (DP3). The site is partly in land designated for Employment (CP3 – DP20 – DP25) and partly in the Conservation Area and an Open Space of Local Significance (DP2) and a protected Formal or Informal Recreation Space (DP16).



Collett Park Strategic Vision 2017

2.3 Site and Context

The site includes the marshalling yard at the end of Park Road and the area in front of this facing the park that includes a café and toilet building (see Appendix 1 - Collett Park – Site Location map). A café is currently housed in a temporary wooden cabin which is owned by the business owner who has a lease for the site up to early 2027. Currently the café opens most weekends and on Weds- Fri during the week. The toilets are adjacent within a stone building. There are gendered toilets and an accessible toilet, however the latter does not reflect best practice in terms of accessibility.

The marshalling yard includes two containers and some lean to block built sheds built against the stone park boundary wall. It is currently used to by the SMTC park's maintenance team this activity will be partly moved elsewhere. The staff welfare amenities and some storage will move to SMTCs new office building and some storage will move to West Shepton Playing Fields. There is a stand of five mature trees running through the site. Two of these are Ash and are showing signs of Ash die-back and could potentially be felled.

SMTC have taken the maintenance of Collett Park in house and as part of devolution from SC are expanding the portfolio of public spaces they are responsible for.



Selected site photographs

- Clockwise from top left:**
- View towards marshalling yard from Park Road.
 - Existing WCs.
 - Café cabin.
 - View of café and WCs across park.

2.4 Public Survey & Stakeholder Workshop

Following feedback from a Stakeholder Workshop in April 2024 an online survey was developed and ran on line at Shepton Mallet Town Council's website for six weeks over the summer in 2024. Key findings were:

- The café and gateway should feel clean, open and safe, be welcoming, inclusive and accessible - be family friendly, sociable, 'in tune with nature' and brighter.
- The café building should sustain consistent year round opening hours, offering attractive indoor spaces with views.
- Changes should work sensitively with the existing context and be sympathetic to the park's natural beauty and informal character. Potentially using timber and natural materials.
- Better toilet facilities would attract more people to the park these should be open for longer and well maintained.
- Outdoor events and improved café facilities could also attract people to the park more often.

3.0 PROJECT PURPOSE

3.1 Project Aims

- To improve the facilities at the park, providing better experience for park users and residents.
- To support economic regeneration encouraging greater footfall to the town through the year.
- To make the park gateway more attractive, accessible and sustainable.
- To support people's health and well-being, bringing people in contact with one another and nature.
- To mark the beginning of the Strawberry Line enabling active travel and recreation.

3.2 Project Outcomes

The proposed indoor and outdoor spaces should maximise the potential of the site, creating a renewed sense of place whilst contributing to character, natural beauty and heritage of the park in an inclusive, fresh and innovative way. Proposals should include:

- A safer, more welcoming, accessible and well-connected park entrance that reflects the significance of the park in the town and is attractive to passers-by.
- Modern and accessible toilets that meet the needs of the volume and diversity of park users, that may if feasible, include a Changing Places standard room. The toilets should operate separately from the café and be able to be locked remotely to extend opening hours.
- Improved café appearance and function with the capacity to also serve outdoor/ takeaway refreshments at busy times of the year. Options to include as feasible:
 - > An updated, expanded kiosk with a covered outdoor area.
 - > An indoor space for around ten to fifteen covers.
 - > An area to be used as a community space e.g. for small meetings, workshops or events at quieter times.
- Tool storage and a small vehicle garage for the maintenance team. Store for four commercial refuse and three wheely bins.
- Collett Park and Strawberry Line signage.
- The re-siting of existing amenities as needed such as; the water fountain, existing park signs and defibrillator.
- The potential to develop areas of soft landscape elements with the park community over time.
- A welcoming space for cyclists at the beginning of the Strawberry Line with improved cycle connections from the Strawberry Line to Park Road and the town centre.

The building and outdoor spaces should be robust and sensitively lit and become part of the regular maintenance of the park. It is likely that the cafe will continue to be leased by an operator and not run by the Town Council.

3.3 Sustainability Outcomes

The design team should carry out energy modelling and Whole Life Carbon Assessments as necessary and set out to achieve the RIBA 2030 performance targets and 10% net gains in biodiversity as a minimum. An allowance has been made for the QS to coordinate the Whole Life Assessment at RIBA Stage 2. The design team should assess existing structures and their suitability for re-use as elements or materials, use biobased and recycled materials where possible and design for disassembly and reuse. ¹

3.4 Engagement Outcomes

The team will need to develop a communication and engagement strategy alongside the project programme. This should include periodically meeting the working party of Town Councillors to gain timely feedback and a workshop with the wider stakeholder group including disabled park users. Public engagement should take place in the lead up to a Planning Application, to include hosting two public events and at a workshop with a local school. The design team should provide content and facilitate meetings and events, to be organised by SMTC. Sketch models and compelling 3D views are required to explain the project, support consultation and fundraising.

SMTC will run an online public survey to gather data and build evidence to support the case for the project. The team will need to contribute to the definition of questions for the survey and provide selected illustrations.

3.5 Outline Programme

Jan Feb 2026	Design Team Appointed
Feb / April 2026	RIBA Stage 2, Develop Concept Design & Make Pre-Application Enquires
May / June 2026	Visualise possibilities and engage the public.
July / Oct 2026	RIBA Stage 3 & Planning Application
2027	RIBA Stage 4 and Tender & Start on Site

3.6 Cost

Project cost (including fees and contingencies) = £600,000 to £800,000.
Not including VAT.

The cost of the project is to be met through SMTC's reserves with additional funding being sought via a public work loan and/or charitable funds.

4.0 DESIGN TEAM ROLES & RESOURCES

4.1 Role of Design Team

The Town Council are inviting tenders for a multi-disciplinary consultant team to develop outline proposals from RIBA Stages 2 and 3, with the option to extend to RIBA Stages 4 to 7, subject to contract type. Based on this design brief the design team will need to explore the project feasibility further and develop options for achieving the project aims, delivering impactful change across the budget range. This may include reusing existing buildings and deploying a combination of lightweight and more permanent structures. A site survey will need to be commissioned by the team.

It is expected that the lead consultant for the multi-disciplinary team will be a registered architect or architectural practice, who will be responsible for procuring and managing the following services:

- Architecture.
- Landscape Architecture.
- Mechanical and Electrical Engineering (including energy statements, and sustainability reports) integrating Whole Life Carbon assessment by Coreus.
- Structural and Civil Engineering.
- Access and Movement.
- Principal Designer CDM and Building Regulations.

It is not anticipated at this stage that a Planning Consultant would be needed. Other services such as visualisation, graphic design and engagement should be included in the overall fee proposal.

4.2 Cost Consultants and Project Management

A cost consultant and project manager has been appointed by the client directly to work with the team. Coreus who are based in Exeter were appointed in 2024 through a competitive process. They have prepared an Order of Cost Estimate to inform RIBA Stage 1 brief development. Coreus will remain as Quantity Surveyors to the team and will be on hand to give SMTC strategic project management advice.

4.3 Draft Access Strategy

A Draft Access Strategy has been prepared by Phil Jones Associates, Bristol office. This identifies opportunities to improve the inclusivity of access to the park and improve walking and cycling connectivity. Ongoing rights of access to the site from the south for deliveries to the café have been agreed with the neighbour as has access during construction. Access via the park gateway for large vehicles is no longer a priority. The design team if they wish can continue to work with PJA.

4.4 Information Sources

Information available to support the tender process (in the second stage only):

- On Line Survey Results & Stakeholder Workshop Summary – Juliet Bidgood, July 2024.
- Collett Park Gateway Site, Shepton Mallett, Draft Access Strategy – PJA, Sept 2024.
- Collett Park Site Map and Tree Survey – id Verde 2023.
- Order of Cost Estimate Collett Park, Rev 3.01 – Coreus, Sept 2024.
- Pricing Schedule.

4.5 Site Visits

The public areas of the site can be freely visited with views into the marshalling yard. For stage two site visits will be arranged.

5.0 DESIGN TEAM SELECTION PROCESS

5.1 Stage One Submission Requirements

The design team will be selected through a two stage process. For Stage One the invitation for expressions of interest is open. To be considered the design team should provide the following information:

- Motivation for applying and suitability for the project: *One A4 page.*
- Project Team Details: To include summary of experience of team leaders and team members who will deliver the project day to day. *A one A4 page overview and one A4 page per discipline.*
- Relevant track record and technical capability: Three previous exemplar projects. *One A4 page each.*
- Insurances: Professional Indemnity - £5m / Employers' liability – £5m
Third-party/ public liability - £5m.
- Financial Standing: The lead practice to provide a letter of reference from their bank.

The scoring of Stage One and Stage Two will follow the quality and cost criteria outlined later in the document and in Appendix 2.

5.2 Stage One Selection Criteria

The following criteria will be used to select a short-list with the four highest scoring bidders being selected:

- Suitability for the project (20%).
- Range of appropriate team experience and expertise (40%).
- Track record, design skill and technical capability, demonstrated by exemplar projects (40%).
- Meeting the insurance and financial requirements – pass or fail.

Exemplar projects should have been delivered by members of the team in the last five years. They should highlight the aspects relevant to this commission, give the cost and date completed / due to complete and the client's name and contact email and telephone number. We may seek references for short-listed teams.

5.3 Stage Two Submission Requirements

A shortlist of four teams will be invited to present an initial approach to the project at interview. Those shortlisted should prepare a presentation to be submitted in advance to demonstrate creative and technical ability in setting out the following:

- The design approach overall.
- The site potential (opportunities and constraints) with reference to examples.
- The approach to stakeholder and public engagement, social value and EDI.
- Method of project delivery and programme.

To be submitted in a twenty minute presentation – maximum twenty pages or slides. The presentation will be scored before the interview which will be for questions, to confirm the scoring and to understand the team's approach further. The fee proposal should be submitted at the same time in a separate document (using the pricing schedule provided at Stage Two) and give a separate fee for each RIBA Stage. Appointment should follow the RIBA Plan of Work 2020 and be set out by the project lead in a Standard RIBA Professional Services Contract with back to back sub consultant appointments. ²

5.4 Stage Two Selection Criteria and Scoring

To assess quality the following criteria will be used to select the winning team and scores will be attributed according to how well the criteria are met. (as Appendix 2):

- The team demonstrates an imaginative, resourceful and environmentally responsive approach to design (20%).
- The team understands the potential role of the site in enhancing the park and the town (20%).
- The team shows an understanding of how to engage with stakeholder and the public and develop the social value of the project (20%).
- The team demonstrates how the project could be delivered (10%).

The ratio of quality to cost is 70 / 30. Therefore 30% of the score will be determined by cost. To score the fee proposals' the lowest Bid price will score 100 marks. The other offers will then receive scores expressed as an inverse proportion of the lowest price. All results will be rounded to two decimal places. The formula used will be: (Lowest Bid Price / Bidder's price) x 100 = Bidder's price score.

5.5 Submission Deadlines

Submission dates and times should be in accordance with the timetable in 1.3. Please ensure that your submission is delivered digitally no later than the appointed time. SMTC may not consider your submission if it is received after the deadline.

Please address you submission to: Lorna Muffett - *Project Officer*
projects@sheptonmallet-tc.gov.uk

All communication must be carried out by email to the above address, any questions relating to this project must be submitted no later than noon on Friday 12th December 2025.

5.6 Selection Panel

Project Officer: Lorna Muffett.

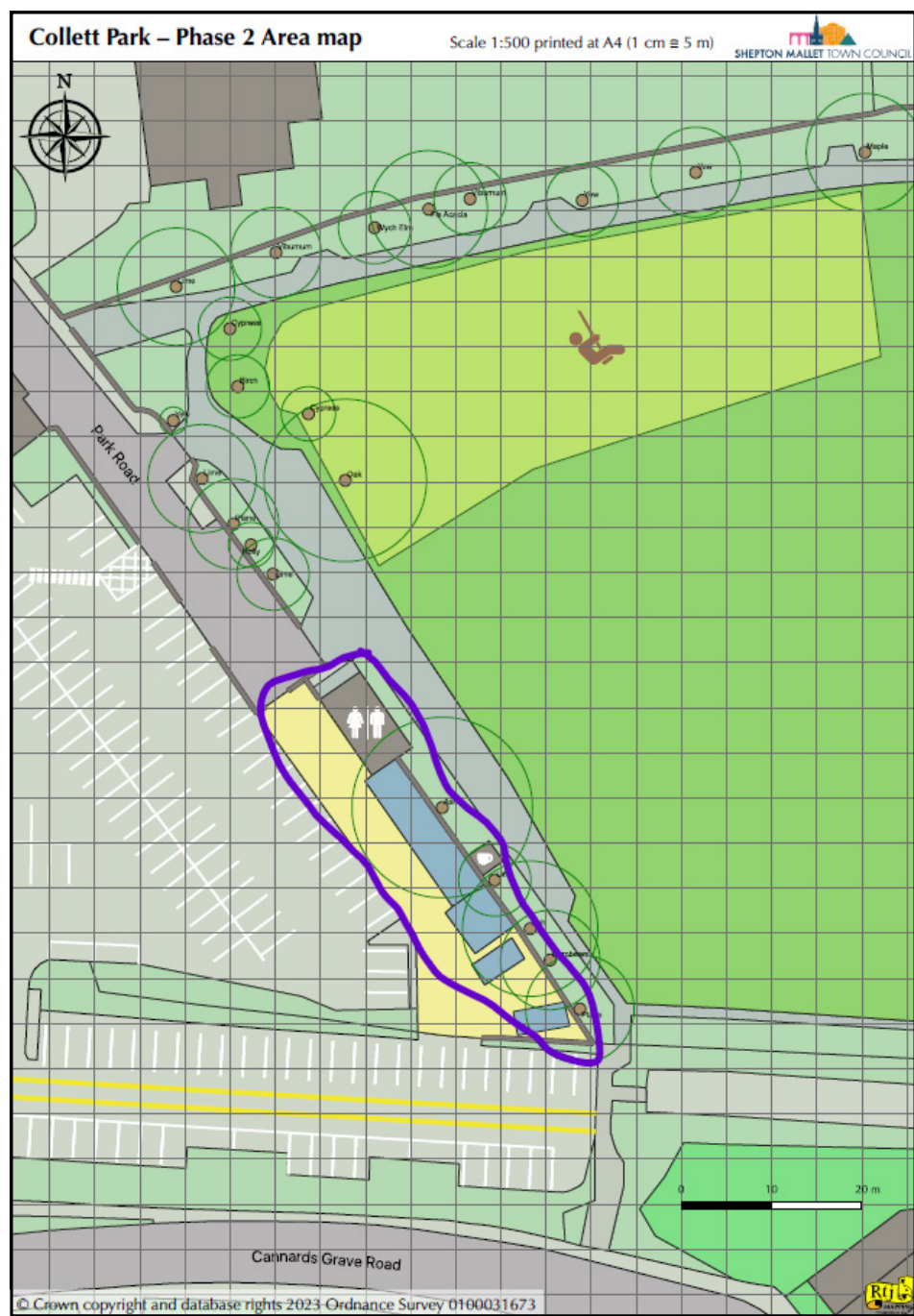
Collett Park Regeneration Working Party -
Councillors: Kennedy, Harrison, Mayall, and Nicklin.

RIBA Client Adviser: Juliet Bidgood - Architect / Urban Designer.

References

- (1) ACAN Circular Economy Design Guide.
- (2) Assembling a Collaborative Project Team - RIBA 2019.
The RIBA Plan of Work Toolbox - 2020.

Collett Park –
site location map



Appendix 2

Quality Criteria

Selection Criteria		
	Scores 0 - 5	Reason to award this score based on evidence provided against the criteria included
Grading	0	• Does not meet the requirement. • Does not comply and/or insufficient information provided to demonstrate that the bidder has the ability, understanding, experience, skills, resource & quality measures required to provide the service, with little or no evidence to support the response. • Does not submit a reply to the question; Scoring 0 for any question may result in your bid being deemed to be non-compliant and may be rejected.
Grading	1	• Meets some of the requirement with major reservations. • Considerable reservations of the bidder's relevant ability, understanding, experience, skills, and resource & quality measures required to provide the service, with little or no evidence to support the response. • Scoring 1 for any question may result in your bid being deemed to be non-compliant and may be rejected.
Grading	2	• Satisfies the requirement with minor reservations; • Some minor reservations of the bidder's relevant ability, understanding, experience, skills, and resource & quality measures required to provide the service with little or no evidence to support the response.
Grading	3	• Satisfies the requirement. • Demonstration by the bidder of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the service with evidence to support the response.
Grading	4	• Satisfies the requirement with minor additional benefits. • Good demonstration by the bidder of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the service. • Response identifies factors that will offer potential added value, with evidence to support the response.
Grading	5	• Satisfies the requirement with major additional benefits. • Exceptional demonstration by the bidder of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the service. • Response identifies factors that will offer potential added value, with evidence to support the response.