

**Willesden Green Redevelopment Sifting Brief Site Specific Questions**

**A) Design Quality - 40 Points**

Please provide details of the architectural practice and lead architect that would be responsible for designing the new cultural centre on a designated plot and in accordance with the Council's Design Brief, associated public realm, community amenity space and designated car parking ("**Council Works**"). Provide a written statement on how the design team would approach site design, constraints and sustainability, referencing examples of their previous experience in delivering similar mixed use sustainable development including illustrations where appropriate.

**B) Approach to Project and Risk Share – 30 Points**

Please set out what you consider to be the key delivery issues for the site. Please provide a statement on your company's willingness and capacity to undertake the project in accordance with the structure proposed in the sifting brief and to take full planning, construction and sales risk, including the upfront development of the Council Works.

If you consider that a different risk model/structure could be more beneficial in achieving the Council's principal objective of delivering the Council Works at no net capital cost to the Council, please set this out.

**C) Partnership Working – 15 Points**

Please provide a statement outlining your company's previous experience of working successfully in partnership with a Local Authority or other partner organisation, key stakeholders and the local community to deliver similar high quality mixed used development on time, to budget and to the satisfaction of the end user, the local community. How would your previous experience inform your approach to working in partnership with Brent Council and its residents? Please provide references and illustrations as appropriate.

**D) Added Value – 15 Points**

How will you bring innovation and add value in order to improve the viability and deliverability of the project.