Expressions of interest to produce a short animation on the housing design quality conundrum

The UK Collaborative Centre for Housing Evidence (CaCHE) are seeking to commission an animation on how to enhance the design quality of new housing developments in the UK. Drawing on the recent Delivering Design Value publication, the animation will be targeted particularly at elected local councillors who play an influential role in determining housing design quality, yet often lack design skills. We are currently seeking expressions of interest, with the aim of launching the completed animation in May 2021.

The project lead is Dr James White, CaCHE. Project support is led by Chris Foye, CaCHE.

Expressions of interest

We welcome expressions of interest from animators who have an interest in, and preferably experience of, working in public policy or the academic arena.

The expressions of interest should include:

- Suggestions and ideas on the content/messaging, type and form of the animation
- Options on what can be achieved within the budget and timeline, including length of film and samples of graphic styles
- Examples and details of previous work (personal or professional)
- Other matters considered relevant

The deadline for submissions is Friday 12th March. Discussions will take place with a shortlist of teams in the second half of March 2021, and we will commission the production by the end of March 2021. Candidates will be evaluated on three main criteria:

- Clarity of concept: shows an ability to communicate complex ideas in a way that is clear and appealing to the target audience
- Value for money: provides a reasonable service – in terms of animation length, graphical sophistication, voiceover, additional perks – for the stated fee.
- Ability to deliver on time and on budget, and to work with the project leads.

The project leads will work with the production team and provide ideas and data/information. We have established a small advisory group to help inform the animation and script.

The total fee is £13K (including VAT). Funding comes from the Scottish Government and the University of Glasgow and is fixed.

Objectives

Across the UK, elected local councillors play an influential role in determining the design quality of newbuild homes and neighbourhoods. It is locally elected councillors who, based on the local plan and advice from their officers, ultimately decide whether a development will be granted planning permission or not.

Despite their influential role in shaping places, however, our research revealed that locally elected councillors often have a limited understanding of how the planning process can work most effectively to improve the design of newbuild housing and neighbourhoods. Often councillors are understandably swayed by other concerns, such as the viability of development site, when making a decision. Many lack the confidence to intervene in design matters through, for example, rejecting a planning proposal on the basis of poor design.

Drawing on the findings from the CaCHE Delivering Design Value project, this animation will seek to demystify the various ways in which design value can be enhanced through the stages of the development and planning process. In doing so , it will aim to empower local authority elected local councillors to enhance the design value of newbuild homes and neighbourhoods. In particular, we wish to:

- Briefly state the importance of well designed homes and neighbourhoods in terms of social, environmental and economic value – with a particular focus on demonstrating that good design can deliver positive outcomes in terms of climate change abatement and community wealth and wellbeing.
- Demonstrate the various reasons why the design value of newbuild homes and neighbourhoods is diluted in the planning and development process, drawing on our recent CaCHE publication;
- Demonstrate the main ways in which elected local councillors can help improve the design value of newbuild homes and neighbourhoods, pointing to various additional websites where more research can be found.

Ultimately, our main objective is for the animation to become *institutionally embedded* in local authorities, so that it becomes part of the training process for planners and local councillors. Currently, we are actively exploring the possibility of producing a MOOC (Massive Online Open-Access Course) for local authorities, of which the animation will be one part.

It is important that the animation has some kind of narrative or storyline. This could involve some sort of visual narrative of a place, perhaps a birds-eye to street level fly through. We also like the idea of a 'stream' metaphor (which we have already employed in the report that preceded this animtation, see here) where the design process is understood chronologically, with various points of intervention 'upstream,' 'midstream' or 'downstream'. However, we are open to alternative 'metaphors' and 'narratives' too.

Submit proposal

Expressions of interest (and any questions) should be emailed to Chris.Foye@glasgow.ac.uk by Friday 12th March 2021