



Guidelines for presenting to the MADE Design Review Panel

Introduction

The aim of Design Review is to encourage design excellence in the built environment. Its role is to review development proposals and provide feedback to developers and clients that will enhance the quality of the design.

Design Review is not a formal part of the statutory planning process. Schemes are put forward on a voluntary basis in order to receive independent expert advice.

Presenting to Design Review

The MADE team, the Design Review chair, and all the panel members will be pleased that you want to present your scheme to design review. It shows a positive commitment to design quality. We want to work with you to make your scheme as good as it possibly can be, for the benefit of you, your clients, the future users of the scheme and the public at large. We hope you will approach design review in the same spirit, with an open mind and a willingness to work with the panel to achieve a better design outcome.

Design Review is a very valuable opportunity to get additional expert help with your project. You will be presenting to a panel with at least 40 years combined experience in all aspects of design and built environment.

Sometimes taking criticism is not easy, particularly if you have been working on a set of designs for some time, and have a strong belief in the approach you have taken. The overwhelming majority of people who present to Design Review find it a positive and immensely useful experience.

Information to submit in advance

Two weeks before the panel meeting we need you to send us a completed submission form and various plans and documents related to your proposal. Details of these are on the submission form which can be downloaded from the website or requested from the MADE team.

You can send the information electronically and we will print it out for circulation to the panel members, but it would be tremendously helpful to the MADE team if you could provide us with seven copies of everything.

Illustrative material should be sufficiently clear and visible to enable the panel to understand the proposal properly and in the necessary level of detail; 3-D illustrations are particularly welcome. Annotated drawings, diagrams and models are more effective in communicating the designer's intentions and to demonstrate adequate consideration of a variety of user experiences, such as

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pedestrian or vehicle approaches and access routes, sense of arrival, internal and external orientation, security etc.

We send this information out to the Design Review panel members attending the Design Review session at least one week before the Design Review meeting takes place. This gives them time to familiarise themselves with the proposals. It is therefore in your interests to submit relevant information in good time. The earlier we have the information the better. You can still continue to work on your designs and present additional or more detailed information at the panel meeting.

Design Review Panel Meetings

These take place every month and dates are set in advance. A list of the current year's meeting dates can be downloaded from the website. If there is high demand we can sometimes put on additional panel meetings (subject to panel availability) or undertake desk reviews. For smaller schemes, we have a low fee online service called Stickyworld. For more information, please call Bianca Fowler on 0121 348 7980.

The Design Review panel consists of a minimum of four people (including the chair). The panel members will each have over ten years experience in architecture, urban design, landscape architecture, structural and transport engineering and sustainability. There are three parts to the design review session:

1. Site visit/briefing

If possible, the panel will visit the site on the day of Design Review. If this is not possible, a member of the MADE team will visit the site in advance and prepare a short presentation for the panel which gives an independent assessment of the context of the proposal.

2. Presentation

A representative of the developer or the client will then present their scheme. Normally this will be the architect, or other design representative, although in appropriate circumstances it may be the developer or a representative of the local authority.

3. Questions, discussion and feedback

Panel members may then ask questions to clarify any issues with the scheme presenter(s), the local authority officers or other agencies involved. They will then give you their feedback on the scheme. At the end of the Design Review process, the chair will conclude the discussion with a verbal summary of the advice offered.

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Who should attend Design Review?

As a minimum, the architect/lead designer, or client should attend. Other members of the project team such as planning consultants and other design or technical consultants, may also attend. We recommend that no more than five people attend from the presenting team.

We will encourage relevant local authority officers to attend the meeting; these may include planning, conservation and highways officers. If there has been involvement from another part of the council (for example landscape or sustainability officers) please let us know. If there is involvement from another agency, such as English Heritage or a local design review panel, we will invite them to design review. If they cannot attend we may ask for their views in advance.

Additional local authority officers may attend as observers to learn from the Design Review process. We also from time to time invite observers from other regional and national organisations, or local resident groups to see Design Review in action.

Presentation format

Each scheme is allocated approximately 60 minutes, with a maximum of 10 minutes given to the architect/client to describe the proposal. It is recommended that the client starts with a brief introduction to the scheme, the aims behind it and the general concepts. This should last no more than two or three minutes. The architect / lead designer should then describe the scheme with reference to the drawings.

Following this presentation, we may invite the local authority or any other invited representative to present any information they may wish to put forward. The remainder of the time will be devoted to questions and an open discussion of the scheme.

Presentation methods and materials

There are different ways to approach presenting to the Design Review panel.

1. PowerPoint

If you have submitted good quality materials in advance with detailed plans, sections and illustrations, which enable the panel member to look at one aspect in conjunction with another, then a PowerPoint presentation will be sufficient to outline the scheme and how you have arrived at the current design. This combination of good advanced materials and PowerPoint is logistically less challenging than display boards for both yourselves and the MADE team. A lap-top and projector are always available at Design Review meetings.

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2. Display boards

You may prefer to use display boards if you are unable to submit very detailed information before the deadline. This may be appropriate if your scheme is at a very early stage (for example display boards may show structure and concept sketches at the early stages of a masterplan).

We suggest you use 6 A1 boards, and certainly no more than 12.

3. Models

Models are one of the best ways of communicating the concept and design of a project and their use is encouraged wherever possible; even 'rough sketch models' can be useful.

We will want to see the following (if relevant):

- The story of how the chosen design was arrived at; what options were rejected and why.
- Contextual analysis showing the site in relation to adjoining properties, access routes and the movement network. Aerial photographs of the site and its surroundings may be useful in this regard. It may be useful to illustrate the historical development of the urban form over time, and it will always be important to indicate listed buildings and conservation area boundaries.
- Site plans clearly showing land ownership including public and privately owned areas and the extent of land owned by the client are essential. These should indicate the specific areas that are to be built on and those that are not, buildings for demolition, retention and/or refurbishment.
- Landscape analysis and details of the landscape approach.
- Plans, sections and elevations of proposed buildings.
- Photomontages and views demonstrating the development in its context.
- Detailed drawings communicating the architectural approach and materials.

Image boards or lengthy texts are not appropriate as they contribute little to the assessment of the merits of the scheme under consideration.

Venue

Design Review takes place in MADE's meeting space, in Newhall Square, Birmingham. If you do wish for Design Review to be held within proximity of the site, we ask for a suitable venue to be provided to hold the meeting. It will be up to your team to bring in your materials and remove them in good time. We will help if we can but we cannot guarantee to assist you.



Please discuss in advance with the Design Quality Manager how you propose to present your scheme and the arrangements for getting in and out of the venue.

Conflicts and declarations of interest

MADE has a conflicts of interest policy which includes a protocol for Design Review panel members. Panel members are excluded from reviewing schemes where they may be exposed to conflicts of interest. Declarations of interest are made where no conflict of interest arises but clarity and openness in the process requires this information to be declared for the avoidance of any doubt or misconceptions.

If you believe there is a conflict of interest which we have not been made aware of please ask to speak in private to Design Quality Manager at the earliest opportunity.

Following Design Review

After the Design Review session, a written report will be issued summarising the views of the panel. As a guide we aim to email out the report within 10 working days. If you need the report earlier, to meet a planning or funding deadline, we will do our best to oblige, but please give us advanced notice.

This report will be a concise written summary and may also include suggestions and recommendations. The aim of the Design Review report is to assist and encourage developers / advisors in achieving better quality development proposals. In the case of current planning applications the contents of the Design Review report will become public documents and are expected to be considered as a material planning consideration.

Confidentiality

Schemes which are the subject of current planning applications are in the public domain and therefore the MADE Design Review report will always be made public. For schemes where there has already been significant public consultation we would suggest that we also make the report public as a contribution to the debate. Where there are commercial or political sensitivities around a scheme MADE will respect your need for confidentiality. Therefore you have the option of requesting confidentiality for any pre-application scheme (just tick the box on the submission form).

Where schemes are confidential the Design Review report will not be made public and all other documents and information about the scheme will be kept confidential. The report will normally still be sent to the local authority.

Observers at Design Review meetings must agree to maintain confidentiality.

If you have a particularly sensitive scheme and there is a need for additional measures to ensure confidentiality please discuss those with us.

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Fee

The cost for Design Review is £750 (+VAT) for new schemes. There is reduced cost of £600 (+VAT) for returning schemes. We also run a low fee online Design Review Service aimed at single dwelling and small developments. For more information, please contact Bianca Fowler.

Contact Details

To request a submission form (these are also available to download from our website), submit a scheme, or simply talk to someone about design review, please contact;

Bianca Fowler

Design Quality Manager

Email: Bianca@made.org.uk

Phone: 0121 348 7980

Website: <http://www.made.org.uk>