

Competition conditions and timetable

Competition Promoter

The Promoter of *Make Bethnal Green* is Affinity Sutton.

Competition Programme

The anticipated programme, which may be subject to variation, is as follows:

ACTIVITY	DATE
Competition launch & Brief available via dedicated micro-site	W/c Mon. 12 Oct. 2009
Deadline for competitors to raise questions.	Wed. 11 Nov. 2009
Memorandum to be issued to all registered competitors in response to questions raised.	Wed. 25 Nov. 2009
Registration deadline.	Wed. 3 Feb. 2010
Submission deadline for initial, anonymous design proposals.	Wed. 10 Feb. 2010
Jury Panel to review submissions and short-list 10 schemes	W/c Mon. 22 Feb. 2010
Ten finalists and unsuccessful competitors notified.	W/c Mon. 1 Mar. 2010
Finalists to undertake week long placement with framework architect partners. Finessed proposals to be submitted at end of week's placement.	W/c Mon. 12 April 2010
Presentation of design proposals & interviews with Jury Panel.	W/c Mon. 19 April 2010
Announcement of result at official event to coincide with conclusion of Bethnal Green's Centenary Year.	May 2010

Judging Panel

The Judging Panel is expected to comprise:

NAME	AFFILIATION
Hattie Hartman	The Architects' Journal Sustainability Editor
Kerry Kyriacou	Affinity Sutton Group Development and New Business Director
Jane O'Sullivan	Bethnal Green Residents' Association Chair
Peter Sharratt	WSP Group Global Director for Energy and Climate Change
Peter Clegg	RIBA Architect Adviser Senior Partner Feilden Clegg Bradley Studio
Mark Washer	Affinity Sutton Group Finance Director and Design Champion
Tbc*	Framework Architect Practice Principal
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NON-VOTING OBSERVERS	
Lisa Louis	Affinity Sutton Head of External Affairs
James Porter **	RIBA Competitions Competitions Officer
David Shepherd	Affinity Sutton Assistant Director

* Framework architect practice involvement will be at the final stage of the competition

**James Porter will attend the assessments to provide general support, procedural advice and to document the selection process.

In the event of a Judging Panel member being unable to continue to act through illness or any other cause, the Promoter, in consultation with the RIBA, reserves the right to appoint an alternative Panel member.

Clarification questions

Any questions which competitors wish to ask must be addressed to RIBA Competitions, to arrive before close of business (17.30hrs GMT) on **Wednesday 11 November 2009**. An explanatory Memorandum based on the questions submitted will be circulated to all registered competitors from **Wednesday 25 November 2009**. This Memorandum will form part of the Competition Brief. Oral questions will not be accepted.

Phase 1 Submission Requirements

- 2No. x **A2** lightweight foam boards presented in portrait format (594mm tall x 420mm wide) to be equivalent to an A1 board presented in landscape format (594mm tall x

841mm wide). The A2 boards should use concept sketches, images, plans and elevations to depict and explain the design proposals. This material should include proposed site layout, landscape strategy, access, elevational treatments, palettes of materials etc, together with internal layouts for the predominant unit type/s.

- An accompanying bound/stapled design statement (maximum of 3 x A4 single-sided pages, 12pt Arial typeface) outlining the design strategy and key drivers behind the concept scheme. This summary should demonstrate how the proposals have responded to the guiding design principles etc. The text may also include a maximum of 3 images.
- A CD-ROM containing electronic copies of the A2 Design Boards (PDF format) and the design statement (Word format). The PDF's of the design boards should be <<1Mb in size, since they may be subsequently uploaded to the *Make Bethnal Green* web site. The CD-ROM should also contain publicity images (up to 3) for use in the printed and electronic media. These should be submitted in JPEG format, with low (72dpi) and high (300dpi) resolution versions of each image.
- A hard copy of the duly completed 'Declaration of Authorship' form, which should be placed in a sealed envelope and marked 'Declaration Form'

Architectural models will not be accepted, although images of models used to develop the design ideas may be included on the A2 design boards.

Evaluation of initial design proposals

The Judging Panel will be keen to see a range of approaches and thought provoking responses. These should reflect the Brief's focus on different aspects of the 'green agenda' and provide a glimpse into the future of affordable urban housing. Panel members will be looking for evidence of 'joined-up thinking' and will assess the schemes against the following criteria:

- Response to site constraints, guiding design principles and considerations.
- Potential to be an exemplar 21st Century affordable housing development, that whilst drawing upon the heritage of the site, would be truly sustainable in environmental, social and financial terms.
- Potential to delight those who might live in the scheme, with a coherent sense of place, community and a general sense of well-being/healthy living environment.
- Viable proposals which combine design (spatial and aesthetic) excellence, inventiveness and flair with pragmatism appropriate to the affordable housing sector.
- Intelligent communication of ideas.

Submission Method

Each Phase 1 entry should be submitted in a single package and sent, carriage paid, addressed to:

Make Bethnal Green

RIBA Competitions
6 Melbourne Street
Leeds
LS2 7PS

- Overseas Competitors should note that for Customs purposes no commercial value should be assigned to the design submission. If a commercial value is given this may result in your submission being delayed and/or returned to you unopened, as the RIBA will not be liable for any Customs charges otherwise incurred.
- Your submission should arrive no later than **2.00pm on Wednesday 10 February 2010**. Late submissions will not be accepted and it will not be possible to submit entries via e-mail. UK Competitors should note that First Class post does not necessarily guarantee next-day delivery and should plan their submission schedule accordingly.

Competitors requiring proof of delivery should enclose in their submission package a stamped, sealed envelope bearing the name and address of a nominated third party (other than the competition entrant in order to maintain anonymity) to receive the proof of delivery. Alternatively, competitors may opt to use a 'signed for' delivery service and should check with their courier provider in the first instance.

- Whilst the Promoter and the RIBA Competitions Office will exercise all reasonable care, they will not be liable for loss or damage to the submission material that may occur either in transit, during exhibition, storage or packing. Affinity Sutton may elect to retain the schemes at the conclusion of the competition.

Competitors are advised to retain copies of all design material submitted.

Anonymity

All Phase 1 submissions will be judged anonymously. Any submission that has identifying marks (including logos, text, insignia, or images that could be used to identify the submission's author) will be automatically disqualified. The submission should be accompanied by the duly completed Declaration of Authorship Form (issued on Registration) and placed in a **sealed envelope** marked 'Declaration Form'. The RIBA will place an identifying number on each element of the design submission and on the outside of the envelope containing the duly completed Declaration Form. The envelopes will only be opened once the Judging Panel has identified the 10 finalists.

Each short-listed Competitor must be able to satisfy the competition organisers that the submitted design is an original piece of work and that he/she is the bona fide author of the design he/she has submitted.

Disqualification

Submissions shall be excluded from the competition:

- If received after the latest time stated under the Submission Method.
- If, in the opinion of the Judging Panel, it does not fulfill the requirements of the Competition Brief.
- If a Competitor shall disclose his or her identity, or improperly attempt to influence the decision.
- If any of the requirements of the Competition Brief and Conditions are disregarded.

Development of design proposals by finalists

The 10 finalists which the Panel judge to have responded best to the Competition Brief will be invited to refine their design proposals during a week long placement with one of Affinity Sutton's framework architect partners. This is scheduled to take place during the Easter 2010 recess. Each finalist will be randomly assigned to one of the 10 participating architect partners, unless there is a clear geographic advantage of assigning a particular finalist to a specific practice.

The placement week will enable each finalist to refine their initial design ideas in response to feedback from the Judging Panel, and the expertise of their architect mentor to help make their proposals more realistic (particularly with regard to affordability, materials, housing standards, space requirements etc). The intellectual driver behind the design proposals will however remain with the individual students.

At the end of the placement week, each finalist will be required to submit:

- 2 No. A1 boards (portrait format) illustrating the developed design proposal, including more detailed internal layouts of the predominant unit type/s etc.
- Schedule of accommodation, including breakdown of unit types and internal floor areas.
- Financial viability assessment to be prepared in conjunction with one of Affinity Sutton's employers agent partners.

Selection of Winner

The Judging Panel will consider how each finalist develops their ideas in response to critique of the initial proposals, together with receiving feedback on each finalist's performance during the week-long placement with the host practices. The Prize Winner will be selected following presentation of the revised design proposals to the Judging Panel at final interview.

Stage 2 Professional Experience Placement Prize

The purpose of *Make Bethnal Green* is to provide a student who is enrolled on - or has recently completed - an RIBA validated course (at a UK based School of Architecture) with an opportunity to secure a funded, Stage 2 Professional Experience placement. Affinity Sutton has agreed to contribute £19,000 towards the cost of this placement, which will be hosted by one (or possibly more than one) of their architect partners between July 2010 and June 2011. Affinity Sutton intends to make a direct financial contribution to one of their architect partner/s, who will employ the student for the period of the placement.

Should an applicant secure an alternative position prior to the April 2010 final interviews, they would still be identified as a finalist (and potential winner), but would be ineligible to receive the placement award. No monetary alternative will be offered. If this situation arises, the funded placement would be offered to the student ranked next highest by the Judging Panel.

Copyright

The ownership of Copyright will be in accordance with the Copyright, Designs and Patents Act 1988 - i.e. Copyright rests with the author of the submitted design.

Notification of Result

The competition results will be published after notification has been given to all participating Competitors.

Publicity

The Promoter and the RIBA reserve the right to publicise *Make Bethnal Green*, any design submission, and the result in any way or medium they consider fit. Illustrations of any design - either separately, or together with other designs, with or without explanatory text - may be used without cost.

At the conclusion of the competition, it is Affinity Sutton's intention to showcase the range of ideas submitted to *Make Bethnal Green* via an on-line gallery resource. Best practice examples may also be incorporated within future editions of Affinity Sutton's Design Guide. Once anonymity has been lifted, authors will be credited and recognised in all associated media and publicity.

Competition Management & Enquiries

Make Bethnal Green is being managed and administered by RIBA Competitions. All enquiries relating to the general conditions of this competition should be addressed to:

Make Bethnal Green

RIBA Competitions
6 Melbourne Street
Leeds
LS2 7PS

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F: +44 (0) 113 246 0744
E: riba.competitions@inst.riba.org
W: <http://www.architecture.com/competitions>