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Planning

## **Market Engagement - Birmingham Wildlife Conservation Centre**

Birmingham City Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocds-h6vhtk-04e88f

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### **Scope**

### **Reference**

P2232 SMT

### **Description**

Birmingham City Council are carrying out this soft market testing exercise with the market to aid the Council in its commissioning options and the potential development of any future procurement strategy in relation to the future maintenance and management of the Birmingham Wildlife and Conservation Centre.

The market engagement responses may be used to assist the Council in defining how viable a proposition it is and the preferred potential procurement route.

Providing a response will not preclude your participation in any future procurement

exercise and at this stage there is no guarantee that a procurement exercise will be undertaken.

### Details of the Facility

The Birmingham Wildlife Conservation Centre, formerly known as the Birmingham Nature Centre and Birmingham Zoo, is located on the edge of Cannon Hill Park in Birmingham, England. It's owned and managed by Birmingham City Council.

The park is home to a unique collection of animals from around the world, including red pandas, lemurs, reptiles, meerkats, otters, birds, wallabies, and a large collection of monkeys. Some of these animals are endangered, and the park plays an important role in their conservation through breeding programs.

- Address: Pershore Road, Edgbaston, Birmingham B5 7RL

- Phone: 0121 471 4997

- Opening Times:

- o Summer (from the first week of April): Monday to Sunday, 10am to 5pm (last admission at 4pm)

- o Winter (from the last weekend of October): Monday to Sunday, 10am to 4pm (last admission at 3pm)

### Unique features of the Birmingham Wildlife Conservation Centre:

1. Historical Site: The park is located on the site of a former 16th-century fulling mill known as Pebble Mill.

2. Red Panda Haven: The park is home to red pandas, which are one of the few places in the UK where you can see these adorable creatures up close.

3. Conservation Champion: The park participates in several European Endangered Species Programme (EEP) breeding programs, helping to preserve endangered species like lemurs and otters.

4. Educational Hub: The park offers a range of educational programs and interactive experiences, including feeding times where visitors can learn more about the animals from the keepers.

5. Rebranding: In 2014, the park was rebranded from the Birmingham Nature Centre to the Birmingham Wildlife Conservation Park to better reflect its focus on conservation and

education.

6. Family-Friendly: The park is a popular destination for families, offering a variety of activities and attractions that cater to children and adults alike.

These unique aspects make the Birmingham Wildlife Conservation Centre a special place for visitors and contribute to its charm and appeal.

### Special features and registrations of Birmingham Wildlife Conservation Centre

The Birmingham Wildlife Conservation Centre is also known for its unique collection of animals and its active role in conservation. Here are some of its specialties:

1. Endangered Species: The park is home to several endangered species, including red pandas, lemurs, and Asian short-clawed otters. It participates in European Endangered Species Programme (EEP) captive breeding programs to help preserve these species.
2. Educational Programs: The park offers educational talks and campaigns to highlight the plight of biodiversity and the importance of conservation.
3. Interactive Experiences: Visitors can engage with the animals during feeding times and learn more about them from the keepers.
4. Diverse Animal Collection: The park houses a wide variety of animals, from reptiles and birds to mammals like monkeys, wallabies, and otters.
5. Conservation Efforts: The park is a member of the British and Irish Association of Zoos and Aquariums (BIAZA) and the European Association of Zoos and Aquaria (EAZA), which supports its conservation initiatives.

### How to Respond

This document has been prepared in order to engage with the Zoological and Wildlife visitor attraction market to explore if there is any market interest in taking on this rare opportunity to invest, develop, maintain and manage this unique nationally recognised and well-loved visitor attraction.

The information provided will help to shape any future procurement strategy and at this stage we cannot confirm what this may consist of. The Council is seeking market feedback and does not commit to embarking on one or more procurement exercises on any specific basis.

Any information provided will be kept confidential to the Council and its advisory team. Any responses will not form any part of the evaluation of any providers subsequent tender

submission.

Whilst we are seeking feedback on all the issues covered in this note it is not a requirement that all sections are completed by all respondents. What is more important is that your response provides enough detail to the issues raised.

BCC will be using its e-tendering system (in-tend) for the administration of this soft market engagement and providers must register with the system to be able to express an interest. The web address is: <https://in-tendhost.co.uk/birminghamcc>

Registration and use of In-Tend is free. All correspondence for this procurement process must be via the In-tend correspondence function. If you are unable to register with In-tend please email [etendering@birmingham.gov.uk](mailto:etendering@birmingham.gov.uk)

If you are interested in responding, please click on the following link to access Birmingham City Council's Portal: <https://in-tendhost.co.uk/birminghamcc/> and submit your details to register as an interested party. You will be able to log in and you can download the soft market engagement documentation. Requests to participate must be by way of response to the soft market engagement document no later than 15:00 hours (GMT) on 4th April 2025 using the Supplier Portal. Please note that your response may be uploaded before the closing date and BCC will begin to review responses as they come in.

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2051
- 25 years

### **Main procurement category**

Services

### **CPV classifications**

- 92530000 - Botanical and zoological garden services and nature reserve services
- 92532000 - Zoological garden services

## **Contract locations**

- UKG31 - Birmingham

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## **Engagement**

### **Engagement deadline**

5 April 2025

### **Engagement process description**

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## Participation

### Particular suitability

Small and medium-sized enterprises (SME)

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## Submission

### Publication date of tender notice (estimated)

23 September 2025

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## Contracting authority

### Birmingham City Council

- Public Procurement Organisation Number: PCJJ-4826-QMLZ

Council House, 1 Victoria Square

Birmingham

B1 1BB

United Kingdom

Contact name: Commercial and Procurement Services

Email: [etendering@birmingham.gov.uk](mailto:etendering@birmingham.gov.uk)

Website: <http://www.in-tendhost.co.uk/birminghamcc>

Region: UKG31 - Birmingham

Organisation type: Public authority - central government