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Planning

PL0360 Shrub Hill Development Partner

Worcestershire County Council

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

Notice identifier: 2026/S 000-010168

Procurement identifier (OCID): ocds-h6vhtk-06472d ([view related notices](#))

Published 4 February 2026, 4:25pm

Scope

Description

Worcestershire County Council (WCC) is seeking to engage with the market in relation to securing a future Development Partner for the landmark Shrub Hill Quarter Regeneration Project.

WCC are anticipating launching a Developer Procurement opportunity via competitive flexible procedure in April/May 2026.

The purpose of this questionnaire is to initiate a market engagement exercise to inform the procurement strategy for Phase 1 (Shrub Hill Industrial Estate) of the Shrub Hill Quarter. Shrub Hill Quarter is 14 hectares of land linking Worcester city centre with Worcester Shrub Hill station, with capacity to bring forward 500+ homes alongside employment and other uses. Phase 1 is WCC owned land, which has already benefited from initial public realm improvements, land already cleared for housing, ongoing investment to deliver a 37,000 sq ft heritage conversion for commercial uses, as well as further potential development opportunities across the remaining industrial estate.

This questionnaire is designed to collect information from organisations interested in acting as the Development Partner for the Shrub Hill regeneration project, in part or whole.

Commercial tool

Establishes a framework

Contract dates (estimated)

- 1 November 2026 to 31 October 2031
- Possible extension to 31 October 2033
- 7 years

Main procurement category

Works

CPV classifications

- 45110000 - Building demolition and wrecking work and earthmoving work

Contract locations

- UKG12 - Worcestershire

Engagement

Engagement deadline

27 February 2026

Engagement process description

Please see link to the Microsoft Forms questionnaire.

<https://forms.office.com/e/9j8axFhPGK>

Please copy and paste this link into a web browser to access the questionnaire.

Please complete by Friday 27th February 2026.

There will also be a Market Engagement Event on Thursday 26th February. Please acknowledge your attendance within the Microsoft Forms questionnaire.

Submission

Publication date of tender notice (estimated)

24 April 2026

Contracting authority

Worcestershire County Council

- Public Procurement Organisation Number: PRPQ-4584-WLPQ

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Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government