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Planning

West Bromwich Town Centre Redevelopment

Sandwell Metropolitan Borough Council

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

Notice identifier: 2025/S 000-030518

Procurement identifier (OCID): ocds-h6vhtk-054445

Published 6 June 2025, 11:39am

Scope

Reference

SMBC 25036

Description

Sandwell Metropolitan Borough Council ("SMBC") is conducting a Preliminary Market Engagement ("PME") exercise to inform the planned procurement of a development partner for the West Bromwich Town Centre development programme.

The purpose of this PME is to seek feedback on interest in the opportunity, the masterplan wide delivery approach and proposed contracting arrangements, and the proposed procurement approach.

SMBC's current intention is to appoint a master development partner to establish a contractual relationship with under which a number of sites within the West Bromwich Town Centre will be delivered over the next 10-15 years.

This PME notice is not a call for competition.

Contract dates (estimated)

- 1 May 2026 to 1 May 2036
- 10 years, 1 day

Main procurement category

Services

CPV classifications

- 45000000 - Construction work
- 70000000 - Real estate services
- 70110000 - Development services of real estate

Engagement

Engagement deadline

4 July 2025

Engagement process description

SMBC intends to engage with organisations who have the experience and capability commensurate with the scale of the West Bromwich Town Centre opportunity.

The engagement is seeking to establish the level of interest in the opportunity and the key parameters for the procurement exercise. The exercise is focusing on the market, rather than the merits of individual organisations. Participation in the PME by an organisation will not have a bearing on the evaluation by SMBC of any future response / bid received by such organisation, nor does no participation preclude any organisation from participating in the procurement.

SMBC reserves the right to limit the number of participants in the engagement process. If participation is limited, the selected participants will be a representative group of developers within the marketplace that carry out town centre or other developments with or for public bodies.

The engagement process is being carried out using the Council's procurement portal <https://in-tendhost.co.uk/sandwellmbc> from here you will be able to register your company.

On this portal, interested organisations can find a brochure prepared by SMBC's commercial advisors. This brochure provides details of SMBC's vision for the opportunity, the illustrative masterplan, the intended procurement route and the emerging commercial structure.

The brochure also sets out a number of key questions on which feedback is sought. Responses should be provided in writing, uploaded directly to the procurement portal, by no later than 5PM Thursday 3rd July.

SMBC and their commercial advisors are also happy to arrange one to one sessions to discuss the opportunity in more detail. If you would like to arrange a session, please contact the Council via the In-Tend portal. Please ensure that only one representative from your organisation makes contact.

Please note: This is a Works and Services contract for the delivery of the West Bromwich Master Plan.

In addition to the above:

- SMBC and their advisors were in attendance at this year's UKREiF (UK Real Estate Investment and Infrastructure Forum) event and held a session in respect of West Bromwich Town Centre in the West Midland Pavilion at 3.55-4.10pm Tuesday 20 May 2025. The purpose of the session was to outline the opportunity to attendees. A summary of information shared at this event can be found in the Pre-Market Engagement Document

available as part of this engagement process.

- Prior to the commencement of this engagement process, the West Bromwich Town Centre opportunity was discussed at an investor day at West Bromwich on 8 May 2025. A summary of the information shared / materials shared at the investor day will be made available as part of this engagement process.

Following the PME process, SMBC will outline the high-level findings process and how these have informed the development of the procurement process in the tender documentation (while maintaining confidentiality for all parties).

Particular suitability

SMBC invites interest from organisations with demonstrable capability and expertise in town centre, mixed use regeneration, and collaborative working in public-private delivery opportunities.

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Contracting authority

Sandwell Metropolitan Borough Council

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Region: UKG37 - Sandwell

Organisation type: Public authority - sub-central government