



Birmingham Smithfield

Procurement of a partner for Birmingham Smithfield
Memorandum of information

August 2017



Contents

Foreword	
Becoming our partner	2
Our vision	4
The location	8
Reasons to invest in Birmingham	10
Procurement process	12
Further information	14
Disclaimer and conditions of participation	16

Foreword

Located in the heart of the city centre, Birmingham Smithfield will be a key part of delivering the City Council's vision for a sustainable inclusive and connected city.

As one of the largest and most attractive city centre development sites in Europe, Birmingham Smithfield is a unique opportunity to create a truly transformational development.

Our vision is to build a legacy for the city; a place for people that stands the test of time as an international exemplar of sustainable development. This vision includes new vibrant retail markets; exciting family leisure and cultural attractions; an exemplar residential neighbourhood of 2,000 new homes; public squares and integrated transport facilities.

This development will drive major economic benefits including 300,000sq.m of commercial floorspace, 3,000 jobs, £470m in additional GVA and a £1bn investment value.

As the major landowner for the 17ha site, the City Council is committed to the delivery of this transformation. We have already commenced the process assembling 8ha of the site with the relocation of the existing Wholesale Market.

Our next step to realising the ambition for Birmingham Smithfield is the formation of a partnership with an investor/developer who shares our vision and has the expertise and commitment to deliver this exciting development.

I am delighted to launch this procurement process and commence the journey to seek a partner for this once in a generation opportunity.

Councillor John Clancy
Leader
Birmingham City Council

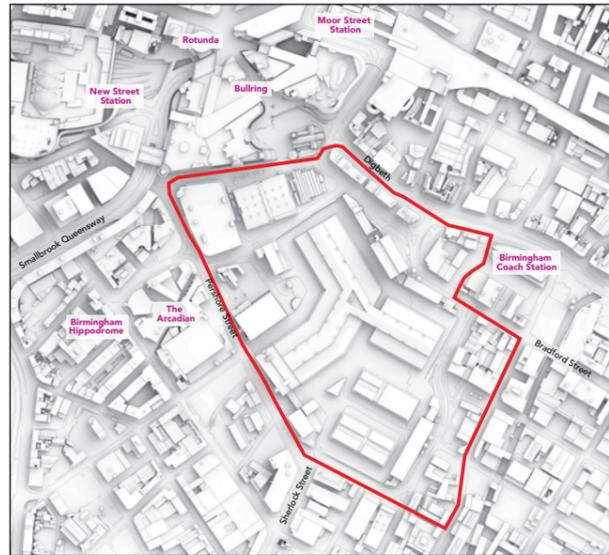
Waheed Nazir
Strategic Director of Economy
Birmingham City Council

Becoming our partner

Birmingham City Council (the Council) is seeking a development/investment partner with the relevant experience, capability and resources to deliver the Birmingham Smithfield development scheme located in the heart of the city centre.

It is proposed that the Council and the selected private sector partner will create a partnering structure through a contractual Joint Venture Agreement (JVA) that will align the parties' goals and provide a mechanism for the development to be delivered.

The JVA is likely to be conditional on agreeing an overall business plan for the development opportunity supported by a detailed masterplan, setting out how the Council's vision for the site will be realised.



Key
— Masterplan area boundary

© Copyright Geoperspectives, supplied by Bluesky International Ltd.
 © Crown Copyright and database right 2017. Licence No.100021326.
 You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form.

NORTH
 NOT TO SCALE



Our vision

The Council's vision for the 17ha site, as set out in the Birmingham Smithfield masterplan (2016), is for the creation of a sustainable, green and inclusive place that has people at the heart of the development.

The development will drive opportunities for the city's economy creating new cultural and leisure attractions, vibrant retail markets and space for start-ups, small businesses and entrepreneurs. It will be a distinctive place, that reflects the area's rich history with high quality architecture, a network of green infrastructure, public spaces and squares and a dynamic new residential neighbourhood, that is reconnected to the wider city through new streets, public transport and pedestrian and cycle routes.

This vision will be secured through the delivery of a series of big moves and underpinned by key development principles.

BIG MOVES

Vibrant markets and leisure

New vibrant markets will be at the heart of Birmingham Smithfield and will become a destination in its own right. A range of leisure uses supported by cafes, independent shops, restaurants and hotels will bring life throughout the day and night.

Festival Square

The square will be a major new public space for the city that is a lively hub for cultural events, activities, festivals and an attractive place for people to meet and relax.

Pedestrian boulevard

A wide, green pedestrian boulevard will transform pedestrian connections into the site allowing people to walk through the area easily and reach it from other parts of the city centre.

Integrated public transport

Metro, bus and sprint (rapid transit bus) will run through the site in dedicated greened public transport corridors providing people with a quick and efficient way of getting around the area and linking to the wider city and beyond.

Residential neighbourhood

A mixture of new, modern sustainable homes in a green setting supported by a range of community facilities and a new city centre park will create an exemplar residential neighbourhood that will be one of the most desirable places to live in the city centre.



Artists impression to give an indication of the site's future redevelopment. For reference only.

The location

As an Enterprise Zone site, Birmingham Smithfield sits within a part of the city that has and will continue to experience huge transformation. It is located adjacent to some of the city's most important economic and cultural assets including:

Retail Core
Birmingham has a highly attractive and successful retail core that positions the city as one of the top shopping destinations in the UK. The city centre attracts over £2bn of expenditure and more than 40m visitors per year

Colmore Business District
The Colmore Business District area is a major hub for the business, professional and financial services sector and is the commercial heart of Birmingham, with around 500 companies, employing around 35,000 people and occupying approximately 5.6m sq.ft of office space. The district will see development that will further strengthen its standing as an exceptional business destination with excellent connectivity.

Southern Gateway
61ha regeneration area, which Birmingham Smithfield will help unlock, delivering new residential neighbourhoods with over 5,000 homes.

High Speed 2 (HS2)
The rail link, initially between Birmingham and London, will deliver 21st century rail connections when it opens in 2026. The new terminus station at Birmingham Curzon will bring significant numbers of new jobs and visitors to the city and open up a 141ha regeneration area.

Knowledge Hub
Focused to the north of the HS2 station, this area is home to over 20,000 students and a number of leading educational and research establishments including the Birmingham Science Park Aston.

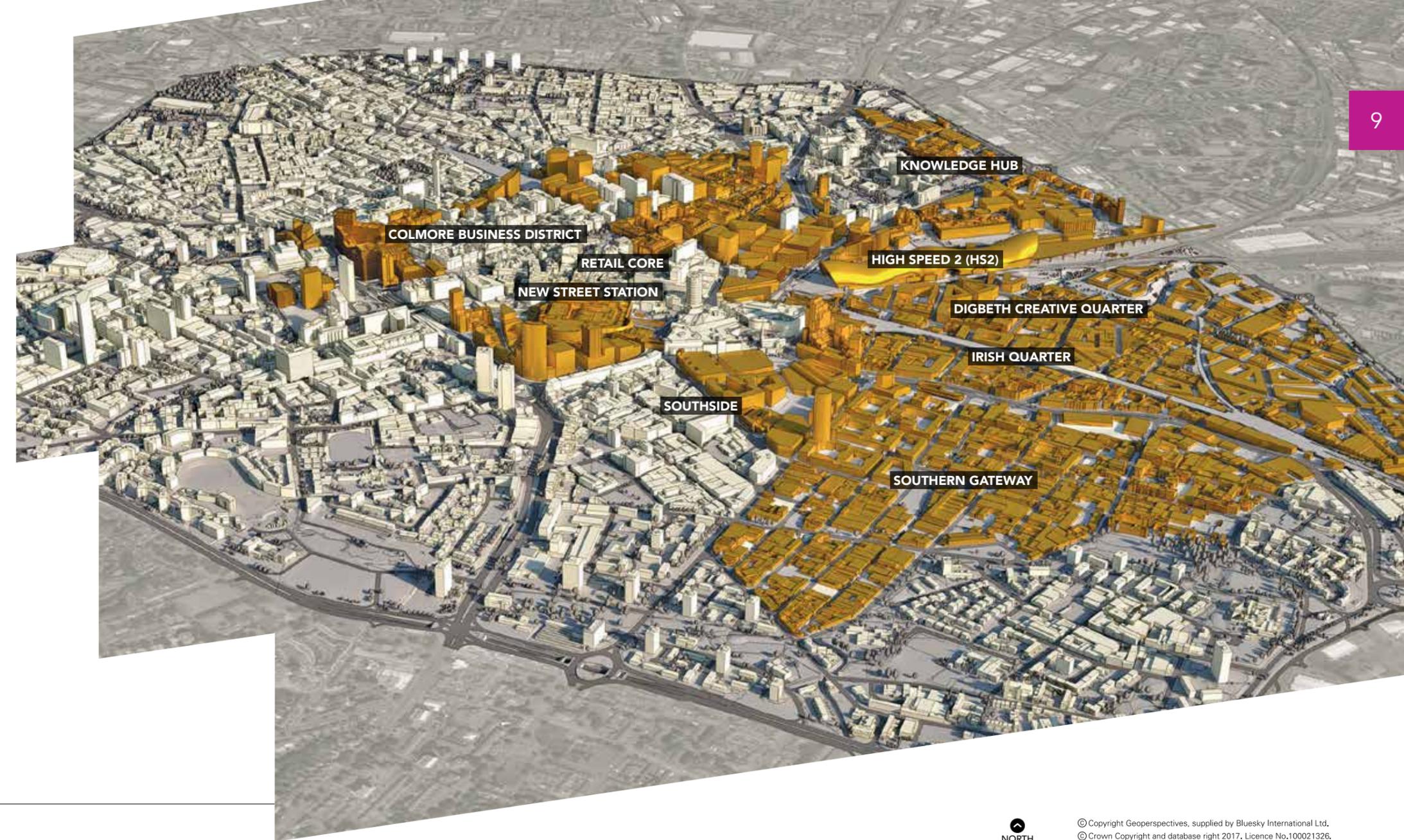
New Street Station
The recent £770m major redevelopment of the station has given the city a bright modern transport hub. Used by more than 51m people per year it will be connected to Birmingham Smithfield via a new metro link and improved pedestrian links.

Digbeth Creative Quarter
The Digbeth area is home to an established and growing creative sector such as the Custard Factory and Fazeley Studios, creating innovative spaces for business, a hub for digital media, gaming and arts companies complemented by a diverse cultural and

nightlife scene to include independent shopping, atmospheric industrial history heritage, art, music and food.

Southside
Home to the city's lively theatre, entertainment, and restaurant scene, Birmingham Smithfield will benefit from the tens of thousands of people that visit this area's attractions every year. As a cultural focus for the city's Chinese and LGBT community, Southside is seeing new investment and development that is bringing added vibrancy to the whole area.

Irish Quarter
The city's Irish Quarter has a strong history in the area. Home to a wealth of Irish based businesses and organisations centred on St Anne's Church. The quarter is yet another element of the area's distinctive character.



Key
Areas of Transformation

NORTH
NOT TO SCALE

© Copyright Geoperspectives, supplied by Bluesky International Ltd.
© Crown Copyright and database right 2017. Licence No.100021326.
You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form.

Reasons to invest in Birmingham

With an economy worth £24.8bn, Birmingham has a growth rate of 19.2% in the last five years and is one of the largest growing city economies in the UK. The following are just some of the reasons why Birmingham is fast becoming one of the most attractive places to invest in in the UK:

- Birmingham is the youngest major city in Europe with 40% of the population under 25 years of age.
- Between 2005 and 2015, Birmingham's population increased by nearly 100,000 and over the next 15 years the population is set to increase by another 150,000.
- In 2016, the City was ranked most popular location for business tourism events outside London.
- Birmingham is ranked as having the highest quality of life of any English city outside the capital, by the global Mercer Quality of Living Report 2017.
- The 1.1m overseas visits to Birmingham in 2015 was 17% up on 2014 and the largest increase of any UK city outside London.
- The City has more schools receiving an 'outstanding' OFSTED inspection rating of any regional city.
- The City has unrivalled connectivity with 114 rail services to London daily, with a fastest journey time of just over 70 minutes. This will be enhanced further as Birmingham will be at the heart of the £56bn national high speed rail (HS2) project. On completion, HS2 will make the journey time to London less than 45 minutes.
- International connectivity is provided by Birmingham Airport with 44 airlines serving more than 140 routes worldwide, including a twice daily service to Dubai.



19.8%
ECONOMIC GROWTH RATE
in the last five years

Birmingham Airport
had 11 million
passengers in the last 12 months

No.1
regional city for
Startups in the UK

17,473
New businesses
born in 2016

EXPORT

£29bn
REGIONAL
EXPORT VALUE
in 2015

**TOP UK
REGIONAL CITY**

Birmingham ranked top UK
regional city for quality of life
(Mercer Living Index)

£1.6 invested in
Birmingham
BILLION city centre in 2016

**No.1
REGION**
for job creation
projects
outside of London

Procurement process

The procurement process will be conducted under the competitive dialogue route in compliance with the Public Contracts Regulations 2015 (as amended) (the Regulations). This route is being used to allow shortlisted bidders to enter into dialogue with the Council to discuss and negotiate specific aspects of their proposals before selection of a preferred bidder, whilst avoiding excessive and disproportionate costs.

The procurement process will be undertaken in four distinct stages as outlined in the following paragraphs and illustrated in the timetable diagram.

STAGE 1: Selection (Pre-qualification)

Stage 1 commenced with the issue of the Contract Notice in the Official Journal to the European Union (OJEU). Potential suppliers responding to the notice will gain access to the Selection Questionnaire (SQ) (previously referred to as Pre-Qualification Questionnaire or PQQ) and a range of supporting documents. Potential suppliers who intend to submit a completed questionnaire must follow the instructions in the SQ and submit their completed questionnaire to the Council by the due date. Completed questionnaires will be evaluated by the Council with assistance from their appointed advisors, and depending on the quantity and quality of responses received, it is anticipated that up to four bidders will be shortlisted for Stage 2.

STAGE 2: Dialogue

Selected bidders will be issued with an Invitation to Participate in Dialogue (IPD). This will include the requirements for the dialogue stage, including draft heads of terms and the Council's detailed objectives and evaluation criteria for awarding the contract.

There will be a number of structured dialogue meetings throughout this period between the Council and individual bidders to discuss key elements of the requirements; for the Council to provide constructive feedback on bidder's evolving solutions and for both parties to discuss and agree appropriate changes to the draft heads of terms. As a condition of engaging in this stage,

bidders will be required to enter into confidentiality agreements and the Council will establish secure procedures to ensure that each of the bidder's intellectual property, identified as part of their proposals, remains confidential.

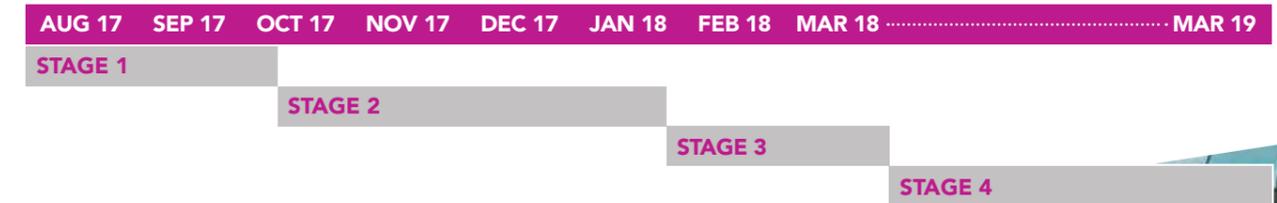
The primary intention of this stage is to identify solutions that satisfy the Council's objectives. The Council will seek to conduct the dialogue stage as expeditiously as possible to avoid unnecessary protraction and cost for all parties involved. Once one or more acceptable solutions have been identified, the Council can close dialogue and invite the remaining bidders to the final tender stage.

STAGE 3: Final tender and evaluation

Stage 3 will commence with the issue of the Invitation to Submit Final Tenders (ISFT). The Council may issue a draft ISFT to bidders during dialogue to enable bidders to provide feedback before dialogue is closed. Bidders will be required to submit their tenders in response to the ISFT and on the basis of the solutions agreed during dialogue. Final tenders will be evaluated on the basis of the best price quality ratio, in accordance with the evaluation criteria, and a preferred bidder will be recommended.

STAGE 4: Preferred bidder/contract award

This stage will involve clarification, specification and optimisation of the preferred bidder's proposals in line with the principles set out in their tender submission and settling the Development Agreement in accordance with the agreed Detailed Heads of Terms. Key outputs of this stage will include the Business Plan, the Masterplan and a completed suite of contract documents ready for formulating the contract between the Council and the preferred bidder.



Further information

All formal communications (including, but not limited to, clarifications) in respect of this opportunity should be submitted via the Council's e-tendering system 'in-tend'.

Potential suppliers may also contact the following contacts at Cushman & Wakefield for general enquires about the opportunity and process:

Jon Turner
Email: jonathan.d.turner@cushwake.com
Tel: +44(0) 121 697 7372

Peter Martin
Email: peter.martin@cushwake.com
Tel: +44(0) 203 296 2335



Disclaimer and conditions of participation

This Memorandum of Information (MOI) is not a recommendation by the Council, or any other person, to enter into any agreement or to make any investment decision. In considering any investment in the project, each bidder should make their own independent assessment and seek their own professional financial and legal advice.

This MOI and the Selection Questionnaire are made available in good faith. No warranty is given as to the accuracy or completeness of the information contained in these documents and any liability for any inaccuracy or incompleteness is therefore expressly disclaimed by the Council and its advisers, except that this will not operate to exclude liability for fraudulent misrepresentation.

Whilst reasonable care has been taken in preparing this MOI, the information within it does not purport to be exhaustive or to have been independently verified. The Council and its advisers do not accept liability or responsibility for the adequacy, accuracy or completeness of any information or opinions stated in this MOI. In so far as it is compatible with any relevant laws, the Council reserves the right not to award a contract, to make whatever changes it sees fit to the structure and timing of the procurement process (including issuing updates

and amendments to the procurement documents and inviting bids on the same or an alternative basis), to cancel the procurement at any time and where appropriate re-advertise the requirement.

Nothing in this MOI shall be taken as constituting an offer, contract or agreement between the Council and any other party. The Council is not bound to accept any offer resulting from this Competition. Nothing in this MOI is to be construed as implying commitment by the Council that it will award the contract.

The Council is not liable for any costs resulting from any cancellation of this tendering process nor for any other costs incurred by those expressing an interest in, or negotiating for this contract opportunity. Any expenditure, work or effort undertaken is accordingly a matter solely for the commercial judgment of the bidder. The Council

and its advisers are not and shall not be liable for any costs incurred by those expressing an interest or negotiating or tendering for this contract, their associated entities or any other person.

Bidders are responsible for ensuring that there are no conflicts of interest either between their own advisers or those of the Council. A bidder must notify the Council of any conflict of interest or potential conflict of interest as soon as reasonably practicable after it becomes aware of such a conflict.

You are deemed to understand fully the processes that the Council is required to follow under relevant European and UK legislation, particularly in relation to the Public Contracts Regulations 2015.

This MOI should be read in conjunction with the other procurement documents.



The Birmingham Smithfield Memorandum of Information produced by Birmingham City Council, Planning and Regeneration, Economy Directorate.

