



Celebration Bournville

Project Information for Tenderers

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Change note: Updated to foreground the creation of a prioritised, interrelated capital programme as the primary Development Phase outcome.

1. About the project

Celebration Bournville is a heritage-led regeneration programme focused on Bournville Village Centre. It operates in a sensitive village-centre context with a mix of commercial and community buildings and public realm. Bournville Village Trust (BVT) is the accountable body for the current Heritage Fund supported feasibility and development phase, working in partnership with Mondelēz International as a principal land and building owner within scope. The partnership is underpinned by agreed joint working arrangements (including shared oversight and decision-making) which will be kept under review and, where needed, further formalised as the programme moves towards delivery.

This phase is about creating an investable and deliverable capital programme. It will test options, assemble proportionate evidence and confirm a clear vision and implementation pathway so that BVT and partners can take prioritised decisions and, where appropriate, prepare a subsequent delivery or capital bid.

2. What success looks like in this phase

By the end of this phase we expect to have:

- A clear vision and agreed design and conservation principles for the Village Centre, rooted in heritage significance and future sustainable use.
- A prioritised, interrelated and phased pipeline of capital projects, showing dependencies and package-able phases.
- A transparently selected 'pathfinder' early project suitable to progress for funding and delivery (not predetermined).
- A decision-ready evidence base: stakeholder insight, key constraints and opportunities, consent considerations and indicative cost ranges with stated assumptions.

3. Scope boundaries and assumptions

The phase focuses on programme definition and investment case preparation, not delivery of physical works. Working assumptions include mixed ownership, varied building condition and the need to balance conservation, commercial vitality and community benefit.

In scope (high level):

- Options development and prioritisation for a capital programme, including building-related and public realm interventions where relevant.
- Evidence gathering and analysis proportionate to a feasibility and development stage (surveys and studies required to support decisions).

Out of scope (unless later agreed in writing):

- Detailed design for construction, statutory consent submissions and delivery of capital works.
- Commitment to a specific capital project before completion of options appraisal and prioritisation.

4. Governance and decision-making

BVT will be the contracting organisation for commissioned services. Work is undertaken in partnership with Mondelēz International and other stakeholders as appropriate. Suppliers should expect structured oversight, clear stage gates and a requirement for outputs to be usable for decisions.

Where governance or partnership protocols need to be clarified to support delivery (for example delegated authority, information-sharing, or decision routes), suppliers may be asked to provide practical recommendations to help BVT and Mondelēz formalise these proportionately.

Suppliers should assume there will be joint oversight involving BVT and Mondelēz representatives, with clear stage gates and a requirement to record decisions, actions and assumptions in a form suitable for both organisations and for funder scrutiny.

Outputs should be decision-ready: evidence-based, options-tested and practical to implement, with risks, dependencies and assumptions made explicit.

5. Ways of working

Tenderers should assume a collaborative, workshop-based approach. Typical expectations include:

Workshops may be convened jointly by BVT and Mondelēz, and outputs should be drafted to support joint decision-making rather than single-organisation sign-off.

- An inception period to confirm approach and information needs, followed by structured workshops at key stage gates.
- Regular progress meetings and clear handover of editable working files (not just PDFs).

6. Programme intent and indicative timescales

The programme is expected to mobilise in early 2026. Appointments will be time-limited and stage-gated. Tenderers should propose a realistic programme that supports iterative refinement as evidence emerges.

7. Procurement, compliance and ethics

BVT will procure services competitively and in a way that demonstrates value for money, transparency and fairness. Tenderers must declare conflicts of interest and confirm their approach to confidentiality and data handling. Consortium bids and specialist sub-consultants may be proposed where this strengthens quality and deliverability, provided accountability is clear.

BVT and Mondelēz may undertake limited soft market engagement prior to formal tendering. Any such engagement will be documented and any non-sensitive learning will be reflected in the published ITT/brief and shared with all tenderers on equal terms.

8. Tender packs, attachments and updates

Each tender pack will set out the scope of services, required outputs, submission requirements and evaluation criteria. This document is common to all commissions and should be read alongside the relevant role brief.

Tender packs may include baseline project documents and other supporting information, for example:

- Programme, plan, risk register and cost plan, plus relevant background reports.
- Available site or asset information at the point of issue, and draft contract terms.

Note: If this document is updated during a procurement, all tenderers will be issued the same updated version.