

Homes England – Master Development Partner, Broad Marsh, Nottingham

Briefing Note: Preliminary Market Engagement

1.0 Overview

Broad Marsh ('the site') comprises around 11 acres of brownfield land within Nottingham City Centre. The site is around c. 0.2 miles north of Nottingham Train Station and c. 0.3 miles south of Nottingham Council House.

The site is formed of three components:

- The former College
- The former NCP car park
- The former Broad Marsh shopping centre

The site is identified as a strategic allocation in both the adopted and emerging Development Plan.

The emerging Development Plan allocates the site as a *'strategic site for mixed use development as a new City Centre community, to include the provision of around 1,000 residential units, up to 20,000 square metres of commercial, office, and leisure floorspace and the provision of high-quality public realm and open space/green infrastructure'*.

Homes England purchased the site in March 2025. Since then, Homes England is delivering on a package of enabling works to include site surveys, demolition of the remaining structures, and concluding key site due diligence, to prepare the site for development.

Homes England is now considering appointing a Master Development Partner to prepare and deliver a new master plan for the site, secure planning permission/s, and bring forward a multi-phase development, which delivers commercial value and social impact.

It is currently proposed the partnering arrangement will be a Master Development Agreement between Homes England the selected Master Development Partner, with a phased drawdown of individual land parcels forming part of the site.

2.0 Purpose and Structure of Preliminary Market Engagement

Purpose:

Homes England is seeking to undertake a Preliminary Market Engagement exercise to understand interest from potential long-term master development partners in the current market and to seek feedback on the following:

- Homes England's Enabling and Planning Works
- Future Master Plan & Phasing Strategy
- Development Agreement Framework
- Potential Delivery Models
- Proposed Procurement Strategy



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To support the preliminary market engagement exercise, interested parties will be provided with access to a data room containing further site information, to include **The Development Brief** which provides an overview of the opportunity and outlines Homes England's main project objectives for Broad Marsh.

The data room also includes:

- Procurement Programme (Indicative)
- Summary of Homes England's Enabling and Planning Works
- Development Agreement Framework (Draft)
- Previous illustrative master plan work undertaken by BDP

Timing:

Homes England will host a **Market Briefing Session** for all interested parties, where they will present the opportunity and the preliminary market engagement exercise on **Monday 15th June 2026** via Microsoft Teams. The session will be recorded and made available to all interested parties.

Following which Homes England will aim to undertake **one-to-one, face-to-face meetings** in June and July 2026.

Please note Homes England does reserve the right to amend these timescales.

3.0 Outline Agenda

An outline agenda for the Market Briefing Session and the potential one-to-one meetings is set out below:

1. Welcome and Introductions

Set out the session objectives and format.

2. Homes England's Ambition and Project Objectives

Brief overview of the site, planning policy context, and Homes England's enabling and planning works.

Outline Homes England's ambition and project objectives for Master Development Partner appointment.

3. Master Plan Approach

Discussion on the site's key constraints and opportunities.

Discussion on potential mix of uses (to include public realm) and planning strategy.

4. Development Agreement Framework

Discussion on infrastructure delivery, viability, and phasing of development.

5. Discussion: Market Feedback

Opportunity for participants to feedback on delivery model options.

Specific questions to test market appetite and identify any barriers.

6. Next Steps and Timelines

Outline of the proposed Master Development Partner procurement process and opportunities for further engagement.



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4.0 Further Information

Interested parties are requested to provide a corporate CV (in format of their choice but no longer than 2 x A4 pages) and confirm their interest in participating in the Preliminary Market Engagement exercise.

The corporate CV should evidence the respondents experience and expertise in the delivery of a large mixed-use development in a city or town centre.

Corporate CVs are to be submitted electronically to ebach@savills.com

by 12 noon on Monday 8th June 2026

Following which respondents will be invited to the **Market Briefing Session (on Monday 15th June 2026)** and then there may be an opportunity for one-to-one, face-to-face meetings. However, please note that due to time and resource constraints, it may not be possible for Homes England to meet one-to-one with all interested suppliers.

If the level of supplier interest in our Preliminary Market Engagement activities exceeds our capacity to accommodate individual meetings, Homes England reserves the right to schedule meetings with those respondents which Homes England considers to be suitably experienced developers, relative to the scale and complexity of the project, and based on the information provided by respondents.

In the event that it is not possible to organise a one-to-one meeting, affected interested parties will be given the opportunity to provide written feedback to ensure that no interested parties are excluded from inputting into the Preliminary Market Engagement exercise.

To ensure transparency and equal treatment, all relevant information shared by Homes England with interested parties during these meetings will also be made available to the wider market later.

Please note that participation in this engagement will not confer any advantage or preference in relation to any future procurement process.

Please be advised that the estimated value of this requirement or timelines cannot be derived until the completion of the Preliminary Market Engagement and more supporting technical work being completed by Homes England.

Interested parties should note the procurement strategy and timetable have not been finalised at this stage. Homes England will collate and analyse the responses received to decide on its final requirements and any tender documents if a procurement route is progressed.

Responses may be used to develop and scope the procurement strategy and process.

Homes England will make a final decision on the procurement strategy, timetable, and content of any procurement documentation, having considered market feedback, although Homes England is not obliged to incorporate any of the feedback received into the ultimate process/documentation.

This Preliminary Market Engagement exercise does not constitute a commitment to undertake any procurement activity. Any dates or values provided as part of this notice are estimates only and are subject to change depending on wider approvals and feedback to the Preliminary Market Engagement exercise.



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