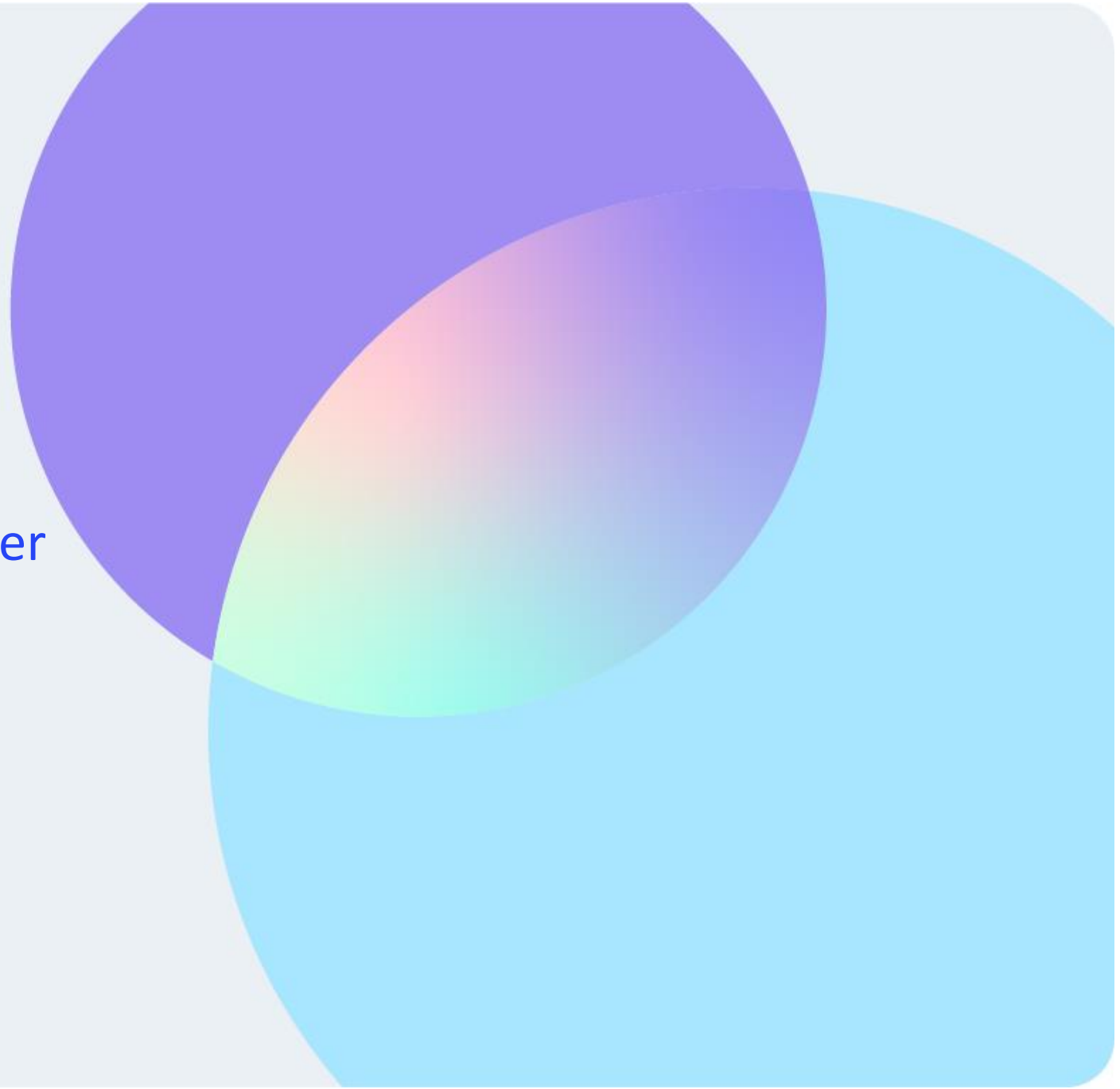




# National Framework for Developer Led Schemes Framework

Pre-Procurement Webinar

1<sup>st</sup> May 1:30pm - 2:30pm 2025





- Pagabo Group Founder and Director
- Strategic lead for Pagabo
- Responsible for all Pagabo Frameworks and DPSs



# Introduction

Jason Stapley MAAT, MCIPS, NEC3 Accredited Project Manager  
Chief Procurement Officer – Pagabo Group  
Chairman – Pagabo Foundation

# Agenda

- Introduction
- Developer Led introduction
- Marketing Support
- Framework Procurement
- UKREiiF
- Next Steps
- Q&A



## Introduction to Panelists

Sarah Jones - Solicitor & Director of Legal & Commercial Services Company Secretary Cumbria, Northumberland Tyne & Wear NHS Foundation Trust

Jason Stapley – Chief Procurement Officer, Pagabo Group

Jonathan Parker – Development Director, Pagabo

Liam Graves-Pattison – Marketing Executive, Pagabo

Shamayne Harris – Head of Procurement, Pagabo



## Introduction to Panelists

Sarah Jones - Solicitor & Director of Legal & Commercial Services Company Secretary Cumbria, Northumberland Tyne & Wear NHS Foundation Trust

- Contracting Authority establishing the Framework Agreement
- Work collaboratively with Pagabo to have oversight of the Framework procurement delivery and ongoing management
- Links to the NHS and their approval processes

# Milestones 2024

(As of April 2025)



Projects delivered

**3,051**

Given to good causes

**Over £5m!**

**Pagabo turns  
11 years old!**

Social Return on Investment  
(SROI)

**£6.2bn**

Project value awarded

**£6.5bn**  
(£3bn in PCSA)

# All frameworks

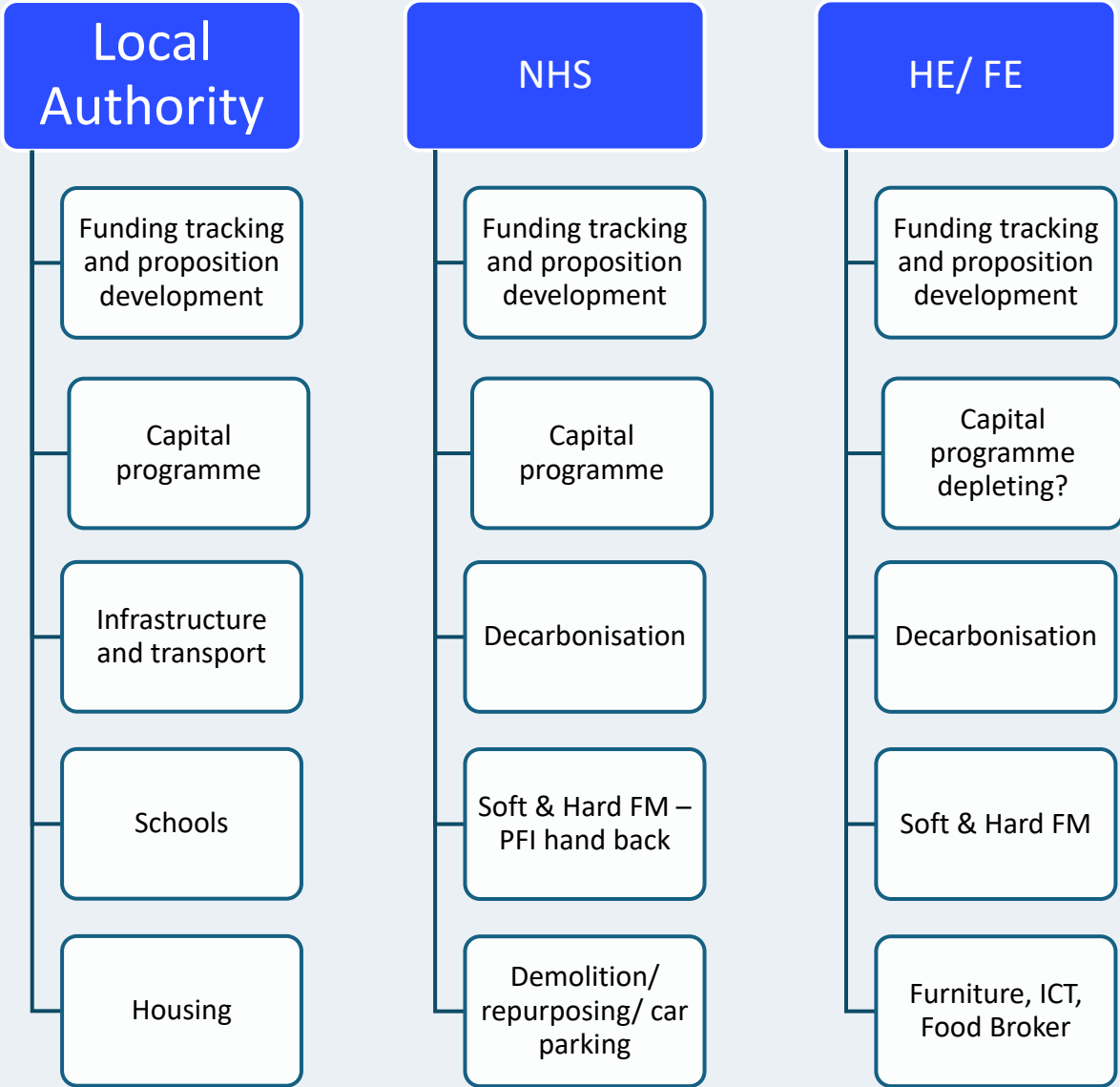
(As of April 2025)



| Awarded projects | Projects in PCSA | Projects in Procurement | Pipeline |
|------------------|------------------|-------------------------|----------|
| £12.1bn          | £8.0bn           | £3.8bn                  | £9.9bn   |
| 3255             | 101              | 178                     | 194      |

| Clients engaged | Clients awarded | CAAs Signed |
|-----------------|-----------------|-------------|
| Over 1500       | 627             | 2124        |

# Core Target Markets



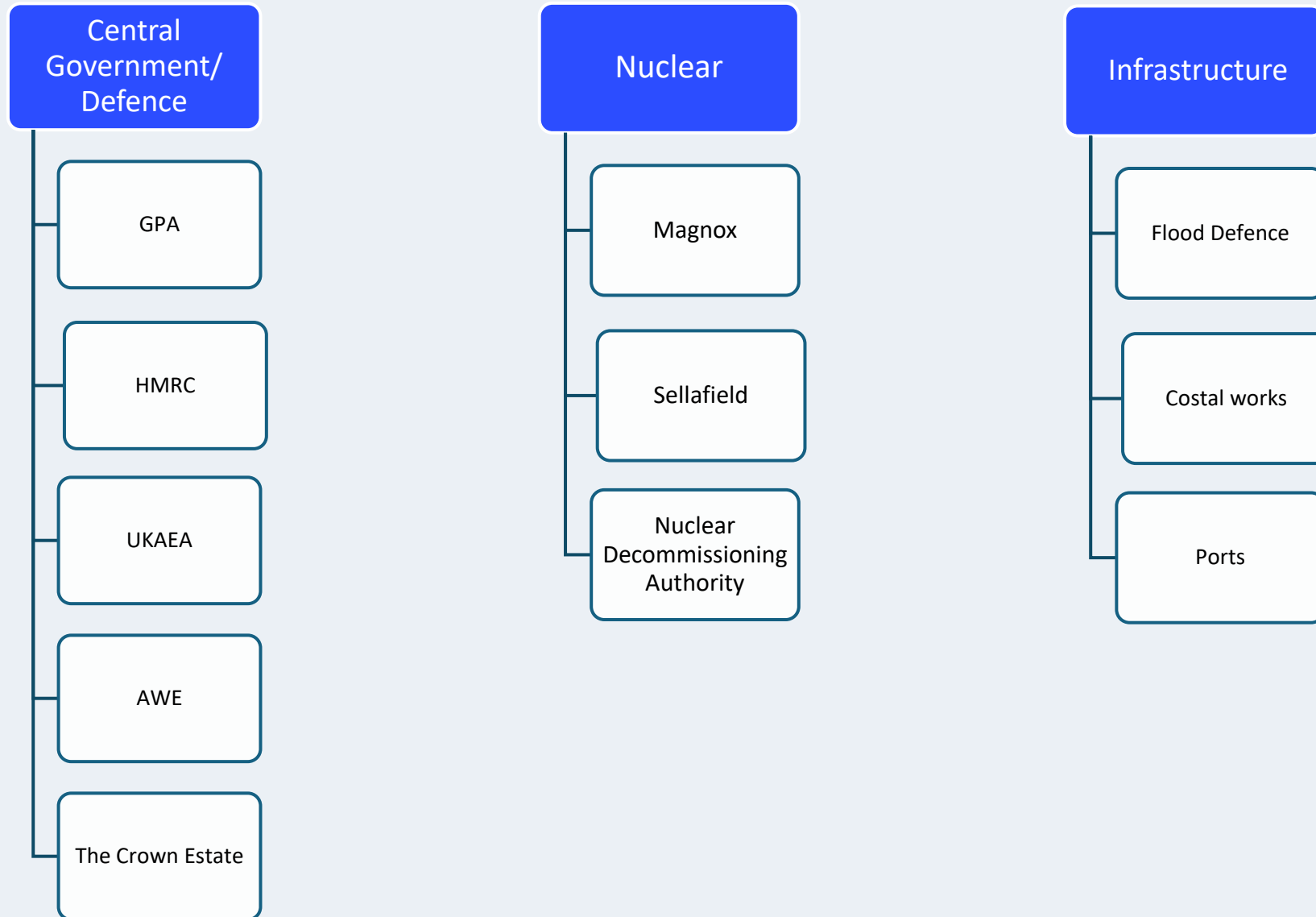
NHS Accredited Framework Host  
Achieved



Gold Standard accreditation scheme  
Process Underway



# Additional Target Markets





# Key Pagabo Team Members

Jason Stapley – [Chief Procurement Officer](#)

Partnership Agreements, Private Sector Agreements, Growth and Efficiency through digitisation

Jonathan Parker – [Development Director](#)

Complex development projects, Client and Developer focused

Karen Carter – [Director of Delivery](#)

Regional Client focused team, engagement for all projects and delivery of all other works projects, Business Development

Jonathan Oram – [Framework Director](#)

Framework Compliance

Shamayne Harris – [Head of Procurement](#)

Framework development and implementation



# Key Objectives for the renewal Developer Led Framework

## Digitalisation

Making the procurement process seamless

Use technology to our advantage

## Client Growth

Client revenue analysis  
Client project value analysis  
Opportunity Analysis

Account Management Strategy

## Promote Expertism

National expertise supported by regional teams

Regulatory compliance

Understanding of complex, high value projects

## Collaboration

Partnership approach to delivery

Clear understanding of Client and Developers requirement



# Developer Led Framework

Jonathan Parker  
Development Director



Framework Performance to date

## Performance to date (Dec 2020 – April 2025)



| Awarded Contracts | Average Development Value | Developments in Procurement | Development Pipeline |
|-------------------|---------------------------|-----------------------------|----------------------|
| £5.74bn           | £135.8m                   | £1.64bn                     | £4.96bn              |
| 71                |                           | 17                          | 51                   |

| Clients engaged to date | Clients Awarded Schemes | Client Access Agreements Signed |
|-------------------------|-------------------------|---------------------------------|
| 162                     | 48                      | 94                              |



## Breakdown by Year

| Year | Number of Developments | Gross Development Value (£GDV) |
|------|------------------------|--------------------------------|
| 2021 | 6                      | £332,872,885                   |
| 2022 | 7                      | £191,450,500                   |
| 2023 | 12                     | £443,421,820                   |
| 2024 | 41                     | £4,120,652,978                 |
| 2025 | 5                      | £605,000,000                   |

## What has worked well in V1 .....



- The reputation of Pagabo has helped develop awareness in the development sector and it is gathering real pace now.
- The Public Sector has embraced what we are looking to achieve by bringing schemes forward at pace to drive value for money for clients.
- History tells us that V2's of Pagabo Frameworks outperform the V1.
- With the lack of Public Funding, Public Sector Clients are now looking at Developers to move things forward and bring external funds into the market.
- 80% of schemes have been delivered through a Direct Award Process due to urgency.
- Clients are now looking to run further competitions as they now have time to do so.



# Proposed Framework Structure

# Growth Predictions



| Year  | No  | Gross Development Value by Year | Gross Development Value by Year (£bn) | Projected - outside of the new framework | V2 Figures      | Growth aspiration @ 25% YoY on previous year |
|-------|-----|---------------------------------|---------------------------------------|------------------------------------------|-----------------|----------------------------------------------|
| 2021  | 6   | £332,872,885                    | £0.3                                  |                                          |                 |                                              |
| 2022  | 7   | £191,450,150                    | £0.2                                  |                                          |                 |                                              |
| 2023  | 12  | £443,421,820                    | £0.4                                  |                                          |                 |                                              |
| 2024  | 41  | £4,120,652,978                  | £4.1                                  |                                          |                 |                                              |
| 2025  | 40  | £5,605,000,000                  | £5.6                                  | £5,000,000,000                           |                 |                                              |
| 2026  | 45  | £6,500,000,000                  | £6.5                                  | £2,000,000,000                           | £4,500,000,000  |                                              |
| 2027  | 50  | £7,000,000,000                  | £7.0                                  |                                          | £7,000,000,000  | £1,125,000,000                               |
| 2028  | 55  | £7,500,000,000                  | £7.5                                  |                                          | £7,500,000,000  | £1,750,000,000                               |
| 2029  | 60  | £8,000,000,000                  | £8.0                                  |                                          | £8,000,000,000  | £1,875,000,000                               |
| 2030  | 65  | £9,000,000,000                  | £9.0                                  | £6,000,000,000                           | £3,000,000,000  | £1,000,000,000                               |
| Total | 381 | £48,693,397,833                 |                                       | £13,000,000,000                          | £30,000,000,000 | £5,750,000,000                               |

## What changes are being made for V2



We are making the Framework a full turnkey solution for client by adding in:

- Development Consultants
- Development Legal Providers

We are making the Framework simpler with the Developer Lot Structure, Regions and Value Band.

Taking out Lot 2 – Income Lease Back, this is a funding solution that will be picked up in the remaining lots.

Taking out the smaller regions in the current Lot 3 of the Framework.

Reducing the value bands down to 2 per lot.

## Why are we making these changes



- Numerous clients wanted a mechanism to provide the full development services which they require through the life cycle of the development.
- Clients were finding procurement a challenge in obtaining the services of Development Consultants and Development Legal Providers. They ultimately run a stripped-down process to get a supplier which may have risk of a non-compliant procurement.
- Clients wanted access to market leading consultants who can help with their journey in the early stages of the development scoping.
- Obtaining specific Development Legal Advice has also been an issue and slowed the procurement process down.
- Clients wanted an easier Lot structure and value bands which were reflective of the current market conditions.

# Framework Structure



| Lot name   | Development Consultants                                                                                                | Development Legal Providers                                                                                            | SPV's / LLP's (old Lot 1)                                                                                                                                       | SPV's / LLP's (old Lot 1)                                                                                                                                       | Development Agreement (old Lot 3) Single site and Multi Phase                                                                                                   | Development Agreement (old Lot 3) Single site and Multi Phase                                                                                                   | Development Management Services (previously incorporated in Lot 3)                                                     |
|------------|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| Value band | £0 +                                                                                                                   | £0 +                                                                                                                   | £0 – £100m                                                                                                                                                      | £100m +                                                                                                                                                         | £0m - £50m                                                                                                                                                      | £50m +                                                                                                                                                          | £0 +                                                                                                                   |
| Regions    | 1. Scotland<br>2. North<br>3. Midlands<br>4. Wales<br>5. Southwest<br>6. Southeast<br>7. London<br>8. Northern Ireland | 1. Scotland<br>2. North<br>3. Midlands<br>4. Wales<br>5. Southwest<br>6. Southeast<br>7. London<br>8. Northern Ireland | 1. Scotland<br>2. North<br>3. Midlands<br>4. Wales<br>5. Southwest<br>6. Southeast<br>7. London<br>8. Northern Ireland                                          | 1. Scotland<br>2. North<br>3. Midlands<br>4. Wales<br>5. Southwest<br>6. Southeast<br>7. London<br>8. Northern Ireland                                          | 1. Scotland<br>2. North<br>3. Midlands<br>4. Wales<br>5. Southwest<br>6. Southeast<br>7. London<br>8. Northern Ireland                                          | 1. Scotland<br>2. North<br>3. Midlands<br>4. Wales<br>5. Southwest<br>6. Southeast<br>7. London<br>8. Northern Ireland                                          | 1. Scotland<br>2. North<br>3. Midlands<br>4. Wales<br>5. Southwest<br>6. Southeast<br>7. London<br>8. Northern Ireland |
| Work types | N/A                                                                                                                    | N/A                                                                                                                    | Residential Single Unit<br>Multi-Occupancy & Student Accommodation<br>Mixed Use<br>Health inc Care Homes<br>Infrastructure<br>Education<br>Commercial & Leisure | Residential Single Unit<br>Multi-Occupancy & Student Accommodation<br>Mixed Use<br>Health inc Care Homes<br>Infrastructure<br>Education<br>Commercial & Leisure | Residential Single Unit<br>Multi-Occupancy & Student Accommodation<br>Mixed Use<br>Health inc Care Homes<br>Infrastructure<br>Education<br>Commercial & Leisure | Residential Single Unit<br>Multi-Occupancy & Student Accommodation<br>Mixed Use<br>Health inc Care Homes<br>Infrastructure<br>Education<br>Commercial & Leisure | N/A                                                                                                                    |



## Lot 1 Scope

- Agreeing the scope of the development including vision, goal and objectives
- Financial modelling
- Analysis of available funding
- Advice on delivery and ownership structures
- Site & Development Appraisal
- Review site constraints and opportunities.
- Advise on planning policy, title, access, and services.
- Identify any legal, technical, or stakeholder constraints.
- Help client define client's objectives: time, cost, quality, and sustainability.
- Support development of the business case.
- Evaluate development options and potential returns (GDV, NPV, etc.)
- Advise on professional team appointments (architect, planning consultant, etc.).
- Recommend required surveys and reports (e.g. topco survey, transport, ecology).
- Support development of the initial project brief (strategic, spatial, functional).
- Ensure brief aligns with client objectives and site potential.
- Assist in identifying key stakeholders and setting up engagement plans.
- Identify early risks (planning, political, legal, technical).
- Assist in creating high-level development programme and key milestones.
- Liaise with planning consultants to shape planning approach and engagement.
- Advise on project budget parameters.
- Support funding strategy development, if required.

## Lot 2 Scope



- Services required in the action of Land Acquisition
- Reviewing and advising on title, easements, and encumbrances
- Drafting and negotiating sale agreements, option agreements, or development agreements
- Advising on due diligence and risk
- Planning and Regulatory Compliance
- Advising on zoning, planning permissions, and building regulations
- Representing the client in planning appeals or public consultations
- Drafting and negotiating Development Agreements
- Drafting and negotiating Development Management Services Agreements
- Drafting and negotiating Development Consultant Appointments
- Drafting and advising on JV agreements, LLPs, or SPVs
- Drafting and negotiating Development Partnership
- Drafting and negotiating Construction build contracts (e.g., JCT, NEC)
- Appointments of contractors, consultants, engineers, architects
- Collateral warranties and performance bonds
- Advising on development finance facilities
- Drafting and negotiating loan agreements, security documents (e.g., charges, guarantees)
- Shareholders' agreements if applicable
- Drafting pre-let agreements, agreements for lease, and tenancy documentation
- Drafting sale contracts and transferring title to buyers or tenants
- Dispute Resolution and Risk Management
- Advising on and managing disputes (e.g., construction defects, planning challenges)
- Advising on insurance requirements and claims
- Environmental and Regulatory
- Advising on contaminated land, environmental impact assessments (EIAs), etc.

## Lot 3 & 4 Scope



- Raising of development finance, all funding solutions can be delivered.
- Site acquisition and land assembly
- Planning and delivery of temporary site uses prior to construction
- Structuring of development risk and reward
- Liaising with the Planning Authority
- Master planning and phasing strategy
- Obtaining planning permission
- Supply chain appointment and management
- Design development
- Demolition, site remediation and preparation and construction of the asset
- Design and construction of infrastructure to support the development
- Management and delivery of the development construction phase
- Sales, lease and marketing of homes for residential developments, commercial property, offices etc.
- Aftercare, operation and maintenance of the asset
- Management of completed assets and the surrounding site
- Soft market testing
- Acquisition, development and disposal of sites
- Developments funded by Client Organisation or Grant Funding

## Lot 5 Scope



- Project/Development management office (PMO)
- Site acquisition and land assembly advice
- Planning temporary site uses prior to construction
- Structuring of development risk and reward assessments
- Development appraisals
- HM Treasury Better Business case production
- Liaising with the Planning Authority
- Master planning and phasing strategy
- Planning strategy and obtaining planning permission
- Supply chain appointment advice and management advice
- Strategic stakeholder engagement throughout the development lifecycle
- Design development management of infrastructure and assets
- Management of the development construction phase on behalf of the Client Organisation.
- Sales, lease and marketing advice.
- Aftercare, operation and maintenance of the asset advice.
- Management advice of completed assets and the surrounding site
- Soft market testing
- Acquisition, development and disposal of sites assessments



## Specific Development Work Type Marketing

The Framework provides flexibility to further enhance specific marketing campaigns, initially focusing on the following areas:

- Healthcare
- Leisure & Commercial
- Infrastructure
- Student Accommodation



## Framework Clients

The pipeline of schemes that are being discussed currently that cannot be procured through the current framework due to timings or approvals will be procured through the new version.

There have been several clients that have procured and been awarded through the Framework so far, some of which are:

- Bradford City Council
- Wigan Council
- Nuneaton and Bedworth Council
- Kirklees Council
- Telford and Wrekin Council
- Newcastle under Lyme Council
- Thurrock Council
- Derby City Council
- Wolverhampton Council
- Stevenage Council
- West Northamptonshire Borough Council
- London Borough of Southwark
- Liverpool City Council
- Wirral Borough Council
- Stoke Council
- Birmingham City Council
- North Yorkshire Council
- Lincoln City Council
- Wakefield Council
- Rochdale Council



## Pagabo Development Resources

- Pagabo Developments is currently recruiting for three roles to help support the progression of the Framework, these being:
- Development Co-Ordinator – starts 6<sup>th</sup> May
- Senior Development Manager – North – recruitment starts shortly
- Senior Development Manager – South - recruitment starts shortly

If you know of any suitable Senior Development Managers who have Development and procurement experience, please point them in my direction!



UKREiiF



## UKREiF 2025 – Platinum Partner – Pavillion Development Focus

### Day 1

- 9.30am to 10.00am - Development Announcement – Stevenage Borough Council – ECF
- 10.30am to 11.30am – GLA – Towards a New London Plan
- 3.45pm to 5.00pm – London Borough Panel Discussion / Networking

### Day 2

- 9.15am to 10.15am - Developer Framework Follow on Session



# Marketing Support

Liam Graves-Pattison

Marketing Executive

# Our Team



**Ryan Dall**

Chief Marketing  
Officer



**Ben Mackay**

Marketing Manager



**Matt Johnson**

Marketing Executive



**Liam Graves-Pattison**

Marketing Executive



**Erin Barnes**

Junior Creative



**Mary Kirkham**

Creative Production  
Manager



# Building Pagabo Brand Reputation



Events



Networking



Thought-  
Leadership



PR



Social Media



Pagabo Live



## Delivering Project Enquiries



Multi-Channel  
Campaigns



Social Media  
Campaigns



Email Marketing



Media Partners



Region & Sector  
Focus



# Supporting Our Suppliers



Supplier  
Marketing



Digital & Social  
Ads



PR & Social  
Content



Re-Marketing



Media Partners



Collaboration





# Framework Procurement

Shamayne Harris

Head of Procurement



# Framework Procurement

## Agenda

- ✓ Framework Procurement and Notice overview
- ✓ One stage procurement exercise
- ✓ Timescales
- ✓ What's next? Bid Preparation Webinar



## Framework procurement overview

The procurement will be hosted on the e-tendering platform [In-Tend](#) and procured under the [Procurement Act](#)

Utilise the [Open Procedure](#) route to market to establish a multi supplier [Closed Framework](#) of 4 years

Anticipated Framework procurement launch in [July 2025](#) for approx. [8 – 10 weeks](#)





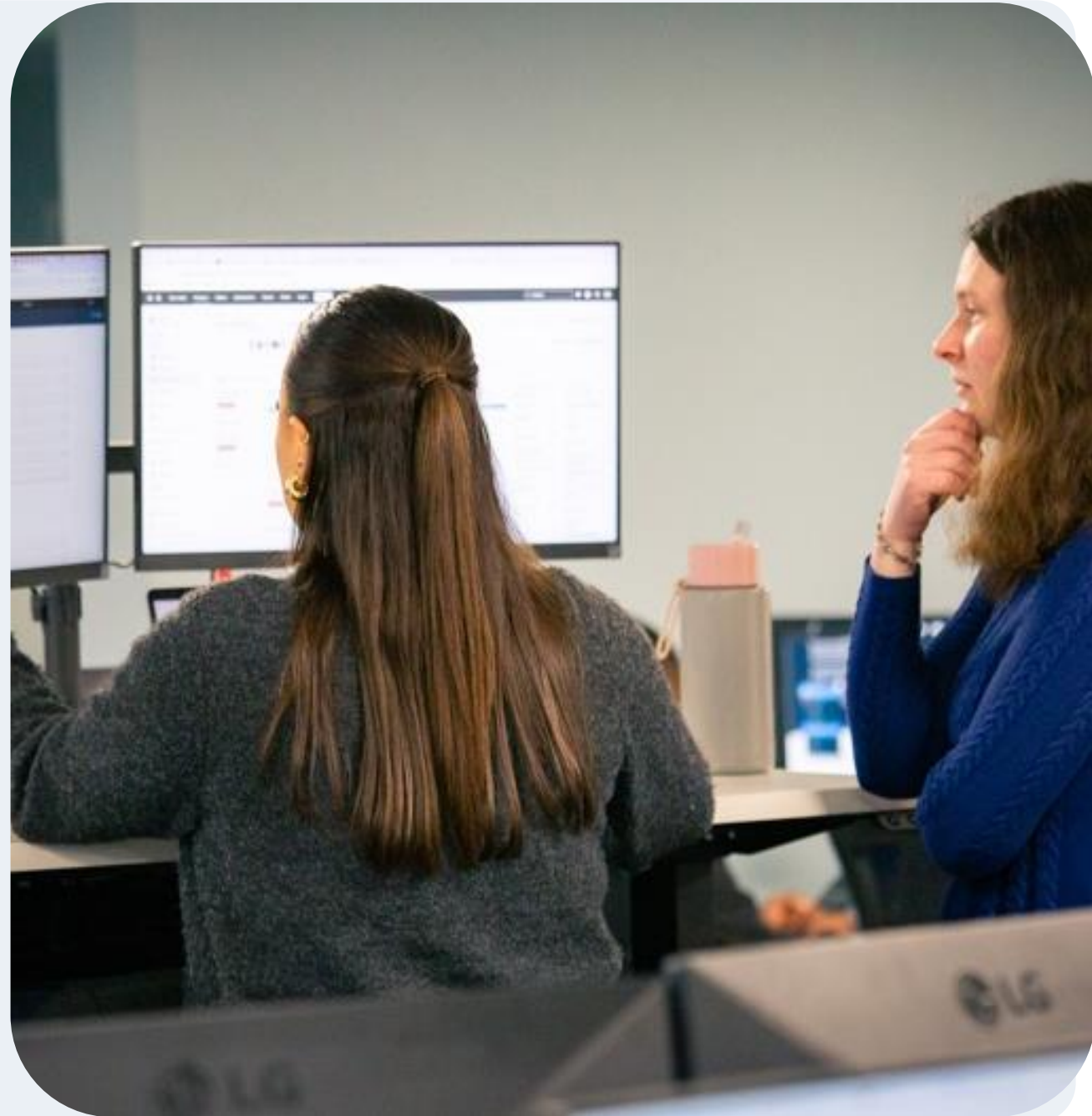
## Framework procurement notice overview

### Issued

1. Prior to the Procurement Act commencement, a PIN was issued to prepare the market
2. Planned Procurement Notice (PPN) was issued earlier this week

### Upcoming

1. A Preliminary Market Engagement Notice is scheduled to be issued in May
2. A Tender Notice is schedule to be issued in July to announce the commencement of the procurement activity and availability of tender document





# Framework Procurement Open Procedure

## Lot Selection matrix

Submission of lot and region applications

## Pass/Fail

Framework Conditions of Contract

Financial standing and turnover

Selection questionnaire

Case studies

## Scored

Price assessment

Quality assessment





# Selection questionnaire overview

## Question and answer booklet

- ✓ Supplier Identity
- ✓ Financial information (threshold, detailed financial checks and submission of accounts)
- ✓ Business and professional standing
- ✓ Health and Safety
- ✓ Environmental management
- ✓ Quality management
- ✓ Grounds for exclusion
- ✓ Equal opportunity and diversity
- ✓ Professional accreditations and standards
- ✓ Case studies per lot applied for



## Quality questionnaire overview 60%

Question and answer booklet with word/page count  
per response

- ✓ Utilise a 0 – 5 objective scoring methodology
- ✓ Capability and ability to deliver –
  - Risk Management
  - Project Delivery
  - Health and Safety
  - Supply Chain Management
- ✓ Social Value and Carbon Zero –
- ✓ Technology
- ✓ Other account management, marketing, etc.

\*Example allocation only for demonstration purposes





## Price Assessment 40%

Excel template to complete and return per Lot

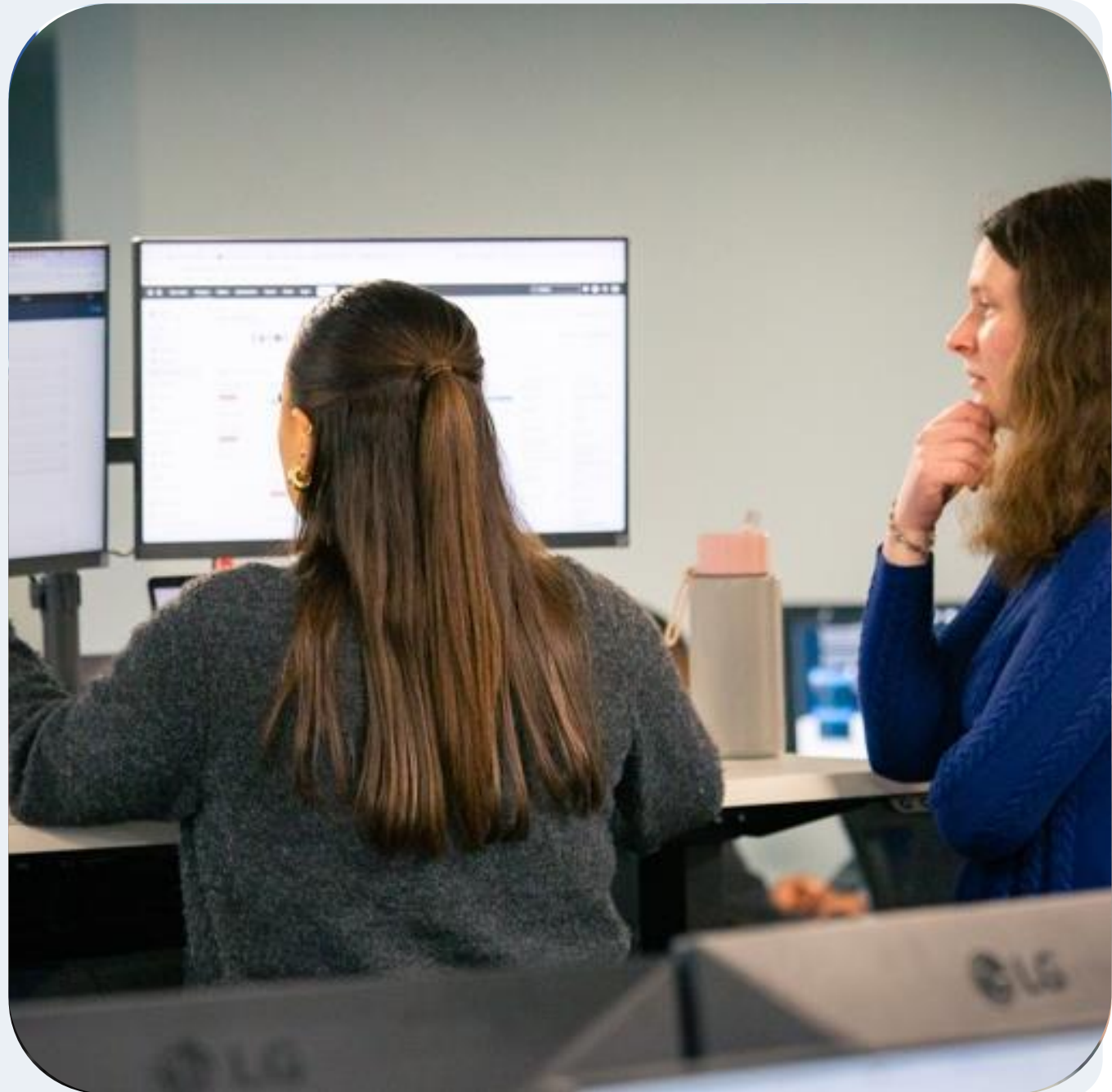
- ✓ All cells are mandated and must be completed for consideration
- ✓ OH&P percentage rates applied to different schedule of rates
- ✓ The lowest combined submission will receive the maximum available percentage





## Timescales

| Month                       | Stage                                   |
|-----------------------------|-----------------------------------------|
| July                        | Tender Notice issue and tender launched |
| July - September            | 8 - 10 week tender period               |
| September 25 – January 2026 | Evaluation and clarifications           |
| February 2026               | Framework award                         |
| April 2026                  | Framework commencement                  |





## What's next?

1. Encourage all suppliers to **formally express interest** in the opportunity via In-Tend as soon as possible.
2. Recommend all organisations sign up for alerts via Find a Tender to be notified of the Notices associated with the Procurement.
3. Register as a supplier via the central digital platform (FAT). All suppliers who intend to bid for public procurement must register to participate.
4. All future communications regarding the procurement will be issued via In-Tend until the award of the Framework. This includes:
  - Bid preparation webinar
  - Timeline updates
  - Procurement document issue
  - All clarifications
  - Notification of evaluation outcome
  - Standstill notifications





Q&A



Q1: What is the expected need across the health sector relating to this Framework. How much value in Health has the first iteration of the Framework delivered?

£291m has been procured through the Health Sector so far. It is difficult to quantify the Health need going forward, we have a number of schemes we are discussing currently which may be procured through the new Framework.



## Q2: Do you have Growth Predication data for the individual lots?

The anticipated spend is

Lot 1 £100m

Lot 2 £200m

Lot 3a. £5bn

Lot 3b. £10bn

Lot 4a. £7bn

Lot 4b. £24.7bn



Q3: How will you position the consultancy lots against your competitors, specifically the re-procurement of the CCS RM6168 Framework?

Throughout the process we will be undertaking robust competitor analysis to ensure the Framework and how its services are positioned are unique in the market and driven by market and user insight. More information on this will be available in the coming months.



Q4: How will you position the consultancy lots against your competitors, specifically the re-procurement of the CCS RM6168 Framework?

CCS RM6168 is for Estate Management Services.

This Framework is Development Focused, and the scope of the Lot will reflect this.



Q5: What will the direct award process be? Will it be the same across all lots?

Details of this process and its administration will be provided in the tender documentation however the opportunity to directly appoint will be available on all Framework lots.



Q6: Is there a management fee/levy? If so, what will it be per lot?

The fixed fee percentage breakdown per Lot will be provided with the tender documentation when it is released.



Q7: I think the last question should read RM6165 CPS?

The scope of this Framework differs from RM6165 CPS - Construction Professional Services and aligns specifically to the Development market.



Q8: Are there any changes proposed to the template documents used via v2 of the Framework - including the DA, DMSA etc. and what is the process by which any revisions will be considered and new templates issued?

Each Framework procurement and tender documentation is designed specifically for the scope and market it operates within. Bidders should expect to see modifications in the tender documentation that align to the changes in the market, scope and the Procurement Act, however some sections will be familiar to those who have bid on Frameworks managed by Pagabo.

Pagabo will provide an enhanced tender period to allow bidders adequate time to review the documents.



Q9: Can you explain the consultancy and legal introduction into the developer framework in a bit more detail please? Is this just to ensure we can appoint the consultants directly without any further procurement?

Consultancy and Legal services will be incorporated into the new Framework scope to provide a full solution for Clients. This scope will allow access to support the delivery of the development. Developers will also be able to access these services through the Framework.

A full scope will be provided within the tender documents when released.



Q10: Will the Framework be for only 4 years or will there be extension periods?

The intention is to award a Closed Framework of 4 years with no extension options.



Q11: Will consultancy fee assessment be based on day rates?

It is anticipated that day rates will be utilised for the commercial assessment of Lots 1, 2 and 5, however a full overview will be provided in the tender documentation.



Thank You