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Award

Management of Vale Farm Leisure Centre

London Borough of Brent

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-005336

Procurement identifier (OCID): ocds-h6vhtk-059c59 ([view related notices](#))

Published 21 January 2026, 2:07pm

Scope

Reference

COMREG 2526 165

Description

The procurement for the "Management of Vale Farm Leisure Centre" The Scope of the service includes the management of Vale Farm Leisure Centre and Active Communities work. The Services Specification will be based on the Sport England template, made bespoke to this project. Requirement The objective of the procurement will be to secure the most advantageous tender considering the Authority's strategic outcomes whilst maximising the payment to the Authority. In undertaking this procurement, the Authority wishes to achieve the following outcomes Secure a partner who can: • embed prevention, inclusion and health equity in day-to-day delivery; • work in partnership with the Authority, health and community stakeholders to support wider Active Wellbeing outcomes; • work as system partners with health, education and community services; • contribute ideas and innovation that will strengthen Brent's readiness for the integrated 2031 model; • contribute insight and operational learning that will inform the Authority's future appraisal of delivery models; • be ready to commence services 1 March 2026; and • will maximises usage and income to Vale Farm Leisure Centre and manage expenditure effectively to

provide a financially sustainable contract.

Important - This procurement was conducted as a Competitive Flexible Procedure under the Procurement Act 2023. Due to a temporary technical limitation on the central publishing platform, the reference to "Direct Award" is incorrect. The procurement documents stated and applied the Competitive Flexible Procedure throughout. All bidders participated on that basis. A corrected Tender and Award notice will be issued once the platform allows the CFP label to be selected.

For the avoidance of doubt, the Council in publishing this notice intend to commence the Standstill Period which will end on 30/01/2026

Contract 1. Management of Vale Farm Leisure Centre

Supplier

- Sports and Leisure Management Ltd

Contract value

- £13,000,000 excluding VAT
- £15,600,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

28 February 2026

Contract dates (estimated)

- 1 March 2026 to 28 February 2031
- 5 years

Main procurement category

Services

CPV classifications

- 92000000 - Recreational, cultural and sporting services

Contract locations

- UKI72 - Brent

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Special regime

Concession

Direct award justification

Extreme and unavoidable urgency

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Supplier

Sports and Leisure Management Ltd

- Charity Commission (England and Wales): 2204085
- Public Procurement Organisation Number: PTCY-3946-LHDG

2 Watling Drive

hinckley

LE10 3EY

United Kingdom

Email: businessdevelopment@everyoneactive.com

Website: <http://www.everyoneactive.com>

Region: UKF22 - Leicestershire CC and Rutland

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Management of Vale Farm Leisure Centre

Contracting authority

London Borough of Brent

- Public Procurement Organisation Number: PQVJ-5248-JQQY

Brent Civic Centre, Engineers Way, Wembley

Brent

HA9 0FJ

United Kingdom

Email: procurement@brent.gov.uk

Region: UKI72 - Brent

Organisation type: Public authority - sub-central government