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Contract

Tender for the Operation of the Utilita Arena, Sheffield

Sheffield City Council

F03: Contract award notice

Notice identifier: 2025/S 000-008868

Procurement identifier (OCID): ocds-h6vhtk-03dd3d

Published 12 March 2025, 8:10am

Section I: Contracting authority

I.1) Name and addresses

Sheffield City Council

Town Hall, Pinstone Street,

Sheffield

S1 2HH

Contact

Paula Martin

Email

paula.martin@sheffield.gov.uk

Telephone

+44 01142734567

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

(GB) 173 5488 38

Internet address(es)

Main address

<https://www.sheffield.gov.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/104130>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Tender for the Operation of the Utilita Arena, Sheffield

Reference number

75879

II.1.2) Main CPV code

- 79993100 - Facilities management services

II.1.3) Type of contract

Services

II.1.4) Short description

The Council is seeking to procure an experienced and qualified operator to manage the Utilita Arena in Sheffield. This is an exciting opportunity for an organisation to partner with the Council to manage a key venue in the UK entertainment landscape. Since the c13,600 capacity Arena opened in 1991 it has hosted over 2,700 events that have been watched by over 14.5 million customers averaging 122 event days & 650,000 customers every year. The Council is seeking to secure a long-term operating partner: to run a commercially successful venue for up to 15 - 25 years in order to maximise the commercial return to the Council; on a lease basis if possible, but the Council will consider alternative structures; and to provide a commercially successful programme that will enhance the profile of Sheffield as an events city, attracting the maximum number of events and attendees. The Council has provisionally secured c£5.7m of capital funding to invest into the Arena.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £310,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 39222000 - Catering supplies
- 50000000 - Repair and maintenance services
- 55120000 - Hotel meeting and conference services
- 55410000 - Bar management services
- 55520000 - Catering services
- 70332000 - Non-residential property services
- 70332200 - Commercial property management services
- 79951000 - Seminar organisation services
- 79952000 - Event services
- 79952100 - Cultural event organisation services
- 79953000 - Festival organisation services
- 79956000 - Fair and exhibition organisation services
- 79993000 - Building and facilities management services
- 92000000 - Recreational, cultural and sporting services
- 92300000 - Entertainment services
- 92312000 - Artistic services
- 92312100 - Theatrical producers', singer groups', bands' and orchestras' entertainment services
- 92312110 - Theatrical producer entertainment services
- 92312120 - Singer group entertainment services

- 92312130 - Band entertainment services
- 92312140 - Orchestral entertainment services
- 92312240 - Services provided by entertainers
- 92312250 - Services provided by individual artists
- 92320000 - Arts-facility operation services
- 92340000 - Dance and performance entertainment services
- 92622000 - Sports-event organisation services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Sheffield, UK

II.2.4) Description of the procurement

The Council is seeking to procure an experienced and qualified operator to manage the Utilita Arena in Sheffield.

The Council's preferred deal structure is a long-term lease arrangement. This is an exciting opportunity for an organisation to partner with the Council to manage a key venue in the UK entertainment landscape, and the home of world class entertainment.

Since the c13,600 capacity Arena opened in 1991 it has hosted over 2,700 events that have been watched by over 14.5 million customers averaging 122 event days & 650,000 customers every year.

The Council is seeking to secure a long-term operating partner: to run a commercially successful venue for up to 15 - 25 years in order to maximise the commercial return to the Council; on a lease basis if possible, but the Council will consider alternative structures; and to provide a commercially successful programme that will enhance the profile of Sheffield as an events city, attracting the maximum number of events and attendees.

The Council has provisionally secured c£5.7m of capital funding to invest into the Arena. This

provisionally funding has been earmarked to invest in the facilities to enhance the customer experience, operational profitability, and maximise the Council's operating objectives.

Please note that the estimated contract value is based on the estimated venue turnover (excluding VAT) across the maximum contract term.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 30

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 65

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive procedure with negotiation

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-018423](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

1

Title

Utilita Arena Sheffield, Operator Procurement

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 January 2025

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

SMG UK Limited, trading as ASM Global

Manchester Arena

Manchester

M3 1AR

Email

Maria.Bertelli@eu.asmglobal.com

Telephone

+44 07877546497

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

844280722

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £310,000,000

Total value of the contract/lot: £257,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The Royal Courts of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://www.find-court-tribunal.service.gov.uk/courts/royal-courts-of-justice>

VI.4.2) Body responsible for mediation procedures

Sheffield City Council

Sheffield Town Hall, Pinstone Street,

Sheffield

Country

United Kingdom

Internet address

<https://www.sheffield.gov.uk>

VI.4.4) Service from which information about the review procedure may be obtained

Sheffield City Council

Sheffield Town Hall, Pinstone Street,

Sheffield

Country

United Kingdom

Internet address

<https://www.sheffield.gov.uk>