

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/009208-2022>

Contract

## **Leisure Development Partner for the UK Leisure Framework 2022-2026**

Denbighshire Leisure Ltd

F03: Contract award notice

Notice identifier: 2022/S 000-009208

Procurement identifier (OCID): ocds-h6vhtk-02b360

Published 6 April 2022, 10:46am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Denbighshire Leisure Ltd

8-11 Trem-y-Dyffryn, Colomendy Industrial Estate

Denbigh

LL165TX

#### **Contact**

Andy Moreland

#### **Email**

[andy.moreland@denbighshireleisure.co.uk](mailto:andy.moreland@denbighshireleisure.co.uk)

#### **Telephone**

+44 1824706724

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.denbighshireleisure.co.uk](http://www.denbighshireleisure.co.uk)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA79520](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA79520)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

---

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Leisure Development Partner for the UK Leisure Framework 2022-2026

#### **II.1.2) Main CPV code**

- 45212000 - Construction work for buildings relating to leisure, sports, culture, lodging and restaurants

#### **II.1.3) Type of contract**

Works

#### **II.1.4) Short description**

Denbighshire Leisure limited has renewed its UK Leisure Framework and has appointed a Single Delivery Partner as a single point of contact to Manage and deliver all aspects of the Framework through the procurement process of a competitive dialogue procedure.

The appointed developer is a leisure led specialist who has a successful and demonstrable track record of delivery of Leisure, Recreational, Multi-Use Leisure, Hotel, and Café, Bar, Theatre, Spa and Wellbeing focused centres.

This procurement exercise was undertaken using an electronic procurement system on Sell2Wales.

The framework agreement will also be made available to ALL UK public sector organisations as identified within the previously posted PIN and Contract Notices, and tendering documents. This shall also include any Leisure Trusts and/or Mutual Arm's length limited companies that are associated with any UK public sector Authorities, or any other Private Limited Companies that are operating leisure facilities on behalf of a UK Public Sector client organisation.

The expected duration of the framework agreement is 4 years. The potential value of the framework is 2BN GBP over the lifetime of the agreement. These figures are exclusive of VAT.

#### **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: £2,000,000,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 45211350 - Multi-functional buildings construction work
- 66120000 - Investment banking services and related services
- 37480000 - Machinery or apparatus for leisure equipment
- 45212000 - Construction work for buildings relating to leisure, sports, culture, lodging and restaurants
- 45212100 - Construction work of leisure facilities
- 45212110 - Leisure centre construction work
- 66000000 - Financial and insurance services
- 66122000 - Corporate finance and venture capital services
- 71200000 - Architectural and related services
- 79340000 - Advertising and marketing services
- 92610000 - Sports facilities operation services
- 92620000 - Sport-related services
- 30100000 - Office machinery, equipment and supplies except computers, printers and furniture
- 30200000 - Computer equipment and supplies
- 37400000 - Sports goods and equipment
- 37410000 - Outdoor sports equipment

- 37420000 - Gymnasium equipment
- 37430000 - Boxing equipment
- 37440000 - Fitness equipments
- 37460000 - Target and table games and equipments
- 37470000 - Golf and bowling equipments
- 45112711 - Landscaping work for parks
- 45212140 - Recreation installation
- 45212150 - Cinema construction work
- 45212172 - Recreation centre construction work
- 45212180 - Ticket offices construction work
- 45212210 - Single-purpose sports facilities construction work
- 37416000 - Leisure equipment
- 45212211 - Ice rink construction work
- 45212212 - Construction work for swimming pool
- 45212213 - Sport markings works
- 45212220 - Multi-purpose sports facilities construction work
- 45212221 - Construction work in connection with structures for sports ground
- 45212222 - Gymnasium construction work
- 45212224 - Stadium construction work
- 45212225 - Sports hall construction work
- 45212230 - Installation of changing rooms
- 45212300 - Construction work for art and cultural buildings

- 45212320 - Construction work for buildings relating to artistic performances
- 45212321 - Auditorium construction work
- 45212322 - Theatre construction work
- 45212330 - Library construction work
- 45212331 - Multimedia library construction work
- 45212400 - Accommodation and restaurant buildings
- 45212410 - Construction work for lodging buildings
- 45212420 - Construction work for restaurants and similar facilities
- 45212421 - Restaurant construction work
- 45212422 - Canteen construction work
- 45212423 - Cafeteria construction work
- 45212500 - Kitchen or restaurant conversion
- 45212600 - Pavilion construction work
- 48100000 - Industry specific software package
- 51100000 - Installation services of electrical and mechanical equipment
- 71240000 - Architectural, engineering and planning services
- 71241000 - Feasibility study, advisory service, analysis
- 71250000 - Architectural, engineering and surveying services
- 71420000 - Landscape architectural services
- 73000000 - Research and development services and related consultancy services
- 79341000 - Advertising services
- 79342000 - Marketing services

- 79342320 - Customer-care services
- 80511000 - Staff training services
- 79410000 - Business and management consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom
- UKL13 - Conwy and Denbighshire
- UKN - Northern Ireland
- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)
- UKL - Wales
- UKM - Scotland

### **II.2.4) Description of the procurement**

DLL has appointed a Single Contractor under a UK wide public sector Framework Agreement to assist with the development of new and the redevelopment of existing Leisure / Sports related facilities and services.

The scope of the works and services to be delivered within this framework agreement is as follows and detailed previously in this notice:

- Undertaking feasibility studies and the production of robust Business Plans for the development of Leisure Related Facilities and Services
- Leisure related Facilities design
- Construction of Leisure related Facilities
- Provision of private funding for Leisure Facilities and Services
- Marketing, Branding and Sales development for Leisure Facilities and Services
- Income share

## **II.2.5) Award criteria**

Quality criterion - Name: 1 Masterplan/feasibility and Business plan / Weighting: 30

Quality criterion - Name: 2 Contractor and Supply Chain Procurement / Weighting: 20

Quality criterion - Name: 3 Value for Money, Financial Risk and Innovation / Weighting: 20

Quality criterion - Name: 4 Design, Innovation and Sustainability / Weighting: 20

Quality criterion - Name: 5 Environmental Management Plan / Weighting: 10

Quality criterion - Name: 6 Continuous Improvement and Performance Management / Weighting: 10

Quality criterion - Name: 7 Service Performance Reporting Capabilities / Weighting: 10

Quality criterion - Name: 8 Health and Safety / Weighting: 10

Quality criterion - Name: 9 Framework Management / Weighting: 10

Quality criterion - Name: 10 Community Benefits & Regeneration / Weighting: 10

Quality criterion - Name: 11 Customer Satisfaction; Consultation and Engagement / Weighting: 10

Quality criterion - Name: 12 Marketing Plan / Weighting: 20



Quality criterion - Name: 13 Funding / Weighting: 10

Price - Weighting: See docs + item 3

### **II.2.11) Information about options**

Options: Yes

Description of options

Variants will be accepted where they demonstrate additional benefit to DLL.

### **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 dialogue

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2021/S 000-016294](#)

---

## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

15 March 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

#### **V.2.3) Name and address of the contractor**

Alliance Leisure Services ltd

24 Angel Crescent

Bridgwater

TA63EW

Email

[info@allianceleisure.co.uk](mailto:info@allianceleisure.co.uk)

Telephone

+44 1454877558

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.allianceleisure.co.uk/>

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,000,000,000

Total value of the contract/lot: £2,000,000,000

---

## Section VI. Complementary information

### VI.3) Additional information

Denbighshire Leisure Limited has engaged with the market with this opportunity. The opportunity was for a potential development partner to work with Denbighshire Leisure Limited in elevating this next iteration of the Framework to even greater heights than the previous two iterations.

The previous iterations of the Framework to date have been hugely successful and past projects can be viewed on the current iterations of the Frameworks website (<https://leisureframework.co.uk/case-studies/>).

Bidders were provided the opportunity to ask questions around potentially bidding for the Framework, and to express an interest in the Framework, by contacting Andy Moreland on [andy.moreland@denbighshireleisure.co.uk](mailto:andy.moreland@denbighshireleisure.co.uk) and detailing their questions. This enabled potential bidders to determine whether they wanted to proceed with their bid.

As part of the process DLL were clear they were looking for one partner to deliver or manage the delivery of all aspects of the Framework, and were not seeking expressions of interest from organisations who could only deliver one aspect of the services e.g. design only, construct only, finance only etc.

(WA Ref:120180)

### VI.4) Procedures for review

#### VI.4.1) Review body

Denbighshire Leisure Limited

8-11 Trem Y Dyffryn, Colomendy Industrial Estate

Denbigh

LL16 5TX

Email

[andy.moreland@denbighshireleisure.co.uk](mailto:andy.moreland@denbighshireleisure.co.uk)

Country

United Kingdom

Internet address

[www.denbighshireleisure.co.uk](http://www.denbighshireleisure.co.uk)

#### **VI.4.2) Body responsible for mediation procedures**

The High Court of England and Wales

Cardiff

DX 99500

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/hm-courts-and-tribunals-service/about/complaints-procedure>

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The contracting Authority has incorporated within its procedures a minimum 10 calendar day standstill period(or 15 days where non-electronic or fax methods are used) which has been notified to all bidders and interested parties.

The award decision notice specified the criteria for the award of the contract/framework agreement, the reasons for the decision, including the characteristics and relative advantages, the name and score of the successful tender: and it specified when the standstill period was expected to end or the date before which the contracting authority will not conclude the contract/framework agreement.

The appeal process was incorporated regarding the award of the contract, and no such notifications have been received to date. The Public Contracts (Amendment) Regulations 2009 provide for aggrieved parties who have been harmed or at risk of a breach of the rules to take action in the High Court (England, Wales and Northern Ireland)

Any such action must be brought promptly (generally within 30 days)

The court may order the setting aside of the award decision or may order the Contracting Authority to amend any document and may award damages.

If a framework agreement has been entered into the Court may make a declaration of ineffectiveness or may order that the duration of any relevant specific contract be shortened and additionally may award damages. The time limit for seeking such a declaration is generally 30 days from notification of the award (either by award decision notification or contract award notice depending upon the circumstances).

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

Denbighshire Leisure Limited

8-11 Trem Y Dyffryn, Colomendy Industrial Estate

Denbigh

LL16 5TX

Email

[andy.moreland@denbighshireleisure.co.uk](mailto:andy.moreland@denbighshireleisure.co.uk)

Country

United Kingdom

Internet address

[www.denbighshireleisure.co.uk](http://www.denbighshireleisure.co.uk)