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Tender

## **Development Partner / Operator for a Wellness Hotel in Llanelli**

Carmarthenshire County Council

F02: Contract notice

Notice identifier: 2024/S 000-012501

Procurement identifier (OCID): ocids-h6vhtk-045302

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

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

Carmarthenshire County Council

County Hall

Carmarthen

SA31 1JP

#### **Contact**

Peter Edwards

#### **Email**

[pedwards@carmarthenshire.gov.uk](mailto:pedwards@carmarthenshire.gov.uk)

#### **Telephone**

+44 1267234567

#### **Country**

United Kingdom

**NUTS code**

UKL14 - South West Wales

**Internet address(es)**

Main address

<https://www.carmarthenshire.gov.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0281](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0281)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etenderwales.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk>

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

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

## Development Partner / Operator for a Wellness Hotel in Llanelli

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

- 55000000 - Hotel, restaurant and retail trade services

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

Services

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

Carmarthenshire County Council wishes to appoint a partner (or partners) to operate a new Wellness Hotel in Llanelli on its behalf.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 55100000 - Hotel services
- 55300000 - Restaurant and food-serving services
- 55900000 - Retail trade services
- 55110000 - Hotel accommodation services
- 55120000 - Hotel meeting and conference services
- 55130000 - Other hotel services
- 45212411 - Hotel construction work
- 55000000 - Hotel, restaurant and retail trade services
- 45000000 - Construction work
- 45212000 - Construction work for buildings relating to leisure, sports, culture, lodging and restaurants

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

NUTS codes

- UKL14 - South West Wales

Main site or place of performance

Llanelli, Carmarthenshire

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

Carmarthenshire County Council wishes to appoint a partner (or partners) to operate a new Wellness Hotel in Llanelli on its behalf.

The Council will be following the Competitive Dialogue procedure for this exercise, pursuant to Regulation 30 of the the Public Contracts Regulations 2015 (PCR 2015).

The proposed Hotel site forms part of the Pentre Awel masterplan but is subject to a separate outline planning application. The site is located at Machynys, Llanelli, is accessible from the B4304 Coastal Link Road and adjoins the Machynys Peninsula Golf & Country Club. The development site is supported by an excellent transport network and is served by the London to Fishguard strategic rail corridor, M4 motorway and 7 mile (11km) Millennium Coastal Path for walking/cycling. Pentre Awel comprises four developable zones across 83 acres of land that will coalesce to create a unique ecosystem for health and life sciences. It is anticipated that on completion of the 4 zones, the development will create 1,800 jobs over a 15 year time horizon and a GVA contribution of 467m GBP.

The Council is open to proposals on how this hotel could be occupied and operated. For example, a sale of the land to the hotel operator to develop, own and operate would be considered. The Council would consider developing the hotel and granting a lease to the hotel operator, or would also consider a management contract model whereby the Council would develop and own the building and appoint a management company (hotel operator) to operate the hotel business on its behalf. The Council is not committed to any particular model.

The proposed hotel must be a minimum 4-star rating to reflect the desired quality and range of amenities to be provided. It needs to maximise its natural setting and minimise its environmental impact. This is in keeping with the design principles for Zone 1 which has been landscape-led and sought to 'bring the outside in' to promote positive mental wellbeing.

The facilities and activities offered within the Wellness Hotel should be underpinned by the '6 Pillars of Wellness' outlined by the Coastal Tourism Academy to maximise opportunity and attract primary and secondary wellness tourists/consumers:

1. Spa and Beauty

2. Health

3. Physically Active

4. Active Outdoors

5. Learning & Development

6. Cultural

It is expected that a hotel operator would propose its own range of facilities and activities in line with its corporate offer. However, based on market and internal research we would expect the Wellness Hotel to have high quality architecture and design and include (but not limited to) the following indicative range of facilities:

- Up to 120 beds
- A quality all-day restaurant and bar
- Spa facilities
- Function / conference facility
- Smaller meeting rooms
- Holistic Therapies/Treatments
- Health monitoring
- Lifestyle programmes (personal 'health check')
- Indoor hotel pool
- Sports and fitness

The site allocated for hotel development is in very close proximity to Machynys Golf club, the first Nicklaus designed golf course in Wales.

The Council welcomes amendments to these proposals and/or alternative proposals as part of the dialogue process.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

Duration of the management agreement is anticipated to be in the region of 15 to 25 years.

Bidders may submit proposals for discussion regarding an option to extend/longer term, where they believe this would demonstrate value for money or other advantages for the Council.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Maximum number: 5

### **II.2.10) Information about variants**

Variants will be accepted: Yes

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

Options: Yes

Description of options

The duration may be extended (see Section II.2.7) - to be discussed in dialogue.

### **II.2.13) Information about European Union Funds**

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

### **II.2.14) Additional information**

Variants will only be permitted to the extent (if at all) invited in the interim or final tender documents.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Competitive dialogue

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

22 May 2024

Local time

2:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

24 June 2024

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English, Welsh

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 9 (from the date stated for receipt of tender)



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## Section VI. Complementary information

### VI.1) Information about recurrence

This is a recurrent procurement: No

### VI.3) Additional information

Carmarthenshire County Council will be conducting this procurement exercise via the eTenderWales portal. To assist you in locating this opportunity on the eTenderWales port, the project code is: project\_53978.

The Council reserves the final right to follow what it considers to be the most appropriate solution to its requirements and will not meet any costs incurred by any party which expresses an interest in, or tenders for, this opportunity. Following consideration of solutions presented in dialogue, the Council reserves the right to structure its requirements in such a way as to offer the most cost effective, sustainable solution.

The Council also reserves the right to cancel the procurement and not to proceed with the contract at any stage of the procurement process.

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at [https://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID=133034](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=133034)

Under the terms of this contract the successful supplier(s) will be required to deliver Community Benefits in support of the authority's economic and social objectives. Accordingly, contract performance conditions may relate in particular to social and environmental considerations. The Community Benefits included in this contract are:

Carmarthenshire County Council is committed to promoting Social Value through its policies, strategies, and services, thus achieving the best value for money in the widest sense. The aim is to build stronger communities, reduce social exclusion and poverty and encourage the development of the economy.

Accordingly, the successful partner(s) will be expected to consider innovative opportunities (to include recruiting /training long term unemployed persons as part of the workforce; work with local schools and colleges; engage with local communities; etc). Specific requirements will be developed through the dialogue stage.

(WA Ref:133034)

The buyer considers that this contract is suitable for consortia.

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom