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Contract

## **PP-10102 Warwick Pantomime Production Services**

PP-10102 Warwick District Council - Pantomime Production Services

F03: Contract award notice

Notice identifier: 2025/S 000-013107

Procurement identifier (OCID): ocds-h6vhtk-048598

Published 4 April 2025, 2:00pm

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

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

PP-10102 Warwick District Council - Pantomime Production Services

Royal Pump Rooms, Parade

Leamington Spa

CV32 4AA

#### **Contact**

Irene Celis

#### **Email**

[irene.celis@place-group.com](mailto:irene.celis@place-group.com)

#### **Telephone**

+44 8452577050

#### **Country**

United Kingdom

**NUTS code**

UKG13 - Warwickshire

**Internet address(es)**

Main address

<https://www.warwickdc.gov.uk/site/>

Buyer's address

<https://in-tendhost.co.uk/placegroup.aspx/Home>

**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**

PP-10102 Warwick Pantomime Production Services

Reference number

PP-10102

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

- 92312110 - Theatrical producer entertainment services

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

Services

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

Warwick District Council is looking for a theatrical production company to produce its annual pantomime at the Royal Spa Centre in the years 2025/26, 2026/2027, 2027/28, with the possibility to extend by a further 2 years. We expect the production company to contract and pay full cast and show crew, source wardrobe, scenery, and the special effects involved in creating a full-scale professional production suited to the venue's size and scale and the regional audience. We expect a year-long ongoing marketing campaign to be associated with the production, there will need to be dedicated ongoing marketing support from the production company. This will be carried out in conjunction with the venue in-house marketing team.

#### **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: £1,250,000

### **II.2) Description**

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

- 92312110 - Theatrical producer entertainment services

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

NUTS codes

- UKG13 - Warwickshire

Main site or place of performance

Royal Pump Rooms, Parade, Leamington Spa CV32 4AA

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

Warwick District Council is looking for a theatrical production company to produce its annual pantomime at the Royal Spa Centre in the years 2025/26, 2026/2027, 2027/28, with the possibility to extend by a further 2 years. We expect the production company to contract and pay full cast and show crew, source wardrobe, scenery, and the special effects involved in creating a full-scale professional production suited to the venue's size and scale and the regional audience. We expect a year-long ongoing marketing campaign to be associated with the production, there will need to be dedicated ongoing marketing support from the production company. This will be carried out in conjunction with the venue in-house marketing team. We expect the budget for the requirements expected of the producer to be met by the share of ticket income agreed by both parties. We estimate the contract value to be around £250,000 annually however this will be dependent on final ticket sales and the financial deal agreed. We would expect audience attendance to increase year on year, with a target of between 90%-95% capacity per annum, and ambition for achieving 100% capacity. Gross box office income should increase by a minimum of 5% per year and pricing strategies should maximise yield potential.

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

Price

### **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

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## **Section IV. Procedure**

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

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

Open procedure

#### **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: [2024/S 000-023637](#)

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

### **Contract No**

PP-10102 Warwick Pantomime Production Services

### **Title**

PP-10102 Warwick Pantomime Production Services

A contract/lot is awarded: Yes

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

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

10 October 2024

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

Number of tenders received: 5

Number of tenders received from SMEs: 5

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

Number of tenders received from tenderers from non-EU Member States: 5

Number of tenders received by electronic means: 5

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

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

Imagine Theatre Ltd

Riverside House, Milverton Hill

Royal Leamington Spa

CV32 5HZ

Country

United Kingdom

NUTS code

- UKG1 - Herefordshire, Worcestershire and Warwickshire

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: £1,250,000

Total value of the contract/lot: £829,000

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## **Section VI. Complementary information**

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

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

Royal Court of Justice

Strand

London

WC2A 2LL

Country

United Kingdom