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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

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

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

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](#)

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

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