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Planning

## **Marine Hall Fleetwood - Soft Market Test**

Wyre Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-019269

Procurement identifier (OCID): ocids-h6vhtk-047215

Published 24 June 2024, 11:26am

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

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

Wyre Council

Wyre Borough Council, Civic Centre, Breck Road

Poulton-le-Fylde

FY6 7PU

#### **Contact**

Mr Ben McCabe

#### **Email**

[ben.mccabe@wyre.gov.uk](mailto:ben.mccabe@wyre.gov.uk)

#### **Telephone**

+44 1253887313

#### **Country**

United Kingdom

**Region code**

UKD4 - Lancashire

**Internet address(es)**

Main address

<http://www.wyrebc.gov.uk/>

Buyer's address

<http://www.wyrebc.gov.uk/>

**I.3) Communication**

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

<https://procontract.due-north.com/Advert/Index?advertId=859a1daf-0b23-ef11-812c-005056b64545>

Additional information can be obtained from the above-mentioned address

**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

Marine Hall Fleetwood - Soft Market Test

Reference number

DN727018

#### II.1.2) Main CPV code

- 92000000 - Recreational, cultural and sporting services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Wyre Council is keen to explore options for the future operation and development of the Marine Hall Complex in Fleetwood. The council's aspiration is for an innovative and economically viable 'Entertainment Hub' that offers an enhanced range of entertainment, leisure, cultural and commercial activities for both residents and visitors to this area. It should be noted that, whilst the Council is wholly committed to providing a modern community focused entertainment facility, there is an overriding need to reduce the annual operating cost of the service whilst raising the standards of service delivery.

The soft market test is intended to allow interested operators with appropriate experience to outline their views and provide information with no commitment from themselves or the council. It is not part of a formal procurement process, and the council is not guaranteeing to carrying out such a process.

Operators are required to login to the opportunity on the portal and complete the questionnaire. which can then be submitted through the portal. Alternatively a copy of the questionnaire can be requested by contacting Ben McCabe; [ben.mccabe@wyre.gov.uk](mailto:ben.mccabe@wyre.gov.uk). The soft market test will also provide an opportunity for organisations to participate in a market interest day which will provisionally take place w/c 29th July 2024.

#### II.1.6) Information about lots

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKD4 - Lancashire

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

The council recently commissioned an external consultancy to provide an options appraisal for the future operation of the Marine Hall Complex. In summary the report emphasised the need for significant and immediate changes to operation of the Marine Hall to address a number of management issues. These are already being addressed. Some of the challenges identified are internal to the Marine Hall and others are wider changes within the council. As such a medium-term recommendation is to outsource management to a commercial operator. We are keen to explore options on ways to improve the entertainment, leisure and cultural offer ensuring a high-quality programme that maximises participation whilst aiming to achieve increased value for money for council taxpayers.

The council wants to achieve the best blend for Fleetwood to facilitate wide use of the theatre. We are keen to invite proposals in partnership with the Council to manage and run the Marine Hall theatre, building on the existing use of the venue, balanced with an improved commercial approach.

It is envisaged that this soft market test will determine whether a future procurement exercise is viable to support the aspiration of delivering high quality and diverse programming of entertainment, leisure and cultural activities within Marine Hall whilst delivering better value for money.

The scope of this exercise recognises the following key objectives:

- 1) Marine Hall must continue to provide an enhanced range of entertainment, leisure, commercial and cultural activities for both the local community and visitors. There is recognition that the current programme of public events has significant room for improvement both in terms of range and diversity of offer and financial performance.
- 2) Optimising the potential at Marine Hall and the Grounds. (This could include possible changes to, or development of, the Gardens.)
- 3) The council has identified some initial investment requirements specifically around providing new seating, increasing standing capacity to attract a more diverse range of programming opportunities and the associated need to improve current toilet provision. The council would welcome feedback on the possible impact on future programming

decisions and opinions regarding potential return on investment.

4) The local economy is directly supported through increased visitor numbers and improved job/training opportunities within the leisure, cultural and entertainment sector.

The council believes that to deliver the above outcomes a creative and financially sustainable model is required delivered by commercial expertise in tandem with proven cultural sector knowledge.

The council wishes to see improvements to all service delivery with further continuous improvement achieved through investment in diverse programming, and associated marketing and audience development plan resulting in a progressive reduction of operating subsidy. We therefore want to proactively seek views from the market that will enable us to identify whether a procurement exercise would attract sufficient interest and give confidence the above objectives can be met

The soft market test is intended to allow interested operators with appropriate experience to outline their views and provide information with no commitment from themselves or the council. It is not part of a formal procurement process, and the council is not guaranteeing to carrying out such a process.

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### **II.3) Estimated date of publication of contract notice**

4 November 2024

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## **Section IV. Procedure**

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

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

The procurement is covered by the Government Procurement Agreement: Yes