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Planning

## Leisure Centres

Swale Borough Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-028129

Procurement identifier (OCID): ocids-h6vhtk-0527ff ([view related notices](#))

Published 28 May 2025, 2:15pm

## Scope

## Reference

PA14

## Description

SBC currently owns two wet and dry leisure facilities, Sheppey Leisure Complex, Sheerness (incorporating Sheppey Healthy Living Centre and Sheerness Swimming Pool) and Swallows Leisure Centre, Sittingbourne, both of which are leased to Swale Community Leisure Trust (SCLT). SCLT employs Serco Leisure as their managing agents to operate the facilities on a day-to-day basis.

There is planned major investment into the dryside facilities at Sheppey Leisure Complex in Sheerness which is due to commence in February 2025 and complete in March 2027. Swallows Leisure Centre in Sittingbourne has recently undertaken a refurbishment.

As part of the procurement, we are considering the inclusion of a third facility alongside the two sites stated above; this facility, known as Faversham Pools, Faversham, is currently split in ownership between SBC and Faversham Pools Trust. The full site is

currently operated by this registered charity.

### **Total value (estimated)**

- £14,450,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 April 2027 to 1 April 2037
- Possible extension to 31 March 2042
- 15 years

### **Main procurement category**

Services

### **CPV classifications**

- 92000000 - Recreational, cultural and sporting services

### **Contract locations**

- UKJ4 - Kent

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## **Engagement**

## **Engagement deadline**

17 January 2025

The engagement was carried out before this notice was published.

## **Engagement process description**

Swale Borough Council (SBC) conducted a soft market testing exercise to explore potential management options for its leisure facilities from April 2027. We invited organisations to participate in this process.

Feedback was sought on a number of points:

1. Would you be interested in tendering for the new Leisure Operating Contract at SBC?
2. Would the inclusion of Faversham Pools enhance the overall value of the contract?
3. Would you be interested in a contract of 10 years + up to a potential 5-year extension? If not, please state the duration that you feel would be appropriate and of interest to the market.
4. What is your view on further investment in the facilities?
  - a. a contract comprising improved facilities decided by SBC, with the potential to have some input when the facility mix decision is taken; or,
  - b. a contract with the opportunity to be a development partner and be involved in determining the facility mix for the sites; or

Views in respect of any investment opportunities are also sought.

5. Please confirm the minimum contract period you would consider.
6. What are your views and experience on achieving net Carbon Zero in facilities?
7. SBC seeks your view regarding any transfer of risk, particularly in the aftermath of Covid19 and its operational impact on such matters as maintenance, lifecycle, utilities, National Insurance (NI), Real Living Wage etc
8. What is your view on Utility Benchmarking - does it need to be included in the contract?

9. One of the key user groups at Swallows Leisure Centre is a swimming club which currently delivers some of the swimming lessons offered up to Grade 8. In a similar vein , Faversham Pools also has a swimming club which is a key user and which delivers some swimming lessons. What impact, if any, would these have on the contract structure including pricing model and programme?

10. Car parking charges are currently refunded at Swallows and Sheppey. What is your perspective on the potential removal of parking refunds for facility users? How might car parking charges impact user behaviour, facility attendance, or overall financial performance?

11. Are there examples of best practice that could help ensure parking policies support both accessibility and revenue objectives?

12. The Procurement Act 2023 requires Key Performance Indicators (KPIs) to be built into the contract. The following are the suggested KPIs, what is your view on these and would you suggest any amendments or additions?

a. KPI 1 - Participation targets

b. KPI 2 - Annual Quest accreditation

c. KPI 3 - Annual Health and Well-being Development Plan targets

d. KPI 4 - Energy consumption statistics

e. KPI 5 - GP referral statistics

f. KPI 6 - Holiday Play Scheme attendance

g. KPI 7 - Encourage balanced programme of use

h. KPI 8 - Breakdown of number of members for all membership types including concessionary use by user type

i. KPI 7 - Social Value Reporting

The engagement was advertised on the ProContract Portal from 02/01/2025 - 14/01/2025.

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## Participation

### Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## Submission

### Publication date of tender notice (estimated)

2 July 2025

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## Contracting authority

### Swale Borough Council

- Public Procurement Organisation Number: PJVX-4924-XHDQ

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Region: UKJ43 - Kent Thames Gateway

Organisation type: Public authority - sub-central government