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Planning

Procurement of a Cultural Operator for the redevelopment and operation of the Clair Hall Site in Perrymount Road Haywards Heath

Mid Sussex District Council

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

Notice identifier: 2025/S 000-030704

Procurement identifier (OCID): ocds-h6vhtk-0544be

Published 6 June 2025, 4:14pm

Scope

Description

Mid Sussex District Council wish to appoint a Cultural Operator to enter into a collaboration agreement for the redevelopment and potential operation of a new cultural facility.

The former Clair Hall site has development potential, and the contracting authority's objective is to ultimately develop a new cultural facility (yet to be constructed) on part of the site, with the remaining area to be redeveloped for other uses. This follows the decision by the Council's Cabinet on 8th March 2025 to proceed with the recommendation that "the Clair Hall site be regenerated by way of a mixed-use development to provide a new cultural facility, funded through the land value".

On that basis, the contracting authority is seeking to appoint a cultural operator to support the contracting authority during the design and development period (and procurement of a developer to deliver the "warm shell" of the cultural facility) with a view to ultimately leasing and operating the cultural facility.

The 'total value (estimate; inclusive of VAT)' stated in this notice is an estimate based on market information and industry standards with an assumption of £1.5m turnover and 100,000 ticket sales per annum over an estimated lease period of 15 years.

The 'total value (estimate; exclusive of VAT)' stated in this notice has been calculated by removing VAT valued at 20% from the previous figure.

Total value (estimated)

- £18,750,000 excluding VAT
- £22,500,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 28 February 2026 to 27 February 2044
- 18 years

Main procurement category

Services

CPV classifications

- 45212000 - Construction work for buildings relating to leisure, sports, culture, lodging and restaurants
- 48814300 - Theatre management system

- 92000000 - Recreational, cultural and sporting services

Contract locations

- UKJ28 - West Sussex (North East)

Engagement

Engagement deadline

14 May 2025

The engagement was carried out before this notice was published.

Engagement process description

In 2023 the contracting authority engaged advisers to undertake a comprehensive market engagement exercise. They sought to engage widely, including with sector analysts and national bodies, to test the resilience and status of the cultural operator sector. They established the level of interest in the site and the key parameters for a cultural facility. Report findings recommended a multi-purpose facility anchored by an independent cinema. To further build on the work undertaken in 2023, further market testing was carried out with industry specialists and arts and cinema operators. A brochure was developed which was sent out to 24 operators/firms in the industry, made up of a mix of multi-art form/industry specialists, industry bodies and cinema operators, ranging from premium operators through to small independent operators. The brochure was used to provide context and to help facilitate more detailed follow-up conversations with the specialists and operators. The brochure's purpose and the responses received (plus conversations held) were used to help develop the contracting authority's requirements and approach to the procurement (including the procedure and likely conditions for participating and award of a contract), identify suppliers able to meet the requirements of the contracting authority, identify likely contractual terms, and establish market knowledge of and interest in the opportunity. The

findings of the market testing have informed the contracting authority's subsequent decisions.

Steps were taken and will continue to be taken to ensure that suppliers engaged in this market testing are not put at an unfair advantage in any competition in relation to a contract award to be carried out. It is the contracting authority's intention to publish a tender mid-June 2025.

Procedure

Special regime

Concession

Contracting authority

Mid Sussex District Council

- Public Procurement Organisation Number: PQLR-5948-PBHY

Oaklands, Oaklands Road

Haywards Heath

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United Kingdom

Email: procurement@horsham.gov.uk

Region: UKJ28 - West Sussex (North East)

Organisation type: Public authority - sub-central government