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Contract

Holiday Activities and Food Programme (HAF)

Swindon Borough Council

F03: Contract award notice

Notice identifier: 2025/S 000-032266

Procurement identifier (OCID): ocids-h6vhtk-04e341

Published 13 June 2025, 1:11pm

Section I: Contracting authority

I.1) Name and addresses

Swindon Borough Council

Swindon Borough Council, Civic Offices, Euclid Street

Swindon

SN1 2JH

Contact

Mr Harry Mattingley

Email

HMattingley@swindon.gov.uk

Country

United Kingdom

Region code

UKK14 - Swindon

Internet address(es)

Main address

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

Buyer's address

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

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

Holiday Activities and Food Programme (HAF)

Reference number

DN764107

II.1.2) Main CPV code

- 80000000 - Education and training services

II.1.3) Type of contract

Services

II.1.4) Short description

Swindon Borough Council are looking to procure a Framework of providers to provide services against the Holiday Activities and Food Programme (HAF).

Activity must take place only within the Spring, Summer and Winter school term holidays.
All

sessions must be a minimum of 4-hours in length, and offer a nutritious meal to all eligible children in attendance, at every session. Aged 4-16.

The aims of the programme are to ensure children eligible for HAF are able to:

- Eat more healthily and have a greater knowledge of health and nutrition (there needs to be

opportunities families to learn about nutrition and advice on support available)

- Be more physically active, and partake in physical and enriching activities (which support

the development of resilience, character and wellbeing along with their wider educational

attainment)

- To socialise and be more engaged with schools and local services
- Make communities safer and combat social isolation

Providers delivering Holiday Activities and Food Programme (HAF) provision in Swindon will be required to meet the HAF standards as defined by the DfE and outlined within the Specification.

The initial contract term will be for 12 months with an option to extend for a further 3 years (3

periods of 12 months) for a potential total contract term of 4 years.

The estimated total of the initial term (12 months) for the contract is £750,000 and the total potential value of the contract is £3,000,000 (4 years)

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 85000000 - Health and social work services
- 92300000 - Entertainment services
- 92620000 - Sport-related services
- 98330000 - Physical well-being services
- 55243000 - Children's holiday-camp services

II.2.3) Place of performance

NUTS codes

- UKK14 - Swindon

II.2.4) Description of the procurement

The Holiday Activities and Food Programme (HAF) Tender

Swindon Borough Council invites expressions of interest from suitably qualified and experienced service providers for the provision of the Holiday Activities and Food Programme (HAF).

Project Description

Swindon Borough Council are looking to procure a Framework of providers to provide services against the Holiday Activities and Food Programme (HAF).

Activity must take place only within the Spring, Summer and Winter school term holidays. All

sessions must be a minimum of 4-hours in length, and offer a nutritious meal to all eligible children in attendance, at every session. Aged 4-16.

The aims of the programme are to ensure children eligible for HAF are able to:

- Eat more healthily and have a greater knowledge of health and nutrition (there needs to be

opportunities families to learn about nutrition and advice on support available)

- Be more physically active, and partake in physical and enriching activities (which support

the development of resilience, character and wellbeing along with their wider educational attainment)

- To socialise and be more engaged with schools and local services
- Make communities safer and combat social isolation

Providers delivering Holiday Activities and Food Programme (HAF) provision in Swindon

will

be required to meet the HAF standards as defined by the DfE and outlined within the Specification.

Funding rates will be broken down by 'Activity Type', as outlined below (per booking, per 4-hour session):

Activity Type: Activity Type Title: Set price per session (minimum 4 hours), per individual booking:

Activity Type 1 Universal provision for primary school aged children £28

Activity Type 2 Universal provision for secondary school aged children £28

Activity Type 3 Specialist provision for children with targeted or specialist special educational needs and / or disabilities (SEND). £75

Full details relating to the Services are provided in the tender documents.

To participate, Suppliers will need to Register as a Supplier with ProContract,

www.supplyingthesouthwest.org.uk, then Register an Interest before obtaining access to the tender documents. In the event of difficulties registering as a supplier, please refer to the

System Administrator Proactis support team ProContractSuppliers@proactis.com

Tender clarifications to be submitted in writing via Messaging in ProContract tender portal

by 11th March 2025, 1200 hrs UK Local time. The Council's responses to these clarification

questions will be issued periodically on the ProContract tender portal.

Tender Responses are required to be submitted no later than 18th March 2025, 1200 hrs UK

Local time via ProContract tender portal - <https://www.supplyingthesouthwest.org.uk/>

Please note that this project has been advertised on Find a Tender Service (FTS) Contract

Notice/Contracts Finder/ other web portals, however, Supplying the South West Portal, <https://www.supplyingthesouthwest.org.uk/> <http://www.supplyingthesouthwest.org.uk/> is the only portal that includes all the relevant documents required to respond to this opportunity, bearing

Project Id: DN764107

No Tender submissions will be considered without completing the tender documents in full including attachments and returning them in alignment with the instructions within the tender documents.

II.2.5) Award criteria

Quality criterion - Name: Please provide a short description of the activities you will offer as part of your HAF provision, that complies with the specification requirements. This can be in a list form. / Weighting: 100

Quality criterion - Name: Please describe your food offer and how you will provide food within your provision, in line with the requirements in the specification. / Weighting: 100

Quality criterion - Name: Please describe how your HAF provision will support eligible children to understand more about healthy eating and/or healthy lifestyles. Please include examples/planned activities, where relevant. / Weighting: 100

Quality criterion - Name: Please describe how you will signpost HAF families, and what these families may be signposted to. Please also include the method(s) of signposting you will use to make families aware of other services/opportunities. / Weighting: 100

Quality criterion - Name: Please describe what Enriching Activities you will offer and how you will meet the requirements for this standard, as set out in the specification. / Weighting: 100

Quality criterion - Name: Please describe what Physical Activities you will offer and how you will meet the requirements for this standard, as set out in the specification. / Weighting: 100

Quality criterion - Name: How do you ensure you will effectively safeguard all children within your HAF provision? / Weighting: 100

Quality criterion - Name: Please describe how your HAF provision will support those with Special Educational Needs and Disabilities (SEND) to be included within your provision. / Weighting: 100

Quality criterion - Name: Social Value Question. / Weighting: 100

Price - Weighting: 0

II.2.11) Information about options

Options: Yes

Description of options

The initial contract term will be for 12 months with an option to extend for a further 3 years (3

periods of 12 months) for a potential total contract term of 4 years.

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2025/S 000-005583](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 May 2025

V.2.2) Information about tenders

Number of tenders received: 20

Number of tenders received from SMEs: 20

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

Number of tenders received from tenderers from non-EU Member States: 20

Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Alfresco Childcare

New Town Lane, Bishopstone

Swindon

SN6 8PW

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

Section V. Award of contract

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

ATB Shop Ltd

Unit 2 Glenmore Business Park, Westmead,

Swindon

SN5 7FP

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

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

V.2.3) Name and address of the contractor

Best - Be a Better You

Unit 20 Athena Avenue, Elgin Industrial Estate

Swindon

SN2 8EJ

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Bramble House Nursery and Holiday care

54-56 Bramble Road

Swindon

SN2 8DS

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

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V.2.3) Name and address of the contractor

Home 4 the Holidays

36 Nyland Road

Swindon

SN3 3RD

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

JG Tennis Coaching Ltd

82 Eden Road, West End,

Southampton

SO18 3QX

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Jolly Roger Adventure Ltd

Jolly Roger Adventure, Greenbridge Road

Swindon

SN3 3JE

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Just for Fun Holiday Club

29 Devizes Road

Swindon

SN1 4BG

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Lets Play Bristol Ltd

24 West Park Road

Bristol

BS16 5SQ

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Pilot IMS Ltd

Unit 5, Coombs Wood Court, Halesowen

Birmingham

B62 8BF

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Rebel Training Group

FOCAL POINT, 27-35 Fleet St

Swindon

SN1 1RQ

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Revolution Performing Arts Ltd

Longview House, 64 Church Road, Wanborough

Swindon

SN4 0BZ

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

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

V.2.3) Name and address of the contractor

Shine Pinehurst

14 The Circle

Swindon

SN2 1QR

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

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

V.2.3) Name and address of the contractor

SMASHYouth Project

Pinetrees Community Centre, The Circle, Pinehurst

Swindon

SN2 1RF

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Sporting Excellence Ltd

41 Callington Road

Swindon

SN25 2BE

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

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V.2.3) Name and address of the contractor

Swindon Multisports Ltd

16 Eyam Rd

Swindon

SN1 7AX

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

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V.2.3) Name and address of the contractor

Swindon Tuition Centre STC Tuition Ltd

Phoenix House 2 Braithwaite Road, Long Melford

Sudbury

CO10 9FS

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

The Big Adventure Club Ltd

Head Office, 43 Perrys Lane, Wroughton

Swindon

SN4 9AZ

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

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Number of tenders received by electronic means: 20

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

V.2.3) Name and address of the contractor

Tick Tock Playgroup

4 Hall Close, Wroughton

Swindon

SN4 9LD

Country

United Kingdom

NUTS code

- UKK14 - Swindon

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £3,000,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Swindon Borough Council

Swindon

Country

United Kingdom