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Contract

Operation of the Watford Colosseum

Watford Borough Council

F03: Contract award notice

Notice identifier: 2024/S 000-033997

Procurement identifier (OCID): ocids-h6vhtk-04afc3

Published 21 October 2024, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

Watford Borough Council

<https://www.watford.gov.uk>

Watford

wd17 3EX

Email

derek.hatcher@watford.gov.uk

Telephone

+44 1923226400

Country

United Kingdom

Region code

UKH23 - Hertfordshire

National registration number

United Kingdom

Internet address(es)

Main address

<https://www.watford.gov.uk>

Buyer's address

<https://www.watford.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

Operation of the Watford Colosseum

II.1.2) Main CPV code

- 92000000 - Recreational, cultural and sporting services

II.1.3) Type of contract

Services

II.1.4) Short description

Procurement of an operator for the Watford Colosseum for a period of up to c. 25 years. This will be on the basis of a lease and/or operating contract of the facility.

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: £37,500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 92300000 - Entertainment services
- 92320000 - Arts-facility operation services
- 79993000 - Building and facilities management services
- 45212000 - Construction work for buildings relating to leisure, sports, culture, lodging and restaurants
- 45212322 - Theatre construction work

II.2.3) Place of performance

NUTS codes

- UKH23 - Hertfordshire

Main site or place of performance

Hertfordshire

II.2.4) Description of the procurement

Watford Borough Council is seeking the appointment of an operator for the Watford Colosseum, to have full responsibility for managing and maintaining the venue for an operating period of c.25 years delivering a varied events programme for the benefit of the residents of Watford and wider area.

The Council has a number of objectives for new Watford Colosseum operational management contract, including:

- to operate the Watford Colosseum to eliminate any need for a subsidy for the facility and to provide a positive management fee payment or income to the Council
- for the appointed operator to provide a commercially successful, balanced and varied public events and arts programme
- to achieve greater daytime use of the Watford Colosseum, which could include use for conferences, corporate events and weddings
- to provide opportunities for community and cultural use of the Watford Colosseum
- transfer of risk on asset management (repair, maintenance and lifecycle replacement) to be transferred to the appointed operator. This will be achieved through a full repairing and maintenance lease and/or operating contract; and
- for the appointed operator to be responsible for all utility costs and any other charges linked to the operation of the Watford Colosseum for the whole contract period (BID levy and business rates).

The building facilities include:

- main auditorium which has a 1,280 seat capacity and 2,440 seated and standing (2,000 standing on the event floor (440 balcony seats), 600 banquet, 420 cabaret)
- café bar and Forum Restaurant
- the Grand Lobby and a number of smaller bars

-office accommodation and staff meeting room

-changing rooms.

The Council is currently heavily investing in the building and carrying out a full refurbishment of the interior and building systems to bring it up to modern standards and to seek to maximise its performance as a commercial venue, including reconfiguration of the bars, creation of space for selling merchandise and installation of advertising hoardings on the exterior

II.2.5) Award criteria

Quality criterion - Name: Operating Methodology / Weighting: 10

Quality criterion - Name: Programming / Weighting: 15

Quality criterion - Name: Pre-Opening / Weighting: 5

Quality criterion - Name: Social Value / Weighting: 5

Quality criterion - Name: Amendment to Statement of Requirements / Weighting: 7.5

Quality criterion - Name: Legal and Technical / Weighting: 17.5

Cost criterion - Name: Financial Offer / Weighting: 25

Cost criterion - Name: Business Plan / Weighting: 15

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

Competitive dialogue

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: [2002/S 000-011769](#)

Section V. Award of contract

Title

Operator for the Colosseum

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 September 2024

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Ansco Music Club Ltd

6th Floor 240 Blackfriars Road,

London

SE1 8NW

Country

United Kingdom

NUTS code

- UKI - London

National registration number

05729603

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £37,500,000

Total value of the contract/lot: £37,500,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=892665213>

GO Reference: GO-20241021-PRO-28220519

VI.4) Procedures for review

VI.4.1) Review body

Watford Borough Council

Town Hall

Watford

wd17 3EX

Email

derek.hatcher@watford.gov.uk

Country

United Kingdom

Internet address

<https://www.watford.gov.uk>