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Planning

Management of Attleborough Leisure Centre

Breckland District Council

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

Notice identifier: 2025/S 000-037011

Procurement identifier (OCID): ocids-h6vhtk-055811 ([view related notices](#))

Published 3 July 2025, 10:04am

Scope

Reference

116-PA-24

Description

Breckland District Council is undertaking a re-procurement for a new leisure management contract to operate and manage the facilities at Attleborough Leisure Centre, Attleborough, Norfolk.

The Centre is on the site of Attleborough Academy, managed by Sapientia Education Trust.

The Authority is currently procuring a construction company to undertake capital investment into the centre, providing an extension to create a new facility, including a gym and studios. The Authority is also working with the Football Foundation to provide a new full-size floodlit 3G on the site.

The objective of the procurement will be to secure the most advantageous tender,

considering the Authority's strategic outcomes detailed below, whilst maximising the payment to the Authority.

In undertaking this procurement, the Authority wishes to achieve the following outcomes:

- Contract with a suitably experienced operator who is willing to work with the Authority as a 'partner' to meet its strategic outcomes.
- Increase usage and income of Attleborough Leisure Centre to reduce the operating cost of the service and generate an income/surplus share.
- Contract with an operator experienced in launching new leisure facilities, who can bring good industry practice to fit out and equip the new facilities.
- Work with a partner who is used to working with education partners in managing joint-use leisure centres.
- Undertake a procurement in a timely and efficient manner for all involved.
- Ensure the preferred Operator is on board soon enough to successfully fit out and launch the redeveloped centre.

It is anticipated that the Contract will commence in Spring 2026, with the new facilities being completed by Autumn 2026. This timeline may be accelerated or elongated depending upon progress with the Construction works

The Authority is yet to decide upon the route to market.

Prior to undertaking the formal procurement process, which is targeted to commence Q4 2025, Breckland District Council is seeking to undertake Preliminary market Engagement (PME) with the leisure operator market to enable the authority to better define its service requirements and the procurement process. We are seeking engagement with potential suppliers to:

- Support the design of this procurement exercise and route to market
- Identify suppliers who have the capacity and qualifications to take part in the tender and deliver the required services
- Test with suppliers the service specification requirements
- Test with suppliers some of the contractual terms and surplus share proposals

Total value (estimated)

- £10,969,230 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 May 2026 to 30 April 2039
- Possible extension to 30 April 2049
- 23 years

Main procurement category

Services

CPV classifications

- 92610000 - Sports facilities operation services
- 92620000 - Sport-related services

Contract locations

- UKH17 - Breckland and South Norfolk

Engagement

Engagement deadline

1 August 2025

Engagement process description

If you wish to participate in this exercise, please register your interest by contacting us at procurement@breckland.gov.uk by no later than 12 pm on 25th July 2025 to request further information.

Expressions of interest must include:

- Company name and contact details
- Brief summary of relevant services or experience
- Preferred contact method

Upon receipt of expressions of interest, a questionnaire and a copy of the draft service specification, along with other relevant information to support this process, will be shared with you. The deadline for response to these questionnaires is 1st August 2025.

Please note that this notice is not a call for competition, nor an invitation to tender. Participation in this engagement will not influence future procurement decisions nor confer any advantage or disadvantage.

The contracting authority is under no obligation to proceed with any procurement.

No contract will be awarded as a result of this market engagement exercise.

Any relevant information or clarifications arising from this engagement will be made available to all potential suppliers as part of any future tender documentation, to ensure transparency and equal treatment

Market engagement: 3rd July - 1st August 2025

Tender notice publication (anticipated): Q4 2025

Invitation to submit Tender: November - Q4 2025

Please note: Depending on construction progress at the site, the indicative timeline may be amended

Participation

Particular suitability

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

Procedure

Special regime

Concession

Contracting authority

Breckland District Council

- Public Procurement Organisation Number: PBBD-9961-PPPD

Elizabeth House, Walpole Loke

Dereham

NR19 1EE

United Kingdom

Email: procurement@breckland.gov.uk

Region: UKH17 - Breckland and South Norfolk

Organisation type: Public authority - sub-central government

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

MAX ASSOCIATES (HOLDINGS) LIMITED

Summary of their role in this procurement: Drafting Specification & Evaluation

- Companies House: 07809606
- Public Procurement Organisation Number: PWLJ-6612-XBTD

6th Floor Capital Tower

London

SE1 8RT

United Kingdom

Email: kirsty@max-associates.com

Website: <http://www.max-associates.com>

Region: UKI45 - Lambeth

Contact organisation

Contact Breckland District Council for any enquiries.