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Contract

Pantomime Co-production at the Atkinson Theatre, Southport

Sefton Council

F03: Contract award notice

Notice identifier: 2025/S 000-040599

Procurement identifier (OCID): ocids-h6vhtk-04d70f

Published 16 July 2025, 3:35pm

Section I: Contracting authority

I.1) Name and addresses

Sefton Council

1st Floor Magdalen House, Trinity Road

Bootle

L20 3NJ

Contact

Mrs Jane Taylor

Email

jane.taylor1@sefton.gov.uk

Telephone

+44 1519344282

Country

United Kingdom

Region code

UKD - North West (England)

Internet address(es)

Main address

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

Buyer's address

<http://www.sefton.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

Pantomime Co-production at the Atkinson Theatre, Southport

Reference number

DN760304

II.1.2) Main CPV code

- 92300000 - Entertainment services

II.1.3) Type of contract

Services

II.1.4) Short description

Sefton Council invited tenders for the supply of services in respect of collaborating with an experienced producer of pantomimes to co-produce their annual Christmas pantomime at The Atkinson.

Sefton's Arts & Cultural service is based from The Atkinson arts centre in Southport.

Significant investment has been made in refurbishing the stunning 19th century buildings.

Today, The Atkinson is home to a public library, museum, art gallery, theatre, studio, shop and café.

The Atkinson's programme reflects its multi-disciplinary commitments to their curatorial, theatrical and community programming. Their small but dedicated teams deliver a rich and

varied range of activities to a high standard, with limited resource. The Atkinson's marketing

team work to promote the programmes across the whole centre, with support from Sefton

Council central communications. In previous years the pantomime season has been supported by an external PR company.

The Atkinson has a track record in delivering a quality pantomime which is well loved by local

people. Sefton Council is seeking a collaborator to present pantomimes that are authentic to

Sefton, exciting, engaging and ensure a positive experience of which local people can feel proud. The pantomime will form a key part of the creative ambitions for The Atkinson and will

form part of the Council's wider strategy to improve pride of place, raise aspirations, prioritise the wellbeing of residents and contribute to inclusive growth for the borough.

The Atkinson's core audience travel within a 30-minute drive time of the venue. This encompasses North Sefton and West Lancashire, from Crosby to Skelmersdale and Preston.

The anticipated contract commencement date is 1st May 2025.

The Council proposes to enter one contract for an initial period of 24 months with the preferred supplier, with an option to extend for a further period of 12 months, making 36 months in total.

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: £180,000 / Highest offer: £288,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 92312100 - Theatrical producers', singer groups', bands' and orchestras' entertainment services

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

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II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 20

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

Open procedure

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 000-002985](#)

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

7 May 2025

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

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: 6

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

V.2.3) Name and address of the contractor

KD Productions Ltd

Ely

Country

United Kingdom

NUTS code

- UKH12 - Cambridgeshire CC

The contractor is an SME

Yes

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

Lowest offer: £192,000 / Highest offer: £288,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

L20 3JA

Legal Services, Magdalen House, Trinity Road

Bootle

L20 3JA

Country

United Kingdom