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Planning

EHC 0825 Pre Market Engagement -Commercial Family Pantomime Contract

East Hertfordshire District Council

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

Notice identifier: 2025/S 000-045773

Procurement identifier (OCID): ocds-h6vhtk-05809c

Published 4 August 2025, 4:20pm

Scope

Reference

EHC/413/1311/2025

Description

In August 2024, East Herts Council opened BEAM- a multi-faceted Arts & Culture destination in the centre of Hertford. BEAM sits on the site of the former Hertford Theatre and is the result of a significant investment by the council. BEAM has a range of facilities including a 550-seat Theatre, a flexible Studio space, with seating for 140+, three dedicated cinema screens, a dance studio and community space, as well as Hospitality spaces.

BEAM is now looking to partner with an established Producer to deliver future pantomimes, and is looking to engage with the market so the Council can discuss the opportunity with potentially interested organisations prior to a formal procurement process.

The purpose of the Council's pre-procurement market engagement process is to allow and enable, potentially interested organisations with appropriate expertise and relevant experience to:-

- o Outline and generate initial views/ideas around the outcomes, scope and the potential procurement strategy (i.e. with no commitment to themselves or the Council).
- o Engage with the Council to understand its challenges, intentions and desired Outcomes.
- o Inform the Council of current market developments.
- o Enable the Council to understand how the Current Requirements could be shaped and delivered.

This stage of the project allows the Council to understand the strengths and weaknesses of options available to deliver its outcomes. Furthermore, this process enables organisations to effectively plan for any potential forthcoming procurement.

The Council will consider the input and responses received as part of this pre-procurement market engagement to help inform the Council's options and further decision making.

Process

The pre-procurement market engagement will comprise:-

- o Seeking expressions of interest and the option for organisations to attend a tour of BEAM and individual, time limited, supplier meeting, bringing no more than 2x representatives.
- o Submission of the Supplier Questionnaire (please see Appendix A – separate MS Word document) following the instructions in section 11. Supplier Questionnaire's must be received by 21st august 2025.

For the avoidance of doubt, this stage of the project is not part of a formal procurement process and the Council is not committing, at this stage to carrying out such a process.

To participate in this pre-procurement market engagement, organisations must submit their completed Supplier Questionnaire, together with any supporting documents, through the In-Tend system by the return deadline of 12.00 Noon on 21st August 2025. Supplier Questionnaires cannot be uploaded after the closing date/time.

Total value (estimated)

- £1,000,000 excluding VAT
- £1,200,000 including VAT

Contract dates (estimated)

- 1 March 2026 to 28 February 2029
- Possible extension to 28 February 2030
- 4 years

Main procurement category

Services

CPV classifications

- 92300000 - Entertainment services

Engagement

Engagement deadline

29 August 2025

Engagement process description

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Link to the In- Tend system <https://in-tendhost.co.uk/supplyhertfordshire/asp/Home>

Participation

Particular suitability

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

Submission

Publication date of tender notice (estimated)

1 October 2025

Contracting authority

East Hertfordshire District Council

- Public Procurement Organisation Number: PLXX-7954-VCLM

Wallfields, Pegs Lane

HERTFORD

SG13 8EQ

United Kingdom

Email: Procurement@eastherts.gov.uk

Region: UKH23 - Hertfordshire

Organisation type: Public authority - sub-central government