

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/051147-2025>

Contract

Swansea Pantomime

City & County of Swansea

F03: Contract award notice

Notice identifier: 2025/S 000-051147

Procurement identifier (OCID): ocds-h6vhtk-04e4f5

Published 26 August 2025, 10:12am

Section I: Contracting authority

I.1) Name and addresses

City & County of Swansea

Civic Centre

Swansea

SA1 3SN

Email

procurement@swansea.gov.uk

Telephone

+44 1792637242

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

<http://www.swansea.gov.uk/dobusiness>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0254

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

Swansea Pantomime

Reference number

CCS/24/402

II.1.2) Main CPV code

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

II.1.3) Type of contract

Services

II.1.4) Short description

Swansea Grand Theatre is a large theatre in South West Wales that was opened in 1897. The theatre is owned and maintain by the Local Authority. The theatre facilitates a number of large scale productions through to smaller amateur shows. We are a large venue with a main auditorium that has the capacity of seating 1,020.

The Pantomime is held each year and we are now looking to procure a provider from Christmas 2027, 2028 and 2029.

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: £4,500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 92310000 - Artistic and literary creation and interpretation services
- 92340000 - Dance and performance entertainment services

- 92300000 - Entertainment services
- 92312100 - Theatrical producers', singer groups', bands' and orchestras' entertainment services
- 92312110 - Theatrical producer entertainment services

II.2.3) Place of performance

NUTS codes

- UKL18 - Swansea

Main site or place of performance

Civic Centre, Swansea, Wales, UK.

II.2.4) Description of the procurement

Swansea Grand Theatre is a large theatre in South West Wales that was opened in 1897. The theatre is owned and maintain by the Local Authority. The theatre facilitates a number of large scale productions through to smaller amateur shows. We are a large venue with a main auditorium that has the capacity of seating 1,020.

The Pantomime is held each year and we are now looking to procure a provider from Christmas 2027, 2028 and 2029.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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 000-006203](#)

Section V. Award of contract

Contract No

CCS/24/402

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

29 July 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

IMAGINE THEATRE LIMITED

Ashcombe Court, Woolsack Way

Godalming

GU71LQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £4,500,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:154985)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom