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Award

Contract for works in respect of the Poolway Farm Flood alleviation scheme

Gloucestershire County Council

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-063828

Procurement identifier (OCID): ocids-h6vhtk-05abe0

Published 9 October 2025, 3:37pm

Scope

Description

Direct award the [proposed contract for works to the developer of the Poolway Farm site. The developer has the unique legal exclusivity on the land the flood alleviation scheme is set to be delivered on and will not allow for any other contractor, other than their own staff, and approved sub-contractors to carry out work on their development. This results in a competitive tender process being made redundant as other contractors are not able to complete the onsite works. Given that no other party will have a legal or physical right to access the development site GCC proposes to undertake a bespoke legal agreement with the developer to retain project management oversight during construction of the flood storage area. Other strategies and locations have been considered for reducing flood risk to Coleford. However these have been proven unsuitable through hydraulic modelling, which demonstrates only this location and an area at this scale can be used to achieve the desired benefit. GCC has explored a range of options through hydraulic modelling to assess benefits of each proposal. Only one proposal was deemed technically and practically feasible for reducing flood risk. The proposals meet the following strategic objectives of the Gloucestershire County Council Local Flood Risk Management Strategy.

Contract 1. Poolway Farm contract award

Supplier

- MF Freeman

Contract value

- £600,000 excluding VAT
- £720,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

3 February 2026

Contract dates (estimated)

- 10 February 2026 to 31 March 2027
- Possible extension to 9 August 2027
- 1 year, 6 months

Description of possible extension:

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Main procurement category

Works

CPV classifications

- 45000000 - Construction work

Contract locations

- UKK13 - Gloucestershire

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - intellectual property or exclusive rights

Single supplier with exclusive rights to the land

Supplier

MF Freeman

- Companies House: 02180612

Ruardean Works, Varnister Road,

Ruardean

GL17 9BH

United Kingdom

Email: info@mffreeman.co.uk

Region: UKG11 - Herefordshire, County of

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Poolway Farm contract award

Contracting authority

Gloucestershire County Council

- Public Procurement Organisation Number: PZHT-7473-ZVPN

Shire Hall

Gloucester

GL1 2TH

United Kingdom

Email: commercial.services@gloucestershire.gov.uk

Website: <https://www.gloucestershire.gov.uk>

Region: UKK13 - Gloucestershire

Organisation type: Public authority - sub-central government