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Contract

## **The Provision of Beach Lifeguard Services**

Swale Borough Council

F03: Contract award notice

Notice identifier: 2025/S 000-070517

Procurement identifier (OCID): ocds-h6vhtk-0500cb

Published 3 November 2025, 2:56pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Swale Borough Council

Swale House, East Street

Sittingbourne, Kent

ME103HT

#### **Email**

[procurement@swale.gov.uk](mailto:procurement@swale.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKJ4 - Kent

#### **Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.swale.gov.uk](http://www.swale.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**

The Provision of Beach Lifeguard Services

Reference number

A1101

#### **II.1.2) Main CPV code**

- 92000000 - Recreational, cultural and sporting services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Observing best practice of lifeguarding principles and all applicable laws and regulations to

carry out lifeguard duties at bathing beaches in Sheerness and Leysdown on the Isle

of Sheppey, Kent. The provision will include personnel, equipment and temporary lifeguard

stations. The contractor will also provide operational management plans specific to

each beach including risk assessments and safe methods of operation.

#### **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: £295,733

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKJ4 - Kent

Main site or place of performance

Isle of Sheppey, Kent

#### **II.2.4) Description of the procurement**

Observing best practice of lifeguarding principles and all applicable laws and regulations to

carry out lifeguard duties at bathing beaches in Sheerness and Leysdown on the Isle

of Sheppey, Kent. The provision will include personnel, equipment and temporary lifeguard

stations. The contractor will also provide operational management plans specific to

each beach including risk assessments and safe methods of operation.

#### **II.2.5) Award criteria**

Price

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The services can be provided only by a particular tenderer for reasons that are: technical and the level of service is believed to only be delivered by the organisation stated.

#### **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 000-014371](#)

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## **Section V. Award of contract**

### **Contract No**

A1101

### **Title**

The Provision of Beach Lifeguard Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

8 April 2025

**V.2.2) Information about tenders**

Number of tenders received: 1

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

**V.2.3) Name and address of the contractor**

Royal National Lifeboat Institution (RNLI)

Poole

Country

United Kingdom

NUTS code

- UK - United Kingdom

Charity Commission (England and Wales)

209603

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £295,733

Total value of the contract/lot: £295,733

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## **Section VI. Complementary information**

### **VI.3) Additional information**

VEAT notice published.

Award of a contract without prior publication of a contract notice.

Justification for the choice of the negotiated procedure without prior publication of a contract notice:

The services can be provided only by a particular tenderer for reasons that are: technical and the level of service is believed to only be delivered by the organisation stated.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Public Procurement Review Service

London

Country

United Kingdom