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Award

Deed of Variation of Leisure Operating Contract

Dacorum Borough Council

F15: Voluntary ex ante transparency notice

Notice identifier: 2025/S 000-072334

Procurement identifier (OCID): ocds-h6vhtk-05dd81

Published 10 November 2025, 11:43am

Section I: Contracting authority/entity

I.1) Name and addresses

Dacorum Borough Council

The Forum, Marlowes

Hemel Hempstead

HP11DN

Contact

Laura Keyte

Email

procurement@dacorum.gov.uk

Country

United Kingdom

Region code

UKH23 - Hertfordshire

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.dacorum.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

Deed of Variation of Leisure Operating Contract

II.1.2) Main CPV code

- 92000000 - Recreational, cultural and sporting services

II.1.3) Type of contract

Services

II.1.4) Short description

Dacorum Borough Council (the Council) intends to enter into a deed of variation with Sports and Leisure Management Limited (SLM) in relation to the Leisure Operating Contract dated 29 March 2018 in order to appoint SLM as the Council's agent in delivering the leisure services at the Council's core leisure centre facilities.

The core leisure centre facilities include:

- Hemel Hempstead Leisure Centre
- Berkhamsted Leisure Centre
- Jarman Park Athletics Ground

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: £56,700,000

II.2) Description

II.2.2) Additional CPV code(s)

- 92610000 - Sports facilities operation services

II.2.3) Place of performance

NUTS codes

- UKH2 - Bedfordshire and Hertfordshire

II.2.4) Description of the procurement

Dacorum Borough Council (the Council) intends to enter into a deed of variation with Sports and Leisure Management Limited (SLM) in relation to the Leisure Operating Contract (Contract) dated 29 March 2018 in order to appoint SLM as the Council's agent in delivering the leisure services at the Council's core leisure centre facilities.

The core leisure centre facilities include:

- Hemel Hempstead Leisure Centre
- Berkhamsted Leisure Centre
- Jarman Park Athletics Ground

II.2.11) Information about options

Options: No

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 Council appointed SLM to provide the leisure services pursuant to the Contract and Leases for the management and operation of the Council's three leisure centres.

The Contract Period is 10 years from 29 March 2018 with a 5-year possible extension.

The Council intends to enter a deed of variation with SLM to modify the Contract to appoint SLM as the Council's Agent.

The Deed of Variation will set out the scope of the agency appointment and the extent to which SLM will act as the Council's agent. SLM shall be appointed as the Council's Agent to provide the leisure services and maintenance of the Council's facilities but shall continue to carry out other services (specifically, the provision of food, beverages and retail services) as an outsourced supplier to the Council.

The Deed of Variation does not materially alter the risk position of the parties.

The Agent shall receive a variable management fee and reimbursement for its operating costs in providing the agency services.

The Council is guaranteed a Guaranteed Minimum Return of the revenue received each year on the Council's behalf having regard to the operating costs and management fee payable to the Agent.

The Agent shall have a licence to occupy each of the Council's facilities.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

29 March 2018

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Sports & Leisure Management Ltd

2 Watling Drive

Hinckley, Leicestershire

LE10 3EY

Country

United Kingdom

NUTS code

- UKF2 - Leicestershire, Rutland and Northamptonshire

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £56,700,000

Section VI. Complementary information

VI.3) Additional information

The Council appointed SLM to provide the leisure services pursuant to the Contract and Leases for the management and operation of the Council's three leisure centres.

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The Agent shall have a licence to occupy each of the Council's facilities.

VI.4) Procedures for review

VI.4.1) Review body

High Court, London

London

Country

United Kingdom