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Award

Contract for the provision of a school holiday programme

South Staffordshire District Council

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-074658

Procurement identifier (OCID): ocds-h6vhtk-059432 ([view related notices](#))

Published 18 November 2025, 10:45am

Scope

Reference

IA3713

Description

South Staffordshire District Council ("SSDC") operates four Leisure Centres. SSDC has a wish to provide a holiday programme to young people. In recent years an operator on behalf of SSDC has ran holiday activity programmes from 2 of the 4 centres. The Council is keen to continue these programmes and potentially expand to the other 2 facilities where possible.

SSDC is now looking to test the market to ensure best value. As such, it is now looking to refresh and deliver an innovative and exciting new holiday programme. The programme will be delivered largely by utilising the dry side facilities however, some access to swimming pools can be arranged to accommodate activities. If pool(s) are used, then SSDCs adult/child ratios and NOP requirements must be observed.

SSDC are looking for Ofsted registered Providers who can offer an exciting and innovative range of extended enrichment activities and courses for children and young

people to participate in a wide range of enrichment, physical activity, sport and learn new skills. Provision must be in each school holiday as listed:

- February Half Term (1 week)
 - Easter Holidays (2 weeks)
 - Whitsun (1 week)
 - Summer Holidays (generally 6 weeks)
 - October (1 week)
-

Contract 1. Contract for the provision of a school holiday programme

Supplier

- ASPIRE ACTIVE EDUCATION GROUP LIMITED

Contract value

- £150,000 excluding VAT
- £180,000 including VAT

Below the relevant threshold

Award decision date

18 November 2025

Earliest date the contract will be signed

15 December 2025

Contract dates (estimated)

- 1 January 2026 to 31 December 2027
- Possible extension to 31 December 2028
- 3 years

Description of possible extension:

At the Authority's entire discretion, the term may be extended by 12 months on the same terms for such period in accordance with the contract.

Main procurement category

Services

CPV classifications

- 55243000 - Children's holiday-camp services

Contract locations

- UKG3 - West Midlands
-

Information about tenders

- 2 tenders received
- 2 tenders assessed in the final stage:
 - 2 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 1 supplier unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Special regime

Concession

Supplier

ASPIRE ACTIVE EDUCATION GROUP LIMITED

- Companies House: 10156357
- Public Procurement Organisation Number: PCWB-4242-NGMV

Unit 6, Holly Park Industrial Estate

Birmingham

B24 9PB

United Kingdom

Email: info@aaeg.co.uk

Website: <https://www.aaeg.co.uk/active-camps>

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Contract for the provision of a school holiday programme

Contracting authority

South Staffordshire District Council

- Public Procurement Organisation Number: PNNH-3468-CHWJ

Council Offices, Wolverhampton Road

Codsall

wv8 1px

United Kingdom

Email: laura.kendall@staffordshire.gov.uk

Region: UKG24 - Staffordshire CC

Organisation type: Public authority - sub-central government

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

Staffordshire County Council

Summary of their role in this procurement: Running Procurement Process

- Public Procurement Organisation Number: PZDG-2995-QQMD

1 Staffordshire Place, Tipping Street,

Stafford

ST16 2DH

United Kingdom

Email: laura.kendall@staffordshire.gov.uk

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

Region: UKG24 - Staffordshire CC

Contact organisation

Contact Staffordshire County Council for any enquiries.