



Report sponsor: Deputy Chief Executive and
Strategic Director for Communities and Place
Report author: Head of Leisure and Business
Development

Moorways Stadium – Outsourced Leisure Operator

Purpose

- 1.1 The purpose of this report is to seek approval for the decisions necessary to enable progress with securing an operator for Moorways Sports Village to continue and to include Moorways Stadium in the procurement exercise.
- 1.2 Moorways Sports Stadium is on a much smaller scale than the exciting new swimming pool facilities being built. This report seeks to enable the facilities and services to be managed and delivered to customers by one leisure operator. This will enable the facilities to complement each other and to also maximise the many benefits outlined in paragraphs 3.3 and 3.4 below.

Recommendation

- 2.1 To note that a procurement exercise has commenced to secure an outsourced leisure operator for the new Swimming Pool Complex at Moorways.
- 2.2 To recommend Moorways Stadium is included in the current procurement exercise, to secure an outsourced leisure operator for the new Swimming Pool Complex at Moorways, as a mandatory bid.
- 2.3 To delegate authority to the Deputy Chief Executive and Strategic Director for Communities and Place, following consultation with the Strategic Director for Corporate Resources, the Cabinet Member for Finance and Procurement and the Cabinet Member for Leisure, Culture and Tourism to determine the operational model for Moorways Stadium, to take all actions necessary to secure an operator and to enter into all necessary contractual arrangements to deliver this element of the project.
- 2.4 Subject to the recommendation in 2.2, to note that Moorways Sports Village will include Moorways Stadium facilities as well as the new 50m pool and water park being built, creating a leisure destination on the whole Moorways site.

Reason

- 3.1 To allow the important delivery of this strategic project for the Council to be maintained and enable, as planned, the opening of Moorways Sports Village in Spring

2022 delivering a much needed, improved and modernised swimming facility offer within the city.

- 3.2 To allow time for an outsourced leisure operator to be procured for the whole Moorways site so that Moorways Sports Village can be operated within the projected revenue subsidy identified in the MTFP.
- 3.3 To enable the benefits to be realised of having one operator for all the facilities such as the coordinated delivery and management of services for customers, economies of scale and creating a leisure destination for the whole of the Moorways site
- 3.4 To create one service offer for the whole site will also be much more effective for the marketing and promotion of the services to customers. This would also help to maximise the financial return and increase opportunities for usage by the local community as well as attract regional visitors creating more social and economic impacts and Tourism for the city.

Supporting information

- 4.1 On 13 February 2019, a report was taken to Cabinet, 'New Swimming Pool Complex at Moorways- Next Steps', and Cabinet approved delegating authority to the Strategic Director for Communities and Place, following consultation with the Strategic Director for Corporate Resources, the Cabinet Member for Finance and Procurement and the Cabinet Member for Leisure, Culture and Tourism to determine the operational model for the venue, to take all actions necessary to secure an operator and to enter into all necessary contractual arrangements to deliver the project.
- 4.2 Moorways Stadium includes the Athletics Track, Grandstand, Football Pitches and Artificial Turf Pitches
- 4.3 Currently a procurement exercise is being progressed to secure an operator for Moorways Sports Village prior to opening in Spring 2022.

Public/stakeholder engagement

- 5.1 The procurement of the operator is being delivered through the project governance of the Moorways Sports Village project.
- 5.2 Both internal and external stakeholders have received initial communications with regards the procurement exercise to secure an outsourced leisure operator for Moorways Sports Village. Communication with stakeholders will continue throughout the process in line with a communications plan.

Other options

- 6.1 Not to include Moorways Stadium under the umbrella of Moorways Sports Village and potentially have separate operators running the facilities on the single site.
- 6.2 To include Moorways Stadium as a variant bid within the procurement exercise for consideration independently.

- 6.3 Should the procurement of an outsourced leisure operator be considered in the future for other leisure facilities, then Moorways Stadium could also be considered at that time.

Financial and value for money issues

- 7.1 Currently Moorways Stadium has a net budgeted subsidy for 2021/22 of £124,769.
- 7.2 The financial impact of including Moorways Stadium in the procurement exercise is currently unknown. However, it is anticipated that operating Moorways Stadium as a part of Moorways Sports Village by an outsourced leisure operator will provide a better financial position than if Moorways Stadium remains a stand-alone operation. More detail will emerge as a part of the procurement exercise and a financial assessment will take place at that point.

Legal implications

- 8.1 Sharpe Pritchard has been appointed as legal consultants for the procurement of the outsourced leisure operator.
- 8.2 Sharpe Pritchard are highly experienced market leaders in leisure procurement advice and have also been involved with Sport England in shaping contractual documentation for the leisure industry
- 8.3 Sharpe Pritchard are advising on the Transfer of Undertakings (Protection of Employment) Regulations 2006 (TUPE), and whether TUPE applies to Moorways Stadium staff will be determined should the recommendations be approved, and an operator be appointed.

Climate implications

- 9.1 N/A

Other significant implications

- 10.1 N/A

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal	Emily Feenan	19/04/2021
Finance	Amanda Fletcher	20/04/2021
Service Director(s)	Claire Davenport	19/04/2021
Report sponsor	Rachel North	20/04/2021
Other(s)		

Background papers:
List of appendices: