



Hampstead
Heath

Registered Charity

Hampstead Heath
Highgate Wood
Queen's Park

Appendix 1

CITY OF LONDON

Management Let – XXX Café -

Schedule 2 - Response Document

Date: xx/xxx/xxxx



Hampstead Heath

Registered Charity

Hampstead Heath
Highgate Wood
Queen's Park

BIDDER'S FULL NAME & ADDRESS: _____

Executive Summary

The name of the legal organisation and the names of any consortium members who are bidders of the key services, together with the service, which they are to provide, listed alongside them:

Contact names, numbers and descriptions of roles of all relevant persons within the submission team:

How the consortium will work together to deliver the services if applicable:

Hampstead Heath

Registered Charity

Hampstead Heath
Highgate Wood
Queen's Park

Bidders are required to complete Submissions 1- 9 and Schedule 3 below.

Any additional information should be submitted at the end of each Submission as an Appendix.

Submission 1 - Catering Concept – **Weighting 25%**

This should be completed to provide a concept/method statement giving an outline 'picture' of the style of the catering service proposed. This should include the **core values / principles** on which the facility will be run. The following information should be provided as part of this submission:

- Broad Description of the Catering Service Proposed
- Planned Opening Hours, (note the summer operating hours of the Lido facility)
- Intended Ambience/Atmosphere
- Anticipated Customer Profile and Type of Use
- Proposed Menu Style
- Proposed Service Style
- Method of Food Production
- Business Performance Indicators (how you will show other than through Turnover that you are performing)

This should then be summarised in the following table with a maximum of five sentences per column:

Outline Service Description	Opening Hours	Ambiance	Customer Profile	Menu Style	Service Style	Food Production	Business Performance Indicators

If there is a reference site whose values you wish to replicate, or which illustrates your intended concept well, please also include details in Submission 1.

Hampstead Heath

Registered Charity

Hampstead Heath
Highgate Wood
Queen's Park

Submission 2 – Investment – Weighting 5%

This should be completed to provide an outline of any investment proposed in the premises and should include, but not be limited to:

- A costed list of the equipment you will provide to fit out the café to deliver the services outlined in the specification (The City of London Corporation may provide some catering equipment, this is to be confirmed)
- Description of any planned refurbishment works
- Layout drawings, if applicable, drawings are provided with the tender documents
- Design mood boards to show the look and feel proposed
- Anticipated time for completing any proposed works
- Estimated total investment

Submission 3 - Menu – Weighting 15%

A sample menu with all proposed tariffs for each service period should be shown here. Prices should be specific and not 'prices from' and all items must be listed.

If daily/weekly specials or seasonal variations will feature please give examples. Please ensure that the menu shown reflects the full offer proposed to be served on a day to day basis and includes any takeaway options.

Submission 4 - Management Structure and Support – Weighting 5%

Please provide the following:

- The proposed management / staffing structure for the Café, showing clearly the responsibilities associated with each role;
- How the company plan to manage staffing for the daily fluctuations in business;
- The degree and nature of any off-site senior management support (where applicable).



Hampstead Heath

Registered Charity

Hampstead Heath
Highgate Wood
Queen's Park

Submission 5 – Food Safety and Environmental Management - **Weighting 5%**

- Please provide a copy of your Food Safety Policy
- Complete the following table to provide information relating to the proposed environmental management of the services:

Objective	Action Plan
To minimise the impact of waste, including food waste, on the environment	
To reduce energy consumption and emissions	
To reduce the impact of harmful chemicals on the environment	
To encourage the use of small to medium enterprises in the supply chain	
To encourage the use of fairly traded and ethical goods in the supply chain	



Hampstead Heath

Registered Charity

Hampstead Heath
Highgate Wood
Queen's Park

Submission 6 – References / experience - **Weighting 5%**

Submission 7 - Sales Forecast and Profit and Loss Account Forecast

Sales Forecast - **Weighting 15%**

Turnover figures should be projected for the period the agreement, itemised in as much detail as possible. Supporting information such as average projected spend per head should be provided.

£	Year 1	Year 2	Year 3	Year 4	Total
Total					

Profit and Loss Account Forecast

A fully itemised Projected Profit and Loss Account should be submitted as follows:

£ or % of sales	Year 1	Year 2	Year 3	Year 4	Total
Total All Sales (A)					
Raw Material Cost					
Gross Profit (A-B) (C)					
Gross Profit %					
Fixed Labour (D)					
Variable Labour (E)					
Total Labour (D+E)					
Labour Cost %					
Overheads (G)					
Overhead Cost %					
Depreciation (H)					
Start Up Costs (I)					
Net Profit before Rent					
Net Profit %					
Fixed Rent (L)					
Top Up Rent (M)					
Total Rent (L+M) (N)					
Rent %					
Tenant Earnings (J-N)					
Tenant Earnings %					

Notes:

Depreciation should be made on a straight-line basis over period

Start Up costs are one off costs



Hampstead Heath

Registered Charity

Hampstead Heath
Highgate Wood
Queen's Park

The following table should be completed itemising the overheads line (**G**) of the profit and loss account. Any areas where there is no expected expenditure should be left blank. (Add rows where necessary).

£	Year 1	Year 2	Year 3	Year 4	Total
Disposables					
Cleaning Materials					
Uniforms and Laundry					
Light Equipment					
Equipment					
Equipment Hire/ Lease					
Credit Card Costs					
Building Maintenance					
Security Cash					
Deep Cleaning					
Pest Control					
Marketing					
Telephone, Printing,					
Recruitment/Training					
Utilities					
Waste Removal					
Insurance					
Accountancy					
Legal and Professional					
Bank charges					
Misc. Please specify (add additional rows if required?)					
Total					

Submission 8 – Financial Offer – Weighting 25%

The financial offer to the City of London Corporation for the period of lease should be stated as follows:

- The fixed monthly rent offered - the base rent

Submission 9 – Lease Heads of Terms

The City does not envisage any substantial departure from the Lease terms and conditions. Tenderers are to confirm full acceptance of these terms and conditions.

However if there are any terms that the Bidder does not believe are acceptable, please detail them in this submission.

Hampstead Heath

Registered Charity

Hampstead Heath
Highgate Wood
Queen's Park

SCHEDULE 3

FREEDOM OF INFORMATION QUESTIONNAIRE

FREEDOM OF INFORMATION ACT QUESTIONNAIRE

The City of London is subject to the Freedom of Information Act 2000 (*and to other public access to information legislation*).

If you consider that any information supplied for the purposes of this procurement or which will be supplied during the performance of the lease is either commercially sensitive or confidential in nature (within the meaning of the aforementioned Act), this should be highlighted in the body of the submission and the reasons for its sensitivity and applicability for exemption given in the table below.

The City of London does not guarantee to comply with your request for reserved information, which will be considered only at the time of any request for the information. The City of London will wherever possible revert to you in the event of an Information Request. **However a failure to indicate in this table that information is in your view exempt may be seen as consent for automatic release of unreserved information. Requests for Exemption may not be considered at a later date.**

It is the Tenderer's responsibility to obtain independent legal advice on the provisions of the Act. The City of London is not offering advice in regard to the Act, and nor are its officers responsible or authorised to provide any such advice.

Information Class	Exemption (section of the Act)	Detailed Reason for Application of Exemption	No. of Years Exemption to Last

Signed	
Date	
For and on behalf of	
Position or status within Company	