

Committee	Dated:
Hampstead Heath, Highgate Wood & Queen's Park Committee	15 May 2017
Subject: Parliament Hill Fields Lido Café - Lease Award Report	Public (with Non-public appendices)
Report of: Superintendent of Hampstead Heath	For Decision
Report author: Bob Warnock – Open Spaces & Heritage Department Richard Gentry – Open Spaces & Heritage Department	

Summary

The City of London has tendered the business opportunity to operate the Parliament Hill Fields Lido Café. In all, five bids were received, which have been evaluated against the criteria that was established through the public engagement and consultation process.

The evaluation was carried out by City of London Officers and was overseen by the City of London Procurement Team.

Members will see that this report refers to the tendering companies by reference letters only (A, B, C and so on). All the bidders are identified in Appendix 3. The results have been presented in this way, so that all parties can have access to the results without disclosure of the identity of the tenderers.

Recommendations

Members are asked to approve the following:

- Note the results of the tender process at Appendix 1. The tender process took account of the social, economic and environmental outcomes established by the public engagement and consultation process.
- Approve the award of a lease for catering services at the Parliament Hill Lido to company C (as identified in Appendix 3), starting on 16 May 2017 for a period at least until 12 January 2018, with a rolling break to terminate the lease at any point from 16 September 2017 exercisable by either party on 1 months written notice.

Main Report

Background

1. At your January 2017 Committee meeting, it was agreed that the Superintendent would undertake a tendering exercise for a pop-up café facility at the Lido for summer 2017, allowing scope to extend the lease over the winter if necessary. A public engagement and consultation exercise was completed in

January 2017 and this informed the tender specification and evaluation methodology.

Tender Process

2. The tender process was overseen by the Hampstead Heath Constabulary and Queen's Park Manager with the support of the City of London Procurement Team, the City Surveyor's Department and the Comptroller and City Solicitor.
3. The tender was advertised through a procurement portal used by the City of London (capitalesourcing.com). Interested parties were required to register on the portal. The business opportunity was also advertised locally on Hampstead Heath, on the Hampstead Heath web page and via social media.
4. The tender process went live on 21 March 2017 and closed on 11 April 2017. There was an opportunity for a site visit to the café, which was facilitated by City of London Officers on 3 April 2017.
5. A total of 23 suppliers expressed an interest in the opportunity, and five companies submitted bids. The bids have been evaluated by Officers and the results are set out in Appendix 2.

Tender Evaluation Summary

6. A tender evaluation panel was set up to evaluate and assess the scores, mediated by City Procurement. Bidders were expected to achieve suitable scores against key evaluation criteria, evidencing their ability to meet the City's high-quality requirements.
7. All tenders were evaluated on the basis of a 60% weighting for quality and 40% for price.
8. The key benefits of the selected bidder were:
 - Offers a relaxed, pleasant feeling of informality
 - Fresh and healthy food options
 - Own-baked goods e.g. pastries, bread and seasonal fruit tarts
 - An unassuming and unpretentious menu style
 - Commitment to authenticity
 - Professional staff, customer focussed
 - Offering food to order and pre-produced products, e.g. pastries
 - Opening hours to reflect the needs of users
 - Selling a cup of tea for £1.00
9. It is planned to mobilise the successful bidder by the middle of May 2017, so that they will be proficient at delivering a full service at the Lido Café as the warmer weather approaches.

Corporate & Strategic Implications

10. The delivery of this project meets with the Open Spaces Business Plan Departmental Objective – Embed financial sustainability across our activities by delivering identified programmes and projects.
11. A communication plan is in place, should any negative publicity arise in the Local Press as a result of the outcomes of the tendering process.

Conclusion

12. The Hampstead Heath cafés are valued as community hubs, while food cost, quality and atmosphere are seen as the most important factors. The proposed café Service Standards and Performance Indicators will provide a mechanism to ensure customer satisfaction is maintained. In conjunction with City Procurement, the Superintendent has conducted a comprehensive procurement exercise, during which bidders have been evaluated against criteria that were established through the public engagement and consultation process. The proposals made by the successful bidder will deliver changes to meet customer expectations, and any additional income generated will be invested in Hampstead Heath.

Appendices

- Appendix 1 – Tender Evaluation and Criteria Scoring Matrix (Public)
- Appendix 2 – Bid Evaluation Ranking (Public)
- Appendix 3 – Bid Evaluation Ranking (Non-Public)

Background Papers

- DRAFT Engagement and Consultation Report – Hampstead Heath Lido Café 2017

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