



**SEASONAL RETAIL SERVICES CONCESSION -  
CHRISTMAS TREES AND RELATED GOODS -  
2021 & 2022**

**BACKGROUND INFORMATION &  
INSTRUCTIONS TO TENDERERS**

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## **I. Introduction**

- I.1. The Royal Parks (TRP) is inviting tenders to provide a seasonal retail services concession for the supply of Christmas trees and associated goods.
- I.2. The Contract will be let for a period of 2 years commencing in November 2021.
- I.3 The Royal Parks (TRP) is responsible for managing and preserving over 5,000 acres of historic parkland across London, including valuable conservation areas and important habitats for wildlife. Our eight Royal Parks are among the most visited attractions in the UK and can mean different things to different people at different times. They are free and accessible for everyone to enjoy

For most visitors, our parks are an important escape from urban life in which to enjoy peaceful recreation and connect with the beauty of nature. Many take pleasure in the varied activities we host, from ceremonial events and summer concerts to sporting fixtures and art exhibitions, or in participating in our learning and volunteering programmes. For some, particularly those from outside London and the UK, it is their first visit to a Royal Park. Others may visit regularly during the week, whether as part of their daily commute, to enjoy the fresh air and natural beauty on their own or with their families, or to use our cafés as a meeting place for friends.

TRP cares for London's eight Royal Parks: Bushy Park, The Green Park, Greenwich Park, Hyde Park, Kensington Gardens, The Regent's Park & Primrose Hill, Richmond Park and St James's Park. We are also responsible for a number of other important green spaces in London, including Brompton Cemetery and Victoria Tower Gardens. 77 million visitors a year visit the Royal Parks. More information on TRP can be found on our website <https://www.royalparks.org.uk/>

## **2. Royal Parks Charitable Objectives and Brand Values**

We will be sustainable, work in productive partnerships and deliver world class park management.

*The objects of the Charity are for the public benefit (the "Objects"):*

- to protect, conserve, maintain and care for the Royal Parks, including their natural and designed landscapes and built environment, to a high standard consistent with their historic, horticultural, environmental and architectural importance;
- to promote the use and enjoyment of the Royal Parks for public recreation, health and well-being including through the provision of sporting and cultural activities and events which effectively advance the Objects;
- to maintain and develop the biodiversity of the Royal Parks, including the protection of their wildlife and natural environment, together with promoting sustainability in the management and use of the Royal Parks;

- to support the advancement of education by promoting public understanding of the history, culture, heritage and natural environment of the Royal Parks and (by way of comparison) elsewhere; and
- to promote national heritage including by hosting and facilitating ceremonies of stator of national importance within and in the vicinity of the Royal Parks.

*Our Brand Values:*

*Accountable*

We take ownership of our decisions and actions both individually and collectively. We are proud of our work and are willing to stand up and be counted for what we believe in. We do not pass the buck or seek to blame others. We are confident to use our initiative and do not avoid or defer decisions in the hope that they will go away. We are always willing and able to explain our decisions and actions and learn from their results. When we make mistakes, we own up, make amends, learn and move on. When we are successful, we recognise that success, celebrate and share our learnings.

*Excellent*

We will deliver to the highest practicable quality in everything that we do. From the smallest daily task to the biggest strategic project we will deliver at the highest appropriate standard. We will not rest on our personal or professional accomplishments, but instead build on them to be the best we can be and so set new standards in providing exceptional parks delivering real public benefit. We will expect even more of ourselves than our visitors do.

*Inclusive*

We are committed to encouraging all kinds of people to enjoy visiting London's Royal Parks and seek, through our employment practices and everyday behaviour, to be an organisation that is representative of the city it serves. We view difference and variety positively and make everyone feel equally valued and welcome. We plan and design everything we do so it is accessible and appealing to everyone.

*Open*

We encourage access to knowledge and information, collaborative management and decision-making and the empowerment of our staff to share their ideas and skills to make an active contribution to the direction of the charity. We seek and welcome input from peers and specialists in our sector and are committed to sharing best practice.

*Respectful*

We treat everyone in ways that are reasonable, right and just. We treat people without favouritism or discrimination. We apply this principle to how we behave

towards our staff, our visitors, our supporters and our stakeholders. We show due regard for the feelings, wishes and rights of others. We recognise the importance of individual and collective views, cultures and customs and are mindful not to cause offence. We value and seek to use and showcase the expertise and experience of others. We consider the views of others when taking decisions. Our decisions may not always be popular but they will always be fair and justifiable.

### 3. Tender Documentation

3.1. The Tender Pack is comprised of the following documents:

- i) Background Information and Instructions to Tenderers
- ii) Tender Response Document
- iii) Price Schedule
- iv) General Terms and Conditions of Contract and Schedules
- v) Form of Tender

### 4. Timetable

4.1. It is envisaged that the contract will be awarded as close as possible to the following timetable:

Action	Due Date
Invitation to tender issued	Monday 5 July 2021
Tender Submission deadline	14:00 on Friday 6 August 2021
Clarification Interviews	WC Monday 16 August 2021
Formal award	WC Monday 23 August 2021
Service start	Monday 1 November 2021

### 5. Conditions of Tender Process

5.1. **Tender-related queries:** if tenderers require answers to queries raised during the tender period, they must be emailed to [procurement@royalparks.gsi.gov.uk](mailto:procurement@royalparks.gsi.gov.uk). The deadline for submission of queries will be 3 days before the tender submission deadline. All questions and answers will be forwarded by email to all tenderers.

5.2. **Tender return:** it is the responsibility of tenderers to ensure that their tender is submitted no later than the appointed time. Tenders received after this time will automatically be rejected. Tenders must be sent to:

[procurement@royalparks.org.uk](mailto:procurement@royalparks.org.uk)

**BY 14:00 on Friday 6 August 2021.**

- 5.3. **Highest scoring tender:** The Royal Parks does not bind itself to accept the highest scoring tender or any tender.
- 5.4. **Basis of prices:** all prices must be quoted on the basis indicated in the accompanying documents and should exclude VAT.
- 5.5. **Award criteria:** the contract will be awarded to the tenderer who makes the Most Economically Advantageous Offer (MEAT). The tenders will be marked using the criteria and weightings as detailed in the tender response document.
- 5.6. **Confidentiality of tenders:** please ensure that the following confidentiality requirements are adhered to:
- i) All documents and information provided (by whatever means) are kept strictly confidential.
  - ii) Confidential information is disclosed only to those of your employees who need to evaluate it in order to submit a response.
  - iii) All documents and information provided are not disclosed nor allowed to be disclosed to any third party.
- 5.7. **Expenses and losses:** TRP will not be liable for or pay any expenses or losses incurred by the tenderer in preparing its tender.
- 5.8. **Freedom of information act:** we are committed to meeting our legal responsibilities under the Freedom of Information Act 2000. Accordingly, all information submitted to us may need to be disclosed by us in response to a request under the Act. We may also decide to include certain information in the publication scheme, which we maintain under the Act. If you consider that any of the information included in your tender is commercially sensitive, please identify it and explain (in broad terms) what harm may result from disclosure if a request is received, and the time period applicable to that sensitivity.
- 5.9. **Trading names/invoicing:** where invoices will be rendered by or payments are required to be made to an entity whose title differs in any respect from the title in which the tender is submitted, full details must be provided in a letter accompanying the tender. If a successful tenderer fails to provide this information at tender stage they may well experience delays in settlement of their account.

## 6. Suitability Assessment

- 6.1. TRP will use a single stage procurement procedure incorporating an initial suitability assessment. Tenderers who fail to attain 25% or more marks on the suitability assessment will not proceed to the tender stage of the evaluation.

## 7. Award Criteria

- 7.1. To enable TRP to evaluate your tender submission, all tenderers must complete the Tender Response Document and Pricing Schedule in the format provided and return these as part

of their tender including any other additional documents as requested by TRP or required to clarify their tender. Please do not submit completed pricing schedules in pdf format as this hinders TRP's manipulation of the data.

7.2. TRP will use the following price/quality split to evaluate tenders:

Price: 30%

Quality: 70%

All answers given to the quality questions in the tender will be scored as follows:

Score	Description
0	<b>Unacceptable:</b> nil or inadequate response. Fails to demonstrate an ability to meet the requirement.
1	<b>Acceptable:</b> response is relevant and acceptable. The response addresses a broad understanding of the requirement but may lack details on how the requirement will be fulfilled in certain areas.
2	<b>Good:</b> response is relevant and good. The response is sufficiently detailed to demonstrate a good understanding and provides details on how the requirement will be fulfilled.
3	<b>Very good:</b> response is completely relevant and very good overall. The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full.
4	<b>Excellent:</b> exceeds the requirement. The response identifies potential added value and/or innovative solutions, with supporting evidence provided.

7.3. Notes on Pricing:

30% of total tender marks are allocated to the financial assessment of bids. As per Section E (Price Schedule), the total is defined as the cumulative Guaranteed Fee over the years 2021 to 2022. The highest tendered total Guaranteed Fee will be awarded the maximum 30% score and all lower tendered offers will score proportionately less.

## **8. Commercial Agreement**

8.1. Your proposed financial offer should be clearly set out in the Pricing Schedule.

8.2. You must express the offer in the following way:

- (a) as a 'Minimum Royalty Payment'; together with
- (b) a percentage of retail income offered to TRP – the 'Revenue Share'.

## **9. Business Plan**

9.1. You must submit full expenditure and income estimates for the contract period by providing sales forecasts and cost deductions in the pricing schedule.

## **10. Tender Submissions**

10.1. The format for your tender submission should be as follows:

Submission 1	Completed Tender Response Document
Submission 2	Completed Pricing Schedule
Submission 3	Completed form of tender

## **11. Clarification Meetings**

11.1. Following submission of tenders, selected tenderers may be asked to attend a virtual clarification meeting (using Microsoft Teams) to present and answer questions on their tender response.