



FOL17/224: Serpentine Kitchen Catering Concession Contract

Section F
Appendices

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APPENDIX “A”

Staff TUPE Information

See separate attachment

APPENDIX “B”

Plan of Hyde Park Depicting Catering Locations

Hyde Park

Map showing location of catering operations



Cafes and Restaurants

Kiosks

Mobile Vans

APPENDIX “C”

Hyde Park Visitor Profile Information

The information in this appendix is taken from the **Royal Parks Stakeholder Research Programme 2014**, conducted by Ipsos Mori and published in January 2015. A copy of the full report is available on TRP's web site. Figures shown in brackets are averages across all Royal Parks for comparison.

Where visitors usually live:

- 37% outside UK
- 17% rest of England Wales Scot and NI
- 38% London

Tourist order:

- Europe 38%
- Asia 22%
- Australasia 13%
- USA & Canada 11%
- South America 6%
- Africa 5%

Main means of transport to the park:

- Walk 48% (37%)
- Public Transport 42% (31%)
- Car 6% (22%)
- Bicycle 5% (7%)
- Coach 0% (*%)

Length of visits:

- < 30 mins 16% (13%)
- 31-60 mins 24% (21%)
- 1-2 hours 39% (34%)
- 2-3 hours 16% (18%)
- 3-4 hours 4% (8%)
- 4-5 hours 0% (2%)
- > 5 hours 1% (1%)
- Don't know / n/s 0% (3%)

Rating of overall quality of catering facilities:

- Excellent 19%
- Good 59%
- Satisfactory 18%
- Poor 3%
- Very Poor 0%
- Excellent/Good 79% (70%)

Reasons for visiting:

• Peace and quiet/relax	67%	(43%)
• Walk/stroll	65%	(46%)
• For fresh air	58%	(35%)
• See the trees/plants/flowers	18%	(9%)
• Picnic/lunch/refreshments	18%	(19%)
• Exercise (not sports) / informal games	17%	(6%)
• Bringing the children	13%	(15%)
• Visiting café/restaurant	13%	(9%)
• Short cut/ on way somewhere else	11%	(5%)
• Bird watching	11%	(5%)

Reasons for visiting (combined 'net' definitions):

• General	86%	(76%)
• Exercise/sport/hobbies	80%	(64%)
• Nature/plants/animals	25%	(14%)
• Children's activities	14%	(17%)
• Planned events/activities	13%	(11%)

Estimated spend per group on food and drink:

• Nothing	63%	
• £0-£5	17%	
• £6-£20	13%	
• £21-£50	5%	
• £50	0%	
• n/k	3%	
• Total spend per group (including activities) = £4.50		(£5.21 TRP Average)

Age profile:

• 16-24	23%
• 25-34	25%
• 34-44	18%
• 45-54	14%
• 55-64	12%
• 65-74	5%
• 75+	2%

Gender:

• Male	45%
• Female	54%
• Not stated	1%

Group size:

- Adult-only party 80%
 - 1 adult 42%
 - 2 adults 32%
 - 3-4 adults 5%
 - 5+ adults 1%
- With child(ren) party 19%
 - Child(ren) 0-5 9%
 - Child(ren) 6-10 11%
 - Child(ren) 11-15 6%

The following slides show extracts of the Ipsos MORI report alongside comparative data for all other Royal Parks.

Where do Visitors Normally Live?

TRP as a whole



Hyde Park



Hyde Park's proportion of international tourist visitors is significantly higher than across TRP as a whole. The proportion of Hyde Park visitors that live in London is relatively low.

Visitor Spends in Hyde Park

Thinking about your visit today, how much do you think you and your group will have spent in total on?



18



Average spend per group:

Hyde Park = £4.50

**Overall Royal
Parks average =
£5.21**

	Food and drink	Activities (e.g. bicycle hire, rowing boats)	Children's Activities
Nothing	63%	89%	93%
£0-5	17%	3%	3%
£6-20	13%	5%	1%
£21-50	5%	0%	0%
£50+	0%	0%	0%
Don't know/ prefer not to say	3%	4%	5%

Hyde Park's overall visitor spend is lower than the TRP average. A significant proportion of visitors expect to spend nothing on catering.

Visitor Motivations and Park Usage

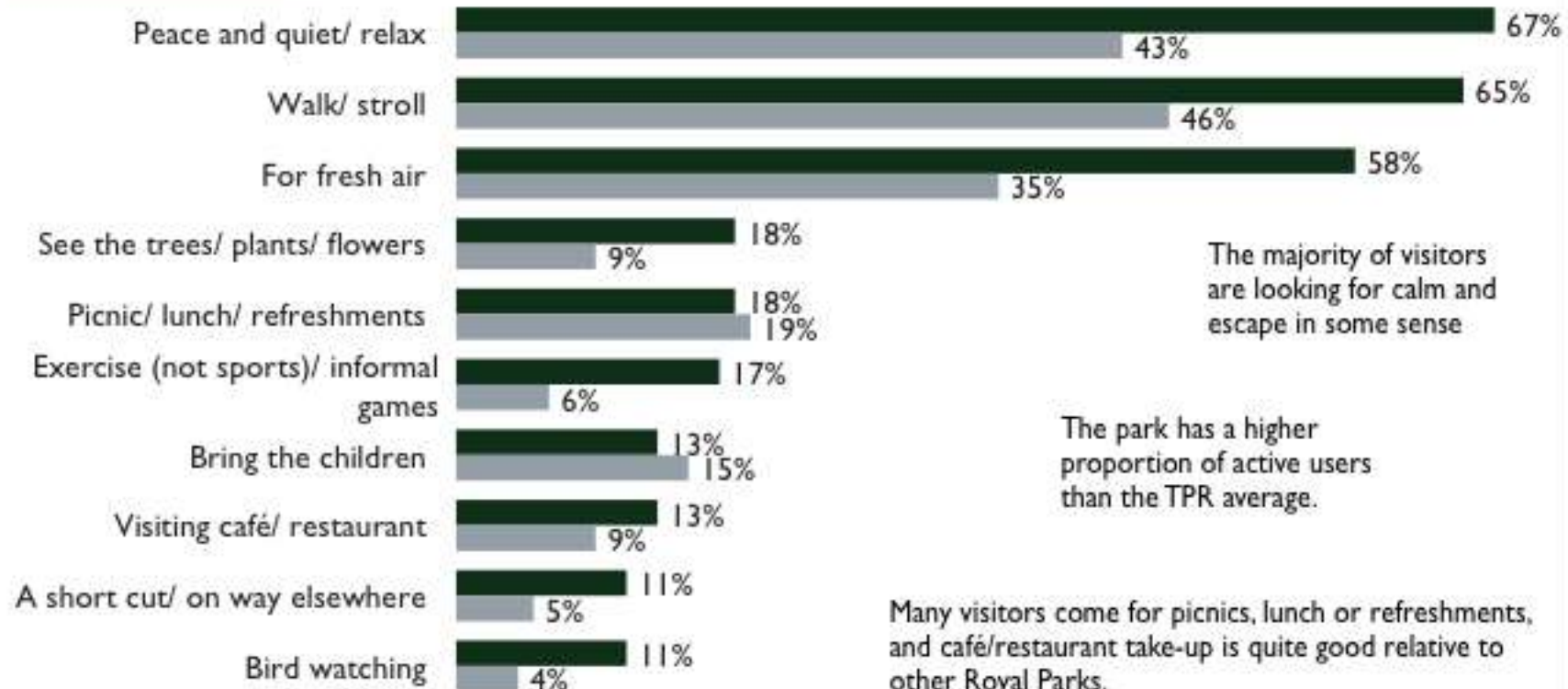
What did you do when you visited this park today/ what do you plan to do during your visit to this park today? [Unprompted]



14

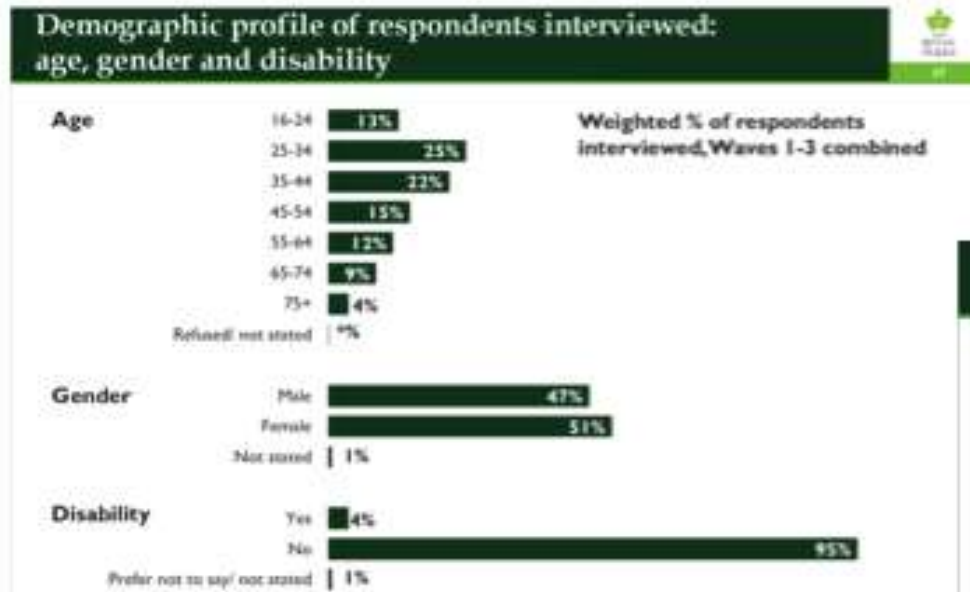
Top mentions

■ Hyde Park ■ Overall Royal Parks average

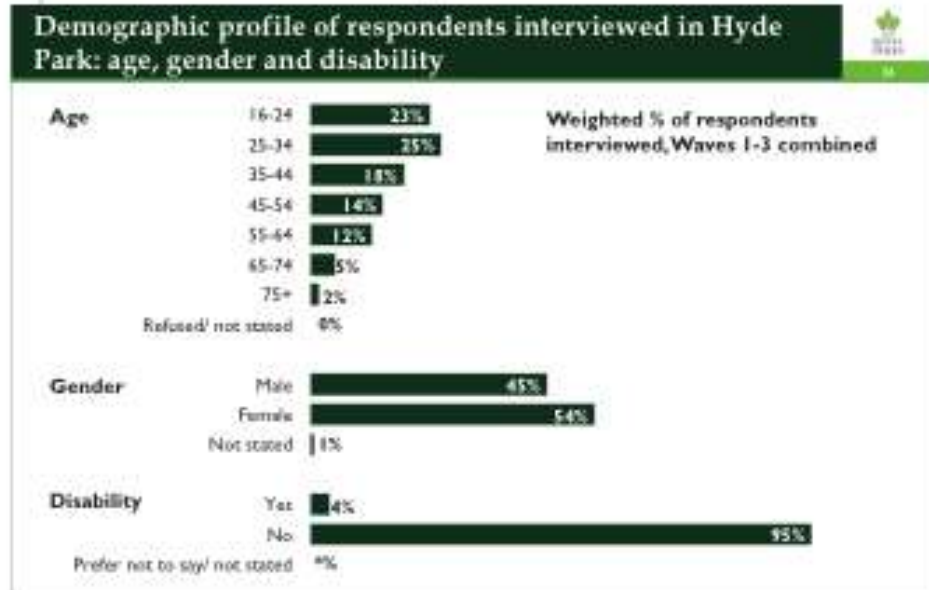


Demographic Profile

TRP as a whole



Hyde Park



Hyde Park has a large proportion of young visitors compared to TRP as a whole.

APPENDIX “D”
Hyde Park Visitor Numbers

The Ipsos MORI research programme estimated that at least **12,808,731** visits are made to Hyde Park each year.

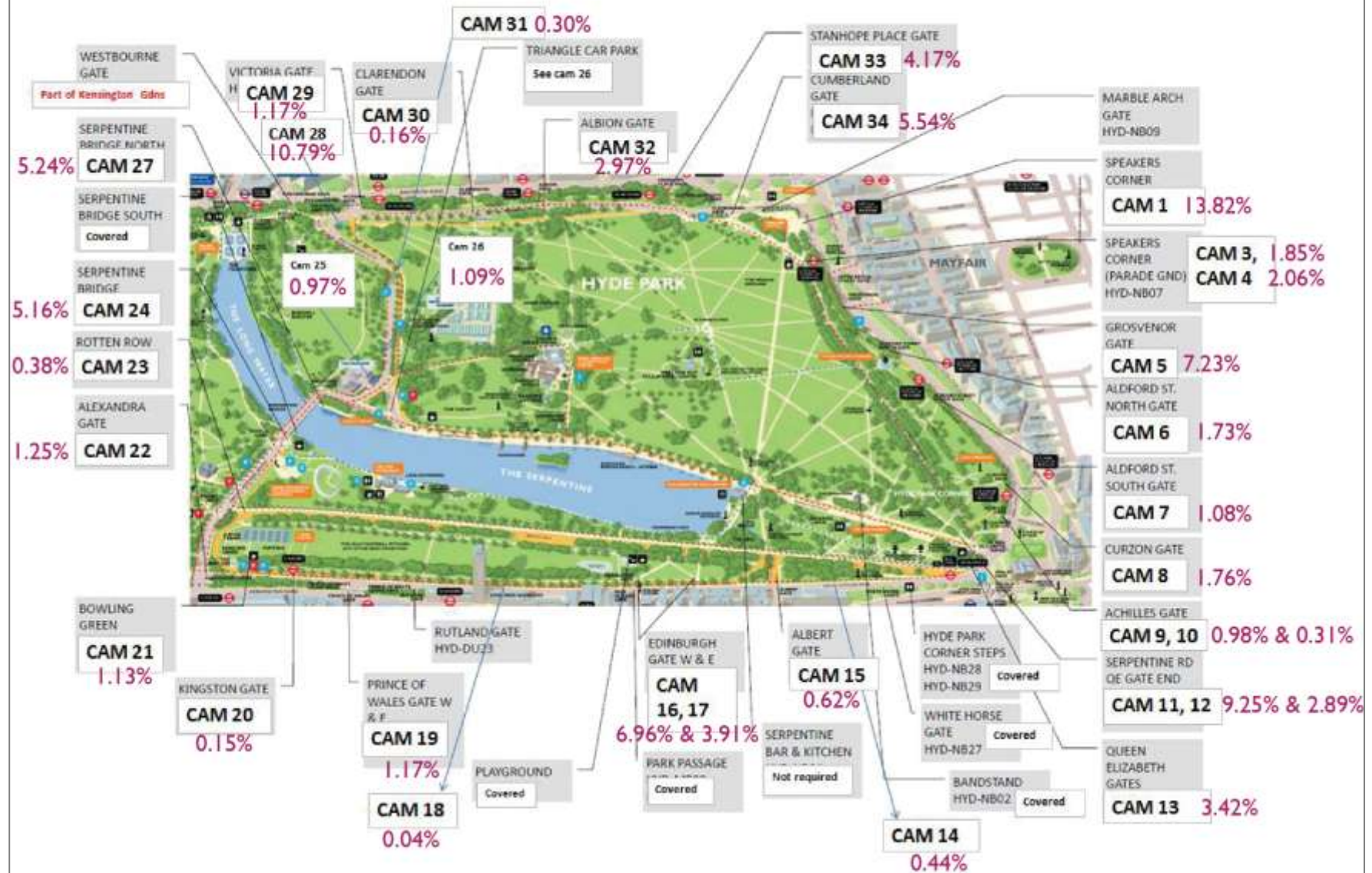
The map overleaf shows the proportion of total visitors counted arriving at different parts of the park. This gives an indication of how busy different areas are relative to one another, though not necessarily of visitor movements within the parks. The charts overleaf show the count data from the Ipsos MORI programme for Hyde Park alongside comparative data for all other Royal Parks.

Hyde Park is very roughly rectangular in shape, with four distinct corners and four distinct sides. The corners of the park are generally busier than the sides, meaning more people enter and exit at those points, and the data shows that the east side of the park is significantly busier than the west.

The northeast is the busiest corner of the park with approximately 17.73% of visitors entering via Marble Arch Gate/Speakers' Corner. The southeast corner is next busiest, in particular around the Serpentine Road entrance (12.14%). The northwest corner is third busiest, with the area around Victoria Gate seeing a lot of footfall (10.79%). The southwest corner is the least busy by a considerable margin.

Hyde Park

Camera Locations and Proportion of Total Visitors Counted at each

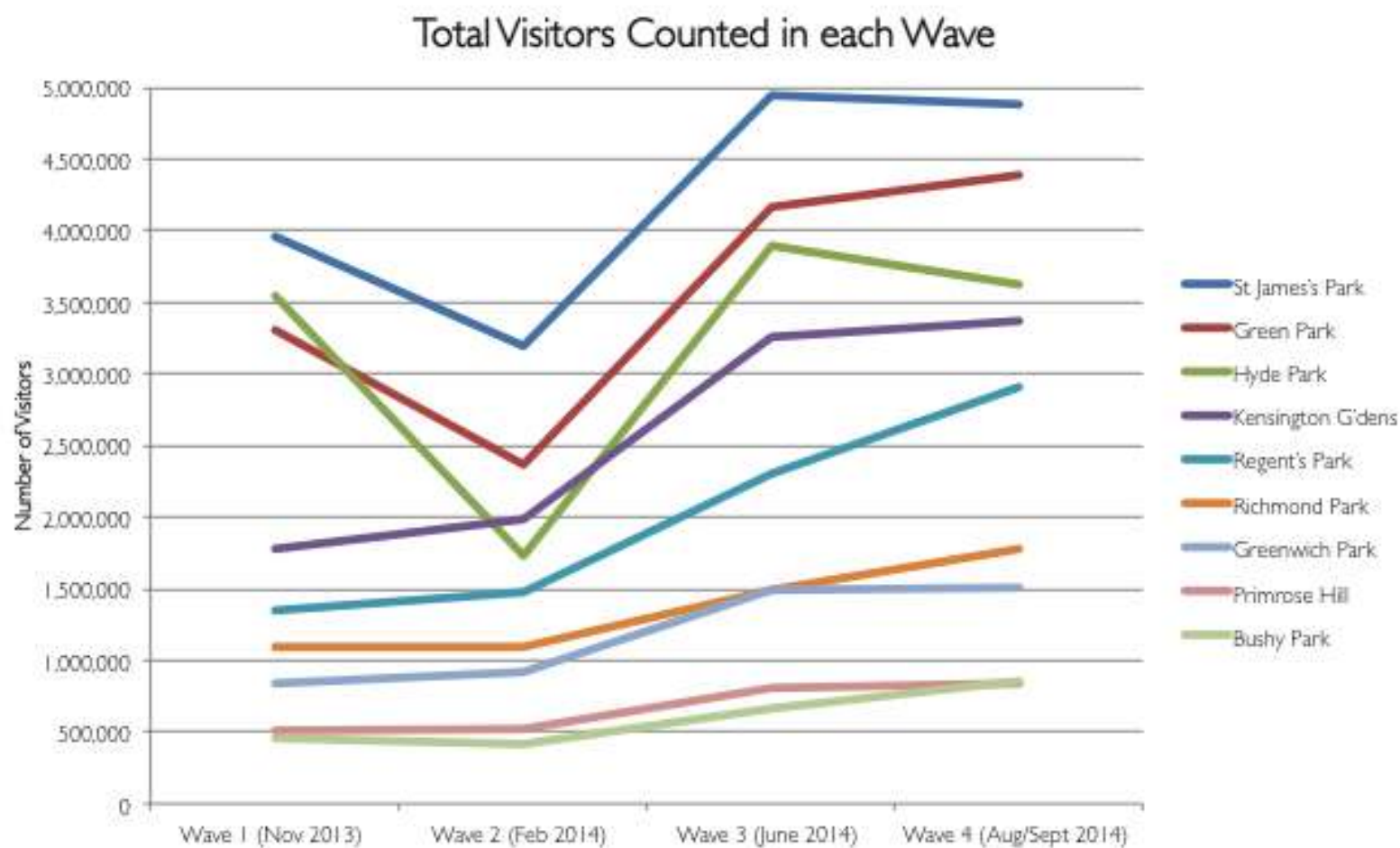


Total Visitor Numbers counted Waves 1-4

	Wave 1 (Nov 2013)	Wave 2 (Feb 2014)	Wave 3 (June 2014)	Wave 4 (Aug/Sept 2014)	W1,W2,W3 & W4 combined	% of Total TRP Visits
St James's Park	3,954,501	3,191,262	4,940,820	4,877,232	16,963,815	21.8%
Green Park	3,302,757	2,361,678	4,170,039	4,388,868	14,223,342	18.3%
Hyde Park	3,552,750	1,726,332	3,903,057	3,626,592	12,808,731	16.5%
Kensington Gardens	1,772,103	1,978,212	3,263,265	3,363,948	10,377,528	13.4%
Regent's Park	1,342,522	1,479,443	2,302,082	2,901,596	8,025,643	10.3%
Richmond Park	1,095,672	1,086,782	1,500,397	1,778,470	5,461,321	7.0%
Greenwich Park	838,220	926,000	1,486,461	1,510,021	4,760,702	6.1%
Primrose Hill	510,435	526,974	802,842	844,320	2,684,571	3.5%
Bushy Park	451,811	416,127	657,115	854,003	2,379,056	3.1%
TOTAL	16,820,771	13,692,810	23,026,078	24,145,050	77,684,709	

Hyde Park is the third busiest Royal Parks overall and the second busiest at some parts of the year. There is a particularly strong seasonal pattern to visits; visitor numbers fall further here in the off-season than in any other park. This is shown clearly in the chart on the following slide.

Chart Showing Total Visitors Counted



APPENDIX “E”

Serpentine Bar & Kitchen Layout Drawings

See separate pdf files

APPENDIX “F”

Serpentine Bar & Kitchen Historic Sales Figures

Monthly Breakdown of Total Net Commissionable Revenue in Pounds (£) per Financial Year

Summary of Total Net Commissionable Revenue from 2010-17

	2010/11 £	2011/12 £	2012/13 £	2013/14 £	2014/15 £	2015/16 £	2016/17 £
Restaurant	2,658,210	2,488,764	2,404,928	2,929,238	3,354,997	3,266,779	Breakdown not available
Grab & Go		724,581	812,669	1,182,442	1,070,999	1,031,833	
Kiosks*		103,136	115,355	429,978	361,308	657,577	
TOTAL	2,658,210	3,316,481	3,332,952	4,541,658	4,787,304	4,956,189	£5,212,903

* Kiosks refer to the Gin Bar, BBQ and Ice Cream Stall that operate within Serpentine Bar & Kitchen's demised area

2016/17

2016/17	Total £
Apr	364,269
May	544,464
June	548,902
July	744,244
Aug	809,904
Sept	663,372
Oct	304,506
Nov	299,336
Dec	272,852
Jan	161,949
Feb	183,376
Mar	315,729
Total YTD	5,212,903

Excludes non commissionable sales, value unknown

2015/16

2015/16	Restaurant £	Grab & Go £	External Kiosks £	Total £
Apr	327,973	120,214	74,493	522,680
May	301,470	114,312	73,113	488,894
June	448,618	138,131	142,153	728,901
July	380,807	121,662	127,002	629,472
Aug	383,668	157,662	121,166	662,495
Sept	337,036	125,791	72,939	535,766
Oct	218,601	76,113	28,609	323,323
Nov	148,765	51,837	4,960	205,561
Dec	212,570	30,811	0	243,381
Jan	131,759	20,233	0	151,992
Feb	142,796	18,737	0	161,533
Mar	232,717	56,332	13,141	302,190
Total	3,266,779	1,031,833	657,577	4,956,189

Excludes Non Commissionable Sales of £75,152

2014/15

2014/15	Restaurant £	Grab & Go £	External Kiosks £	Total £
Apr	278,228	107,687	25,941	411,857
May	284,408	99,236	35,700	419,344
June	412,347	150,154	81,593	644,094
July	413,609	128,670	34,740	577,018
Aug	406,292	159,412	105,795	671,500
Sept	354,308	132,224	52,262	538,794
Oct	236,498	92,228	23,911	352,637
Nov	182,605	61,293	1,029	244,927
Dec	222,725	34,123	141	256,989
Jan	180,971	24,197	0	205,169
Feb	144,737	24,661	196	169,594
Mar	238,268	57,114	0	295,383
Total	3,354,997	1,070,999	361,308	4,787,305

Excludes Non Commissionable Sales of £72,074

2013/14

2013/14	Restaurant £	Grab & Go £	External Kiosks £	Total £
Apr	204,690	88,334	14,203	307,227
May	242,529	98,818	31,677	373,023
June	360,307	150,349	61,879	572,535
July	424,839	151,194	140,999	717,033
Aug	359,742	142,745	95,773	598,260
Sept	323,575	150,012	61,294	534,880
Oct	202,736	103,085	5,032	310,853
Nov	134,649	73,301	0	207,951
Dec	181,192	67,823	0	249,015
Jan	131,711	44,251	0	175,962
Feb	119,895	26,040	0	145,935
Mar	243,371	86,490	19,122	348,983
Total	2,929,238	1,182,442	429,978	4,541,658

Excludes Non Commissionable Sales of £51,099

APPENDIX “G”

Catering Equipment Conditions Survey

To follow at ITT Stage

APPENDIX “H”

Royal Parks Branded Coffee Cup



See separate file for artwork