FOL17/224: Serpentine Kitchen

Catering Concession Contract

Section B

Evaluation Criteria

1. Evaluation Criteria
   1. TRP will use the following price/quality ratio for tender evaluation.

|  |  |
| --- | --- |
| 70% | Quality |
| 30% | Price |

* 1. The detailed award criteria are as follows:

|  |  |
| --- | --- |
| Qualitative Criteria | Percentage weighting |
| **Evaluation Criterion 1**  The service proposals presented for the Serpentine Kitchen demonstrate clearly how The Royal Parks’ six key attributes for catering will be delivered:   * A high quality food and drink offer * Fast and friendly service * Unique concepts and creative designs * Compelling and well communicated brands * Accessible pricing * Responsible sourcing and operations   Note these submissions will be scored as follows:  Submission 1 Non scoring - for information only  Submission 2 A high quality food and drink offer/Fast and friendly service (15%)  Submission 3 Unique concepts and creative designs (15%)  Submission 4 Compelling and well communicated brands (5%)  Submission 5 Accessible pricing (5%)  Submission 6 Responsible sourcing and operations (10%) | 50% |
| **Evaluation** **Criterion 2**  The management and staffing proposals and rates of pay show a commitment to achieving high standards of service and an understanding of operating within an environment where demand fluctuates at short notice.  Submissions 7, 8 and 9 | 10% |
| **Evaluation Criterion 3**  The tenderer has clearly demonstrated the robustness of the sales forecasts and viability of the profit and loss accounts and provided a commentary that explains the rationale for growth.  Submission 10 and 11 | 10% |

|  |  |
| --- | --- |
| Financial Criteria | Percentage weighting |
| **Evaluation Criterion 4**  The five year financial return to The Royal Parks (a combination of the total % concession applied to TRP sales forecasts and capital investment) projected against the TRP five year sales forecast.  The Tendering Company’s concession percentages shall be applied to the TRP sales forecasts to create an annual concession income. This will be totalled across the five year contract to give a five year concession income. This sum will be added to the capital investment sum to generate a total return to The Royal Parks over the five years of the contract.  Submission 12 | 20% |
| **Evaluation Criterion 5**  The concession percentage offered to The Royal Parks on sales in excess of £6,000,000 per annum.  Submission 13 | 10% |
| Total | 100% |

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

|  |  |
| --- | --- |
| 0 | **Unacceptable:** nil or inadequate response. Fails to demonstrate an ability to meet the requirement. |
| 1 | **Poor:** response is partially relevant but generally poor. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled. |
| 2 | **Acceptable:** 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. |
| 3 | **Good:** response is relevant and good. The response is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled. |
| 4 | **Excellent**: response is completely relevant and excellent 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. |

1.4 Price will be scored as follows:

The five year total return will be evaluated against the other offers. The highest financial offer will score the maximum 20% score. All other offers will be scored against the highest offer,

i.e. lower bid value divided by highest bid x 20% = % score.

The highest concession percentage on sales in excess of £6,000,000 per annum will score the maximum 10% score. All other offers will be scored proportionately against the highest offer,

i.e. lower bid divided by highest bid x 10% = % score.