

## Management Regulations between Forestry Commission and Catering Tenant at Alice Holt

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### 1. Introduction

#### General

This document sets out the management regulations for the establishment, day to day operation and review of the Alice Holt cafe. These management regulations along with the key performance indicators<sup>1</sup> (KPIs) form part of the Lease and will be used to monitor the Forestry Commission (FC) expectations.

- Food and drink sale in the café will reflect the ethos, setting and aspiration of Alice Holt Forest Centre.
- These management regulations may be reviewed by the FC and may be amended after consultation with the catering tenant.

### 2. Alice Holt Café and catering offer

The Alice Holt Café should be operated on the basis of the following criteria and ethos.

#### General

Food and drink supplied by catering tenants should adhere to the purchasing ethos and principles of both organisations. The FC ethos is detailed in operational guidance Food Offer and Service Standard<sup>2</sup>, these may be reviewed by the FC and may be amended after consultation with the catering tenant.

The FC was the world's first State Forest Service to receive full Forest Stewardship Council (FSC) accreditation. Therefore it is very important that any wood or wood related products used through the café are from sustainable sources. Any timber using non-

<sup>1</sup> The KPIs can be found in Annexure 5.

<sup>2</sup> The Food Offer & Service Standards can be found in Annexure 2.

indigenous woods must be FSC certified (or other equivalent environmental accreditation standard).

The catering tenant is not permitted to sell membership for any other organisations on site.

Visitors leaving Alice Holt should take a positive impression of their visit and a desire to return. The Alice Holt Café plays an extremely important role in achieving this aim.

### Agreed Initial Start-Up Phase

The FC will appoint one member of site staff to facilitate the induction of the Café to site.

A pre-commencement meeting will be arranged by the FC for the first day of site presence by the catering tenant and its representatives. At this meeting, lines of communication, site restrictions, site safety procedures and protocols will all be agreed.

## 3. On-going Agreed Procedures

### Management Meetings

Regular management meetings will take place between an FC management representative and catering tenant's representative to help ensure good communications and quick resolution of any problems. This will include discussion of these management regulations, the assessment of key performance indicators (KPIs) and the resolution of any issues.

The initial frequency of these meetings will be monthly but they will be under constant review by the FC and it may amend them after consultation with the catering tenant.

### Key Performance Indicators

The KPIs will be used to formally monitor performance of the catering tenant prior to each management meeting and will be used to measure performance and guide improvements in the operation of the café.

### Café Tenant Review Meeting

Every year a formal tenant review meeting will be held – this may be convened more frequently initially if required by either party.

These regulations and KPIs will be reviewed at this annual meeting and may be amended after consultation with the catering tenant.

### Business partner meeting

The tenant will be expected to attend the quarterly Business Partner Meetings with the FC and other businesses on site. These are managed by the FC and are an opportunity for joint marketing, PR, events and activity ideas to be discussed. They are also an essential communications tool for Alice Holt site as a whole

### Visitor Information Provision

Visitor information is generally provided through site notice boards located around Alice Holt. However, in line with our aspirations for customer care we would expect all staff to be able to signpost customers to other facilities on site and to answer basic visitor questions with knowledge and enthusiasm. This includes having a basic understanding of the available trails and site facilities.

Alice Holt marketing materials (i.e. site leaflets, newsletters) will be provided by the FC and made available by the tenant through the café.

## 4. Health, safety and security

### Health & Safety Review Process

In line with FC operating procedures the catering tenant will:

- Provide all Accident Books for inspection and review annually. Any lessons learned will be discussed and any actions recorded and undertaken within an agreed timescale.
- The catering tenant must inform the FC (Recreation Manager) of any accidents within 7 days. Any RIDDOR reportable accidents must be reported to the FC within 24hrs. The catering tenant must make the FC aware of either circumstance as soon as they occur.
- Should a serious accident or a trend of accidents emerge at any point in the year, a full investigation may take place.
- The catering tenant will undertake the building and fire risk assessment annually and update as required, making available to the FC for an annual review when requested.
- The catering tenant will hold an annual site Health & Safety meeting where emergency procedures are tested and discussed with all staff. Copies of this meeting will be made available to the FC for review upon request.

### Site Access Barriers

Alice Holt is secured by site access barriers. The catering tenant will be provided with site access codes and/or keys to allow access for staff. The catering tenant must keep an up to date list of all those that have been issued with codes and/or access keys. The FC reserves the right to change the codes and/or access procedures but will give the catering tenant reasonable prior notice.

To restrict unauthorised access all internal site barriers are to be locked closed when not in use.

A further ANPR (Automatic Number Plate Recognition system) is used on site to manage the car parks. The tenant will be provided with access to 5 spaces per day (when the site is open) to enable site access throughout the year. The tenant is encouraged to car share where possible as parking on site is a premium.

## 5. Site responsibilities

### Premises

The tenant will be responsible for the following:

- Providing, maintaining and cleaning furniture.
- Cleaning of floors, walls and furniture.
- Ensuring that the main café building and kitchen is locked and secure outside of café opening hours.
- Cleaning windows of the café area, inside and out.
- Routes from entrance and through café seating will need to be kept clear of tables and chairs. Due to the large number of customers using accessibility buggies to explore Alice Holt, access routes may need to be wider than in some conventional cafes.
- Providing and maintaining the lighting, walls and doors

### Seating area

The 'seating area' is a shared area used by Alice Holt visitors for a range of purposes.

The tenant will be able to use this space for café customer seating and will be responsible for the following:

- Cleaning of furniture and emptying of waste within this area
- Reporting any defects to the FC.
- Routes through the seating area will need to be kept clear to maintain access.
- Provision, maintenance and management of waste receptacles

### Deliveries

All deliveries need to be made during site opening hours, unless agreed in writing with an FC management representative.

### Environmental Management System & Waste

The FC has an Environmental Management System (EMS) which provides a framework for improving the environmental performance, quality, and effectiveness of environmental management throughout the organisation. The process is aimed at reducing environmental impacts, so they become more of a part of overall business operations. This relates directly to waste management, as stated in our Environmental Policy commitment to: 'Reduce our production of waste and promote recycling and recovery'.

This EMS complies with the International Standards Organisation (ISO) 14001 Environmental Management Systems which the FC successfully achieved full accreditation in 2012.

The FC expects the tenant to follow the procedures set out with regard to the management of skips; to ensure that no prohibited items are placed into the skips and that skips are filled efficiently e.g. cardboard flattened.

The 'waste hierarchy' has been transposed into UK law through the [Waste \(England and Wales\) Regulations 2011](#).

## Packaging

All packaging developed by the tenant for the sale of food and drink, must be biodegradable where possible and where appropriate be FSC certified (or other equivalent environmental accreditation standard).

## Maintenance and Cleaning

Areas of the café not visible to the public should be kept tidy at all times and rubbish should not be stored in these locations for any reason.

The premise and seating area forming part of the Lease will be regularly cleaned by the tenant and all rubbish will be removed from tables as quickly as possible, but no longer than 10 minutes from the customer leaving.

The tenant will provide bins in the premises and seating areas for the public to use and will be responsible for the emptying of these.

At the close of business each day the café tenant will remove any rubbish or litter within the seating area and the premises.

Moveable bins, skips and other waste receptacles must be securely locked away in the provided compound at the close of business each day.

## VAQAS

Alice Holt has an annual visitor experience audit (Visitor Attraction Quality Assurance Scheme or VAQAS). The café tenant is expected to work fully with an FC Management representative to address any issues arising from the annual audit to an agreed standard and timescale.

## Toilets

The FC will be responsible for the public toilet provision on site. Toilets will be open in line with the site opening hours, however if the operator would like remain open beyond these hours – responsibility for toilet management will need to be agreed with an FC management representative

## Marketing

As a Government organisation the FC has to work carefully and within strict Government guidelines regarding use of its name, locations and brands. Occasionally the FC may not be able to be as free as some commercial organisations to use, adapt or evolve its brand. However, every effort will be made by the FC to work proactively with the catering tenant to establish and maintain an effective and business-like marketing relationship.

## Marketing Resources

Detailed in the contacts list are the FC staff who will work directly with the catering tenant at both a national and on-site level. These staff members will work proactively with the catering tenant to develop marketing strategies, delivery plans and joint initiatives. We will discuss any joint marketing ideas and opportunities at the regular Alice Holt Business Partners Meetings.

### On-site Signage, Branding & FC Messages

The café will trade under the name Alice Holt Café and a branding document is provided with the tender documentation<sup>3</sup>. It is the responsibility of the catering tenant to adhere to this branding document at all times during the lease term but it is acknowledged that support from FC will be required to aid the practical roll-out and on-going use of this brand. Funding for any branding and signage will be the responsibility of the tenant

Application of the brand (both FC and Alice Holt Cafe) must be agreed with an FC management representative prior to being used. This is common across the estate and reflects the importance that the FC attributes to its brands and identities.

The tenant shall not install or erect any of the following items without prior written consent from an FC management representative:

- No use of parasols and/or umbrellas that are not FC branded or approved.
- No use of waste / litter bins that are café tenant or supplier branded.
- No café tenant or supplier branded flags or other promotional materials can be attached to the outside of the building.

Should signage, leaflets, other marketing 'tools' etc appear on site, without the knowledge or agreement of the FC, then the FC reserves the right to remove them without notice to the catering tenant.

### Customer Comments & Feedback

Alice Holt has a dedicated website managed by the FC. This offers a facility for visitors to leave reviews and comments about their visit to the site. The FC will respond to these comments, however, as part of the response the FC may wish to include a comment from the tenant.

## 6. Opening Hours and site closure

### Opening Hours

The tenant will open 7-days per week and opening hours will be:

- 09.00 – 16.00 (01 Nov – 31 Mar)
- 09.00 – 17.00 (01 Apr – 31 Oct)

The site will be open:

- 08.00am – Dusk (All year round)

If the tenant wishes to extend from these opening hours, at least 7 days' notice must be provided to the FC and written approval from an FC management representative received.

In an emergency which prevents operations of the normal service, prompt communication with site based staff must take place at the earliest opportunity. The

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<sup>3</sup> Branding Guidelines can be found in Annexure 3.

expectation is that the tenant will contact a relevant FC management representative on the morning in question before 9:00am.