

Expression of interest for Attraction business opportunity at High Lodge Thetford Forest

1. Introduction

High Lodge is situated in the heart of Thetford Forest near Brandon and is one of the Forestry Commission's (FC) flagship recreational sites in East England. High Lodge attracts approximately 400,000 visitors per annum who are mostly family groups seeking adventurous activities through Go Ape, Cycling and Play. The site has been developing over the last fifteen years with a very successful attraction track record.

More detailed information about High Lodge Thetford Forest (HLTF) can be found on our website, www.forestry.gov.uk/highlodge or our Facebook page at www.facebook.com/highlodgethetfordforest

2. Business Requirements

The High Lodge team are seeking experienced, motivated and professional businesses to compliment the core visitor attraction by providing additional seasonal attractions. The business must compliment and enhance the offer to our customers and fit within our brand and ethos, providing;

1. Exciting and inspirational outdoor activities
2. An excellent visitor experience
3. A financial return or exceptional benefit

3. Confidentiality

All information supplied to you by the FC must be treated in confidence and must not be disclosed to third parties, except insofar as it is necessary to obtain sureties or quotations for the purpose of submitting your response.

All information supplied by you will be similarly treated in confidence except:

- Where references may be sought from existing or past clients, or other referees submitted by companies.

For the disclosure of such information with regard to the outcome of the procurement process as may be required to be published in accordance with the requirements of UK Government policy on the disclosure of information relating to Government

Contracts, or in response to a question submitted to the Forestry Commission under the Freedom of Information Act 2000 or the Environmental Information Regulations

1. Business permission length

An agreement for an initial probation period of 1 year, this year will be assessed using agreed KPI (Key Performance Indicator) data. If the delivery is satisfactory against the KPI data, the agreement term will be extended for a further agreed period.

2. Expression of interest process

The table below sets out our intentions regarding selection process and likely timetable. This is dependent on identifying suitable business partners at the expression of interest stage and subsequent parts of the process. We reserve the right to alter the timetable and process to ensure that we get the right partner to deliver the service.

Please supply written responses to the questions and business details for this service by **9am 12th January 2015** at the latest. Please ensure that all sections 8-12 have been responded to. Your Application may be submitted by post or email to the contact details below:

Owen Manson
High Lodge, Thetford Forest
Brandon
Suffolk
IP27 0AF
Tel: 03000 674405
Email: owen.manson@forestry.gsi.gov.uk

Please mark you envelope or email subject with...

'EOI for attraction business proposal' do not open until 13:00 on the 12th January 2015'

If it is not marked in this way we may reject your application.

4. Timetable

Stage 1	Dates	Description
FC receipt of expressions of interest applications	To be submitted by 9am 12th January 2015	Respond to sections 8-12 ; provide information about the nature of the business and proposals to deliver an attraction offer at HLTF.
FC review of submissions	12th-14th January 2015	FC will review the applications submitted, The FC may contact you to clarify information supplied to us
ITI/Selection date	16th January 2015	FC will contact successful candidates
Stage 2	Dates	Description
Additional Information for stage 2 sent out	16th January 2015	successful candidates from stage one will receive information to assist them in the stage 2 presentations of their business to the FC
Presentation of the business to the FC	Week commencing 26th January 2015	Presentation outlined by the documents sent out on
Agreement	6th February 2015	Selection based process to be outlined awarding top business/es on merit.

5. Expression of Interest Composition

Description	Action Required
1. Introduction	For Information Only
2. Business Requirements	For Information Only
3. Confidentiality	For Information Only
4. Business permission length	For Information Only
5. Expression of interest process	For Information Only
6. Expression of Interest Composition	For Information Only
7. Evaluation Process & Weightings	For Information Only
8. Specific Award Questions	<u>Complete & Return</u>
9. References	<u>Complete & Return</u>

Description	Action Required
10. Insurances	<u>Complete & Return</u>
11. ISO 14001/ Environmental Policy statement	<u>Complete & Return</u>
12. About your business	<u>Complete & Return</u>

6. Evaluation Process & Weightings

We will evaluate responses to the brief objectively using the evaluation matrix below.

To ensure the relative importance of the categories of services is correctly reflected in the overall scores, a weighting system has been applied.

Some questions are pass/fail and are fundamental requirements of the process. If you do not answer any one of these questions appropriately, we may reject your submission in full and not evaluate any further questions.

Title	Weight	Agreed Marking Criteria
Describe what your attraction is and how it will operate at High Lodge Thetford Forest ; <ul style="list-style-type: none"> The predicted audience (numbers and demographics) Links to key government agendas such as Health and wellbeing, education and the environment. Integration with other activities and the High Lodge brand 	40%	<p><u>Weighted Questions</u></p> <p>0 = No response or totally inadequate No response or inadequate response.</p> <p>1 = Major Reservations / Constraints The response simply states that the supplier can meet some of the requirements set out in the question or statement of requirements, but have not given information or detail on how they will do this.</p> <p>2 = Some Reservations / Constraints Bidder has provided some information about how they propose to meet most of the requirements as set out in the question or statement of requirements. There is some doubt in their ability to consistently meet the full range of requirements.</p> <p>3 = Fully Compliant Bidder has provided detailed information covering all elements of the question, detailing how they propose to meet all the requirements as set out in the question or statement of requirements. This gives full confidence in their ability to consistently meet the full range of our requirements.</p> <p>4 = Exceeds Requirements Bidder meets the required standard in all respects</p>

<p>Provide recent evidence of delivering a successful attractions business, detail your current income, proposed income and expenditure. Include the proposed cost to customers participating in the activity and income the FC will receive.</p>	<p>30%</p>	<p>and exceeds some or all of the major requirements, which in turn leads to added value.</p> <p>Weighted Questions 0 = No response or totally inadequate No response or inadequate response. 1 = Major Reservations / Constraints The response simply states that the supplier can meet some of the requirements set out in the question or statement of requirements, but have not given information or detail on how they will do this. 2 = Some Reservations / Constraints Bidder has provided some information about how they propose to meet most of the requirements as set out in the question or statement of requirements. There is some doubt in their ability to consistently meet the full range of requirements. 3 = Fully Compliant Bidder has provided detailed information covering all elements of the question, detailing how they propose to meet all the requirements as set out in the question or statement of requirements. This gives full confidence in their ability to consistently meet the full range of our requirements. 4 = Exceeds Requirements Bidder meets the required standard in all respects and exceeds some or all of the major requirements, which in turn leads to added value.</p>
<p>Provide recent evidence of customers' satisfaction with the business that you provide (preferably within the last three years) and how you propose to record and monitor this in the future.</p>	<p>30%</p>	<p>Weighted Questions 0 = No response or totally inadequate No response or inadequate response. 1 = Major Reservations / Constraints The response simply states that the supplier can meet some of the requirements set out in the question or statement of requirements, but have not given information or detail on how they will do this. 2 = Some Reservations / Constraints Bidder has provided some information about how they propose to meet most of the requirements as set out in the question or statement of requirements. There is some doubt in their ability to consistently meet the full range of requirements. 3 = Fully Compliant Bidder has provided detailed information covering</p>

		<p>all elements of the question, detailing how they propose to meet all the requirements as set out in the question or statement of requirements. This gives full confidence in their ability to consistently meet the full range of our requirements.</p> <p>4 = Exceeds Requirements Bidder meets the required standard in all respects and exceeds some or all of the major requirements, which in turn leads to added value.</p>
References	Pass / Fail	<p>Please provide details of up to three contracts from either or both the public and/or private sector, that are relevant to our requirement. Contracts for the supply of services should have been performed during the past three years. The customer contact should be prepared to speak to the purchasing organisation to confirm the accuracy of the information provided below if we wish to contact them.</p>
Insurances	Pass / Fail	<p>You must either confirm that you have the following levels of insurance in place for each and every claim rather than on an aggregate basis or, alternatively, undertake that should you be awarded a contract such levels of insurance will be available to you and that you undertake to maintain these levels of insurance for the duration of the contract. (minimum £5million)</p>
ISO 14001/ Environmental Policy statement	Pass / Fail	<p>You must state that you are willing to sign up and work with this policy.</p>

7. Specific Award Questions

Please answer the following three questions. Your answers should be kept to the maximum number of words stated in each question. Please refer to Section 7 for details of how these questions will be scored. You are encouraged to use the appropriate medium to present your responses; images, graphics and tables should be referred to with in your response and then appended to your submission.

1. Describe what your attraction is and how it will operate at High Lodge Thetford Forest ;
 - The predicted audience (numbers and demographics)
 - Links to key government agendas such as Health and wellbeing, education and the environment.
 - Integration with other activities and the High Lodge brand
 - Responses should be kept to a Maximum of 500 words
 - This question is weighted at 40% of the overall score.

-
2. Provide recent evidence of delivering a successful attractions business(Preferably within the last three years), detail your current income, proposed income and expenditure.
- Include the proposed cost to customers participating in the activity and income the FC will receive.
 - Responses should be kept to a Maximum of 300 words
 - This question is weighted at 30% of the overall score.

-
3. Provide recent evidence of customers' satisfaction with the business that you provide (preferably within the last three years) and how you propose to record and monitor this in the future.
- Responses should be kept to a Maximum of 200 words
 - This question is weighted at 30% of the overall score.

8. References

Please provide details of up to three contracts from either/both the public or private sector that is relevant to our requirement. Contracts for the supply of services should have been performed during the past three years. The customer contact should be prepared to speak to FC to confirm the accuracy of the information provided below if we wish to contact them.

Reference 1 Organisation name:	
Customer contact, name, phone number and email	
Contract Start date, contract completion date and contract value	
Brief description of contract (max 100 words) including evidence as to your technical capability in this market.	
Reference 2 Organisation name:	
Customer contact, name, phone number and email	
Contract Start date, contract completion date and contract value	
Brief description of contract (max 100 words) including evidence as to your technical capability in this market.	
Reference 3 Organisation name:	
Customer contact, name, phone number and email	
Contract Start date, contract completion date and contract value	
Brief description of contract (max 100 words) including evidence as to your technical capability in this market.	

9. Insurances

You must either confirm that you have the following levels of insurance in place for each and every claim rather than on an aggregate basis or, alternatively, undertake that should you be awarded a contract such levels of insurance will be available to you and that you undertake to maintain these levels of insurance for the duration of the contract.

Insurance Policy	Indemnity Value (£)	Yes	No	Will secure if successful
Employers Liability (This is a legal requirement. There are a small number of exceptions. Please refer to HSE Guidance HSE 40 Employers Liability Compulsory Insurance Act 1969)	Min £5m per claim			
Public Liability	Min £5m per claim			
Other (please specify)				

10. ISO 14001/Environmental Policy Statement

Forestry Commissions Environmental Policy Statement.

The Forestry Commission's mission is to protect and expand our forests and woodlands and increase their value to society and the environment.

We deliver the distinct forestry policies of England and Scotland.

We encourage and support the best environmental practice across the forest industry.

- Comply with current environmental legislation. These can be found at....
- Manage all of our activities to appropriate international standards of either the UK Forestry Standard or ISO14001.
- Reduce our consumption of water and energy and increase the proportion of our energy derived from renewable sources.
- Reduce the amount of waste which we produce, increase the proportion of waste which is reused or recycled, prevent pollution, and reduce waste to landfill.
- Where practical, buy services from sustainable sources and encourage our suppliers and contractors to improve their environmental performance.

- Continually improve our performance through monitoring our progress, setting challenging targets and promoting awareness with staff and stakeholders.

What is ISO 14001?

ISO 14001 is an internationally accepted standard that outlines how to put an effective environmental management system in place. It is designed to help businesses remain commercially successful without overlooking environmental responsibilities. It can also help businesses to grow, while reducing the environmental impact of this growth.

The Forestry Commission works within an ISO14001 management system and requires you to manage your own business waste in a responsible manor. You will be responsible for arranging waste collection containers (toilets, bins and skips) and disposal of the waste generated by your business. Any on site refuse collection points provided by the Forestry Commission are not to be used for business waste unless with prior written agreement from the Forest District Manager.

Environmental hazard controls.

As a responsible Business provider the Forestry Commission has Oil and Chemical spillage kits on site. These can be loaned to you by the Forestry Commission if a spillage occurs but the replacement costs will be passed on to you. Any oil or chemical spillages must be dealt with and the site manager informed immediately.

Machinery, cars, generators, pumps and equipment which use fuel/oil or chemicals must be positioned in an adequate size bund and/or have protective measures in place to reduce the risk of spillage of these products.

Insurance Policy	Yes	No
Are you happy to manage your business along with this environmental policy and statement?		

11. About your business

Name of Business	
Address for all correspondence	
Contact Name	
Telephone Number	
Fax Number	
E-mail address	
Website Address	
Address of Registered Office (if applicable)	
Type of attraction offered	
Number of employees:	
Length of time Organisation has been operating	
Company Registration Number (or alternative EU registration number).	
VAT Registration Number (Or alternative EU registration number).	

