



Catering Tender - Introduction

Tender dates -Thursday 23rd November – Sunday 10th December 2017

For the 2017 Bath Christmas Market there are opportunities available for catering operations to tender to provide services at the event. This is for one year (2017) only.

Founded in 2001 the Bath Christmas Market has grown in size and duration over the past 16 years and has established itself as one of the busiest and most popular Christmas Markets in the South West. Customers enjoy the festive atmosphere and the quality and variety of products on offer. Bath is the only Christmas Market in the UK to have received accreditation under the Visitor Attraction Quality Assurance Scheme operated by the national tourism body Visit England.

2016 was another successful year for the event. It created a platform for over 200 local and regional businesses to showcase their products to an audience from across the country. Our visitors contributed £21 million into the local economy; £16 million of which was spent in the city, in our shops, restaurants, on accommodation, travel and entertainment. The remaining £5m was spent throughout the Market with our local and regional independent traders.

Our website received over 500,000 visits and a video featuring Bath and the market received a staggering 1.3 million views. The Christmas market generated a total of £1.2 million of national media coverage, in publications such as Ideal Home, BBC Good Food Magazine, and Good Housekeeping and online with Grazia, Tatler, Saga and Delicious.

In 2017 the Christmas Market will return for 18 days with approximately 206 retail stallholders, 7 dedicated catering outlets and 8 mobile catering units. Bath Christmas Market is organised and managed by Bath Tourism Plus the official destination marketing organisation for the city. All contracts and financial correspondence will be from Bath Tourism Plus as the Event Organisers.

Bath Tourism Plus retain overall responsibility for the execution and management of the event and have the final say regarding successful applications taking part in the Bath Christmas Market based on a number of criteria and assessment processes.

Appendices

1. Catering Contract specification
2. Chalet drawings
3. Site Plan showing chalet locations.



Catering Tender - Specification

For 2017, there are opportunities available to tender for professional external catering operators. Bath Tourism Plus are looking for new and innovative proposals offering high quality food to the thousands of visitors that attend the event. The purpose built catering chalets identified by letters A, B, C and F on the attached site plan are double units 4.5m x 3m. The single units E and G are 2.5m x 2m and the medium unit D is 4m x 1.8. The chalets are built by the organisers with power installed before your arrival on site. These units will provide the core catering facilities available on site and should be able manage the high number of visitors attracted to the event. Images and dimensions of the chalets can be found further in this document.

Operators interested in the mobile catering sites (MC1, MC2, MC3, MC4, MC5, MC6, MC 7 and MC8) - all approximately 2.0m x 1.5m – depending on the requirements of the operator) will be expected to provide their own purpose built authentic festive units. Previously these have been in the form of a mobile cart/tricycle or similar – unfortunately we are unable to except applicants for trailers or similar. It is proposed that these units should provide items such as: hot chestnuts, toasted marshmallows, sweet nuts, candy floss etc.

Applications should demonstrate how the catering offer will be competitively priced and of high quality for customers, with food sourced locally. Consideration must also be given to the preparation and production of the food offer in terms of queue and waiting times for customers given the demand. Whilst the quality of the food should not be compromised, long waiting times are not appropriate at the event.

As part of the Christmas promotion in 2017 Bath Christmas market would be interested in caterers participating in a 'reusable branded souvenir mug' scheme. We would like to offer the public the opportunity to purchase a reusable mug at point of sale with an incentive to repeat purchase their drinks at the selected catering outlets. Details of the scheme would be developed in partnership with successful caterers and you should consider how this offer may work if you are successful in your application.

Consideration must be given to set up and decoration of the chalet or temporary facility. The kitchen / preparation area must be clean and tidy at all times and laid out clearly for staff to work. The exterior of the chalet should be decorated in keeping with the high end appearance of the rest of the Bath Christmas Market. Lighting and decorations are permitted but must be of sound quality and appropriate for outdoor use. *For example neon flashing signs and multi coloured fairy lights are not permitted.*

**Please note that this tender application is not for bar operators to solely provide drinks to the consumers. The key element of this tender is the provision of food items and not an outlet for alcoholic beverages.*



Key considerations that should be taken into account

- The event is operational for 18 days and is a minimum of 8 hours trading (Sundays) to a maximum of 11 hours trading per day.(Monday, Tuesday, Wednesday, Thursday, Friday and Saturday)
- The footfall over the 18 days period will exceed 400,000. Therefore, catering operations must be able to accommodate this and work effectively and ensure provision of suitable staffing levels at the weekends to accommodate the increase in visitor numbers.
- All non-mobile caterers will be accommodated within purpose built wooden chalets, no trailer units or other bespoke temporary structures are permitted in these pitches. *Refer to **Catering Chalet drawings*** for more detail and sizes.
- Caterers are responsible for providing all kitchen equipment/ cooking / hand wash facilities – these are not provided by the organisers.

Power

- A power supply of 16 or 32amps (depending on size of chalet or mobile pitch) will be available for use by each caterer (additional power may be available to purchase, but only if agreed in advance). All power and distribution will be provided by the designated event electricians. Caterers are not permitted to provide their own generators or power sources.

LPG

- LPG is permitted but in reasonable quantities and must be securely stored and operated by competent personnel.
- Details of your requirements must be submitted as part of your tender and all provision must be agreed with the Client in advance.

Fire Safety

- Suitable fire safety equipment (including extinguishers and fire blankets) must be provided by the caterer(s).



Chalets and Mobile Pitch Fees 2017

Please complete and return the table on page 4. For the purposes of the tender, the following fees are the minimum tender price that will be accepted for each pitch.

The tender value should be the amount you are offering for the duration (i.e. the full 18 days).

Applicants may offer above the guideline price.

**Price is only one of the criteria applicants will be scored against - the highest tender value will not automatically constitute the contract being awarded.*

**Power requirements to be discussed on awarding of contract.*

Pitch fee includes: Power for the duration, chalet (a bespoke wooden chalet provided by the event organisers – unless otherwise stated), waste management, security, event marketing and promotion as well as on-going support from the Event Management team throughout the planning and operational phases of the event.

Payment terms will be agreed following the contract being awarded, however a provisional payment schedule has been provided: 1st September, 1st October and 1st November (NB: applicants must be able to pay full pitch fee in advance of event).



Table of Fees 2017

Site Plan Reference and Location	Description of Chalet	Power Included	Chalet or Pitch Size	Minimum Tender Value (excluding vat) <i>(based on 18 days of operation)</i>	Tendered Value (excluding vat) <i>(to be completed by applicant)</i>	
Zone One:						
A - York Street	Double Catering Chalet	32amp	Chalet size 4.5m x 3m	£18,500	£1027.77 per day	
B - Abbey Churchyard	Double Catering Chalet	32amp	Chalet size 4.5m x 3m	£21,000	£1166.66 per day	
C - Abbey Churchyard	Double Catering Chalet	32amp	Chalet size 4.5m x 3m	£21,000	£1166.66 per day	
G - Kingston Parade	Single Catering Chalet	16amp	Chalet Size 2.5m x 2m	£8,000	£444.44 per day	
D - Abbey Green	Medium Catering Chalet	16amp	Chalet Size 4m x 1.8m	£9,000	£500 per day	
MC1 - Abbey Churchyard	Mobile Catering Pitch	16amp	Space only 2.5m x 1.5m	£6,300	£350 per day	
MC2 - York Street	Mobile Catering Pitch	16amp	Space only 2.5m x 1.5m	£6,400	£355.55 per day	
MC8 – North of the Abbey	Mobile Catering Pitch	16amp	Space only 2.5m x 1.5m	£5,000	£277.77 per day	
Zone Two:						
E - Abbey Gate Street	Single Catering Chalet	16amp	Chalet Size 2.5m x 2m	£7,500	£416.66 per day	
MC4 to MC7 – Union St.	Mobile Catering Pitch	16amp	Space only 2.5m x 1.5m	£1,800	£100 per day	
Bath Street:						
MC3 - Bath Street	Mobile Catering Pitch	16amp	Space only 2.5m x 1.5m	£6,300	£350 per day	
F – Bath Street	Double Catering Chalet	32amp	Chalet size 4.5m x 3m	£14,000	£777.77 per day	



The Selection Process

Bath Tourism Plus is committed to a transparent and balanced tender process ensuring both commercialism and localism are accommodated in equal measure. The selection process will be based on the information provided by the caterer so applications must be comprehensive and include all information you want the organisers to review.

The information provided in the tender will be subject to review and scrutiny from a panel comprising of:

- Three members of the Bath Tourism Plus Events Team including one senior manager
- The selection panel will score each tender application in exactly the same way and will only award marks for features that have been described in writing. No assumptions will be made.
- An example of the product offer including hot food may be requested for sampling. This would be arranged when practicable to do so.

The key criteria for assessment will include the following. (More detail regarding the requirements under these criteria are on the following page).

- Experience
- Product range and quality
- Locality to Bath
- Menu
- Price of items on offer
- Image and presentation
- Pitch fee offered
- Sustainability
- Innovation
- Health & Safety and hygiene

Each tender will be scored 1—5 on each of the above criteria using a tender matrix.

1= poor to 5 = excellent, therefore, each tender will be scored out of a possible 50. This process will be followed for each application ensuring continuity and consistency throughout - the panel's decision is final.



Tender Application

The tender document submitted must be a written tender and should include your **full company address and contact details** as well as the following information with supporting documentation where required. This should be submitted along with any further information that the Caterer feels appropriate to the Client in consideration of the tender.

1. **Experience:** Background information of the caterer and experience relevant to the operation of the Bath Christmas Market. This should include a list of previous outdoor events where you have provided high volume, high quality food products.
*(*successful or short listed applicants will be asked to provide two references for event organisers who the client may contact).*
2. **Innovation and Menu:** Innovative suggestions on the proposed menu ensuring that the offer will enhance the Christmas Market catering, paying particular attention to the seasonal/festive occasion and the engagement of **local suppliers and produce**.
3. **Price:** Include details of the pricing policy for the event. (*this may be subject to further discussion but for tender stage should include the prices you intend to charge for your products at the event).
4. Draft profit and loss account based on the information given.
5. Company documentation and statement regarding accounting arrangements including the statement of Turnover for the past three years.
6. **Health, Safety and Hygiene:** Copies of documentation and supporting information with regard to Health, Safety and hygiene as outlined in the Specification document and in line with Bath and North East Somerset Council Environmental Health policies and requirements.
7. Copy of certificate as proof of registered food trader with local authority.
8. Copy of current public and employers liability insurance certificates.
9. How the Caterer will operate the chalet and where food preparation will be carried out and how food will be transported.



10. Policy on ensuring that the chalet meets the requirements of Bath & North East Somerset licensing specifically relating to the sale of alcohol and Challenge 25 policy.
11. Detail on staffing levels, training and qualifications and how the catering operation will be managed.
12. Description of proposed staff clothing for the market to include visuals/photographs etc. Be aware that the nature of the market is that it can be cold and wet but that staff should remain presentable to the customers at all times.
13. **Image and Presentation:** Description of the decoration that would be made for each chalet along with artistic impression of the proposed look.

All financial and commercially sensitive information will not be transferred to any third party and will be used solely by Bath Tourism Plus for the propose of this tender only.

Tender decision process and timescales

- All queries regarding this tender must be sent via email to: christmas_market@bathtourism.co.uk
- Closing date for applications: 12pm Friday 21st July 2017
- Interviews for shortlisted applicants: Week commencing 31st July 2017
- Notification of decision: Week commencing 14th August 2017

Applications by post ONLY to:

Christmas Market Events Team

Bath Tourism Plus

Abbey Chambers

Abbey Church Yard

Bath BA1 1LY