



APPENDIX A - SPECIFICATION FOR UPTON COUNTRY PARK ACTIVITIES

Destination and Culture

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1. Introduction and Background

- 1.1. Upton Country Park (UCP) is located on the Dorset Coast and is one of Poole's premier attractions. Upton House, a Georgian mansion house, is a vital part of local history and Grade II* Listed Building built in 1816 and forming the focal point of the estate. Conveniently located less than 3 miles from Poole Town Centre, the park benefits from a large car park, good train and transport links, onsite Tea Rooms, a picturesque parkland setting and strong community support. Over 600,000 visitors a year are able to enjoy the wildlife along the shoreline (part of the SSSI protected Holes Bay Nature Reserve), relax in the award winning botanical Walled Garden, and explore over 160 acres of woodlands and meadows.
- 1.2. UCP is part of BCP Council and operates under relevant Financial Regulations.
- 1.3. As part of UCP's exciting development over the last 5 years 40 extra acres of open space has been developed along with a new natural play facility due for completion in November 2019. The Heritage Lottery Bid application to build a new Welcome Centre has planning permissions and now waiting for full grant approval in January 2020.
- 1.4. UCP has successfully hosted onsite Concessionaires in the last 5 years such as Segway tours, Nerf children's adventure party and play areas, animal petting areas, crazy golf, plant centre and buggy/history tours.

2. Scope

- 2.1. UCP is offering four key and prime outdoor enclosed areas for concession operations in return for suitable rent payments based on percentage of gross turnover.
- 2.2. The contract will be for five years. The anticipated start date of the contract is 1st April 2020.
- 2.3. The concessions and areas are the full responsibility of the successful concessionaire(s) including assets and relevant staffing requirements.

3. Requirements

- 3.1. Three of the areas open for new concessions are in the 'Heart of Upton' located in close proximity to the Tea Rooms and Toilet facilities. The fourth adjoins the front lawn and is near grazing farmlands. All areas are enclosed and some provide storage buildings.
- 3.2. UCP is looking for concessionaires that offer facilities and activities which enhance the visitor experience and are in keeping with a grade II* listed Country Park. – Bidders note that this opportunity excludes catering provision of any type.

4. Performance Objectives and Penalties

- 4.1. We intend to track, measure and manage the performance of the successful concessionaire using the following criteria:
 - Gross Turnover

- Rent paid on time
- Ticket sales volume
- Ticket sales value
- Visitor numbers to UCP
- Concessionaire hours operating on site at UCP
- Adherence to SLAs for enquiries, bookings, payments and other customer communications.
- Marketing and Promotion – in order to improve awareness and visibility of UCP

5. Payments

- 5.1. Dependant on area a ground rent plus a monthly auditable turnover statement showing the rent due based on percentage of turnover will be required.

The concessionaire is responsible for all Council Legal and Professional fees and any other administration costs related to the issuance of the contract.

6. Standards

- 6.1. Suppliers are expected to provide:
- 6.1.1. Public Liability Insurance (minimum £10million but dependant on activity)
 - 6.1.2. Relevant Health and Safety and Food Hygiene Certificates
 - 6.1.3. Relevant Risk Assessment(s)
 - 6.1.4. Evidence of First Aid qualifications and potentially DBS checks
 - 6.1.5. Copies of any relevant certificates and license. E.g. PIPA, Animal performing licences

7. Delivery

- 7.1. The delivery of the goods/services/works.:

- UCP is open 7 days a week. 8am-9pm in the summer season and 8am-6pm in the winter season. Concession operating times must fall within these time constraints.
- Vehicle access down the central carriageway is not permitted between 10am-4pm

8. Contract Management

- 8.1. Requirements and performance will be tracked.:

- Monthly review meetings are necessary in Year 1. This will move to bi-monthly in subsequent years.
- Daily ticket sales will be provided monthly, with Gross Turnover as part of the monthly turnover and commission statement
- Any change in operation will be subject to 4 weeks written notice

9. Areas providing concession opportunity

Four areas are open to contract, either individually or as a collective. Viewings can be arranged via the Visitor Services team. Please see following maps.

'Heart of Upton'. All areas have 16 amp electric points. Area A has potential to include wooden cabins. Area B has potential to include an outbuilding. Area C has potential to include a Wooden shed and running water (Listed Greenhouse buildings behind are not included).



Upton House Front Lawn – Area D includes access to 16 amp electric and potable water

