

**Concessions Policy**

 **November 2024**

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| **Policy Ref.** | FS13 |
| **Date Last Adopted** | November 2024 |
| **Date of Next Review** | 2025-2026 |
| **Possible Prompts for Earlier Review** | * Legislative or recommended best practice changes
 |
| **Previous Adoption Dates** | January 2024 |
| **Author** | Head of Place |

**Concessions Policy**

The purpose of this policy is to propose a comprehensive Concessions Policy for Seaford Town Council (STC) that aligns with STC’s commitment to fostering a vibrant, accessible, and inclusive community within our town.

The mission of this policy is to promote economic development, enhance public spaces, and provide residents and visitors with diverse and high-quality concession offerings throughout STC assets.

By implementing a transparent and equitable matrix system, footprint evaluation and concessions policy we aim to create an environment that supports local businesses, contributes to the overall well-being of our community, whilst also building our commercial viability.

Please note the below covers all STC fixed and non-fixed assets. The Community Services Committee controls the number and type of concessions.

**Mission Statement**

*Create a diverse commercial offering for the residents and visitors of Seaford. Providing local sustainably operated businesses the chance to launch and explore viability in affordable, accessible, and influential town spaces.*

The mission statement will be shared in all tender application information to ensure full transparency for potential applicants.

## Evaluation Criteria leading to the Contract Award

To ensure a fair and objective evaluation process for concession applicants, a matrix system has been implemented. This system considers various factors which officers will use to assess the suitability and potential contribution of each applicant.

* Applications will be evaluated by a Council evaluation team. The evaluation will be a balance of Quality and Price (i.e. income) to determine Best Value and selection of an applicant who, based on their submission will provide the most income and highest quality offer.
* The evaluation scoring will be out of 150: Quality 60 Price 90
* Quality will be evaluated against the scoring guide below:

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| --- | --- | --- |
| **Assessment** | **Score** | **Quality Scoring Guide** |
| **Excellent** | 5 | Exceptional demonstration of the relevant ability, understanding, experience, skills, resources and quality measures required to provide the supplies/services. Response identifies factors that will offer potential added value, with evidence to support the response. |
| **Good** | 4 | Satisfies the requirement with some additional benefits. Above average demonstration of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the supplies/services. Response identifies factors that will offer potential added value, with evidence to support the response. |
| **Acceptable** | 3 | Satisfies the requirement. Demonstration of the relevant ability, understanding, experience, skills, resources and quality measures required to provide the supplies/services, with evidence to support the response. |
| **Minor Reservations** | 2 | Satisfies the requirement with some minor reservations of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the supplies/services, with little or no evidence to support the response. |
| **Serious Reservations** | 1 | Satisfies the requirement with major reservations of the relevant ability, understanding, experience, skills, resources and quality measures required to provide the supplies/services, with little or no evidence to support the response. |
| **Unacceptable** | 0 | Does not meet the requirement and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and quality measures required to provide the supplies/services, with little or no evidence to support the response. |

* Formulae for price is = TOTAL AVAILABLE SCORE x PRICE OFFERED / HIGHEST PRICE
* Scores to be applied to the Criteria are shown below:

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| --- | --- |
| **Evaluation Criteria** | **Weighting** |
| **Quality – 60** |  |
| **Business Offering Q1, 2, 3 & 4 –** assessing applicants business plan, experience. | 20 |
| **Financial Viability Q5 –** assessing the financial stability and capability  | 10 |
| **Community Impact Q6 –** assessing the positive community impact, support spaces which support the physical and mental wellbeing of Seaford residents and visitors. | 10 |
| **Environmental Sustainability Q7 –** assessing the sustainability approach, credentials, and commitment to sustainable practices of the application. | 5 |
| **Site Ownership, Locality & Portfolio Q8** – assessing the business location and any other commercial ventures to ensure the town maintains a range of businesses. | 5 |
| **Previous Contracts: Q9** | 0 |
| **References: Q10** Two Supporting referees  | 5 |
| **Added Value: Q11** | 5 |
| **Price – 90** |  |
| **License Fee Offered** | 90 |
| **Total Quality and Price** | 150 |

**Example:**

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| --- | --- | --- | --- |
| **PRICE**  | **TOTAL Price (over XX Years)** | **Calculation (90)** | **Score** |
| Applicant 1 |  £12,000  | =90\*12000/15000 | 72 |
| Applicant 2 |  £15,000  | =90\*15000/15000 | 90 |
| Applicant 3 |  £11,000  | =90\*11000/15000 | 66 |
| **QUALITY**  | **Calculation (60)** | **Score** |
| Applicant 1 | Sum of all scores | 55 |
| Applicant 2 | Sum of all scores | 30 |
| Applicant 3 | Sum of all scores | 50 |

|  |  |  |
| --- | --- | --- |
| **Applicant 1 Awarded Contract** | **Calculation (150)** | **Score** |
| Applicant 1 | Price + Quality | 127 |
| Applicant 2 | Price + Quality | 120 |
| Applicant 3 | Price + Quality | 116 |

**Footprint Evaluation**

As part of this work, STC is introducing a footprint evaluation which looks at each assets physical space and introduces a charge for those looking to extend out of their agreed concessionary footprint.

This would be considered should concessions look to extend beyond their concession unit with tables, chairs etc. and make a financial offer to STC. This would also be required should a concession wish to put on an event or activities which falls outside of their agreed space. Any such extension would need to first be approved by the Town Clerk and Chair or Deputy of Community Services together with the Mayor. It would then be assessed on a case-by-case basis to confirm the cost. This will depend on duration, size, and purpose.

**Concessions Terms and Conditions**

The application form has a list of all Terms and Conditions applicants are signing up to when applying for a concession.

The following Terms and Conditions will set the standards and expectations for all concessions working within STC consent streets and land assets:

**Licensing, Events, and Health & Safety documentation** – all documentation will be provided and reviewed annually and will be required to be completed by the concession within the agreed Town Council timeframe. If additional licenses are required for the concession, they will notify STC ahead of application and send details upon completion. Any TENS license applications will require review by the Chair or Vice Chair of the Community Services Committee three months ahead of being obtained and used. All elements of the application process will need to be completed by the concession, should STC officer time be involved this would need prior approval and would be chargeable to the concession.

**Operating times** - all concessions will comply to the agreed operating times within their contract, failure to do so will result in formal notification. Should no reason or evidence be provided by the concession STC reserves the right to terminate a concessions operating license and agreement within 7 days’ written notice.

**Duration of concession agreement** – standard term for all concessions will be 3 years with the potential to extend by 1+1 years based on performance evaluations and revaluation of the matrix criteria at the time.

**Revenue transparency** - a transparent revenue model must be adopted by all existing and new concessions. Providing STC with declared income via professional accounts. This ensures STC have an accurate picture of the viability and success of assets at each given site. This contributes to the financial sustainability of STC’s assets and ensuring the tender process continues to be inclusive, competitive, and informed.

**Check ins, annual review & evaluation** – comprehensive concession communication will be introduced which allows STC to maintain healthy relationships with concessions, ensure ongoing compliance, evaluate concessions performance across the scaled matrix and address any emerging issues or concerns. Should STC have any unaddressed concerns regarding a concession they reserve the right to terminate a concessions operating license within 7 days’ written notice. Officers will provide regular reviews to the Community Services Committee.

**Repair, condition & cleanliness** – concessions will support STC by maintaining a clean, clear, and accessible area around their concession and will maintain the footprint associated to their concession agreement to the highest standard. This includes supporting with shingle clearance for seafront concessions and any other waste management within the agreed footprint and immediate vicinity of their site. All concessions will be required to provide sustainable waste management at their site and must have their own waste bins, including provisions for recycling where possible.

**Public access -** concessions will support STC by maintaining clear and accessible areas around their concession and in the immediate vicinity. This includes providing clear signage for queuing and training staff to consistently consider and work to always ensure accessible access around the concession. Should STC have any unaddressed concerns regarding access or infringement on public access they reserve the right to terminate within 7 days’ written notice.

**Nature, product, and goods sold** – concessions will not be able to produce or sell anything other than the agreed items within their contract. Sub-letting or change of purpose or product must be first approved by STC. Failure to do so will result in termination within 7 days’ written notice.

**Plastics** – concessions will comply with the single-use plastics ban enforced by the UK government on 1st October 2023. Should STC have any unaddressed concerns regarding infringement on this public policy they reserve the right to terminate within 7 days’ written notice.