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Contract

Moors Valley Country Park Food and Drink Concession Contract

Dorset Council

F03: Contract award notice

Notice identifier: 2025/S 000-001415

Procurement identifier (OCID): ocids-h6vhtk-04a2dd

Published 15 January 2025, 4:40pm

Section I: Contracting authority

I.1) Name and addresses

Dorset Council

Dorset Council, County Hall, Colliton Park

Dorchester

DT1 1XJ

Contact

Mrs Bryony Blair

Email

bryony.blair@dorsetcouncil.gov.uk

Telephone

+44 1305225532

Country

United Kingdom

Region code

UKK25 - Dorset

Internet address(es)

Main address

<https://www.dorsetcouncil.gov.uk>

Buyer's address

<https://www.dorsetcouncil.gov.uk>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Moors Valley Country Park Food and Drink Concession Contract

Reference number

DN744242

II.1.2) Main CPV code

- 55300000 - Restaurant and food-serving services

II.1.3) Type of contract

Services

II.1.4) Short description

Moors Valley Country Park has been in operation for 35+ years and has grown from its origins as a local Country Park to a regional attraction with an average of 1,000,000 visitors each year; it is one of the most visited attractions in the south of England. The Park has built a wide reputation as a unique countryside setting where people can experience and enjoy a range of quality outdoor activities and learn more about the environment around them. Many visitors return time and time again and the Park engenders a strong affection and support amongst local communities.

The Park covers an area of about 600 hectares, split between 120 hectares of the Moors River Valley owned by Dorset Council (DC) and 480 hectares of pine and birch forest managed by Forestry England (FE)

The Park is managed in partnership between DC and FE with respective responsibilities defined within a Partnership Agreement for the Park. Each organisation carries primary responsibility for management of facilities and services on its own land ownership, but as far as the visiting public is concerned the site is a single destination with seamless management.

DC land contains the Visitor Centre with its Information Point, restaurant and takeaway, gift shop, toilets and cycle hire centre, Adventure Valley, an 18-hole golf course and its club house, play areas, the narrow-gauge steam railway, nature trails, music trail, Ranger Den and picnic areas.

The current catering concession began in 2001 and operates the restaurant and takeaway kiosk at the Visitor Centre.

The food offer visitors' experience at Moors Valley is an integral part of their visit, as such it is essential that the food offer is delivered to the highest standard. To meet the needs and expectations of our visitors the food offer must deliver: 'Good quality, sustainably sourced homemade food; catering for all ages and requirements, offering value for money and visitors time and excellent service'.

This forms a vital part of Moors Valley Country Parks overall offer and is a significant revenue driver for Dorset Council, with approximate yearly revenue equalling £220,000 (3-year average) through a % revenue share set within the contract.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £9,200,000

II.2) Description

II.2.2) Additional CPV code(s)

- 55400000 - Beverage-serving services
- 55500000 - Canteen and catering services

II.2.3) Place of performance

NUTS codes

- UKK25 - Dorset

II.2.4) Description of the procurement

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II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Quality criterion - Name: Social Value / Weighting: 40

Price - Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-030666](#)

Section V. Award of contract

Title

Moors Valley Country Park Food and Drink Concession Contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 January 2025

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

I D Hospitality

Wareham

Country

United Kingdom

NUTS code

- UKK25 - Dorset

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £9,200,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Dorset Council

Dorchester

Country

United Kingdom