

High Lodge Attractions

- Background
- Objective
- High Lodge Business Partners and Attractions

Attractions selection

PHASE 1

- Aspirational / Business Plan – February 15th 2019 Deadline
- Relevant paperwork – February 15th 2019 Deadline

IF YOU ARE SUCCESSFUL YOU WILL BE CONTACTED AND INSTRUCTED TO COMPLETE PHASE 2.

PHASE 2

- An onsite demonstration of the idea – w/c 25th February 2019 by appointment only
- Decision from Forestry Commission – March 6th 2019 Deadline

PHASE 3

- Attractions permission process – completed and ready for delivery by April 1st 2019

Background

The East Forest District is responsible for managing all the Public Forest Estate land in East Anglia, Kent, East Sussex and the Chilterns. The main administration centre for the District is based in Thetford Forest.

High Lodge, Thetford Forest is one of FC England's premier visitor facilities and is located between Thetford and Brandon, on the Norfolk/Suffolk border. There are in excess of 450,000 visitors each year making use of the following facilities and services: play equipment; natural play; cycle trails & foot trails; cafe; cycle hire; Go-Ape! (high ropes); Forest Segway; concert programme; self-led education visits; cycle events; other recreational events; toilets; forest drive; and others.

The High Lodge team comprises of 14 members and is supported by seasonal staff. The purpose of the team is to deliver adventurous customer focused activities and services at neutral cost to the FC. The majority of services are provided through business partners, volunteers and stakeholders; however key programmes of play, cycling, concerts, site entry, facility maintenance and learning are driven by the team. The team specialises in seeking new and innovative methods of delivering public benefits, and is actively seeking opportunities to sustainably expand the customer offer.

Objective

High Lodge is looking for attraction providers to deliver family leisure activities which add to our visitor experience on site whilst encouraging physical activity and increasing customer stay length.

The Attractions programme must:

1. Occur at times of peak visitor numbers e.g. weekends and school holidays and appeal to the main customer base of High Lodge i.e. families
2. Be a family or sporting/physical activity offer
3. Offer a pay and play option
4. Not conflict with the exclusivity arrangements of the current activity suppliers or directly compete with any current established activity
5. Have PLI in excess of £5,000,000
6. Have site specific and equipment risk assessments in place
7. Make a significant financial contribution to the Forestry Commission – through a ground rent and/or a percentage of income
8. Operate an auditable system that records participation and income

High Lodge attractions 2019

9. Have strong communication skills, a professional appearance and attitude
10. Provide trained/certificated staff appropriate for the activity
11. Provide all equipment, infrastructure and signage to operate in a safe and professional manner – this must be portable and be removed from site daily/on the request of the Forestry Commission
12. Dispose of all waste/litter created – High Lodge skips/bins cannot be used

The Attractions programme should:

1. Add something unique to the visitor experience at High Lodge
2. Offer a pre pay option
3. Accommodate group, corporate and/or school bookings
4. Accommodate and make reasonable adjustments for all abilities
5. Have a desire to work with the Forestry Commission on promotions, marketing and offers
6. Not have a negative impact on other people's enjoyment of the site
7. Operate within the current physical layout of the site and in areas where they are highly visible to the public
8. Have first aid trained staff
9. Have a company logo and uniform
10. Have a company website and social media accounts
11. Be able to provide 3 years of account information
12. Have a week day/off peak offer
13. Have the facility to take mobile card payments
14. Provide a business growth forecast
15. Fit into the existing vibrant mosaic of diverse outdoor activities present on site
16. Not operate on site at certain times when other higher priority events are taking place
e.g. concerts

The Attractions programme could:

1. Be 'Carbon Neutral' but will have a low environmental impact
2. Be recognised by a National Governing Body of sport e.g. Table Tennis UK/Volleyball England
3. Have a wet/cold weather offer

High Lodge Business Partners and existing Attractions

- Adventure Forest – Go Ape Tree Top, Go Ape Junior and Forest Segway
- Bike Art – bike hire and sales
- Churchill Catering – café and ice cream parlour
- Look Out Archery – pay and play and pre bookings

PHASE 1

- We will require an Aspirational / Business Plan encompassing
 - Description of the idea
 - Pictures of the idea
 - Relevant paperwork (see below)

Relevant paperwork

We will require a certain amount of information before we consider any application. This should include:

- a) References from previous employers (desirable not essential)
- b) examples of
 - i) risk assessments covering previous work
 - ii) an emergency plan,
 - iii) lone-working procedures
 - iv) evidence of relevant training
- c) demonstrate possession of relevant qualifications / competencies by the contractor / his employees / sub-contractors e.g. Chain saw Certificates of Competence
- d) records of inspection for their machinery and a Health & Safety Policy Statement
- e) Estimated details of the financial performance of the activity including the income to the Forestry Commission.

All information to be submitted for consideration by February 15th 2019

All enquiries and submissions:

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All details submitted will be treated as commercially sensitive information and not distributed outside of the High Lodge team.