



London Borough of Hammersmith & Fulham

# Cabinet

18 JULY 2011

**CABINET MEMBER  
FOR RESIDENTS  
SERVICES**

*Councillor Greg Smith*

**HAMMERSMITH PARK SPORTS FACILITY-  
APPROVAL OF WORKS AND SERVICES  
CONTRACTOR TO APPOINTMENT AS  
PREFERRED BIDDER**

**Wards  
Shepherds  
Bush  
Green And  
Wormholt  
And White  
City**

This report seeks approval for the appointment of a contractor as preferred bidder to undertake the works and services for the redevelopment of Hammersmith Park sports facilities.

A separate report on the exempt part of the agenda provides exempt information about the procurement process.

**CONTRIBUTORS**

Acting Head of  
Libraries, Leisure and  
Fleet Transport  
DFCS  
ADLDS

**Recommendation:**

**That approval is given to appoint Sport and Leisure Group Ltd (Co.Reg No. 04059485) trading as PlayFootball.net as the preferred bidder to undertake the works and services contract for the redevelopment of Hammersmith Park sports facilities selected and agreed by the Tender Appraisal Panel on 9 June 2011.**

**HAS AN EIA BEEN  
COMPLETED?  
YES**

**HAS THE REPORT  
CONTENT BEEN  
RISK ASSESSED?  
YES**

## 1. BACKGROUND

- 1.1. The lifecycle of the All Weather Pitch (AWP) at Hammersmith Park has expired. The condition of the playing surface is unacceptable and could pose a potential risk to users. Officers have been investigating long term strategies to redevelop the site.

### Location map



- 1.2 Soft market testing with potential providers indicated that to make the site economically feasible would require development of the existing AWP, the bowling green, two tennis courts and 1 basketball court.
- 1.3 With the exception of the bowling green the other facilities are of less than average quality. Usage of all facilities is currently minimal. There was a small number of users of the bowling green (a visually impaired group) who used the facility twice a week between April and September and no formal use of the other facilities. Potential redevelopment of this site required appropriate replacement of these facilities and users in the visually impaired bowling club have successfully been integrated into the Ravenscourt Bowls Club.
- 1.4 Expressions of interest were invited in November 2010 to construct and then manage a sports facility on the existing sports courts at Hammersmith Park. The sports facility will be managed and maintained by an external service provider that will remain onsite. No Council capital will be required to deliver this project. The Council's financial return will be generated through the award of a lease agreement. The Council will address an existing 'issue' site which is currently a drain on resources. The cost to the Council of investing in

this site and managing it in-house is in the region of £600,000 capital and in the region of £30,000 per annum respectively.

## **2. PROCUREMENT PROCESS**

- 2.1 In accordance with the Council's procurement procedures a Tender Appraisal Panel (TAP) was established to oversee the procurement process for the project. The TAP consists of officers from Parks and Sports Development, Procurement, Property, Legal Services and Finance.
- 2.2 To ensure consistency and to avoid having to re-tender at each stage of the project, the TAP agreed the most economical approach was to undertake procurement through the competitive dialogue process. The total contract value will be in excess of £1M and although the Public Contract Regulations 2006 (as amended) do not apply in respect of the tendering procedure, nevertheless the principles enshrined in the legislation have been followed in order to demonstrate a transparent and open process.

### Expressions of Interest

- 2.3 Advertisements inviting expressions of interest were placed in the public and sports media and on the Council's website on 1 November 2010. The deadline for receipt of PQQs was 15 December 2010. Bidders were required to complete a questionnaire providing organisational, financial and technical information. The 3 highest scoring bidders were invited to the next round of a Competitive Dialogue style procurement procedure.
- 2.4 12 submissions were received. Of these, one was late and three were not completed as requested and therefore under the Council's Contract Standing Orders were disqualified. The financial standing of the remaining eight submissions was assessed by Corporate Finance and six demonstrated they had sufficient financial capacity to deliver the project, the remaining two were disqualified.
- 2.5 Those contractors who passed the financial assessment were then assessed in relation to their technical capacity and ability to carry out the works. Their submissions were scored against the criteria set out in the PQQ. A shortlist of the three highest scoring contractors was approved by the Tender Appraisal Panel and Project Board on 24 January 2011.

### Invitation to Participate in Competitive Dialogue

- 2.6 The Competitive Dialogue phase of procurement is for use in the award of complex contracts, where there is a need for the contracting

authorities to discuss all aspects of the proposed contract with candidates.

The dialogue consisted of a series of meetings with each organisation to discuss technical (planning, design, etc), legal and financial issues, in order for them to submit a well-informed tender package.

The following contractors were invited to participate in competitive dialogue with the Council.

1. Sport and Leisure Group Ltd (trading as PlayFootball.net)
2. Powerleague Fives Ltd
3. TFC Leisure

- 2.7 All tender documentation was agreed by the Tender Appraisal Panel and stage 1 of the competitive dialogue commenced on 16 February 2011.

Between the Invitation to Participate in competitive dialogue and commencement of stage 1, TFC requested to be removed from the procurement process sighting other business priorities that would not allow them to focus on this development opportunity.

- 2.8 Stage 1 of competitive dialogue was closed on 2 March. Stage 2 opened on 9 March and closed on 23 March 2011.

#### Invitation to Submit Outline Solution

- 2.9 The two contractors were then invited to submit outline solutions with a deadline of 8 April 2011. Local stakeholders were invited to respond to the outline solution to support the next stage of dialogue with their feedback.

#### Invitation to Submit Final Tender

- 2.10 Following the final dialogue meeting with the two contractors on 21 April the dialogue was concluded and they were invited to submit their final tender with a deadline of 13 May 2011.
- 2.11 The final tenders have been evaluated on the basis of 60% on price and 40% on quality provided in the final tender.

The 60% price submission has been evaluated on a pro-rata basis. This facility will generate an annual revenue to the Council through a lease agreement. The 40% quality submission is awarded as follows:

PQR	Weighting (%)	Award Criteria	Sub-weighting
Design	14%	Sustainability	2%
		Suitability to Location	2%
		Flexibility/Variety of Sport	2%
		Quality of Facility	8%
Service Delivery	5%	Service Delivery	5%
Partnership Working and Community Use	20%	Programming	7%
		Sports Development	2%
		Outreach Work	2%
		Target Groups	2%
		Free Use	3%
		Fees and Charges	4%
Equality and Diversity	1%	Equality and Diversity	1%

2.12 Tenders were received from the following tenderers within the tender deadline:

1. Sport and Leisure Group Ltd (trading as PlayFootball.net)
2. Powerleague Fives Ltd

2.13 The Tender Appraisal Panel met on 9 June to agree evaluation of the tenders.

2.14 Quality analysis

The table below outlines the score of each bid in terms of quality.

Contractor	Quality Score out of 40 (B)	Score (A)+(B)	Rank
PlayFootball.net	33.125	57.50+33.125= 90.625	1
Powerleague Fives Ltd	28.875	50.35+28.875= 79.225	2

### 3. DETAILS OF PREFERRED BID

- 3.1 PlayFootball.net has put together an offer (**ranked 1 above**) which satisfies the Council's key requirements for a number of areas. Firstly, to develop a high quality sports facility for the local community, secondly to ensure that the 'free usage' rights of the local people are protected and thirdly, to generate the Council a substantial income.
- 3.2 PlayFootball.net have realised that getting the support of the existing users is vital for this development and have researched the current usage levels and spoken with many key stakeholders to ensure that the offer is in line with community expectation.
- 3.3 In addition, PlayFootball.net have substantially moved away from a standard design to ensure that the pavilion/café suitably fits into the surroundings of the park.
- 3.4 The offer contained in this tender response is made subject to contract and subject to a formal agreement and lease being entered into.
- 3.5 This reference bid includes:
- A design which fully integrates with the surrounding of the park
  - Substantial free use through the provision of 1 five a side pitch and 1 seven a side pitch which will be accessible at no cost to registered local residents
  - Discounted use for schools
- 3.6 Having consulted with key stakeholders, PlayFootball.net has designed a facility that meets the needs of all parties and considers a number of key design elements: (Images attached as appendices)
- A pavilion which suitably fits in with the park surroundings
    - Pitched roof to create the vision of a soft welcoming building
    - Glazed exterior to give a warm and inviting aspect for both pitch users and café users
    - Tree and hedge planting to integrate the car parking, walkways and patio in to the park surroundings
  - A pavilion which meets all the Sport England requirements
    - Sport England design guidance on pavilion and club houses
    - Access for disabled people
    - Car park and landscape design
    - A suitably sustainable design
  - A pitch layout which meets the needs of the community
    - Including 1 'free use' 5aside pitch
    - Including 1 'free use' 7aside pitch
    - A mixture of 5aside and 7aside pitches to ensure a variety of groups can be catered for
    - A 'free use' basketball area

#### **4. RISK MANAGEMENT**

- 4.1. This project is included on the departmental risk register. It has been assessed as a low risk project, as there are no financial contributions required from the Council, background checks have been made regarding the capability of the contractor to fulfil its obligation and the local community and existing users have been extensively involved through consultation.

#### **5. CONCLUSION**

- 5.1 The tender submitted by PlayFootball.net has been assessed in terms of price and quality as the most advantageous to the council.
- 5.2 This proposal enables the Council to address an existing 'issue' site which is currently a drain on resources at no cost to the council and the council will receive a financial return through the award of a lease agreement.

#### **6. RECOMMENDATION**

That approval is given to appoint Sport and Leisure Group Ltd (trading as PlayFootball.net) as the preferred bidder to undertake the works and services contract for the redevelopment of Hammersmith Park sports facilities, selected and agreed by the Tender Appraisal Panel on 8 June 2011, subject to contract, subject to a formal agreement and lease being entered into and subject to planning approval.

#### **7. PROJECT TIMESCALE**

##### 7.1

Stage	A	DATE
	○ Approval to appoint – Cabinet Meeting	18 July 2011
	○ Call-in period (5 working days)	25 July 2011
	○ Tender awarded	26 July 2011
	○ Design and build contract, services contract, lease contract	August 2011
Stage B		
	○ Consultation with stakeholders/public	August 2011
	○ Disposal by lease, public notice/consultation	August 2011
	○ Technical drawing package completed	August 2011

○ Planning application process	August 2011
<b>Stage C</b>	
○ Detailed specification of works, with cost estimate completed	October 2011
○ Preparation of bills of quantities and digital working drawings	October 2011
<b>Stage D</b>	
○ Planning application approved	November 2011
○ Pre-construction meetings and negotiations	November 2011
○ Contract particulars complete	November 2011
○ Site handover	November 2011
○ Construction period and site supervision	November 2011 – March 2012
○ Defects liability and final sign off of works	March 2012
<b>Stage E - Post Build</b>	
○ Initiation of services, maintenance, management and lease contract	March 2012
○ Facility opens	April 2012
<b>Stage F – Evaluation and Review</b>	
○ Evaluation of the project at 12 months	April 2013
○ Contract reviews every '5' years	Ongoing

## **8. COMMENTS OF THE DIRECTOR OF FINANCE AND CORPORATE SERVICES**

- 8.1. The recommendation set out in this report is supported from a financial perspective on the basis that the capital development and improvement works will be undertaken at zero cost to the Council
- 8.2. There will be no negative impact on existing income levels by offering discounted and free use to schools and sports development as these facilities are currently significantly underutilised.
- 8.3. Further comments are contained in the exempt part of the report.



## **9. EQUALITY IMPLICATIONS**

- 9.1 The competitive dialogue procurement has ensured that bidders were informed of the need to consult with local stakeholders including ward members, residents, local organisations, users and non-users of the existing facility and the Friends of Hammersmith Park. This is demonstrated in the strength of the final tender in terms of meeting the Council's objectives.

The following are overarching conclusions based on the Equalities Impact Assessment:

- There is a deficiency in the provision of this type of facility in this part of the borough.
- Consultation has been extensive to date.
- The facility will improve access to sports facilities for the borough's residents.
- The development will provide significant free and subsidised access.
- Access for disabled people will be a feature of the development.

## **10. COMMENTS OF THE ASSISTANT DIRECTOR (LEGAL AND DEMOCRATIC SERVICES)**

- 10.1. The Assistant Director has been represented during the process and is satisfied that although the Public Contracts Regulations 2006 (as amended) do not apply in respect of the tendering procedure, nevertheless the principles enshrined in the legislation have been followed in order to demonstrate a transparent and open process.

## **11. COMMENTS OF THE ASSISTANT DIRECTOR (PROCUREMENT AND I.T. STRATEGY)**

- 11.1. The Corporate Procurement Team has supported the procurement process and is satisfied that it has been carried out in accordance with the Council's Contracts Standing Orders. The only statutory requirement is to place, within 48 days, a contract award notice in the Official Journal of the European Union.

**LOCAL GOVERNMENT ACT 2000**  
**LIST OF BACKGROUND PAPERS**

<b>No.</b>	<b>Description of Background Papers</b>	<b>Name/Ext of holder of file/copy</b>	<b>Department/ Location</b>
1.	Pre Qualification Questionnaire assessment	PQQ Assessment	RSD – Glenthorne Road
2.	Financial analysis of final tender	Financial analysis of final tender	RSD – Glenthorne Road
<b>CONTACT OFFICER:</b>		<b>NAME: CHRIS BUNTING EXT. 2023</b>	

Appendix 1 – 4 Proposed Site Layout, Site Isometrics







