



## **Plymouth City Council**

### **Plymouth Hoe Observation Wheel 2025 to 2028 Tender Information Document**

---

Plymouth City Council, are inviting submissions for an observation wheel to be sited on Plymouth Hoe from April to September 2025 to 2028 inclusive, subject to planning permission.

The Council is inviting tenders in excess of £36,000 in year 1.

It is understood that due to planning permission time frames it may not be possible to locate a wheel on the site for the entirety of the season, or at all, in 2025. The annual fee for 2025 will therefore be pro-rata according to the period of occupation on site.

Submissions will be evaluated on:

- Quality and suitability of proposed observation wheel – 15%
- Management competency and experience – 15%
- Social value – 10%
- Fee submitted – 60%

The Council reserves the right to not accept the highest or any of the expressions submitted.

#### **1. Business Potential**

The Hoe is Plymouth's 'jewel in the crown' and one of the city's major tourist attractions. As well as a thriving destination in its own right, the Hoe hosts a wide range of events from national events with tens of thousands attending to smaller charity events. The major annual events currently include Armed Forces Day (50,000 people), the British Fireworks Championships (100,000 people), the Plymouth Summer Sessions (35,000 people).

The main ingress/egress route for event attendees is via the central path to the east of the naval memorial which passes the proposed sites for the wheel.

During May and June 2025 there are also 3 full stadium concerts planned to take place at Plymouth Argyle FC which will bring additional visitors to the city over 3 weekends.

City centre and surrounding hotels reach full capacity for the entire season each year.

#### **2. Requirements**

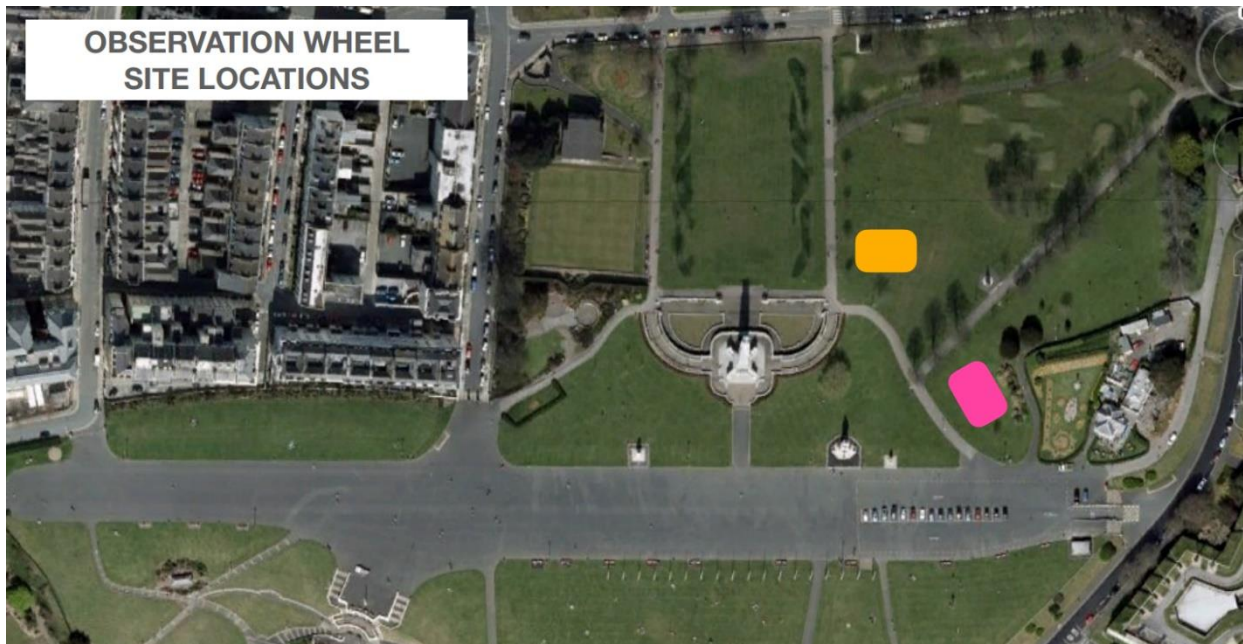
- The proposed attraction should be in excess of 35 metres diameter
- It should be modern and aesthetically pleasing
- It should contain enclosed capsules including at least one wheelchair accessible enclosed capsule
- We expect the operator to provide discounted packages for school children and disadvantaged groups, particularly looked after children and their families

### 3. Concession Outlets

No side stalls, concession outlets or caravans will be allowed on site.

### 4. The Site

Two locations are proposed as identified in pink and orange below.



The operator shall take all reasonable precautions to protect the site and any adjoining land and property from damage including use of appropriate ground protection cover, weight distribution methods and so forth. No trees or saplings shall be damaged. Alterations to access, protection and reinstatement of the ground will be at the cost of the operator.

Mains power is available on site for the majority of the period. Generators will not be permitted on site unless by prior agreement with the Events Team should the mains power be in use for another event. All power costs will be covered by the operator.

### 5. Site Licence

A formal licence will be completed between the City Council and the successful operator.

### 6. The Licence Period

The licence will run from 1 April 2025 for a period of 4 years until 31 September 2028. The annual period of occupation shall run from 1 April until 31 September each year. There will be an option to extend this licence for a further two years, subject to agreement from both parties. The licence fee shall be reviewed for these additional years.



## **7. Bond Fee**

The operator shall pay to the Council a refundable Bond Fee of £5,000. This may be applied by the Council in settlement of any claims, damages or other liability that the operator may have under the terms of the licence. No access to the site will be given until the bond has been fully paid.

## **8. Special Conditions**

The attraction has a prime position on the Hoe but will not have exclusive rights as there are a number of fairs that attend during the year.

The operator will waive any Showmen's Guild rights as part of the licence.

The submission may not be resold or traded on to another company nor the license transferred. The Licence is between the Council and the Licensee and failure to abide with this will result in termination of the agreement.

## **9. Permissions**

Any permissions and licenses required must be acquired by and at the cost of the operator. This includes planning permission. It is the responsibility of the operator to ensure planning permission is sought and approval given before access to site can be granted.

## **10. Health and Safety**

It is the responsibility of the operator to ensure that all activities conform to current Health and Safety Regulations and guidance. A full set of Health and Safety documents must be submitted, including method statements, risk assessments, a full CDM plan, a Vehicle Movement Plan and ADIPS certificates.

The following insurances will be required:

- Employer's liability insurance with a limit of indemnity of not less £10,000,000 per claim but otherwise unlimited during the period of the policy
- Public liability insurance with a limit of indemnity of not less than £10,000,000 per claim but otherwise unlimited during the period of the policy

## **11. Licence Fee**

The Council is inviting tenders in excess of £36,000 in year 1. The annual licence fee will increase in line with the Retail Price Index on the 1<sup>st</sup> April each year for the duration of the contract.

It is understood that due to planning permission time frames it may not be possible to locate a wheel on the site for the entirety of the season, or at all, in 2025. The annual fee for 2025 will therefore be pro-ratad according to the final period of occupation on site.



## 15. Freedom of Information Act 2000

Please be advised that the Council works in strict accordance with any legislation that requires information held by the Council and will only keep confidential information that is properly confidential in its nature and then only for a reasonable amount of time. Applicants should provide a schedule in their responses of the information that they consider would prejudice their commercial interests if made available to the public after the quotation is awarded.

## 12. Submission of Proposals

- Proposals must be submitted on the Submission form provided and returned to Plymouth City Council via email [catering.events@plymouth.gov.uk](mailto:catering.events@plymouth.gov.uk) **The form and any supporting documentation must be received by us by no later than midday on Tuesday 1st October.**
- Please note that any proposals that are received after this time will not be considered.
- The Council **does not** bind itself to accept the highest or any quotation.
- The Council aims to notify the successful tenderer no later than Friday 11<sup>th</sup> October.

## 13. Further Information

In the event of prospective tenderers requiring further information or to arrange a site visit they should contact:

**Benjamin McEntegart**  
Senior Events Officer  
Economic Development  
Plymouth City Council  
Ballard House, West Hoe  
Plymouth  
PL1 3BJ  
E [ben.mcentegart@plymouth.gov.uk](mailto:ben.mcentegart@plymouth.gov.uk)

## 14. Disclaimer

The Council gives notice that these particulars are set out as a general outline only for the guidance of prospective tenderers and do not constitute part of an offer or contract. All descriptions are given in good faith and are believed to be correct but tenderers should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the correctness of each of them. The Council does not make or give any representation or warranty in relation to the concessions; neither have Council staff authority to do so.