

CENTRAL SWINDON NORTH PARISH COUNCIL

AG13 St Marks Car Park Operator

1. Recommendation for Finance & General Purposes Committee

- It is recommended that the Finance & General Purposes Committee recommends **Contractor A** for the delivery of the St Marks Park Car Park Management contract.
- Following evaluation against the published Most Advantageous Tender criteria (MAT), **Contractor A** achieved the highest overall score and demonstrated the strongest combination of technical capability, compliance, delivery model, and overall value.
- The submission provides a low-risk, operator-funded solution aligned with the Council's objectives, including protection of legitimate users, a fair and transparent enforcement regime, robust reporting, and a commercially sustainable model returning value to residents.

2. Report Details

Introduction

This report summarises the outcome of the procurement process for the St Marks Park Car Park Management contract and provides a recommendation to Council regarding contract award.

The evaluation was conducted against the published criteria and specification, considering technical quality, compliance, commercial value, experience, and social value to ensure the appointment of the most advantageous tender.

Procurement Context

The Council sought a contractor to manage and operate the St Marks Park car park using an ANPR-based system, with objectives including protecting legitimate users, ensuring compliance, delivering transparent enforcement, and providing a sustainable income model.

The procurement was conducted in line with the principles of transparency, equal treatment, proportionality, and award based on Most Advantageous Tender rather than price alone.

Evaluation Outcome (Anonymised Scoring Summary)

The scoring panel assessed bids against the published weighted criteria.

	FIRST	SECOND	THIRD	FOURTH	FIFTH
	A	B	C	D	E
TECHNICAL & OPERATIONAL	37.00%	35.00%	32.00%	27.00%	29.00%
COMPLIANCE, FAIRNESS & REPUTATION	17.00%	17.00%	17.00%	19.00%	10.00%
COMMERCIAL OFFER	28.00%	24.00%	26.00%	26.00%	26.00%
EXPERIENCE & CAPABILITY	5.00%	5.00%	4.00%	5.00%	4.00%
SOCIAL AND COMMUNITY VALUE	5.00%	3.00%	4.00%	2.00%	2.00%
TOTAL	92.00%	84.00%	83.00%	79.00%	71.00%
COMMERCIAL SCORING	100.00%	100.00%	100.00%	100.00%	100.00%
TOTAL	92.00%	84.00%	83.00%	79.00%	71.00%

Summary of final scores:

Rank	Bidder	Total Score
1	Contractor A	0.92
2	Contractor B	0.84
3	Contractor C	0.83
4	Contractor D	0.79
5	Contractor E	0.71

Contractor A achieved the highest score overall, with particularly strong performance across technical delivery, compliance, and operational robustness.

Criteria Review

Technical and Operational Delivery

Contractor A demonstrated a comprehensive mobilisation and implementation plan, including site surveys, phased installation, and clear timelines through to go-live. The proposal includes detailed governance, risk management, and structured delivery oversight.

The technical solution includes high-accuracy ANPR technology, remote monitoring, preventative maintenance, and resilience measures to ensure system uptime and reliability.

This aligns strongly with the specification requirements for system robustness, monitoring, and maintenance.

Customer Journey and Accessibility

The proposal sets out a clear customer journey supported by signage, multiple payment options, and customer communication measures to ensure users understand the rules and payment process.

Accessibility provisions, including blue badge support and inclusive payment options, demonstrate compliance with equality expectations.

Compliance and Risk

Contractor A confirmed compliance with relevant legislation, industry codes, and data protection requirements, supported by governance frameworks and operational controls.

The proposal includes fair grace periods and transparent enforcement processes, directly supporting the Council's requirement for a proportionate enforcement regime.

Commercial Model and Value

The submission provides an operator-funded model with no capital cost to the Council, alongside a profit-share arrangement and transparent reporting.

This aligns with the Council's expectation for a commercially sustainable model delivering value to residents.

Contract Management and Reporting

The proposal includes dedicated account management, regular reporting, performance monitoring, and clear escalation routes, supporting strong governance and continuous improvement.

Experience and Capability

Contractor A demonstrated extensive experience managing comparable ANPR car parks and operating at scale, providing confidence in delivery capability and operational maturity.

Overall Assessment

The evaluation panel concluded that Contractor A presents the lowest delivery risk and strongest alignment with the Council's objectives.

Key strengths include:

- Comprehensive and realistic mobilisation plan
- Robust and compliant technical solution
- Strong governance and reporting framework
- Operator-funded commercial model
- Clear focus on customer experience and fairness
- Demonstrated relevant experience

No material concerns were identified that would outweigh these strengths.