



Request for Proposal (RFP)

Ospreys Rugby - Catering Partnership at St Helen's Stadium

Issued Date: 31st January, 2025

Proposal Submission Deadline: Midday 14th March 2025

Contact Information:

Ospreys Rugby

Swansea.com Stadium, Plasmarl, Swansea. SA1 2FA

Email: Richard.lancaster@ospreysrugby.com & procurement@ospreysrugby.com

1. Background

Ospreys Rugby, Wales' most successful club of the professional era, is seeking proposals from experienced and innovative catering partners for the newly developed St Helen's Stadium. This stadium will serve as a state-of-the-art venue for Ospreys Rugby home matches and other rugby and community events creating a unique opportunity for a catering provider to showcase their products and services in a high-visibility, high-traffic environment.

2. Objective

The objective of this Request for Proposal (RFP) is to establish a long-term partnership with a reputable caterer to provide and manage all catering, bars and food outlet services at St Helen's Stadium. The successful partner will be responsible for delivering exceptional customer service, ensuring a high-quality selection of food options at different price points, and contributing to the overall fan experience as well as showcasing local food suppliers eg Castell Howell.

3. Scope of Work

The scope of work includes, but is not limited to, the following:

- **Provide Food Options:** Offer a wide range of food options for the different areas across the St Helens stadium including Hospitality areas and fan zone provision, that cater to diverse tastes and dietary preferences.
- **Manage Catering Operations:** Efficiently manage all aspects of catering operations, including kitchens, stock management, serving stations and solutions, pricing, and staffing.
- **Manage Bar Operations:** Efficiently manage all aspects of bars, including licencing, stock management, serving stations and solutions, pricing, and staffing.
- **Fan Experience:** Ensure that the service aligns with Ospreys Rugby's commitment to enhancing the fan experience by maintaining high-quality standards, quick service, and a clean, professional environment.
- **Concessions & VIP Areas:** Supply attractive food options for both general public and VIP areas, including the fan zone, concession stands around the ground, lounges and hospitality suites.

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- **Compliance:** Ensure that all food related areas meet the required health, safety, and licensing regulations.
- **Sustainability:** Propose eco-friendly options to reduce environmental impact, such as recyclable or biodegradable containers, minimizing waste, and sustainable sourcing.
- **Marketing & Promotion:** Work with Ospreys Rugby to implement joint marketing initiatives, sponsorship opportunities, and promotional events related to food at the stadium.
- **Event Flexibility:** Be able to cater for various event sizes, from school/university/local club rugby games to large-scale events.

4. Proposal Requirements

Proposals should include the following details:

- **Company Overview:** Provide a brief overview of your company, including experience in sports venue partnerships and a list of relevant clients/venues.
- **Food Offering:** Outline an example of the different types of menus you could offer across the range of areas in the stadium. A commitment to supply, where possible, a range of local product is important and your ability to do this (or work with another partner) should be outlined. Consideration should be given to the different demographic of our existing and target fan base eg families, students, etc.
- **Operational Plan:** Detail your approach to managing bars and catering at the stadium, including staff training, inventory management, and logistics. Highlight any technology solutions for efficient service. Also highlight how you would approach a suitable product range in partnership with insights from Ospreys Rugby
- **Experience & References:** Provide details of previous partnerships with sports venues or similar facilities, along with references from other clients.
- **Sustainability Plan:** Outline any initiatives you have in place to reduce waste, improve sustainability, and incorporate eco-friendly practices.
- **Marketing & Branding Strategy:** Discuss how you plan to market your food options at the stadium, including digital engagement, on-site promotions, and branding opportunities as well as what sponsorship opportunities you would look to engage with Ospreys Rugby in order to deliver our joint vision.
- **Compliance & Health & Safety:** Describe your compliance with all relevant regulations, including cleanliness, health and safety standards, and risk management protocols.
- **Financial Proposal:** Provide a detailed breakdown of your proposed financial arrangement with Ospreys Rugby, including a full outline of sponsorship budgets and requirements, revenue share and any criteria you would require to achieve these levels.
- **Distribution:** Provide an options appraisal of a distribution model to ensure operational efficiencies for Ospreys Rugby.

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- **Partnership:** How you will work with Ospreys Rugby and our existing competition partners demonstrating the spirit of partnership that delivers to the requirements of the proposal.

5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Supplier's reputation, experience, track record
- Portfolio quality and variety, and proportion which is sourced locally
- Operational excellence and technical capability
- Financial Proposal
- Sustainability Efforts
- Marketing and Fan Engagement
- Quality of Support Services

6. Submission Guidelines

Please submit your completed proposal to Ospreys Rugby by midday 7th March. All submissions should be sent to procurement@ospreysrugby.com or delivered to the address listed above. Late submissions will not be considered.

For any questions or additional information, please contact Richard.lancaster@ospreysrugby.com

7. Confidentiality

All information provided in response to this tender document shall be treated as confidential and used solely for the purpose of evaluating proposals.

8. Terms and Conditions

- Ospreys Rugby reserves the right to reject any or all proposals.
- The successful proposal will be subject to contract negotiations and final approval.
- Ospreys Rugby may request additional information or clarification during the evaluation process.

We look forward to reviewing your proposal and exploring the potential for a successful and mutually beneficial partnership.

Yours Sincerely,

Richard Lancaster
Commercial Director
Ospreys Rugby

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