2015 RUGBY WORLD CUP
RICHMOND FANZONE
FOOD CONCESSION PACK
THE OPPORTUNITY

The Richmond Fanzone is the official Fanzone for Twickenham stadium, host of several key matches, including the quarter-final, semi-final and final of the 2015 Rugby World Cup.

The Fanzone will provide an opportunity for fans to soak up the atmosphere of the tournament and join in the nationwide celebration of rugby. The site will include big screens showing the matches live.
THE OPPORTUNITY (CONT’D)

The Richmond Fanzone will be free to enter. The site features:

- A total capacity of 10,000
- The Fanzone Hub – a 5,000 capacity tent with big screen, stage and entertainment
- An outdoor big screen
- A limited number of food concession pitches
- A bar
- A range of high quality rides and attractions
- A rugby exhibition pitch hosting matches and demonstrations
- Various Rugby World Cup sponsor activation areas.
WHAT’S INCLUDED?

Access to power (up to 12kW, there may be an additional charge for usage beyond 12kW)

20ft x 10ft (6m x 3m) pitch

Access to centralised waste disposal point for the purposes of discharging waste water

Access to centralised water point for the purposes of obtaining water.
INFORMATION FOR PARTICIPANTS

INTERNATIONAL FLAVOUR

In keeping with the event, we are seeking food concession operators that reflect the diverse variety of nations participating in the Rugby World Cup.

QUALITY IN LARGE VOLUMES

Food traders applying for the event must be able to demonstrate that they are able to produce and serve high quality food in large volumes in an outdoor environment under restrictive conditions. The ability to be able to serve up to 200 people per hour at the busiest times should be a benchmark standard.

CARD PAYMENT REQUIREMENTS

The Rugby World Cup has a partnership arrangement with Mastercard, and so all outlets on site must be able to accept Mastercard as a payment method. Further details on this agreement will be provided at contract award stage.

HEALTH AND SAFETY

Participants are expected to adhere to the CIEH National Guidance for Outdoor and Mobile Catering policy which demonstrates acceptable food safety standards and health and safety requirements for catering at outdoor events. Participants are required, where practicable, to conform to BS8901 (ISO20121).
KEY RULES AND REGULATIONS

Food traders are not allowed to sell alcoholic beverages of any kind.

A first aid kit and designated hand washing facilities (with hot and cold water) with soap and hand drying towels must be available on your stall at all times.

If using gas, you will need to provide a foam or dry powder 6kg fire extinguisher and keep it on your pitch during the entire event.
WHAT WE WILL NEED

Certificate of Public Liability Insurance (Standard cover £5,000,000)
Certificate of Employers’ Liability Insurance (Standard cover £5,000,000)
Health & Safety Policy
Fire Risk Assessment
Food Safety Risk Assessment
COSHH Risk Assessment
Any other relevant risk assessments covering operation of food concession
Food Hygiene Certificate
PAT Certificate & PAT testing stickers on all electric appliances. If using electrical equipment, you will need to provide a 2kg CO2 fire extinguisher
Food business registration
Gas Safety Certificate for all LPG equipment.
FANZONE OPENING HOURS

The Fanzone will be open for 7 weeks, which we have split up into 6 packages:

Package 1: 18-20 September
Package 2: 23-27 September
Package 3: 1–4 October
Package 4: 8-11 October
Package 5: 15-31 October
Package 6: Whole period

Each package includes days when the Fanzone will screen Twickenham matches, as well as days when the Fanzone will screen non-Twickenham matches.

Additionally, the Fanzone will play host to a series of comedy galas around the scheduled matches featuring headline comedians. We expect food concessions to be open on every day that the Fanzone operates.

A detailed calendar (subject to change) is overleaf.
## Calendar

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<th>Monday</th>
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### Key
- Twickenham Days
- Other Match Days
- Festival Days

### Matches
- **14 September**: England v Fiji at 19.00, Samoa v USA at 14.30, Tonga v Georgia at 14.30, Ireland v Canada at 16.45, SA v Japan at 20.00, France v Italy.
- **21 September**: Scotland v Japan at 16.45, Australia v Fiji at 20.00, NO GAMES.
- **28 September**: Tonga v Namibia at 16.45, 16.45 Festival Day.
- **5 October**: Canada v Romania at 16.45, SA v USA at 20.00, Fiji v Uruguay.
- **12 October**: NO GAMES.
- **19 October**: NO GAMES.
- **26 October**: NO GAMES.

### Festival Days
- 14.30 Scotland v Samoa, 16.45 Australia v Wales, 20.00 England v Uruguay.
- 14.30 Scotland v Samoa, 16.45 Australia v Wales, 20.00 England v Uruguay.
- 14.30 Argentina v Tonga, 16.45 Ireland v Italy.
- 20.00 USA v Japan.
- 16.00 Quarter Final 1, 16.00 Quarter Final 2.
- 16.00 Semi Final 1, 16.00 Semi Final 2.
- 16.00 Bronze Final, 16.00 Final.
THE COSTS

The Fanzone has a limited number of concession pitches available, so we have broken the Event down into 6 separate packages that concessionaires may bid for.

In addition:

- we have allowed a 20% discount to a limited number of local traders (i.e. independent local businesses registered at a London Borough of Richmond Upon Thames ratepaying address.)

- we have allowed a 10% discount to any operators who wish to trade for the whole period.

The two discounts are separate, and cannot be used in conjunction with each other.
The total costs of each Package are broken down below, together with the discounted rates.

<table>
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<tr>
<th>Week 1 Package</th>
<th>Week 2 Package</th>
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<tr>
<td>18-20 September</td>
<td>23-27 September</td>
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<td>£2,425 (local trader discount: £1,940)</td>
<td>£3,525 (local trader discount: £2,820)</td>
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<th>Week 3 Package</th>
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<td>30 September–4 October</td>
<td>8-11 October</td>
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<td>£3,025 (local trader discount: £2,420)</td>
<td>£2,800 (local trader discount: £2,240)</td>
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<th>Week 5 Package</th>
<th>All Packages (discounted)</th>
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<tr>
<td>15-31 October</td>
<td>18 September–31 October</td>
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<td>£7,475 (local trader discount: £5,980)</td>
<td>£17,325 (no local trader discount)</td>
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Please note that all prices are exclusive of VAT.
APPLICATIONS & FURTHER ENQUIRIES

For more information on the Fanzone, please visit: www.richmond.gov.uk/rwc2015_fanzone

To apply for a pitch at the Rugby World Cup 2015 Richmond Fanzone, please fill out the application form at: www.jotformpro.com/Underbelly/rwcfanzone

Please contact us for any further enquiries about the Event:

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