

**Crystal Palace Park  
Christmas Tree Sales Tender 2026**

Term: 3 years + 2 year extension option

Deadline for receipt of offer: Monday 20 July 2026

## Timeline

Stage	Date
Opportunity issue date	Monday 15 June 2026
Deadline for clarification questions	Monday 29 June 2026
Trust response to clarification questions	Monday 6 July 2026
Deadline for receipt of offer	Monday 20 July 2026
Interviews (if required)	W/C 27 July 2026
Award of agreement	August 2026
Contract commencement	November 2026

Expression of Interest – We ask that all interested parties submit an expression of interest by Monday 29 June so that we can keep them updated with any amendments or clarification questions. This is not compulsory but may impact information and updates received.

Crystal Palace Park Trust reserves the right to alter the timings of any stage within this process and withdraw from the process at any time.



## **Section 1 – Introduction to Crystal Palace Park & Crystal Palace Park Trust**

### **1.1 Introduction and contract overview**

In September 2023, after 25 years of community campaigning, Crystal Palace Park Trust took over custodianship of the nationally and internationally significant Grade II\* listed Crystal Palace Park in south London via a 125-year lease from the London Borough of Bromley.

The Trust is working closely with Bromley Council, Historic England, The National Lottery Heritage Fund, the Greater London Authority and a wide range of partners to deliver a multi-million-pound regeneration and restoration project for the park.

We are seeking an experienced and reliable operator (hereafter referred to as “the operator”) to deliver a high-quality Christmas tree sales operation within Crystal Palace Park during the festive season.

The successful operator will provide a welcoming, well-presented and professionally managed Christmas tree offer that enhances the seasonal atmosphere of the park while serving the local community. The operator should demonstrate a strong commitment to customer service, sustainability, and operational excellence.

This opportunity forms part of the Trust's wider ambition to create high-quality seasonal experiences, attract visitors, support the local community and generate income for the long-term benefit of the park

### **1.2 Background to Crystal Palace Park**

At over 200 acres, Crystal Palace Park is one of London’s largest and most historically significant parks, welcoming approximately one million visitors annually.

The park is used daily by residents, families, dog walkers, sports groups and visitors from across London and beyond. The Trust is committed to improving the visitor experience through thoughtful commercial activity that complements the park’s heritage, ecology and community role.

You can read more about the Trust and its work at:

[Crystal Palace Park Trust](#)

## **Section 2 – Contract Details**

### **2.1 Opportunity Overview**

The Trust is seeking proposals for the operation of a seasonal Christmas tree sales site within Crystal Palace Park.

The operator will be granted permission to trade from a designated location within the park for the sale of:

- Fresh Christmas trees
- Wreaths and seasonal foliage
- Optional complementary seasonal products such as tree stands, lights, or decorations

The Trust is particularly interested in operators who can create an innovative, attractive and welcoming festive environment that contributes positively to the atmosphere of the park.

The successful operator will be expected to:

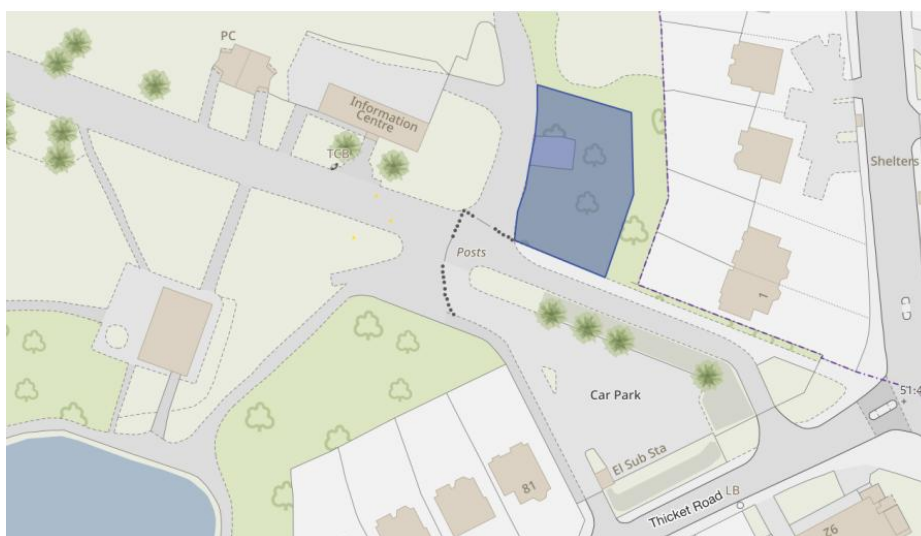
- Deliver a high-quality customer experience
- Maintain an attractive and safe trading environment
- Operate sustainably and responsibly
- Minimise environmental impact and waste
- Work collaboratively with the Trust and neighbouring park users

## 2.2 Location

The Trust is offering one Christmas tree sales licence, with the successful operator to trade from one of two potential locations within Crystal Palace Park. As part of their submission, bidders should indicate their preferred location and explain why it is most suitable for their proposed operation.

Option one:

Near the Penge Gate car park, under the trees on the grass opposite the Visitor Centre. This area is an established and well-known location for Christmas tree sales.



Option two:

Station Square near Crystal Palace station.



Both sites benefit from:

- Strong local footfall
- Vehicle access for deliveries and stock management
- Proximity to lit key pedestrian routes within the park

The operator will be responsible for all temporary infrastructure required for the operation, including:

- Fencing
- Lighting
- Point of sale systems
- Storage
- Staff welfare arrangements
- Security
- Post event reinstatement

The Trust reserves the right to amend the exact trading area prior to contract commencement.

## **2.3 Trading Period**

The anticipated trading period is from approximately mid-November until 24 December each year, subject to agreement with the Trust

Operators should outline:

- Proposed opening dates
- Opening hours
- Staffing approach during peak trading periods

## **2.4 Sustainability Expectations**

As an environmental charity managing a historic public park, the Trust is seeking operators who demonstrate a clear commitment to sustainability.

Proposals should include:

- Sustainable sourcing practices
- Tree disposal or recycling initiatives
- Reduction of single-use plastics
- Waste management plans
- Local supply chains where possible

Preference may be given to operators able to demonstrate strong environmental credentials. The Trust welcomes proposals that demonstrate how unsold trees, foliage and other seasonal products will be reused, donated or recycled at the end of the trading period.

## **2.5 Specification**

The operator will be responsible for obtaining and complying with all necessary permissions, licences, insurances, and statutory requirements associated with the operation.

The operator will also be responsible for:

- Health & Safety compliance
- Fire safety management
- Traffic and delivery management
- Site cleanliness
- Daily waste removal
- Security

## **Section 3 – Tender Details**

### **3.1 Tender Procedure**

This tender process has been designed to identify the most suitable operator based on the evaluation criteria detailed below.

#### **Stage One**

Submission review and assessment.

#### **Stage Two**

Shortlisted operators may be invited to interview and present their proposal.

### **3.2 Evaluation Criteria**

#### **Quality of Offer (50%)**

Submissions will be assessed against the following criteria:

##### **a) Operational Delivery**

- Ability to deliver a safe and efficient operation
- Staffing and customer service approach
- Experience managing seasonal retail operations

##### **b) Site Presentation**

- Quality and attractiveness of proposed setup
- Sensitivity to park environment
- Festive atmosphere and visual appeal

##### **c) Sustainability**

- Environmental management approach
- Sustainable sourcing
- Recycling and waste reduction initiatives

##### **d) Customer Experience**

- Accessibility
- Pricing approach
- Additional customer experience enhancements
- Innovation of offer

##### **e) Track Record**

- Relevant experience
- References

- Reliability and operational capability

## **Financial Offer (50%)**

The financial assessment will consider:

- Level of guaranteed income offered
- Percentage commission offered
- Financial robustness and deliverability

## **3.3 Tender Submission**

Please submit a proposal covering the following:

### **A – Business Overview**

Please provide an overview of your organisation and relevant experience.

### **B – Operational Proposal**

Please outline:

- Your proposed setup
- Product range
- Staffing structure
- Sustainability measures
- Customer experience approach
- Preferred site location

### **C – Site Design**

Please include visuals, sketches or photographs of previous operations where possible.

### **D – References**

Please provide two references relevant to similar operations.

### **E – Financial Offer**

Please provide:

- Please provide your proposed financial offer, including any minimum guaranteed fee and/or percentage turnover share payable to the Trust
- Forecast trading assumptions

## **3.4 Clarifications**

All clarification questions should be submitted by email to:

[commercial@crystalpalaceparktrust.org](mailto:commercial@crystalpalaceparktrust.org)

with the subject line: “2026 Christmas Tree Tender Questions”



### **3.5 Submission of Offer**

Please submit proposals by email to:

[commercial@crystalpalaceparktrust.org](mailto:commercial@crystalpalaceparktrust.org)

with the subject line: "2026 Christmas Tree Tender"

## **Section 4 – Due Diligence Requirements**

The successful operator will be required to provide:

- Public Liability Insurance (£5m minimum)
- Employers Liability Insurance (£5m minimum)
- Health & Safety Policy
- Risk Assessment
- Environmental Policy
- Relevant references

The Trust reserves the right to conduct financial and operational due diligence prior to appointment.

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