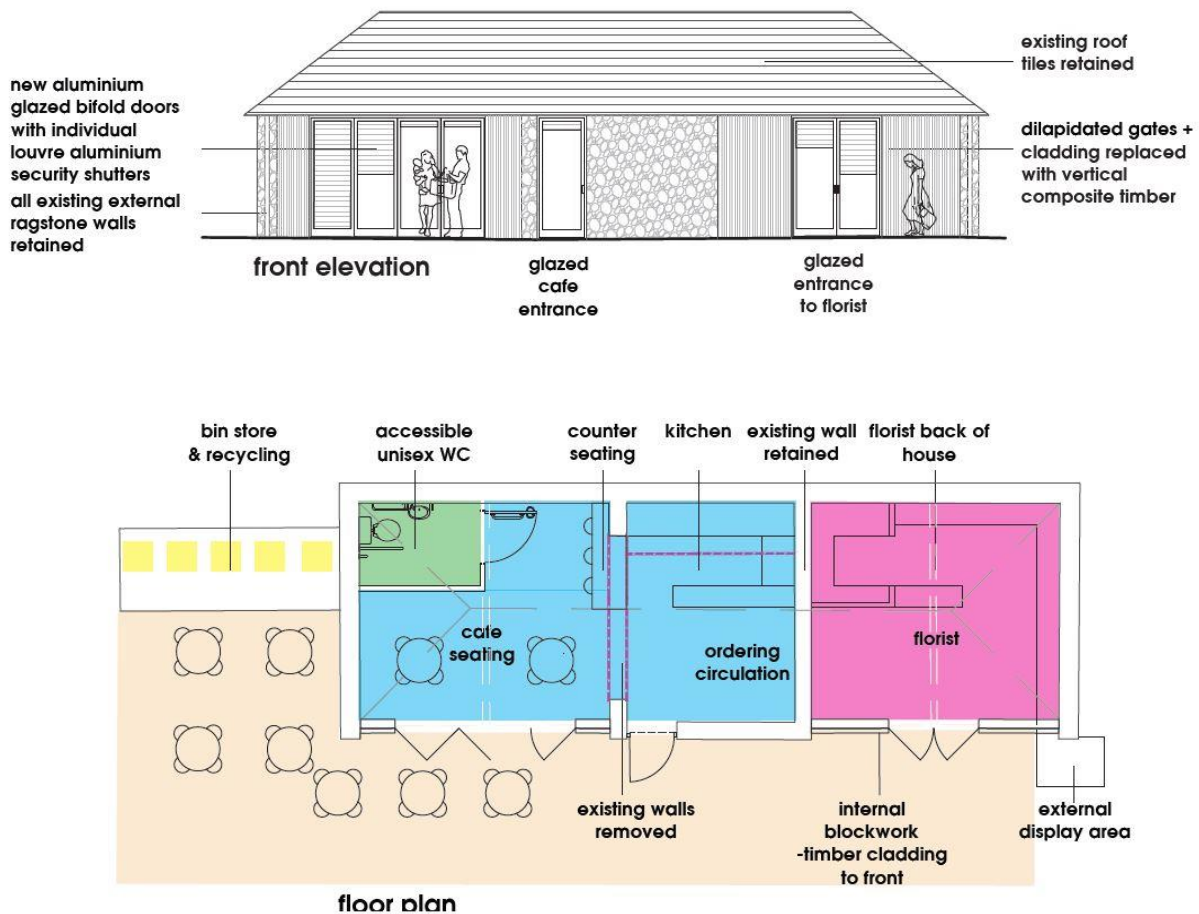


## Hospitality & Florist – Maidstone Borough Council – Vinters Park Crematorium

### Context

Maidstone Borough Council (MBC) is currently in the planning process to renovate a disused building at Vinters Park Crematorium, Bearsted Road, Maidstone ME14 5LG, and split this into two commercial units. One to offer a hospitality service and the other a florist that will be open to the public for users and visitors of the crematorium.



Bereavement Services already operates commercial services for the Council. It is felt that adding these businesses will enhance the service offered to the bereaved and visitors to the crematorium.

### Market Engagement

The building will be offered with water and power – fitting out will be for the selected partner who will run this service. We will accept bids for both spaces, or individual bids from single suppliers for either “Tea Room” or Florist.

This site, along with Maidstone Cemetery, is open 7 days a week to the public to allow them to visit their loved ones. We aim to offer a florist facility at Maidstone Cemetery as well, so when bidding for that element we would want a service at the Cemetery as well.

(Maidstone Cemetery, Sutton Road, Maidstone ME15 9AH).

There are approximately 1800 cremations undertaken per financial year at Vinters Park and 140 burials at Maidstone Cemetery. We undertake burials and cremations five days a week, Monday – Friday, but the sites are open at the weekend for visitors.

The successful supplier could market to supply floral tributes for funerals on both sites, as well as bunches of flowers for families to place in vases or place on graves.

### **Submission requirements**

At this stage we are seeking feedback as to:

- The optimum length of the contract / lease to enable you to invest in delivering this service.
- For the Florist, whether you would want the option for both the Crematorium and Cemetery or whether these should be let as separate contracts.
- Whether there would be any interest in running the florist and tearoom as a single operation
- Which of the following models would be preferable: Lease fee only, profit share only or hybrid (Lower annual lease fee with additional profit share). If another potential model would be preferable, please outline this in your response.
- An estimated commercial proposal, including proposed lease costs, profit share (if applicable) etc.
- In terms of preferred form of contract, would you prefer to negotiate heads of terms on a lease or would a concession contract be preferable.
- Views about the structure of any procurement to achieve the aims set out above, whether this be separate tender processes or a multi-lot tender.
- What information to be provided by the Council would enable the outputs to be delivered effectively
- How long do you anticipate the fit-out work and recruitment will take? When do you therefore believe you will be operational?
- Your views about the most effective methodology for collaboration and engagement with key stakeholders including the public.
- How would you engage with visitors of the crematorium, and what strategies would you employ to engage empathetically with these people given the difficult circumstance they could be in.

Interested parties are invited to submit their responses to the bullet points above, in either Microsoft Word or PDF format. Responses should be limited to 500 words per bullet point for the purposes of this exercise.

**All submissions must be made via the 'Messaging' section of the Kent Business Portal.**  
**Submissions must be received by 12pm on 17<sup>th</sup> of June 2024.**

The information will then be considered by the council and key stakeholders with a view to developing a specification for a formal tender in June 2024.

At the conclusion of the engagement process, the Council will determine the most appropriate route forward, but makes no guarantee of any future tender or contract award for this service.

Participation in this supplier engagement process does not grant any advantage in any future tender process, nor does it guarantee acceptance of any future tender you may submit.