

# PAGE PARK CAFÉ AND COMMUNITY ROOM INVITATION FOR EXPRESSIONS OF INTEREST

Invitation for Expressions of Interest to run the proposed new café and community room at Page Park, Staple Hill, Bristol, BS16 5LD



**South Gloucestershire Council**

**Landscape and Environmental Projects Team  
Community Spaces**

November 2016



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## **APPENDICES**

- Appendix 1: Visitor numbers
- Appendix 2: Café survey
- Appendix 3: Building drawings
- Appendix 4: Page Park Activities & Events
- Appendix 5: Draft Terms of reference

# 1. INTRODUCTION

*Page Park – a place to enjoy, relax and play sports for over 100 years*

Page Park is situated within Staple Hill on the outskirts of Bristol. It is an Edwardian park that was the subject of a successful funding bid to the Heritage Lottery Fund (HLF) in 2015 through the “Parks for People” programme to make improvements to the park. Works are underway to repair the clock tower, the replacement of the historic park railings and improvement works to the paving and landscape of the park. A new toddler play area has already been installed.

South Gloucestershire Council are working closely with the Friends of Page Park who are a non-profit making, voluntary group of local residents and park users whose aim is to protect and improve the park and its facilities for the community and future generations. Their slogan is 'Passionate about our Park'.

There are approximately 800,000 visits per year to the Park (based on automatic pedestrian counter figures for year up to August 2016: See appendix No 1) with people enjoying the park through various activities from sports activities to dog walking, from children’s play to volunteering in the Sensory Garden. It is likely that these visitor numbers will grow due to the new play area and the HLF Parks for People investment as well as the new café and community room. Information on visitor numbers is included in the appendices.

The central element of the project works is the new building to house a café, community room and associated toilets to create a vibrant hub for the park and the surrounding area. The need and demand for these facilities are demonstrated by the survey in the appendices to this document. Works began on site in November 2016 and are due for completion in June 2017.

South Gloucestershire Council is seeking expressions of interest from organisations or individuals to operate:

- The whole building, including the Café and Community Room, leased by the Council to a single operator. The tenant will run the café and also manage the community room in accordance with a Community Room Terms of Reference Agreement. An outline of the Terms of reference is attached in Appendix 5 – it will be finalised in negotiation with the preferred bidder.
- The tenant will be responsible for the maintenance and repair of the whole building via a full repairing lease and will benefit from the income from both the café and the Community Room. Sinking funds will have to be set up for key building repairs.

## 2. BUILDING DESCRIPTION

The new building is a contemporary design that will open onto the existing Sensory Garden which is the most popular feature of the park. It also offers views from the café to the Clock Tower and to the cricket pitch. It is adjacent to the existing Park Pavilion which provides Changing Facilities for the Cricket and Football pitches, Page Park Pre-School and the Bowls Club. There is no commercial catering offer in the pavilion.



The building is designed for flexibility of use, with a central folding acoustic screen wall that separates the café space from the community room, but that can be opened up to provide a single, larger space for bigger events.

### **The Kitchen & Café Area**

The kitchen opens onto the café area. The kitchen space includes a separate store room. The kitchen will be provided with counters, sinks, hand wash facility, shutter and ventilation.

The design for the layout of the kitchen is being developed at present. Investment from the successful company will be required with regard to final fit out of the kitchen to include: catering equipment, furniture and fittings, cookware, crockery & cutlery.

The inside seating area is sufficient for approximately 24 covers (assumed 6 tables x 4 seats). Café patio area could offer space for the same amount.

There will be a hatch from the kitchen to the north side of the building to serve takeaway orders to dog walkers and other park users as dogs are not allowed in the Sensory Garden.

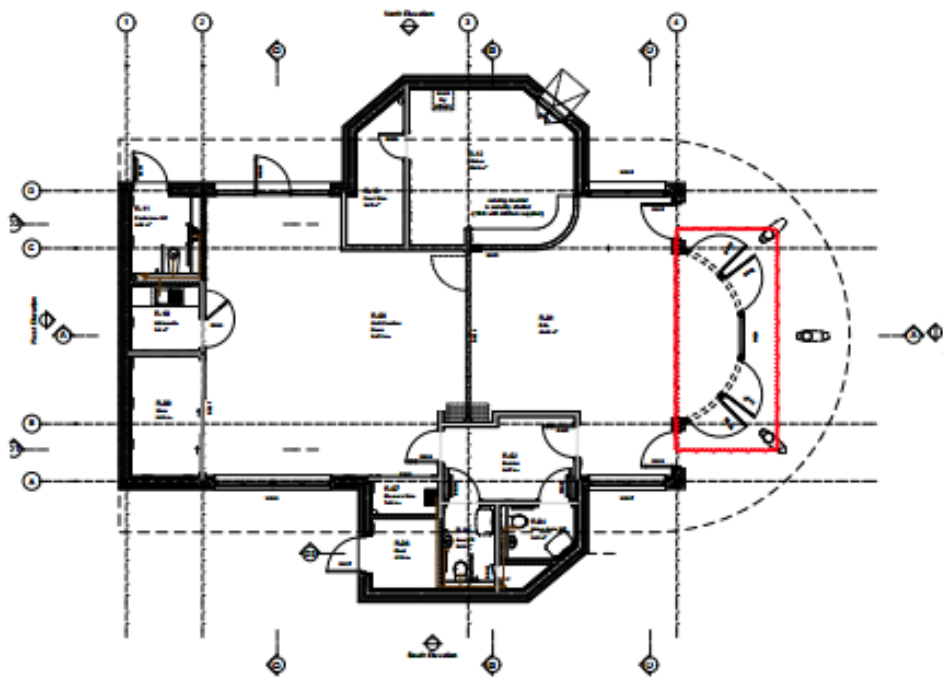
### **The Community Room**

The Community Room can operate as a separate unit or be opened up to the café space for larger events. It will have access to the toilet facilities and a kitchenette that can be used for craft

activities such as cleaning paint brushes or flower arranging. A large store cupboard can house furniture to allow the room to be set up in different ways according to need. This will also be fitted with storage for coats and bags (sufficient for a class of 30 children).

The new building will be fully accessible and designed with high levels of insulation and underfloor heating to keep heating costs to a minimum. Wi-Fi capability will be included, but the tenant will need to supply a modem and pay for associated charges.

The new building will open onto a new paved terrace fronting onto the existing Sensory Garden. The terrace will face east towards the clock tower and south onto the Sensory Garden and will be available for the café to use for additional tables, chairs and umbrellas that can be brought inside at the end of each day for security. The tenant will supply their own outdoor furniture and will be responsible for keeping the terrace area clean and tidy.



There is adequate on street parking all around the park and the bulk of visitors are expected to be local users within walking distance. The park is on a promoted cycle route and cycle parking will be included next to the café. The service/delivery access to the café will be via the main gate to the south of the park, off Broad Street, or via the bowls club gate and thence via the park footpaths. Delivery arrangements will be agreed with the Council.

### **The Toilets**

Toilets are provided for both the café and the community room, along with one external toilet that will be opened/closed by the Council whilst the park is open (dawn until dusk) for the use of all park users. The council will be responsible for cleaning the external toilet once a day. It is intended that park users will be able to use the toilets in the café whilst the café is open.

Toilets are provided as follows:

Café: 1 disabled / baby change toilet (unisex)  
1 unisex toilet

External 1 disabled / baby change toilet (unisex)

The tenant will be responsible for cleaning and maintaining all of the internal toilets. Whilst the Council will clean the external toilet once a day, the tenant will be responsible for the maintenance of the external toilet and any additional cleaning.

### 3. CAFÉ REQUIREMENTS



*Schematic impression of Café counter*

The Council is seeking an operator that will be able to:

- Establish a new high quality-catering establishment that will be visited as a destination in its own right.
- Offer a comprehensive range of hot and cold beverages.
- Offer good quality, well-produced simple food representing value for money.
- Offer a range of healthy eating options for customers.
- Offer locally sourced, fair-trade products and cater for a variety of dietary needs.
- Maintain a welcoming and inclusive atmosphere for all members of the community.
- Support, complement and enhance the Heritage Lottery Parks for People programme and the values and activities of the Council and the Friends of Page Park.

#### **Opening times**

In order for the café to achieve its aim of becoming a community hub, it is envisaged that it will open throughout the year. Operators should indicate the hours they would anticipate opening, including any seasonal variation. Planning restrictions prevent the café from opening between 10pm and 6am and it is envisaged that the café should be open as a minimum from 10am to 4pm 7 days a week.

## **4. COMMUNITY ROOM REQUIREMENTS**

In addition to the construction work, the Parks for People funding includes a wide ranging programme of activities over three years (2016 – 2019).

There is an Activities Officer appointed for three years to promote and facilitate a wide range of events, classes, groups and activities in the park. The intention is that this will provide the initial momentum upon which a permanent programme of events can be built.

Although there may be occasions when the café can expand into the Community Room space, through an agreed booking system, the programme of community uses will take precedence. Therefore the operation and use of the Community Room will be subject to a Terms of Reference Agreement to ensure that the community benefits are maintained. This will include a schedule of rates for hire of the space. Allowance will be made in the schedule for rental at a reduced rate. The Terms of Reference Agreement will be developed with the successful operator prior to contract.

The Council is seeking an operator that will be able to:

- Initiate and develop activities to attract more people to the venue.
- Promote the Community Room as a venue and the events that will be held there to maximise the use and commercial viability of the building.
- Maintain the room to a high standard to offer a welcoming facility for community use.
- Support activities in the Community Room scheduled as part of the Parks for People programme.

The tenant will manage the room bookings, setting out of the space, cleaning and maintenance of the Community Room. They will also liaise with the Activities Officer, the Page Park Delivery Manager with regard to the operation of the Community Room.

## **5 TENANCY ARRANGEMENTS**

The tenant will be responsible for the maintenance and repair of the whole building via a full repairing lease and will benefit from the income from both the café and the Community Room.

The Term of the Contract is six years (with annual reviews).

Operators are invited to propose an annual rent, which may be variable during the first three years of operation to reflect the set up costs and early cash flow. Operators may also propose alternative rental sums depending on the community benefits offered in their proposal.

The tenant will be responsible for utilities (metered separately), National Non-Domestic Rates, insurances and repairs to the appropriate parts of the building.

Arrangements to be made for occasional use by Friends of Page Park and others of external water and power accessible from the plant room (to be metered).

The Council reserves the right not to award and go ahead with any tenant.

The tenant will be required to hold Public Liability Insurance to a level of £10M.

## 6 TIMETABLE

Please note that the timetable below is outline only. We reserve the right to alter the timetable to ensure we secure the right partner to develop this opportunity.

Activity	Date
Submission of expressions of interest	14 December 2016
Shortlisting process	December 2016
Shortlisted applicants informed. (Please note: These submissions will be included in the supporting documents to be sent with the HLF bid).	21 December 2016
Shortlisted applicants to be invited to submit formal business proposal.	23 January 2016
Shortlisted applicants invited to presentation	30 January 2017
Preferred bidder selected	6 February 2017
Continued negotiations of lease and terms of reference	February 2017
Anticipated building handover date and café opening	June 2017

## 7 PROPOSAL BRIEF

You should submit your proposal in the form of an outline Business Plan that sets out your vision for the café and outdoor space and makes it clear how that vision will assist the Council in achieving the outcomes set out above.

### Assessment

Criteria: Each application will be assessed according to the following criteria. Applications with considerable merit will be invited to progress to Stage 2 which will involve the submission of a detailed Business Case and discussions/negotiations concerning the viability of the proposal. The Council is not bound to accept the highest or any offer received and reserves the right to stop the process at any time.

	Scoring	Supporting information
<b>Stage 1</b>		
<b>Outline proposal</b>	50%	a) Draft business case. This information should include anticipated customer numbers and profiles, expected operational periods and hours, sample activity plan and examples of catering offer, goods or services that will be provide.



		b) You're proposed staffing structure. This should include any proposals you may offer for training / apprenticeships.
	15%	c) In addition the proposal should show anticipated investment required from yourselves and the level of lease/rental term and payments you would expect to make.
<b>Previous experience</b>	15%	Details of previous business experience in operating a similar business to that being proposed with regard to catering and running events.
<b>Enhancing the Park and Securing benefits to the local community</b>	10%	A description as to how your proposals might enhance the area and support and increase the visitor numbers to the park.
<b>Outline Marketing Plan</b>	10%	Details of how you will promote and business and events or promotions you may run

Evaluation of Stage 1:

Score	
0	Failure to answer question
1	Poor submission – insufficient detail provided on all levels
2	Some detail in submission but shows significant weaknesses/omissions
3	Submission meets basic criteria on most aspects
4	Submission is good – exceeds minimum expectations
5	Submission is excellent – full and useful response, exceeding expectations

Shortlisted applicants from Stage 1 will be invited to participate in Stage 2. Further details of the requirements of the plan and the scoring criteria will be given at that stage. It is anticipated that no more than four applicants will be taken through to Stage 2 but the council reserves the right to adjust this based on the quality of the submissions.

Stage 2	
<b>Formal Application and Business Case submission</b>	Submission of; a) Formal application b) Detailed Business Case of proposal including funding streams.
<b>Discussions/Presentation</b>	Each successful applicant will be asked to attend a meeting and give a short presentation on their proposal. The Council will take the opportunity to discuss any concerns and clarify aspects of the submission. These meetings will also seek to obtain the basis for any capital input and future lease arrangements.

**Note**

Any costs incurred by applicants in preparing the proposals, including expenses or professional fees, are to be undertaken entirely at the applicant's own cost and risk, irrespective of whether the offer is accepted or proceeds to completion of the Lease.

Applicants must submit their proposals in accordance with the attached application form by no later than **12.00 on Wednesday 14 December 2016**

All offers will be assessed at the same time. Proposals must be received by the closing date and any offer received after the closing date may/may not be given consideration at the Council's absolute discretion.

We reserve the right to alter the timetable to ensure we secure the right partner to develop this opportunity.

**YOUR SUBMISSION SHOULD BE SUBMITTED ELECTRONICALLY VIA THE [WWW.SUPPLYINGTHESOUTHWEST.ORG.UK](http://WWW.SUPPLYINGTHESOUTHWEST.ORG.UK) PROCUREMENT PORTAL:**

**Covering letters to be addressed to:**

Page Park Delivery Manager  
Community Spaces  
South Gloucestershire Council,  
PO Box 299,  
Civic Centre,  
High Street,  
Kingswood,  
Bristol  
BS15 0DR

If you have any queries about this project, please contact the Page Park Development Officers as follows:

Gráinne Stables: Tel: 01454 865858 [grainne.stables@southglos.gov.uk](mailto:grainne.stables@southglos.gov.uk)

Sally Green: Tel: 01454 863520 [sally.green@southglos.gov.uk](mailto:sally.green@southglos.gov.uk)

