

**Queen's Drive Exmouth
Temporary Uses 2018**

Project Brief – Food and drink offer

Introduction

East Devon District Council is the owner and landlord of a site which is part of the Queen's Drive regeneration area and which will undergo full development in autumn 2019. The council wishes to operate a variety of temporary attractions from the site from March to at least September 2018, potentially covering the winter period into 2019 and with a strong possibility of operating through the spring/summer season 2019.

We require professional support and advice to manage and operate a high quality, contemporary and innovative food and drink offer from the site and to this end we are inviting proposals from appropriate professional organisations to provide the necessary services to East Devon District Council to assist in this delivery.

This Project Brief sets out the following:

1. Background
2. The Site
3. The project, its aims and desired outcomes
4. Information required in your proposal
5. Site constraints
6. Selection Criteria
7. Conflict of Interest and Confidentiality Issues
8. Relevant dates and Submission Administration
9. Contact details

1. Background

The Queen's Drive development is part of the Exmouth vision to regenerate the town and its economy by establishing the resort as an attractive 21st century destination for residents, businesses and visitors.

Situated on the South West coast at the mouth of the Exe Estuary, Exmouth boasts two miles of sandy beach and is the gateway to the World Heritage Jurassic Coast. It is the largest town in Devon with a population of approximately 36,000 and a wider catchment of 50,000 people.

In 2015, Exmouth attracted approximately 421,000 staying visits from UK and overseas visitors combined with approximately 2.9 million day visits, generating an estimated 183 million pounds worth of visitor spend in the local economy.

Exmouth has recently benefitted from the opening of a 60 bed Premier Inn on the seafront, the redevelopment of the Mamhead Slipway as well as new investments in boutique accommodation such as the Beach House and in restaurants such as Rockfish.

Exmouth has a growing reputation as a fantastic location for watersports and phase one of the new Queen's Drive includes a beachside watersports centre.

2. The Site

The site identified for temporary uses is the ex-Fun Park on Queen's Drive, Exmouth EX8 2AY. It extends to just over 2 acres and is shown in in Appendix A.

The area allocated for the food and drink offer presently includes a large kiosk which will be retained for possible use as a bar, a large pond, which will be drained and filled to provide a free seating/picnic area and the remainder of the area is majority grass on sandy soils, with some paving.

In addition there is a former seafront café site adjacent to the Queen's Drive car park entrance which could take a further 2 or 3 kiosks and seating.

The supplier should familiarize themselves with the site during the tender period, and access to the site can be arranged via the Council e-procurement portal.

3. The project

The objective of the Temporary Uses project is to avoid the site being unused and derelict in the period before it is fully developed and to provide a good mix of high quality attractions for both visitors and residents.

We have identified **3 categories of attractions** that we envisage in three distinct zones of the site:

- Food/drink offer (shaded pink)
- Play/fun (shaded green)
- Flexible entertainment space (shaded blue)

The three zones will interact and flow from one to another, however the play area will be a separately fenced and defined zone.

This brief is aimed at operators with the ability to operate and manage the food and drink offer in the zone coloured pink in the appended plans.

We are seeking operators to provide a consistently high quality, innovative and contemporary food and drink offer with a broad range of appeal and pricing. Our aspiration is that this will be at peak times (weekends/school holidays) from March 2018 until autumn 2018. There is a possibility that this will be repeated in 2019.

In the first instance, the Council is seeking a manager for the period of March 2018 to autumn 2018.

The council recognises the untested market for this offer and will be open and flexible in its approach to the frequency of the food offer during 2018.

3.1 The aim of the project is to provide:

- A vibrant mix of innovative and inclusive attractions with a wide-ranging appeal to all demographics
- A space with a distinctive wow factor that brings people to the Town

3.2 The desired outcomes for the project and the site are:

- To have an active site by Easter 2018.
- To use this space and the time available before the full development commences to bring a new and vibrant space to the Town.
- To improve upon the leisure attraction that has been offered on the site until now.
- To achieve good usage by both visitors and locals.
- To potentially achieve an increase in visitor numbers to the town and an increase in annual spend in the economy.
- To promote a positive change in the perception of the regeneration project in Queen's Drive and gain the support of the majority of the people of Exmouth for change to take place at the site.

4. Information required in your proposal

Please provide us with your proposal for this area, specifically covering:

- A brief statement explaining your understanding of the Project Brief, including suggested times of operation both in school term-time and school holiday-time and potentially during the months between October and March;
- The criteria used in selecting food traders, including hygiene ratings, health and safety, criminal background checks, management of daily personnel issues and ensuring consistent quality of both food and customer service;
- A brief statement on the methodology you would adopt for undertaking this work, including details of how you will promote the food offer within the site, and any related food events;
- Details of how you would propose to facilitate or manage any necessary security to ensure protection for the traders overnight;
- Details of relevant experience and examples of similar projects undertaken by your organisation, and where applicable, the role of the proposed team members in those projects;
- Your initial fee proposal for managing this operation for the period of March 2018 to autumn 2018;
- A brief statement outlining what options there might be for the council to generate an income source;
- Details of innovative ideas to utilise and add value to the allocated space.

Please limit your submission document to no more than 2,000 words.

5. Site Constraints and Preparation

The Council is preparing the site so that there are hardstanding areas where traders can be located. The council will ensure that utility services will be provided to the location of the traders.

The former ponds on the site will be drained and filled in to provide hardstanding areas. The large pond will be primarily utilised as a seating area and the smaller pond will be for traders.

The plan in Appendix A shows vehicular and pedestrian access points to the site.

6. Selection Criteria

We will be considering both the proposed fee and the quality of the proposal in making our selection and the evaluation criteria for this commission is set out below.

Price = 40%

Quality = 60%

Quality will be assessed according to the following:

	Criteria	Maximum Score
A	Your Experience - Ability to deliver the objectives in the brief; showing past experience, resourcefulness, innovation and marketing skills	20
B	Strength of your proposal – understanding of the brief; method and approach; completeness of services offered. Demonstrating how the methodology will meet the aspirations of East Devon District Council	25
C	Staff and other resources - experience of the project manager; allocation of staff/resources to ensure objectives are met; ability to meet programme start date;	10
D	Programme – is a sensible timescale proposed; do the proposals complement the stated requirements of EDDC	5

7. Relevant dates and Submission Administration.

- a. We would like to receive your proposal by **noon on Friday 8 December 2017**. The appointment will be based on the council's assessment of tender proposals received from each applicant.
- b. Proposals to be marked 'East Devon Business Centre: Temporary Uses Food Offer.'

8. Further Information

- a.** If you wish to discuss this opportunity, please contact Lorna Todd or Alison Hayward, East Devon District Council on 01404 41719.

Thank you for your interest in working with East Devon District Council.

Appendix A – Site Zoning Plan and Vehicular and pedestrian access points