

MALVERN TOWN COUNCIL



INVITATION TO TENDER FOR CAFÉ TENANCY AT VICTORIA PARK, MALVERN LINK

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1. INTRODUCTION

Malvern is a spa town in Worcestershire at the foot of the Malvern Hills, a designated Area of Outstanding Natural Beauty (AONB). With a population of over thirty thousand, it includes Great Malvern, Malvern Link and Barnards Green.

Malvern Town Council was created in 1996 with very wide powers to undertake a range of functions limited only by resources. The maintenance and care of parks and green spaces, and provision of play areas and other facilities in these locations is an important part of the Council's day-to-day activities.

One of the Council's parks, Victoria Park in Malvern Link, is a very popular 'destination' park with a variety of sporting facilities such as football pitches, tennis and netball courts, a skateboard park and more recently, basketball courts. The children's play area is incredibly well used and until recently, all of these were served by a small pavilion with café and toilets.

NB. In this document, 'the Council' and 'We' mean 'Malvern Town Council'.

2. PROJECT BACKGROUND

Past

The old pavilion at Victoria Park was built in 1997 and having reached the end of its useful life was demolished in July 2022. This building had included sports changing rooms and public toilets, and a small café ran from the pavilion for the period 2014 to 2020.

Present

In March 2023, Malvern Town Council agreed to build a new single-storey community hub at Victoria Park. This building will include a café, meeting room, public toilets and lockers as well as the relocation of the Town Council offices.

Planning permission has now been granted for the new building with onsite works due to commence in February 2024.

This is an exciting project which will make major improvements to Victoria Park and increase its importance as both a community asset and destination park.

Future

The creation of a new community hub building in Victoria Park is hoped to bring much-needed facilities both to the park itself and also into the area of Malvern Link.

It is anticipated that the provision of a café within the new building will provide a facility for users of the park as well as becoming a destination which people will travel to.

There are other works planned for Victoria Park to improve and invigorate this asset, including relocation and improvements to the skateboard park, refurbishment of the children's play area and landscaping of the surrounding area and this should further increase footfall to the park.



The Town Council now seeks an organisation to operate the new café in the new community hub in Victoria Park, Malvern Link, serving all users in the heart of a busy and popular recreational space, and we invite you to tender for the café tenancy.



3. CURRENT POSITION AND SCOPE

A new modular building will be erected in early 2024 and will include provisions for three main areas:

- i. A café with both indoor and outdoor seating areas and which will be open to the public daily.
- ii. The Town Council offices with public-facing area for enquiries and help with Town Council and other services.
- iii. A meeting room to be used for Town Council meetings and available for hire to outside groups.

Café area

The café area will be approximately 57m². This will include a kitchen/servery area of 18m² and an inside dining area of 39m².

In addition, there will be an accessible toilet for café users, and a dedicated café store area of 10.8m².

An outside seating area will be provided on the western side of the building immediately adjacent to the café entrance and this will be approximately 47m².

4. VISION FOR THE NEW CAFÉ AT VICTORIA PARK

It is envisaged that the new café will be in the barista style, a vibrant and welcoming space for all; perhaps a place for friends to catch up, a meeting place for small groups, a refuelling stop for sports players, a sanctuary for tired parents - in short, we hope it will be a friendly and embracing café that people will return to time and time again.

The café should complement and be complemented by the park's sports facilities and the Council's meeting room which will be available for hire.

The Council requires this facility to open seven days a week and there should be a range of good quality hot and cold snacks on offer, along with hot and cold drinks, and ice creams, suited to the needs of park users.

A sample of questions and answers from the public consultation and online survey in early 2022 are shown below. It should be noted that these results are illustrative only of the public's opinion at the time of the survey and tenderers may wish to conduct their own market research when deciding what range of refreshments they will provide.

Sample menus should be included with your tender.

Q. which of these do you think should be available from the café?
(select all that apply)

Hot and cold drinks	91%
Cold snacks	85%
Sandwiches/baguettes	80%
Ice creams	79%
Hot snacks	73%
Breakfasts	45%
Other cooked meals	25%
None of the above	8%

Q. which of the following special dietary requirements would you like to see catered for in the new café? (select all that apply)

Vegetarian	73%
Vegan	52%
Gluten free	61%
Dairy free	54%
None of the above	20%

Q. would you use the café to eat in or takeaway?

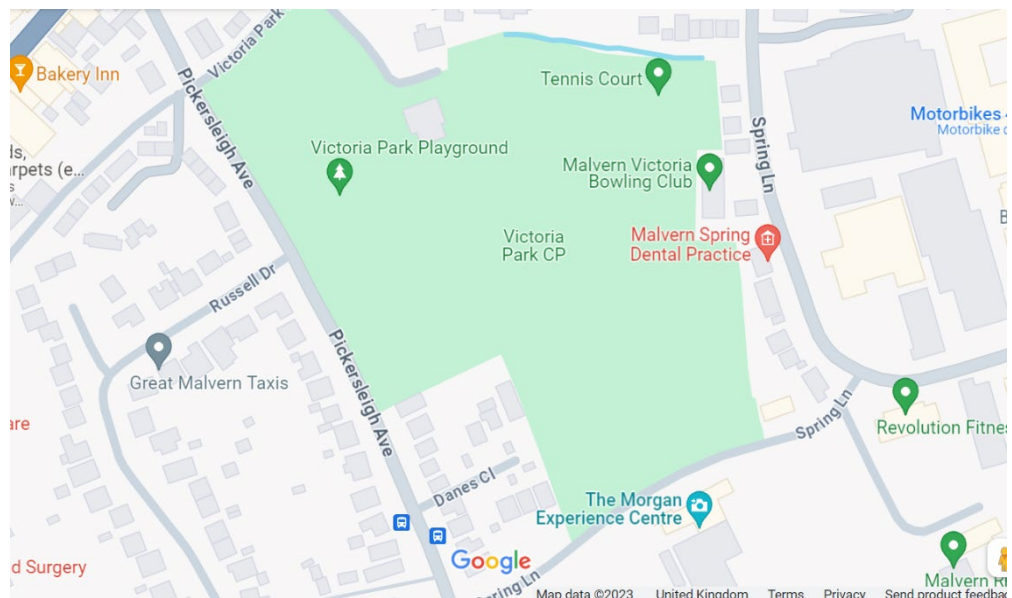
Eat in	73%
Takeaway	59%

5. SITE DETAILS

Victoria Park is the largest public park in Malvern, accessed from Pickersleigh Avenue in Malvern Link, Worcestershire.

Postcode: WR14 2JZ

What Three Words: voltages.forever.decanter



6. LEASE AND LICENCE

The contract will be in the form of a lease for the café complemented by a licence to place tables and chairs and to serve food and beverages on the outside seating area.

The lease will be for a length of ten years, with break clauses and rent reviews at 3 years and six years.

As a requirement of the lease the café operator will be expected, in addition to operating and managing the café, to:

- Completely fit out the café kitchen to include all kitchen appliances, equipment and ventilation
- Provide all furniture inside and outside the café
- Provide and install a weatherproof canopy or suitable alternative for the outside seating area
- Make arrangements for the disposal of waste, to include recycling of as much of this as possible
- Clean and maintain the toilet in the café area
- Be responsible for locking of main lobby area when Town Council staff are not on site
- Provide refreshments for the meeting room as and when feasibly required

The Council will

- Provide utility connections and separate meters for electricity and water

7. OPERATING HOURS

The park and sports facilities (excluding the basketball courts) are open to the public at all times, being a green and open space.

The basketball courts are opened by a part-time gatekeeper between the hours of 8am and dusk.

We would like the café to be open for a reasonable length of time to accommodate park and playground users, covering the majority of daylight hours, but not to the extent that nearby residents are adversely affected.

The tenant of the café will be required to operate minimum opening hours of Monday to Sunday (excluding bank holidays), 9am until 6pm, or dusk, whichever is earlier.

Planning permission already granted is dependent on the condition that operating hours of the café cannot be outside of 8am and 9pm. Therefore, the café could be open at any time within these limits, at the discretion of the operator. It should be noted that the park is not

currently used much beyond daylight hours and the basketball courts are locked at dusk.

8. ENVIRONMENTAL CONSIDERATIONS

The Town Council is committed to working to protect and improve the environment through good management and adopting best practice.

As such, we require you to make satisfactory arrangements for the disposal of all café waste and recycle as much of this waste as possible.

You are encouraged to read the Town Council's environmental policy attached at Appendix A and ask that you include your own environmental policy and/or a statement detailing how you will manage and dispose of all café waste.

9. OTHER FOOD AND BEVERAGE OPERATORS, RESTRICTIONS & LICENSING

It is envisaged that the building will be an integral part of the activities of the park. We would like the operator to take an active interest in the success of the park, capitalising on the various events and activities taking place. For example, the annual Mayor's Bonanza held on August Bank Holiday has a large attendance and provides an ideal opportunity for the provision of refreshments.

At such events, outside food stalls may also be in attendance. There will be no restrictions on the café operating during these events and it is possible that the increased footfall will present an opportunity to increase sales within the café. Where possible, opportunities will be sought to engage the café when events are planned.

For the avoidance of doubt the operator is free to serve alcoholic drinks subject to obtaining the necessary licence from Malvern Hills District Council operating as licencing authority.

The operator will be expected to apply for any permissions necessary for signage etc.

10. OTHER

Malvern Town Council requests that all staff working in the café are paid the National Living Wage as a minimum.

11. SELECTION CRITERIA AND TENDER EVALUATION

Tenders will be evaluated as follows:

Business plan – 40%

- Demonstration of financial stability.
- Demonstration of previous experience in this line of business.
- Commitment to provide a well-used and high-quality café that is valued by the public and all demographics, adding to their enjoyment of the park.
- Vision for the café's future and development of a strong working relationship with existing and regular users whilst supporting and accommodating the needs of the park user groups.
- Commitment to taking a supportive approach towards the operation of the park and to developing a working relationship with the Town Council in organising events and collaborate on these wherever possible.

Rent and licence fee offered – 40%

- It is expected that a commercial rent will be offered for the lease of the café by the successful tenderer commensurate with the facility provided, having regard to the facility and obligations attached to the toilets and locking of the building.
- The Council is prepared to consider offers which include a reduced rent in the first twelve months of operation.

Community value/locality of supplier – 20%

- All tenders submitted and complying with the requirements stated will be considered.
- In accordance with the Council's environmental policy, evaluation of the tender will consider the locality of the supplier.

12. FORM OF RESPONSES

Your response should be marked for the attention of Linda Blake, Town Clerk and sent by email to townclerk@malvern-tc.org.uk or by post to Malvern Town Council, 28-30 Belle Vue Terrace, Malvern, WR14 4PZ by 12 noon on Monday 19 February 2024.

Your tender should contain:

- A detailed business plan
- The rent offered for the lease inclusive of the licence fee offered to use the outside seating area for chairs and tables
- Statements of community engagement/value
- Details and evidence of relevant background
- Three business and/or character references
- Example menus
- Environmental policy or statement of recycling and waste disposal

13. PROCESS AND TIMETABLE

- Monday 18 December 2023 - Invitation to tender issued
- Wednesday 24 and Thursday 25 January 2024 – site visits with Town Clerk and Operations Manager, if required, by arrangement (see point 14 below)
- Monday 19 February 2024, 12 noon - Closing date and time for responses
- Wednesday 28 February 2024 – tenders considered
- Wednesday 6 March 2024 – recommendation to Full Council
- Operator selected and notified by the end of March 2024

It is hoped that an opening date would be as soon as feasibly possible following the fit out of the café and no later than 1 August 2024.

14. SITE VISITS

Victoria Park is a public green and open space and can be visited at any time. However, if you would like to meet with the Town Clerk and Operations Manager on site to discuss the opportunity in more detail, they will be available on 24 and 25 January 2024. Please telephone Malvern Town Council offices on 01684 566667 to arrange a time.

Any pre-response queries should be addressed to L Blake, townclerk@malvern-tc.org.uk

15. DISCLAIMER

No information contained in the documents or in any communication made between the Council and any provider in connection with this activity shall be relied upon as constituting a contract, agreement or representation that any contract shall be awarded.

The Council reserves the right, at its discretion to:

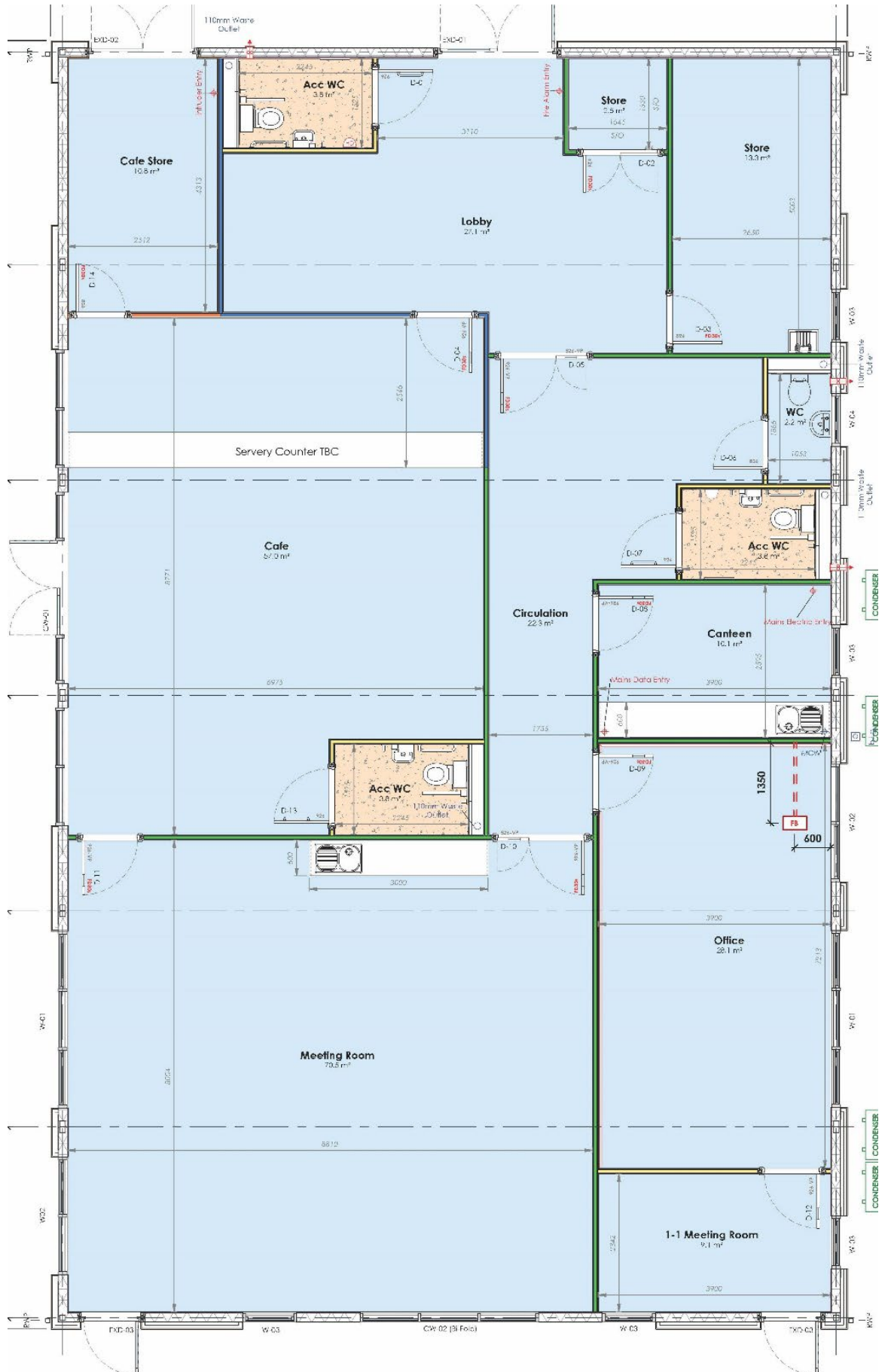
- Change this document and/or the procedure for the pre-procurement market engagement; and
- Proceed, or not, with a subsequent procurement
- To conduct post-tender negotiations

The Council will not treat as confidential any information submitted in response to this process and respondents should note that the Council is subject to the requirements under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004 and may be obliged to disclose responses.

Participation in the pre-procurement market engagement will be at each provider's own cost. No expense in responding to this process will be reimbursed by the Council.

The Council reserves the right to carry out post-tender negotiations should this be felt to be beneficial.

16. PROPOSED LAYOUT OF NEW COMMUNITY HUB BUILDING



17. APPENDIX A – MALVERN TOWN COUNCIL ENVIRONMENTAL POLICY

(adopted 3 November 2022)

1. Introduction

- 1.1. Malvern Town Council (hereafter referred to as 'The Council') recognises that the day-to-day operations of the council can impact both directly and indirectly on the environment and will work to protect and improve the environment, through good management and by adopting best practice.
- 1.2. MTC is committed to providing a quality service in a manner that ensures a safe and healthy workplace for all employees and minimizes the potential impact on the environment. The council will operate responsibly and in compliance with all relevant environmental legislation, regulations and approved codes of practice, and will strive to use best practice at all times.

2. Aims of this policy

Malvern Town Council will:

- 2.1. measure the Council's carbon footprint each year to assess the environmental effects of the Council's activities and strive to continually reduce its carbon emissions. An annual report will be made to Full Council to demonstrate the progress in complying with the environmental policy.
- 2.2. uphold the Council's declaration of a climate emergency and consider the environmental impact of the Council's operations by taking action to reduce carbon emissions and greenhouse gases where practical.
- 2.3. integrate environmental concerns and impacts into all decision making and activities.
- 2.4. seek to protect and, where possible, enhance the quality of the natural environment of Malvern and its open spaces.
- 2.5. promote the efficient use of materials and resources throughout the Council, re-use or recycle where possible and seek to minimise waste, including water, electricity, raw materials and other resources.
- 2.6. use electronic/paperless means of communication wherever possible in all Town Council operations.

- 2.7. purchase recyclable, recycled and environmentally responsible products and materials when available and economically suitable.
- 2.8. ensure sustainable procurement where possible and require suppliers to provide environmental assessments of their environmental activities where appropriate.
- 2.9. train, educate and inform all employees and councillors about environmental issues that may affect their work and encourage employees, councillors, contractors and members of the public to support and promote the Town Council's Environmental Policy.
- 2.10. use local contractors whenever possible and viable, to support the local economy and reduce the impact on the environment.
- 2.11. supply all tendering contractors with the current environmental policy to inform them of the Council's commitment.
- 2.12. work with and support other agencies, projects and the wider community to promote best practice in environmental management and encourage the same in the community; support and initiate projects which contribute towards meeting national environmental objectives across the wider community.
- 2.13. avoid unnecessary use of hazardous products and materials and seek suitable substitution or alternative solutions. The Council will take all reasonable steps to ensure human health and the protection of the environment when such materials are used to include transport, storage, use and disposal.
- 2.14. where required by legislation or where health, safety or environmental hazards may occur, develop and maintain appropriate emergency responses.
- 2.15. continue to investigate technology for greater overall efficiency, to include machinery, IT equipment, vehicles, buildings and any other areas the Council is responsible for.
- 2.16. to consider and use wherever possible, energy saving and efficient practices in the development of new Town Council buildings and the refurbishment of current buildings.
- 2.17. to continue to manage and rewild suitable areas of Town Council-owned land with appropriate planting and design – including trees, permanent planting, insect friendly planting, wetland areas, ponds, waterways/streams, wildlife corridors, hedgerows and continue to replace trees with a two-for-one policy to support biodiversity.

- 2.18. to use wherever possible, green energy suppliers for Town Council contracts.
- 2.19. respond positively to new initiatives regarding combatting climate change and incorporate these into day to day operations where practical.
- 2.20. develop and implement a plan to minimise usage and consider further alternatives of pesticides/herbicides on all Town Council land.
- 2.21. not permit the release of balloons or sky lanterns on its land.
- 2.22. be peat-free in its horticultural activities.
- 2.23. promote and support the use of public transport, cycling and walking, and support initiatives to improve sustainable transport options.
- 2.24. procure machinery, vehicles, and tools with low emissions where possible.
- 2.25. This policy will be reviewed on an annual basis by the Operations and Planning Committee.