

# BRIEF FOR THE LETTING OF THE CAFÉ LEASE CRANFORD PARK, THE PARKWAY, HAYES, TW5 9RZ

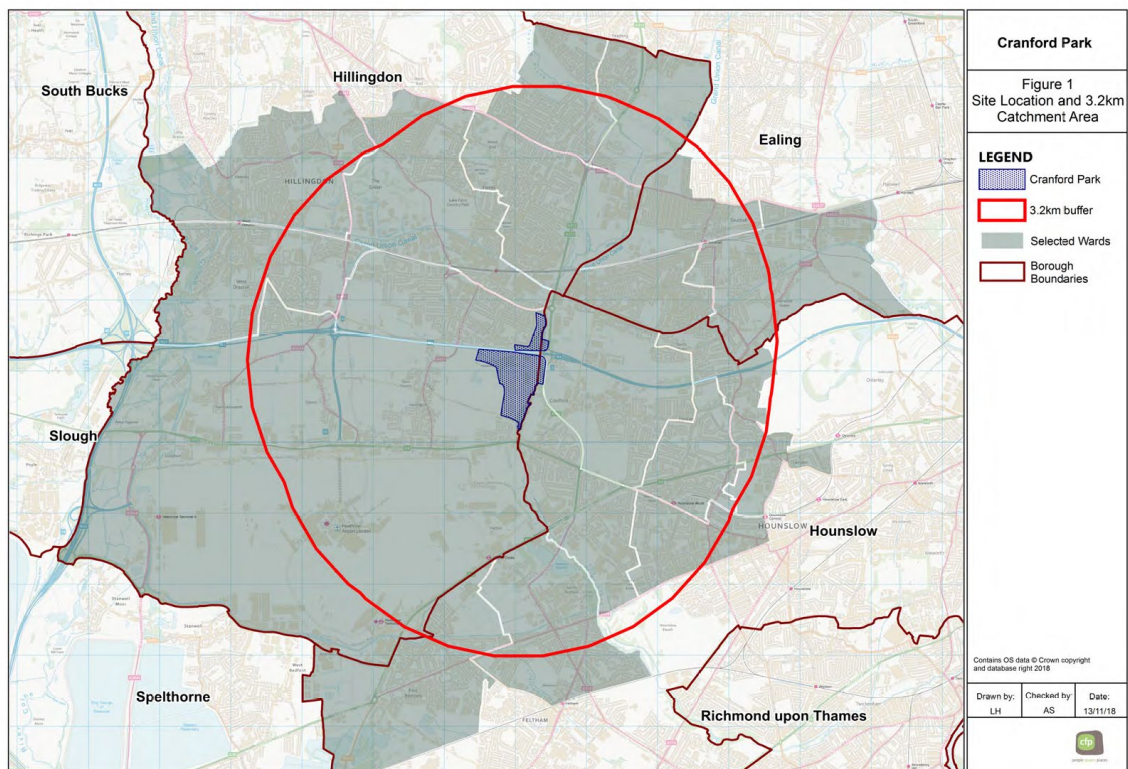
## Background

### The Cranford Park Project

Cranford Park is a public park, owned and maintained by the London Borough of Hillingdon. It is a green and beautiful oasis, with excellent transport links. By car, it is reached from the A312 or the M4, by bike or on foot from Hayes and Hounslow.

The strap line 'Cranford Park: Looking beneath the Surface', is a reference to the sumptuous buildings and landscapes created by the Earls of Berkeley, for a century mostly hidden in the undergrowth, but now being repaired and restored. It also refers to the astonishingly rich variety of wildlife and plants which thrive here, largely out of sight.

The vision of the Cranford Park project is to return the ownership of the park to the people who live in the area so they will be able to experience, enjoy and interact with its historic buildings and landscape and discover and appreciate its rich and varied habitats and wildlife. Consultations discovered that many local residents were barely aware of its existence, as it had no facilities. Publicity has raised awareness however and there is now much excitement about the park's restoration.



## **The Park Today**

The park is 58 acres in size (144 acres), 50 acres being south of the M4, and 8 acres to the north of it. The two are connected by St. Dunstan's subway.

Cranford House and coach house were demolished in 1945. The only buildings remaining today are the listed stables and cellars of the old house, although also surviving are a number of historic features, such as the ha-ha, kitchen garden, driveway bridge over the River Crane, various garden walls and some veteran trees and planting. The historic St. Dunstan's Church, still fully in use, stands near to the stables within the park. There is also a small, modern, single-storey information centre, with meeting room, kitchenette and disabled toilet.

Cranford Park has woodland walks with beautiful trees, a large meadow where cows graze in summer, an attractive river and it is teeming with wild flowers and wildlife: butterflies, birds (many nesting there annually), bats, rabbits and even occasionally, deer. It has its own orchard, with pears, eating and cooking apples, five beehives and an old grape vine.

The park has a vehicular entrance over a listed bridge from the A312/M4 Junction 3 roundabout, which leads to a car park. It also has six principal pedestrian entrances, which allow access from both the North and South of the park.

The sensors on these entrances have shown that, currently, around 180,000 people visit the park each year, despite the current lack of visitor facilities.

### **The Friends Group**

The Friends Group has been very active in the Park over the last ten years. They already welcome school groups and uniformed groups to the park to participate in educational activities. They hold regular volunteer gardening and conservation sessions and run annual events such as the very well attended Family Day in July and Apple Day in October. Their guided walks on such subjects as bluebells, butterflies, history and trees have become very popular.

Community archaeology excavations have taken place, and two more are planned, each for three weeks at a time, in the next two summers. These have been shown to attract hundreds of participants and visitors, on weekdays and at the weekends. The Orchard Volunteer Management sessions, which take place during the winter months, have also been very popular. A model aircraft club uses the park weekly in the summer months and Heathrow Ltd. holds cross country runs for its staff there.

### **The Community Engagement Officer**

The Community Engagement Officer, employed through the Project, has made links with local community groups and local schools and colleges over the last year and many visits to the park have been hosted. The nearest school, Cranford Park

Academy, Cranford Drive (LB Hillingdon), is a third of a mile away to the north of the new café while Cranford Community College (LB Hounslow) is two-thirds of a mile away to the east of it. Many teenagers from the College use Cranford Park as a short cut to school and back.

## **The New Plan**

Through a National Lottery Heritage Fund project, and match funding from many different sources, the park and its existing features will be transformed. The buildings will be repaired and their services renewed. The cellars will become an interpretation area and also available for hire, one of the stables will be open as an interpretative space and there will be an audio guided walk around the woodland and meadow.

### **The New Cafe**

A new single storey café building is being erected on the foundations of the smoking room and dining room of the former house. It will be single storey, of brick with extensive windows looking out over the pleasure grounds and the new playground.

Immediately to the south, will be an external area shaded by a cantilevered canopy, with a further external area beyond that, all contained within the former house plan, which will be marked out in brick/stone. Marking out the former service area of the house, at the north-eastern end, will be a small garden. (Please see paragraph entitled 'Premises' below, together with the floor plans and illustrations).

### **Lobby**

There are three external entrances to the café and a fourth via a lobby. This contains three toilets and a staircase and platform lift to the historic cellars beneath. This will be separated from the café by a retractable roller blind.

### **Cellar**

The old cellars beneath the café will be repaired, lit and ventilated. The public areas will contain a room set up with projector and screen for films and a second room primarily for interpretation. The capacity of the cellars at any one time is 35 people.

Not open to the public, there will also be a plant room for the mechanical ventilation and heat recovery system and, at the northern end, a storage area for the café which can be reached either via the public staircase or via a secondary staircase at the northern end.

## **Playground**

A new natural playground, ringed with hedges and earthworks will feature traditional play items and other items which reflect some of the stories of Cranford Park. It will set within the open area, about 50 metres to the west of the café, and very visible from it.

## **Courtyard**

The old, cobbled stables courtyard is being opened up and levelled with an accessible route around its perimeter. It will be used for events.

## **Stables,**

The west side of the magnificent, listed stables building (1720's), will be open to the public daily, with interpretation and an audio presentation. Above will be the offices accommodating the site staff and a meeting space and storage for the Friends group. On the east side, the stables at ground and first floor will be let to tenants, who will have their own toilet facilities and kitchenette.

## **Information Centre**

This existing building will retain its meeting room and kitchenette, and altered to accommodate a disabled toilet, a second toilet and the provision of an intake unit for the electricity supply.

## **Car Park**

The current car park will be extended and redesigned to accommodate landscaping, 4 disabled spaces and 4 electric charging points. There will be a total of 49 spaces, plus 2 more for motorbikes. Cycle parking will be introduced close to the café.

## **Landscaping**

The driveway leading to the café will be re-instated for delivery vehicles, The former service rooms in the old house will be laid out as a small garden area.

## **Bin Store**

A bin store is being provided by the Information Centre, within easy reach of the café and courtyard.

## **Security**

There will be CCTV cameras and lighting, security measures and wi-fi. The Site Manager and Community Engagement Officer will be based in an office on site.

## **Permissions**

The necessary statutory procedures have been complied with, excepting one planning condition relating to the need for a Delivery, Servicing and Collection Plan for the café, to be submitted by the café licensee.

## **Time Frame**

The project started in 2013 and has had much publicity over the years as it went through the different rounds of bidding with the National Lottery Heritage Fund. The building works started on site in May 2022 and are due for completion in April/May 2023. It is expected that the café will be operational soon after the formal opening date, which is to be confirmed.

## **Activities**

It is proposed to hold numerous activities in the park each year - some will be informal and quite small scale, whilst others are likely to draw in large numbers of visitors. These will include some of the events hosted currently by the Friends Group (see paragraph above), but the range will be extended in conjunction with the Community Engagement Officer and new Site Manager (who will be appointed before the end of the works on site).

It is anticipated that, once the new facilities are open, visitor numbers will be in the order of 250,000 per annum.

## **The Proposal**

The Council is seeking an individual, partnership or organisation to manage the new cafe at Cranford Park. The café will be located in a new building on the footprint of the last Cranford House and directly above the original cellars. The successful applicant would be granted a lease for a term of seven years.

The electrical loads for the kitchen equipment have been estimated, based on other park cafes of similar size. The estimated requirement is attached to this brief.

It should be noted that the successful applicant will be expected to fit out the new premises with catering equipment to their own specification. In recognition of this cost, and the need to build up the footfall of the café, a rent free period is proposed from the signing of the contract, duration to be negotiated.

It should be noted that delivery vehicles will need to gain access from the J3/M4 roundabout via the listed bridge. This has a weight limit of 7.5 tonnes.

## **Management and Maintenance**

The successful applicant would be responsible for the cleaning and maintenance of the ground floor of the café and associated sitting out areas. The lobby, toilets, cellars, stairs and lift would be cleaned and maintained through Council contracts.

The Site Manager, based in an office in the stables, will be responsible for the general management and maintenance of the site.

## **Custom Base**

Custom will be generated from the day to day visits and activities to be held in the Park throughout the year and by the Community Engagement Officer. In addition, there will be a company/individuals renting the east side of the stables and bookings for the public area of the cellars for films or meetings.

In addition to this, many people visit the Park to exercise, walk their dogs and take part in informal sport. After the Capital Works have been completed, they will also be drawn to the new exhibition areas and audio trail. Families will enjoy the new play area next to the cafe.

It is envisaged that the licensee will consider the recruitment and training of local people to staff the café.

## **Product**

It is envisaged that the successful applicant will be able to cater for all the above custom base, providing quality light lunches, hot and cold drinks, ice creams and cakes, as well as other types of snacks, depending on the season. Catering for specific dietary requirements should also be considered. At least some food should be cooked on the premises, or home-cooked, with local sourcing of products where possible. Any take-away containers should be recyclable.

The site will not be licensed for the sale of alcohol.

## **Opening Hours**

It is envisaged that the range of activities in the park throughout the year would enable the cafe to open daily all year, with longer opening hours in the summer season. Core hours of 9 - 4, seven days a week would be anticipated, although other hours would be considered, if justification given. Opening hours must be advertised and minimum hours adhered to.

## **Vision**

The licensee will be considering their vision for integrating the café with the community aspirations of the project. For example, there is scope to offer part of the

dining area, on occasion, as a meeting place for a local group, or to host a food related event, or provide something in the menu that is a unique selling point for the site (maybe associated with its history or natural environment). The ability to cater for groups meeting in the cellars, by appointment with those groups, would also be advantageous.

### **Model of the Park**

The Cranford Park Friends own a model of the site, which will be interactive and mounted in a glass case. This will hung within the café itself, on the east wall of the dining room (not on a 'table' format). The Friends will be responsible for its maintenance and upkeep.

### **Leaflets**

There will also be interpretive leaflets for the public to pick up at the café to aid their enjoyment of the site.

## **The Premises**

A new café building is being erected on the foundations of the former house. It will be single storey, of brick with extensive windows and a flat roof, most of which will be sedum.

The kitchen will measure approximately 7m x 6m, and have doors to the servery, the staff cloakroom and toilet and to external doors. It will have vinyl safety flooring, LED lighting and electric sockets. The servery will measure approximately 7m x 1.8m.

The dining room, some 7m x 9m, can accommodate about 40 covers. It will have track mounted spotlights on the ceiling. Extensive glazing, with solar fins, along the west elevation will look out on to the playground. Double glazed doors at the southern end (central doors sliding, outer doors hinged) will lead out on to a large external sitting area, part of which will be shaded by a cantilevered canopy. This is also contained within the footprint of the old house, which will be set out with flag stones in the ground. The external area looks out over the ha-ha to the meadow beyond and the playground to the west is close by and within view.

The ceiling of the café is about 2.5m high and the floor is of vinyl on an insulated concrete base. There will be underfloor heating, the energy provided through an Air Source Heat Pump located on the north side of the building. All power will be electric, as there is no gas on the site.

The eastern, solid, wall of the dining room will have on the wall, an interactive model of the park as it was in 1865, contained within a glass case. (See paragraph above)

Other areas of this solid wall will be decorated with graphics relating to furnishings of the former house.

Contained within the lobby are three customer toilets, with disabled and baby changing provision. Adjacent to the toilets there is a staircase and platform lift leading down to the historic cellars. There is also a small store cupboard and an external, steel door. The café can be separated from the lobby by a roller blind when the café is shut.

The northern rooms of the cellars, possibly formerly the butler's pantry (7m x 4m), and the slate storage shelves adjacent, are for the sole use of the café for storage purposes. They can be accessed through the public areas, via the public staircase/lift, or via a separate escape stair adjacent to the butler's pantry.

## Basis of the Offer

1. Offers are invited to operate a catering facility at Cranford Park in accordance with the proposed lease terms supplied at Appendix A to these particulars.
2. The seven year lease to occupy the catering facility at Cranford Park will require the applicant to pay an annual rent, based on the offer received on the form supplied at Appendix B to these particulars and formally accepted by the Council. The lessee will not be permitted to commence with occupation of the premises until the lease has been signed.
3. Applicants must submit a rental offer, with details of how they propose to operate, what they are proposing to serve and the proposed opening hours during the whole of each year of the licence term when submitting the offer form. The operator's vision for integrating the café within the community of the park, and policy towards the employment and training of local people, should also be set out.
4. A rent-free period, 'to-be-agreed', for fitting out is proposed.
5. The Council will require the successful operator to be responsible for the repair of the interior and exterior of the ground floor including cleaning of the interior of the ground floor of the cafe building and including the external seating area.
6. The lobby adjoining the café, and the toilet facilities in that lobby will be maintained by the Council.
7. The Council will require the successful operator to have public and employer's liability insurance cover at the minimum level of £5,000,000 and evidence that the premium has been paid will be required upon signing and completing the initial lease.



8. The successful operator will be expected to supply a sign by the entrance to publicise opening hours, to a design agreed by the Council.
9. In order for the council to assess your current/past business ability, as well as your ability to manage refreshment facilities, the Council seeks at least two references. These must accompany the offer form and should be on the following basis:
- (1) An accountant's reference to advise on financial grounds, including:
- The applicant's ability to meet the total rent offer being made
  - The applicant's ability to meet expenditure levels
  - The applicant's previous trading history in terms of profit and loss
  - How operating these additional facilities will impact on the applicant's current trading position.
- (2) A current/previous landlord's reference, to advise on:
- The type of tenancy agreement and term as well as the level of rent paid.
  - Whether regular payments were made and there were/are no rent arrears
  - Whether the applicant has been a "good" tenant observing covenants and obligations.
10. The Council will also ensure that the successful operator is aware of the employer and service delivery responsibilities in relation to Health and Safety, Disability Discrimination and Equalities legislation.

## Rental Arrangement

Offers are invited for an annual rent of the new café.

The rent would be for a 7 year period, renewable, and with a review at end of the third year in accordance with the proposed standard rent review provisions.

## Written Submissions

Written submissions will be required, which respond to the Criteria itemised below.

## Criteria for the Acceptance of Offers

In assessing the offers received, the Council will have regard to the following questions and applicants should ensure that they provide the necessary information to enable this assessment to be made.

1. What is the level of annual fee being offered? What rent-free time period would you require for set up?
2. What is your experience of running a café? Have you ever run a café in a public park and/or as a Local Authority franchise? Please provide suitable and acceptable references to support your statements.
3. What will your opening times be? Would they change throughout the year? Please give reasons for the times you have provided.
4. Please provide sample menus for light meals and snacks. (An indication only is required)
5. What is your vision for integrating the café into the Cranford Park Project, so that it helps to draw the local community into the park?
6. What is your commitment to recruiting and training local staff members?
7. What is your commitment to using biodegradable containers and accessories.
8. Please provide an undertaking that you will have suitable insurance cover by the commencement of the lease.

## Receipt of Offers

All offers should be received by the Council by 12 noon on Friday 20<sup>th</sup> January 2023.

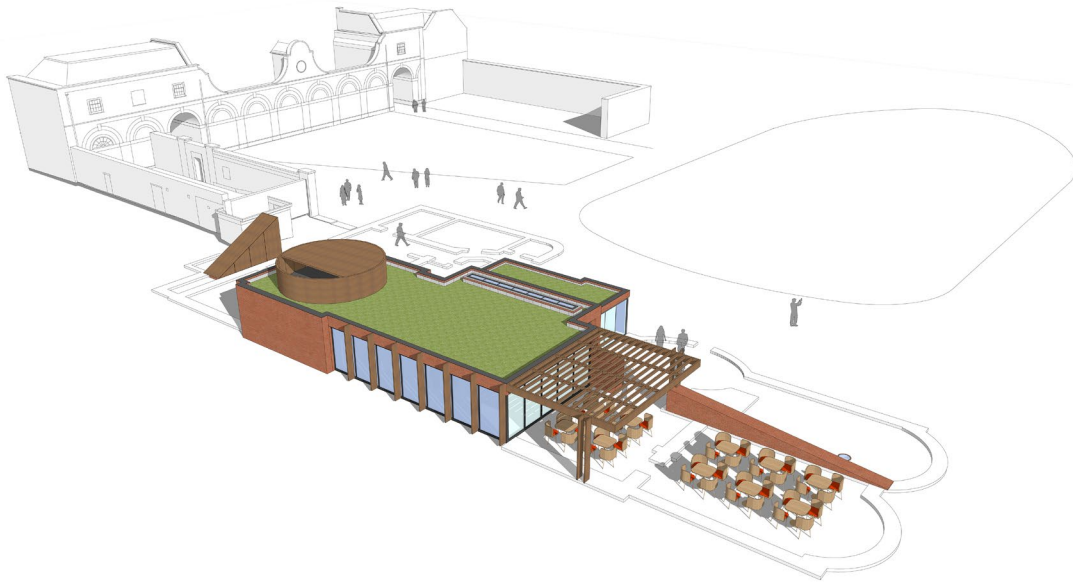
They should be e-mailed to:

[cranfordpark@hillingdon.gov.uk](mailto:cranfordpark@hillingdon.gov.uk)

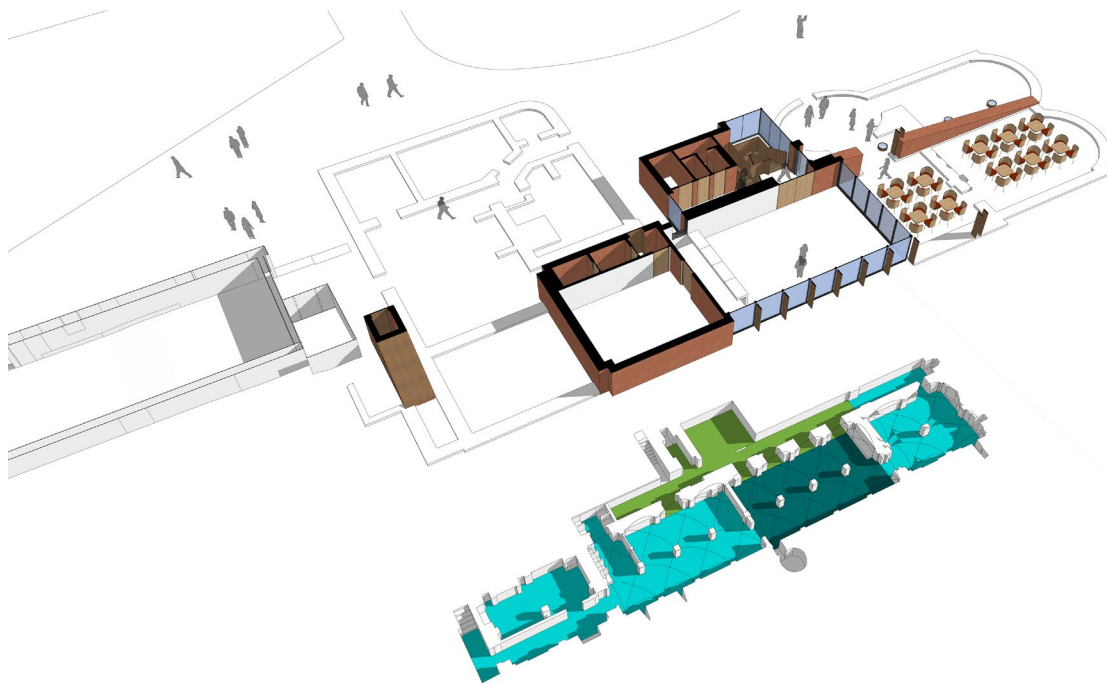
Please note,

- a. The application must be signed and dated
- b. Two references must accompany the application. If no landlord's reference is available, a personal reference should be supplied. If these references are not received by the closing date, this will invalidate the application.





**Artist's Impression of the New Café, in its context**



**Artist's impression of the Café Plan with Cellars below**