

SEAFORD

REFRESHMENT CONCESSIONS

Seafront and Coastal Countryside



- ≈ Seaford Town Council is currently inviting applications for a number of refreshment concessions on the Seaford seafront and countryside locations.
- ≈ Standard Applications can be made for one season **or** three seasons, commencing 1 April 2016; *(Tender conditions apply)*
Applications may also be made for either a 7 month season for each operating year running 1st April – 31st October or for an extended 12 month season (subject to offers) 1st April through to 31st March for each year.
- ≈ Tenders are expected to be for a **minimum** of the fee indicated (Please note the fees indicated in the application packs are based upon one 7 month season 1st April – 31st October).
- ≈ Please ensure you have read and understood the Tender guidance detailed in this document as well as the terms and conditions contained in each application pack.
- ≈ Tender closing date: **12.00 noon 12th February 2016.**



INTRODUCTION TO SEAFORD

Seaford serves a population of around 27,000 and a further 67,000 within the Lewes District .

Well known for its convenient parking, easy access to town centre, countryside, beach front and arguably the most memorable coastal views to be found in the region; Seaford is a favoured alternative for visitors seeking an uncomplicated seaside and coastal countryside destination.



To the north the town faces the chalk downland of the South Downs, and along the coast to the east are the Seven Sisters chalk cliffs. This stretch of coast is notified for its geological and ecological features.

Seaford Town Council (working with Lewes District Council, East Sussex County Council and Seaford Chamber of Commerce) is developing regeneration projects for Seaford in order to support a vibrant and active town with lots to do and plenty to see and enjoy.



The town lies on the coast near Seaford Head, roughly equidistant between the mouths of the River Ouse and the Cuckmere. The Ouse valley was a wide tidal estuary with its mouth nearly closed by a shingle bar, but the tidal mudflats and salt marshes have been "inned" to form grassy freshwater marshes.



To aid this regeneration the Town Council is inviting applications for its trading concessions on the seafront as well as two of Seaford's most prominent and favoured visitor destination viewpoints.

If you or someone you know is interested in being a part of Seaford's exciting future and running a successful business in these idyllic locations then you can find out more in the following pages and request an application pack via the website.

www.seafordtowncouncil.gov.uk

TRADING LOCATIONS

1. Seafront

Marine Parade/Bönningstedt Promenade: Site for one Mobile Ice Cream Kiosk

West View Kiosk - Esplanade : Standing Kiosk: Mainly refreshments, Hot and Cold Food and Drink & Ice Cream

Martello Kiosk - Esplanade by Martello Tower : Standing Kiosk: Mainly refreshments, Hot and Cold Food and Drink & Ice Cream

Splash Point - Site for one Mobile Ice Cream Kiosk

2. Coastal Countryside

High and Over - Alfriston Road : (Proposals welcome)

Site for one Mobile Kiosk, mainly refreshments, hot and cold food and drink and/or Ice Cream.

South Hill Barn - Chyngton Way : (Proposals welcome)

Site for one Mobile Kiosk mainly refreshments, hot and cold food and drink and/or Ice Cream.

3. Parks

(Currently under Licence) The Salts Café - The Salts Recreation Ground,

Marine Parade :

1930's Café with ample Indoor / Outdoor space for seating; practical Kitchen spaces including work surfaces and some appliances; Indoor customer toilets.

LOCATION MAP



Tendering Guidance:

For more information about trading concessions in Seaford you can contact Seaford Town Council directly on the details below.

Application packs can be sent by post or email, or you can download copies directly from our website; please ensure you tender in line with the conditions detailed in the packs.

When submitting tenders, please ensure you follow the tender conditions; if you envisage that your trade or operation will vary from that detailed in the tender information or if you have a proposal in mind then please contact us prior to submitting your tender.

The Council is interested to hear proposals, if you have ideas in mind, or if you have considered a longer term agreements or licenses please contact to discuss prior to making any submissions.

Call the office directly 01323 894870 for an informal chat about your tender or if you have a proposal.



Contact and Return of Tenders:

Seaford Town Council

37 Church Street

Seaford BN25 1HG

Tel: **+44 (0)1323 894870** Fax: **+44 (0)1323 872976**

Email: **admin@seafordtowncouncil.gov.uk**

Web: **www.seafordtowncouncil.gov.uk**

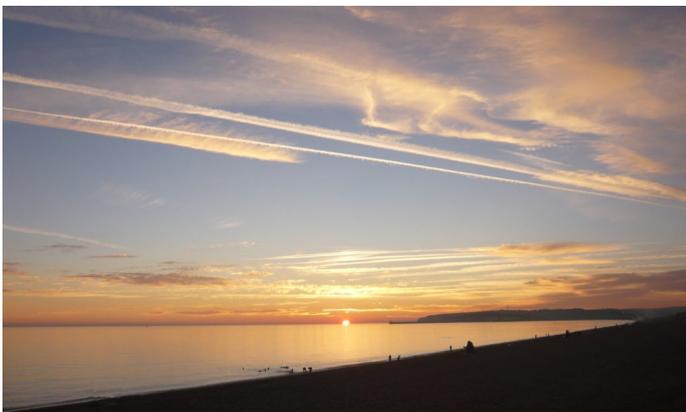


Seaford Town Council

SEAFRONT

BONNINGSTEDT

Seaford Town Council currently let four trading concessions along the seafront. Starting with Splash Point and the Martello Kiosk which are situated between Seaford Head and the Martello Tower at the far eastern end of the town. Splash Point is allocated for a Mobile Ice Cream kiosk; at Martello there is a standing kiosk which with power and water and has the capacity to serve hot and cold food and drinks, ice creams and other related produce.



There are toilets next to the Martello Kiosk as well as plenty of free parking nearby and just a five minute walk from the town centre.

Martello Fields are just off the seafront and are owned by the Council; popular with families they host outdoor events throughout the year ranging from Funfairs, Circus, Armed Forces Day, UK Triathlon, Seaford Bonfire Night.



MARTELLO

SPLASH POINT

MARINE PARADE AND ESPLANADE - SEAFORD



Here there are also 60 Beach Huts, some privately owned and some rented to tenants by the Town Council; this provides a loyal customer base for the traders and the location is ideally situated with the beach less than a stones throw away.

In addition there is a permanent footfall along the promenade ranging from families, walkers, anglers, water sports enthusiasts as well as a regular flow of visiting drivers all week long. The seafront here is also home to an RSPB viewing point for the Kittiwakes at Splashpoint.



The Martello Tower houses the Seaford Museum and Historical Society which is currently planning a project to construct an access bridge over its moat as well as an access lift inside so the visitor offering is set to improve further.

In addition Seaford Town Council will be introducing a performance area on the main deck of the Tower to enable smaller outdoor events for bands and theatrical performances.

Seaford seafront is not a typical commercial visitor destination but this is its beauty. With easy access to and from the town centre, a range of parks and green space along the length of the Esplanade and with access to free parking along the entire seafront, day visitors make the most of these unique aspects.

There are two miles of undisturbed shingle beach popular with all ages and interests and a promenade for relaxing walks or bike rides, stretching round to Tide Mills to the west. With the recent introduction of a shared use Cycle Path this also enables cyclists to travel seamlessly from Newhaven to Seaford promenade.

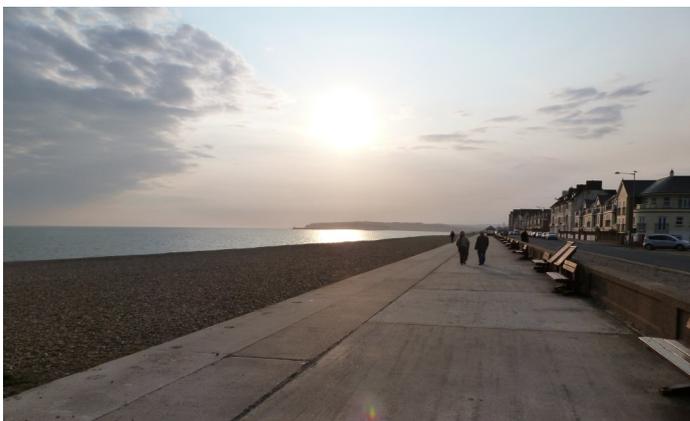


The West View Kiosk, similar to the Martello Kiosk has power and water, which provides for hot and cold food and drinks, ice creams and other related produce.

Depending on the proposal there is scope for furniture/seating and beach related goods. If you are interested in trading from this kiosk please ensure you include details of any non-standard and/or non-food related items .

The furthest West of our concession locations and a popular destination is Marine Parade / Bonningstedt Parade; primarily trading Ice Cream there is some scope for seaside related goods.

There is a considerable footfall in this part of the seafront all year round, which is also situated close to one of the primary destination parks in the Lewes District, The Salts Recreation Ground.



SEAFORD HEAD ESTATE

South Hill Barn

CHYNGTON WAY - SEAFORD

The Seaford Head Estate and Local Nature Reserve is situated at the eastern end of Seaford. Nestled comfortably within the South Downs National Park the area provides access to spectacular views and diverse range of wildlife and natural habitats. There's a wide range of walking routes and the location connects with some of the most well known locations in the region.



If you have a proposal in mind for this popular location then please ensure you have read and understood the tender guidance and the conditions of tender and contact the office prior to making any submissions.

The Council is also introducing new seating and picnic tables enabling visitors to enjoy the location in more comfort which will also support the concession trade.

South Hill Barn is currently not in use; the Council will soon be developing options for improvement projects for the building but is currently inviting proposals for the refreshment concession there; this concession will need to compliment the existing use of the area and its visitor base, whilst introducing a new and attractive feature for the location.



Operators are expected to provide their own litter receptacles.



With Free parking for over 50 cars this provides further benefit for your business, enabling a steady flow of custom. In addition, this popular visitor destination provides access to the world renowned views of Seven Sisters, and also experiences visits from film crews all year round and with the neighbouring Golf Course, this location has a great deal of opportunity.



FROG FIRLE

High & Over is situated to the north of Seaford on the road to the Dickensian village of Alfriston. The location overlooks the Cuckmere River and Friston Forest as well as towards the Cuckmere Estuary and back up the valley towards Alfriston.



The site accommodates free parking for over 30 vehicles; the designated trading location will be dependent upon the proposed type of kiosk. Any proposed trade is expected to be in keeping with the location and existing visitor base.

There are public information boards and a litter bin, however operators are expected to provide their own litter receptacles for the control of waste, particularly if offering packaged foods.



If you have a proposal in mind for this popular location then please ensure you have read and understood the tender guidance and the conditions of tender and contact the office prior to making any submissions.
Telephone: 01323 894870

HIGH & OVER

ALFRISTON ROAD - SEAFORD



Set in the Sussex Downs Area of Outstanding National Beauty it has spectacular views across the Cuckmere Valley, Seaford and Newhaven Bay as well as across the valley inland towards Firle Beacon. High and Over is also the site of the Littlington White Horse, another memorable part of the landscape.



An area popular with walkers and Parasailers, this location offers a number of benefits for the right operator; and similar to the Seaford Head location, further options for seating and picnic space are being considered in order to support the customer base offering a more comfortable option for visitors making the most of the views.

