Seaford Town Council logo


**EXPRESSION OF INTEREST**

**1 FRONT PAGE:**

**EXPRESSION OF INTEREST**

**THE VIEW AT SEAFORD HEAD**

**BUSINESS OPPORTUNITY - RESTAURANT MANAGEMENT**

**AND CATERING SERVICES**

**A picture containing grass, sky, outdoor, field

Description automatically generated**

Seaford Town Council wishes to invite expressions of interest from willing applicants (‘Applicants’) to lease and manage the amazing restaurant and golf catering facility at The View at Seaford Head.

The form for an Expression of Interest can be found at Appendix A.

*About the Facility*

The View lives up to its name set in idyllic surroundings of Seaford Head Golf Club with breathtaking views of Seaford Head and beyond. The course setting is one of the most iconic in England.

Since the end of lockdown, the site has never been busier with golfers, walkers and diners all coming in greater numbers than before.

We offer a bespoke restaurant with 60-100 covers, with an outside terrace, additional space to cater for golfers and walkers throughout the day that can be used to complement and enhance the food and drinks offers we can make.

The Town Council wants to work with expert restauranters and caterers to help this amazing space deliver all it can.

For information please email: [**Expressionofinterest@seafordtowncouncil.gov.uk**](mailto:Expressionofinterest@seafordtowncouncil.gov.uk)

Closing date for submitting an expression of interest: Ongoing, but please be advised that we can close the opportunity at any time.

**2 Background**

The venue is owned entirely by Seaford Town Council (‘STC’).

The offer consists of a restaurant, bar and events venue that was newly built and opened in 2015.

The restaurant and bar provide drinks, both hot and cold, high-quality food for breakfast from 7am through to lunch and afternoon snacks. We also open in the evening at weekends and for functions and events such as jazz nights. We want to expand our hours to include weekday evenings.

Our vision is that all food is prepared and cooked fresh on the premises, and ingredients are sourced locally.

The setting means it can appeal to those who would enjoy a dining experience in a scenic venue, while also being available for the many walkers and visitors accessing Seaford Head and the national park. It is also a beautiful setting for events and has hosted many weddings.

More details on the dimensions and plans of this Building can be found in Section 10

**3 Aim**

Whilst STC currently delivers catering in-house, it is also market testing the outsourcing of this service. Therefore, the aim of this document is to provide an overview of expectation and is in no form to be considered binding on the Council.

**4 Objectives**

To provide the best possible restaurant and catering facilities at the site.

To provide a financial return on STC’s capital investment in the facility.

To engage the successful applicant at the earliest opportunity on any design changes needed to the building to make the best use of all the internal and external spaces we have. The successful applicant will then be expected to provide any additional fitting out or equipment to provide the return and catering services.

To appoint a tenant/partner capable of delivering a catering service to meet the needs of the facility on behalf of STC.

**5 What We Need**

A restaurant providing a quality breakfast, lunch and dinner service to up to 80 diners/100 customers without food.

To meet the needs and maximise the opportunities for functions and golf societies. In the last year, our golf course has hosted around 180 golf societies, numbering more than 3,000 golfers many of whom can be customers for breakfast and/or lunch, drinks and snacks. We have also hosted around 120 functions and meetings in the last year, attended by more than 4,000 people. How can we best ensure we meet these needs and maximise the opportunities they present to us?

Catering for golfers and walkers: We want as many golfers as possible to use the View and want to understand the best way to achieve this in a venue fully open to the public and get the ‘best of both worlds.’ We also want to do more to attract the walkers, tourists and visitors who often pass within metres of the venue.

It is imperative that The View works in harmony with the golf course and its activities (including partnership work with Seaford Head Golf Club, which is a standalone organisation affiliated to the golf course). The lower floor of the venue houses the Golf Pro Shop and changing rooms (alongside various storage areas utilised by both The View and the golf course) and it is important to STC that the venue offers a warm welcome to both golfers and the general public.

Hosting other events: What events can or should be hosted, and how best can this be done in this setting?

To use locally sourced ingredients. As a council committed to taking action in response to the climate emergency, we want to access as many of our resources and ingredients locally as we can. In addition, we also want to support local businesses and suppliers where we can.

**6 Process**

Whereas it is STC’s preference to have one operator providing all of the restaurant and catering facilities in the new facility. It recognises that some interested parties may wish to express an interest in specific elements.

*The Timeline will be:*

|  |  |  |
| --- | --- | --- |
| **INDICATIVE DATE** | **STEP** | **NOTES** |
| 07/07/22 | Expression of Interest issued |  |
| 17/08/22 | Expression of Interest Closing Date | 6 week timescale |

Following due consideration of the Expression of Interests received, STC may decide to proceed as follows:

|  |  |  |
| --- | --- | --- |
| **INDICATIVE DATE** | **STEP** | **NOTES** |
| Early September | Successful applications may be invited to proceed to stage 2 – completion of business plan and commercial proposal |  |
| Early September | Hosted site visits for potential candidates for the next stage |  |
| 28/10/22 | Business Plan Closing Date | 8 week timescale |
| Early November | Evaluation and identification of preferred Applicant(s) |  |
| November | Lease negotiations  Decision and notification |  |
| 1/12/22 | Target date for start of new lease arrangements |  |

Please note:

STC does not bind itself to accept any Expression of Interest received.

The dates above are purely indicative at this stage.

STC does not commit itself to enter into a lease arrangement at this stage.

**7 Scoring Matrix**

Commercial proposal 60%

Previous experience 30%

Design, appearance and image 10%

**8 Standing Costs**

The successful applicant will be responsible for the following [list is not exhaustive]:

* Rates
* Public liability insurance – £5M
* Employers’ liability insurance - £10M
* Utilities
* Maintenance
* Cleaning
* Waste disposal
* Rental payment to Council

**9 TUPE**

Transfer of Undertakings (Protection of Employment) Regulations 2006 will apply.

At present, the following positions are employed on a contract basis:

* Manager
* Head Chef
* Sous Chef
* Breakfast Chef
* Bar Manager
* Bar Supervisor

**10 Area**

Please find the floor plans of both stories of the building at Appendix B.

Current use of the building is as follows:

*Upstairs:*

* Restaurant
* Other space that may/may not be separated
* Meeting rooms
* Office space
* Toilets

*Downstairs:*

* Golf shop
* Changing rooms, lockers and toilets
* Buggies
* Storage
* Outside space

**11 Agreement**

A legal agreement will be drawn up by the STC’s solicitors and issued to a successful organisation.

**12 Further Information**

[**Expressionofinterest@seafordtowncouncil.gov.uk**](mailto:Expressionofinterest@seafordtowncouncil.gov.uk)

**13 Disclaimer and Legal Issues**

13.1 The information contained in these documents is provided by STC and does not constitute an offer or invitation on the part of STC (or any other person) and all such matters pertaining to the leasing or managing of the venue remain subject to contract.

13.2 STC does not purport these documents to be comprehensive and they have not been independently verified. While these documents have been prepared in good faith, no representation, warranty, assurance or undertaking (express or implied) is or will be made, and no responsibility or liability is or will be accepted by STC or by its officers, employees or agents in relation to the adequacy, accuracy, completeness or reasonableness of these documents, or of any other information (whether written or oral), notice or document supplied or otherwise made available. All and any such responsibility and liability Is expressly disclaimed.

13.3 These documents should not be regarded as an investment recommendation made by STC or its appointed advisors. All applicants are recommended to seek their own financial and legal advice.

13.4 STC will not be, in any circumstance, liable for any Applicants’ costs, expenditure, work or effect incurred by the Applicant in carrying out enquiries in relation to, proceeding with, or participating in, this process, including if the process is terminated or amended by STC.

**14 Summary**

STC welcomes ideas and is open to suggestions regarding the proposed provision of the facilities. It is not the intention of STC to stipulate a fixed rent but rather will consider each submission on its own merit and how it meets the objectives of STC. Applicants must however state an indication of the amounts they expect to pay.

Seaford Town Council logo


**APPENDIX A: EXPRESSION OF INTEREST FORM FOR**

**THE VIEW AT SEAFORD HEAD**

**Purpose of this document:**

To determine the proposed use of the building, ideas for the restaurant, and to enable a fair assessment of different expressions of interest received.

To act as a base document against which the viability of the proposals can be assessed.

Please complete the following:

|  |  |
| --- | --- |
| Organisation |  |
| Your Name |  |
| Position |  |
| Organisation Address |  |
| Telephone |  |
| Email |  |
| Type of organisation (please tick) | Company Limited by  Guarantee  Community Interest Company  Company Limited By Shares  Unincorporated (Partnership/Sole Trader)  Public Sector  Other - please state |

|  |
| --- |
| **EXECUTIVE SUMMARY**  Please outline your proposal for the restaurant, being mindful of the information asked for in the Expression of Interest Document above.  [Maximum 1,000 words – please submit additional sheets if required] |
|  |

|  |  |
| --- | --- |
| Please identify the parts of the building you would expect to use |  |
| Does the proposal require any interior or exterior work? If yes, please submit no more than 1 side of A4 detailing the work needed, who would be responsible and how it would be funded. |  |
| Preferred length of Lease sought |  |
| Preferred commencement date |  |
| Please specify roughly the rental amount you would be prepared to pay |  |
| Is any external funding required to make this happen? If yes, please give details. |  |

|  |
| --- |
| **ASSUMPTIONS**  Please let us know any assumptions that you may have made in putting forward your proposal |
| The scope of the proposal includes the following:  The scope of the proposal does not include the following: |

|  |  |  |  |
| --- | --- | --- | --- |
| **RISKS**  Please state and explain the most significant risks in delivering the proposal | | | |
| Risk | Likelihood  (low = 1, high = 3) | Impact  (low = 1, high = 3) | Mitigation |
|  |  |  |  |
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| **AUTHORISED SIGNATORY**  This section must be signed by someone authorised by the organisation.  An electronic signature is acceptable.  I confirm that to the best of my knowledge and belief, all the information in this Expression of Interest is true and correct. I understand that, should this proposal be further developed, you may ask for additional information at any stage of the application process. | | | |
| Signed |  | Print  Name |  |
| Position |  | Date |  |

Please return electronically to [**Expressionofinterest@seafordtowncouncil.gov.uk**](mailto:Expressionofinterest@seafordtowncouncil.gov.uk)

Closing date for submitting an expression of interest: Midday on Friday 19th August 2022