



GREAT YARMOUTH
BOROUGH COUNCIL



Great Yarmouth – Health & Fitness Centre Catering Market Consultation

August 2019
Rev.02 – Final for Consultation



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*Please note all dates contained within this document are included for procurement purposes; GYBC reserve the right to change these dates as necessary.

1.0 Context and Opportunity

The new Great Yarmouth Health and Fitness Centre is an exciting and important community project, assisting in delivering health and happiness within the Borough whilst also recognising the opportunity the centre offers for kickstarting further regeneration of the Golden Mile. The facilities mix proposed for the new leisure complex includes complex construction elements such as the 6-lane competition pool, teaching pool with moveable floor and leisure water flumes and play.

The building will benefit from a generous café space to cater for leisure centre users, members of the general public and for parties or competitions held within the leisure centre. It is therefore essential that the operator of the café is able to provide a food offering that is flexible enough to accommodate the various uses the centre has been designed for.

The Council have the following objectives for the project:-

- Reduce Inactivity in Underrepresented Groups
- Reduce Social Isolation
- Improve the lives of people with long-term conditions
- Increase skills and employment
- Improve early years development
- Promote aspirational behaviour

As part of their aspiration to improve upon long-term health issues, providing a healthy and balanced menu is important, particularly if this can be done in such a way to encourage more people to eat healthily perhaps through incentive schemes or ensuring that the price point remains accessible to all.

Leisure centre opening hours are proposed to be 6am – 11pm everyday.

We are launching a period of market consultation to assist in finalising the design of the café area and to ensure that sufficient flexibility is being maintained in the design to facilitate a broad range of menu offerings. A number of questions have therefore been included requesting a response to enable the valued comments from market experts to be factored into the design. In addition to operating the café area, there will be the opportunity to locate 3no vending machines in the centre.

Responses issued will be valued and not shared with any other parties that also respond, the information will be collated and used by the Council and the design team to form the ultimate brief for the café area and to assist in the refinement of the café and kitchen design. At this stage a decision as to how the operator for the café will be procured has not been made, however, the responses to this market consultation will also assist in informing this decision.

The Council are keen to engage with external parties throughout the progression of the project to ensure they're able to work in a partnership arrangement with the market to deliver the best possible offering for all of the local community. A number of the questions therefore also relate to community engagement schemes and use of local suppliers. Of particular note is that the most deprived ward within the Borough is adjacent to the new leisure centre and it's important that this is taken into account when considering the catering offer.

In addition to the questions presented and the information included within this pack, we note that a good understanding of the local demographics within the Great Yarmouth Borough will also be important in tailoring the response to the queries. We thank you in advance for your assistance with this process.

1.0 Context and Opportunity

Timetable for market consultation:-

Element	Date
Launch of market consultation process with supporting information	16 th August 2019
Deadline for any clarifications or further information required requests	13 th September 2019
Responses due to enable input into design and Council review	25 th September 2019

Following completion of market testing the Council will review the information received and make a decision on how they wish to proceed with the procurement of a catering provider acknowledging that this may be via the leisure centre operator or may alternatively be pursued directly by Great Yarmouth Borough Council. If a further procurement is required, a decision will be made by November 2019, with a view to having an external partner on board to assist in the delivery of the leisure centre café at the earliest opportunity.

The construction of the new centre is due to commence in March 2020 with a view to being complete and operational by November 2021. The fit out of the café area would similarly need to be complete by November 2021 and it is envisaged that the base level of fit out would be completed by the main contractor and the café provider would complete the interior fit-out to input branding into the space. The programme can be jointly prepared for this element in due course.

1.0 Context and Opportunity

Tourism & Current Market

In addition to the importance of the new leisure centre catering for the local community, it is also worth recognising the significant value of tourism to Great Yarmouth Borough and in particular the sea front.

As of 2017, it has been estimated that tourism to is worth approximately £625.6m to Great Yarmouth with a total number of over 7million visitor trips (both day and staying) being made each year.

The associated spend with this level of visitors is estimated at £470m of which 32% is spent on food and drink, demonstrating the importance of the offerings in this sector and the potential for food and drink providers.

A total of 12,427 jobs are supported by tourism, both for local residents from those living nearby.

ABTA reports that travel and tourism grew by more than four times the rate of the wider UK economy in 2017 alone, boosted by more domestic breaks being taken and the 'weak pound' attracting more inbound tourists. The World Travel & Tourism Council (WTTC) reports that British holidaymakers are increasingly opting to stay at home on 'staycations', with inbound tourist departures from the UK growing at a slower rate when compared to previous years, and also reports a 5.8% year-on-year increase in UK domestic travel.

Great Yarmouth is unusual as it hosts two major industries, the energy industry and tourism that are not often present together. The port is also a major economic driver.

Within the energy industry Great Yarmouth has significant commercial expertise in; electronics, offshore gas exploration, service and supply; hydrographic survey and geosciences, engineering and logistics. Great Yarmouth has been the main service base in England for the offshore oil and gas industry for over 50 years. The 24 hour port in Great Yarmouth provides the main supply base for the offshore gas industry in the Southern Basin of the North Sea and for offshore windfarms. Several global operators have major bases in Great Yarmouth. There is also a small but cutting edge cluster of high-tech electronics and engineering companies.

Great Yarmouth has been a seaside resort since the late 18th century. Today the borough is one of the most popular British seaside resorts.

1.0 Context and Opportunity

Local Context & Health Outcomes

In Great Yarmouth and the wider Norfolk and Waveney area, the health and wellbeing of children is consistent with the England average, as are recorded levels of child development. However, 1 in 4 children are overweight by the age 4 – 5 years old and currently 1 in 7 children live in relative poverty.

The vast majority of children and families are supported by universal services such as health visiting, early years provision, schools and colleges. There are some children accessing additional social care and educational support and services based on their needs.

Unhealthy lifestyles are a key contributor to demands on the health and hospital based services within the region, noting that more than 280,000 adults do not eat a good diet. In addition, increased demands are being placed on hospital admissions where obesity accounts for either the main or secondary diagnosis for patients.

The health of people in the area is generally worse than the England average. Great Yarmouth is one of the 20% most deprived district/unitary authorities in England and about 26% (4,500) children live in low income families. Life expectancy for both men and women is lower than the England average.

As of April 2019 there were a total of 280 micro enterprises in the 'Accommodation and food services sector within Great Yarmouth, 70 small enterprises and a total of 5 medium enterprises (ONS 24th April 2019).

Although no large enterprises were reported, accommodation and food account for 12.6% of the overall industrial groups in the Borough. Across the 'New Anglia Area' accommodation and food accounted for just 6.5% of industrial groups.

It is essential that the operator of the café at the new Health & Fitness Centre can work with Great Yarmouth Borough Council to improve these health outcomes and promote balanced, healthy lifestyles. The centre will offer inviting and exciting ways to exercise and to become engaged in wellbeing activities and the food and drink offering within the centre should be aligned to this. Tourism to Great Yarmouth offers the café operator a fantastic opportunity to join what is an already varied and successful industry, however, the local community should be the first priority when preparing the responses to this market consultation. A partnership approach to working with Great Yarmouth Borough Council on this opportunity is desired.

2 Proposed Design

2.0 Proposed Design

The main entrance into the leisure centre is via the west façade along the pedestrian esplanade on Marine Parade, however access is also available directly from the beach, into the café. The ‘internal street’ provides the main circulation route between these two access points and allows those entering the building from the front to see straight through to the café and the beach, in addition to the wider facilities.

The café seating area is proposed to have an 80no cover capacity and is planned as an open plan area, which also benefits from direct access and views to the beach, the leisure water area (complete with flumes and splash pad) and the Learner Pool. The soft play and ‘fun climbing’ areas can also be seen from the café seating area.

The East elevation (facing out on to the beach) is predominantly glazed curtain walling, further activating the link to the golden sands that lie ahead. In addition to the internal seating area, it is proposed that the capacity can also be further extended into the outdoor covered café terrace. This area is southeast facing, slightly more protected from the elements, and the expansion of the café outwards to the beach aims to encourage participation and will enable the café operator to maximise engagement with passing pedestrian traffic.

It is intended that the café area will be open daily to all leisure centre users. Alongside the main café food offering it is also intended that the café operator is able to provide for parties / events that may be held within the leisure centre. In particular, the ‘fun climbing’, sports hall and soft play areas benefit from easy link into the ‘party room’ which will ensure the leisure centre is an attractive prospect for children’s parties.

The café area benefits from publicly accessible toilets in close proximity which include an accessible WC and Changing Places facility to ensure inclusivity in the use of this space.

The leisure centre has an inviting an open design with external materials chosen to address this, with cladding colours and styles specifically selected to allow for reflection of light and shade. The large areas of glazing also seek to encourage people to enter the centre and for it to feel accessible to all.

The fit out of the café area has not yet been fixed, noting that the preference would be to have input from the chosen café operator into the overall scheme. The position of the café within the building is generally fixed with the seating area being left open plan to enable some tailoring of this. Information on the design of the external areas has also been included to ensure tie in to the remainder of the building, however, the chosen operator will be able to input into the furniture.

At this stage, the mechanical and electrical design has been developed on the basis of having both gas and electric supplies to the café, with mechanical ventilation to both the main kitchen and café seating area to prevent spread of odours. However, the Council has a keen focus on ensuring the building is sustainable and therefore the ability to move towards a more electric focused kitchen would be welcomed during the next stage of design. General allowances have been made at this stage for this element of the design and again it is the intention to work with the chosen operator to refine and shape this design further.



External seating area on the beachfront



Internal seating area with view into the leisure water and teaching pool



Internal seating area with bi-fold doors to access the beachfront



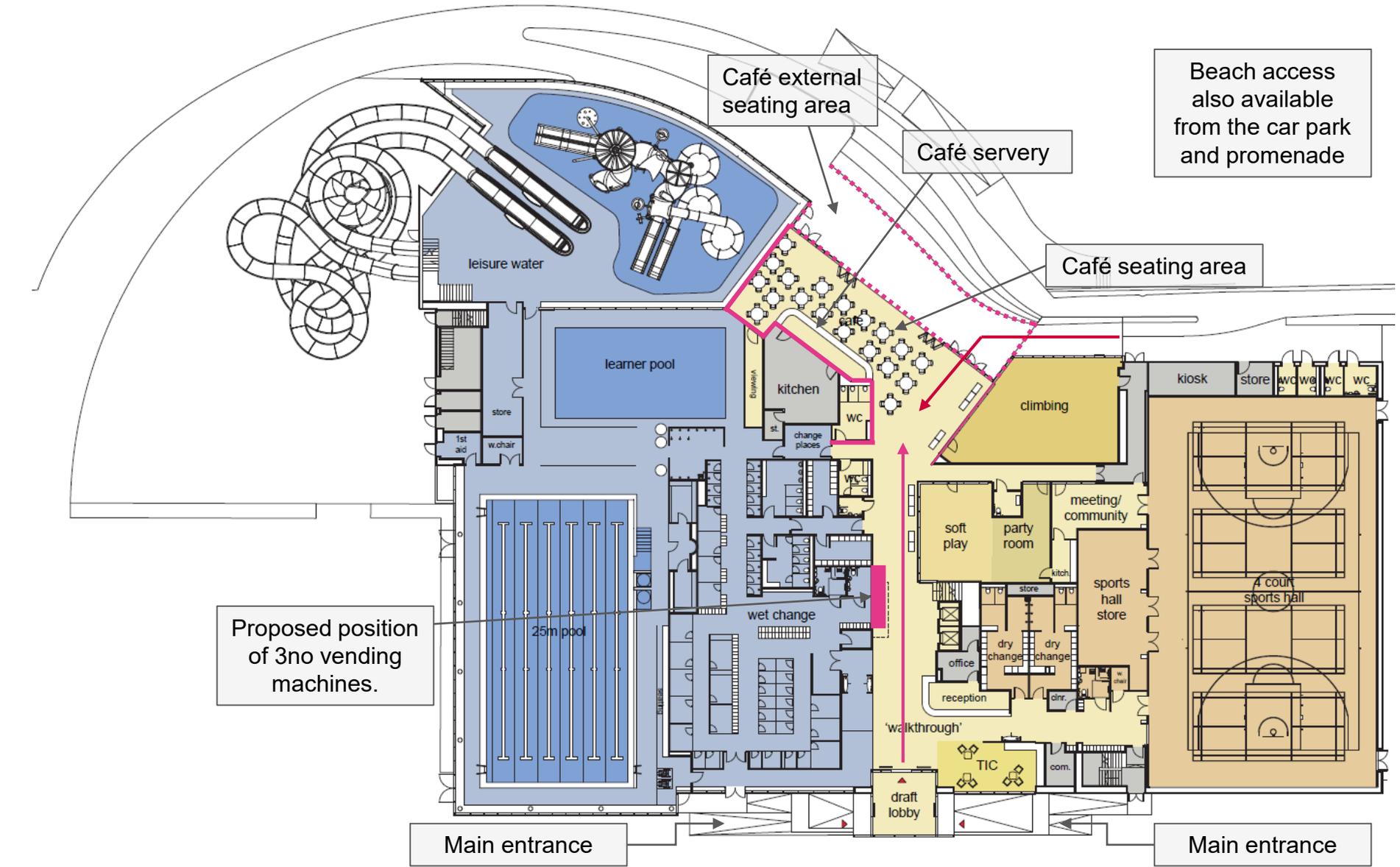
View of the approach to the café seating area with views into the fun climbing area on the right





View of the building from the beachfront, highlighting the external café area, the fun climbing area and leisure water space. The ramped access down to the beach can be seen in model form here, in addition to the sliding doors to access the external area.

Ground Floor layout plan, highlighting the café area in pink:-



3 Areas for Engagement and Review

3.0 Areas for Engagement and Review

The design proposals at present have fixed the overall area available, however the finishes, use and menu offering for the café area are yet to be identified. To assist with this, the following areas for your review and input have been prepared:-

- What do you think of the overall size of the café and the number of covers that will be achievable with this space?
- It is proposed to be a daily offering from the café, what opening times would you likely wish to operate?
- What type of offer would you look to provide both in regards to the café space and also to cater for parties? Please indicate likely price point (this could be an indicative range) for the menu offering.
- The pool area has been designed to allow for galas and competitions to be held with seating being included for 120no persons. Can you please confirm how you would cater for this increased demand? Would the full menu offering be made available?
- How will you cater for and support leisure centre users whilst also catering for the general public who may be visiting the area?
- The kitchen is currently proposed to have both gas and electric equipment, is this required? What type of equipment would you typically use to deliver your proposed offering?
- Please identify a proposed 'innovative' menu offering you would suggest for this café to increase footfall to the facility
- The preference is to source supplies as locally as possible, how would you factor this into your menu / offering?
- How will you look to engage the community in the café offering? Will you be able to offer apprenticeships or cooking classes?
- How will you look to handle waste and recycling within the café area and in regards to storage prior to collection?
- What are your thoughts on the intended process for fitting out the café area whereby the main contractor will provide the infrastructure necessary for the café with power, data, heating and ventilation and a base ceiling and paint finish; with the catering provider then completing the final level of fit-out? The kitchen space will also be fitted out but without equipment.
- Ideally branding for the café area should suit the Council, the leisure operator and the chosen café operator. How would you envisage this working?

3.0 Areas for Engagement and Review

- How will you ensure security within the café area and servery and would you consider that any changes to the design are required?
- We have proposed an area within the centre for 3no vending machines to be situated. It is intended that this would consist of 1no snack machine, 1no cold drinks machine and 1no coffee, tea & hot chocolate machine. Ideally the café operator would also provide these vending machines, can you please confirm how you would propose to provide this offer?
- Driving healthier snacks and options for the vending machines is also of high priority to Great Yarmouth Borough Council, how would your vending machine proposal respond to this?
- From time to time the leisure centre and it's operator may look to hold events on site and therefore may require the café area to be able to remain open for longer. Can you please confirm how you would support such events? If the event required, a portable bar facility may be required, is this something you would be able to provide?
- Would you be able to provide the flexibility to stay open until the leisure centre closing time (circa 11pm) if demand permitted and subject to any events?
- The current leisure centre operator (Sentinel Leisure Trust) host a large scale event at Christmas providing dinners for approximately 300no persons to assist with loneliness and low income families. This would be hosted in the Sports Hall; can you please confirm if you would have an appetite to be involved and cater such an event?
- Should an event require total use of the café / kitchen area, can you please confirm if you would be able to offer the flexibility of another party operating the kitchen on a temporary basis?
- In addition to the food menu offering, please confirm the hot and cold drinks offering that you would look to provide in the new leisure centre. How will this be balanced with the tea / coffee vending facility?

Mace Limited
Enterprise House
115 Edmund Street
Birmingham
B3 2HJ
0121 212 6100
www.macegroup.com

