

Catering Concession Tender

The Savill Garden
Windsor Great Park

SCHEDULE 1a

BRIEFING AND INFORMATION NOTES

LOT ONE

The Savill Building

Introduction

Windsor Great Park is an extraordinary place, and we are looking for extraordinary partners to work with us as we continue develop a world class visitor offering. Over the last seven years, we have been working hard to develop a range of different propositions and approaches which refresh the way in which we welcome over 5 million visitors a year to this iconic destination, looking at how we can offer them the very best in everything that we do, looking at how we become the place to visit. New facilities, refurbished buildings and, most recently, an industry leading new children's play area at The Savill Garden are just examples of the work that has already been undertaken.

Catering plays a vital role in delivering a memorable visitor experience. We are looking to appoint only the best, a company whose creative flair and imagination, whose use of local produce, whose sense of theatre is all driven by an insistence on delivering the highest possible quality, which will deliver an end product that is fit for a Royal Estate and reinforcing our unique position in Windsor.

This document provides some insight into the contracts being tendered and our aspirations for the service being sought.

The Crown Estate

Dating back more than 260 years, The Crown Estate is a unique business with a diverse portfolio. We actively own and manage land and the seabed around England, Wales, and Northern Ireland.

The Crown Estate was established by an Act of Parliament in 1961. As an independent commercial business, we are tasked with generating profit for the Treasury for the benefit of the nation's finances. This has totalled £4bn over the last 10 years.

www.thecrownestate.co.uk.

Our business is made up of four Strategic Business Units:

1. **London:** With a portfolio spanning 10 million sq. ft, we are one of the West End's largest property owners. Comprising Regent Street and around half of St James's, our offer extends across the workplace, retail, dining, leisure, and residential sectors. Our challenge is to become an urban renewal leader and support the rebuild of London post COVID-19, to ensure it maintains its relevance as a global city.
2. **Marine:** As the manager of the seabed around England, Wales, and Northern Ireland, we play a key role in enabling the UK's offshore wind industry, and facilitate the development of sectors such as cables, pipelines, CO2 storage, and marine aggregates. We work in partnership with our customers and stakeholders to help the country optimise the economic, environmental, and social potential of the marine environment, supporting its long-term sustainable development.
3. **Regional:** Our regional portfolio has a broad range of assets that includes retail and leisure destinations, as well as industrial and business parks. We also have a

significant holding of mixed-use and strategic land opportunities. Our focus is on supporting economic development through reshaping and activating our portfolio for the long term. Currently the assets are 86% weighted to the retail and leisure sectors.

4. **Windsor & Rural:** The Windsor Estate (including Windsor Great Park, Savill Gardens, Virginia Water) extends to over 16,000 acres and is a working rural estate including forestry, horticulture, tourism, residential and commercial property activities. Windsor Great Park attracts approximately 6m visits a year – the Estate need to manage the balance of the need to protect the park with the public demand for access. This contract falls under this operating division of the Crown Estate.

We also hold over 125,000 acres of farmland across England, and more than 50,000 acres of upland and Commons interests across Wales and Cumbria. We are reviewing our rural holdings to assess both its potential for broader value and as an opportunity for environmental and ecological best practice.

The Crown Estate – An Insight

Our Purpose

In December 2021, we launched our purpose to create lasting and shared prosperity for the nation. Our purpose intersects what the world around us needs, and where we believe we can contribute. It sets out our ambition and the meaningful role we want to play beyond our return of profit to treasury.

We believe that we are more than ‘rent takers’ and want to shift to becoming ‘value creators’ where we seek to leverage our scale and convening power to make a meaningful difference and help to solve some of the shared problems faced by society.

Our purpose ensures that we deliver social and environmental value alongside financial return. We believe our role is to add real value today while also creating something better for future generations – some of our endeavours will be specifically for the long term.

Our Values

Our values Caring, Together, Creative & Impactful define our culture and guide our behaviours, they also tell our stakeholders, partners, and customers how we do business and what they can expect from us:

Caring: We are committed to looking after the world around us and each other. That’s why we are stewards: we seek to take care of people, reflect on our actions, and carefully consider long-term impacts. To leave a positive legacy for generations to come, we treat people, places and the environment with the care and respect they need to thrive.

Together: We work together and with others to deliver on our purpose. That’s why we focus on building strong collaborative relationships with our customers, stakeholders, and communities. To build trust, we focus on understanding the real needs of those around us.

Creative: We believe that creativity enables us to unlock new ideas and solve problems. That's why we strive for an inclusive culture where diverse perspectives and approaches are encouraged. To be a true catalyst for change, we embrace original thinking and the best ideas.

Impactful: We believe that positive impact and financial performance must go hand in hand. That's why we challenge ourselves to deliver the key social, environmental, and financial factors that underpin prosperity. In always striving to add value, we ask ourselves how our actions align with our purpose and make a meaningful difference.

Our Corporate Strategy

Alongside the development of our purpose and values, we aligned our corporate strategy agreeing the following four strategic objectives:

1. Aim to responsibly generate value and financial returns for the country.
2. Be a leader in supporting the UK towards a net zero and energy-secure future.
3. Take a leading role in stewarding the natural environment and biodiversity.
4. Help create inclusive communities, supporting equality, economic growth and productivity.

A synopsis of our overarching sustainability strategy is provided as Appendix A. In addition, you can read more about these in our Annual Report:

<http://www.thecrownestate.co.uk/about-us/annual-report>

Our Field to Fork Vision

Catering will be a celebration of British Food and Farming with a clear, defined and visible link of 'field to fork' principles utilising produce from the Royal Estates, the Client's tenant farmers and Windsor Farms produce wherever possible.

Windsor Farms

The Royal Farms Windsor, now known as the Windsor Farms (WF), transferred to The Crown Estate on the 23rd March 2024. For many years the farming business was run as a conventional intensive farming operation with a traditional arable rotation and mixed livestock enterprises of dairy, beef, pigs and poultry.

In 2020, the farm converted to organic status (arable, beef and Dairy) and continues to run the enterprises, albeit with a significantly reduced arable enterprise, due to the requirements of rotational grass / clover leys in the organic rotation to increase nitrogen fixation. No artificial fertilisers or chemicals are used on the farmland under the organic system.

The Crown Estate also took on the Jersey herd of dairy cows at the date of transfer. This is one of the oldest Jersey dairy herds in the country, established by Queen Victoria.

All produce from the Windsor Farm (apart from milk) is sold via Windsor Farm Shop (WFS) ensuring strong local provenance of the food, “value-add” and very low “field to fork” miles. WFS has an extremely strong reputation in the locality and was the first of the “pioneer” farm shops opening in 2000. Milk is sold under contract to ARLA.

Windsor Farm Shop

In 2000, HRH The Duke of Edinburgh opened the (WFS) in old potting sheds leased on a 50 year agreement from The Crown Estate. We are currently developing plans to comprehensively redevelop and refurbish WFS to be “best in class”.

WFS has a very strong butchery department, shop sales and the café. The brand value of both RFW and WFS is very significant and, allied with the synergies and ability to unlock secondary outlets for WFS produce at the Savill Building, Virginia Water and other local outlets, is very important.

The WF and WFS will enable The Crown Estate to use Windsor as a showcase of best practise for our new Rural Strategy where we are seeking to be an “exemplar of large scale sustainable, diversified and integrated agricultural and environmental best practice”.

We will be able to put into practice this strategy based around organic regenerative farming practices and to also offer our wider farming community across the Rural Portfolio the opportunity to sell their produce through WFS and to showcase the “Best of British”.

LOT ONE - THE SAVILL BUILDING

The Savill Gardens and Savill Building



The Savill Garden, Britain's finest ornamental garden, is an enclosed part of Windsor Great Park. It was created by Sir Eric Savill in the 1930s and is now managed by The Crown Estate through the Windsor and Rural operating division. It is a garden for all seasons and a place of beauty and colour that's loved by horticulturalists and enthusiasts alike. Visitors can journey through 35 acres of interconnecting gardens and exotic woodland. Every garden has its own unique attraction, featuring a distinctive group of plants that introduce a fresh burst of vibrant colour throughout the seasons.

The Savill Garden is accessed via the Savill Building, a visitor centre designed by Glenn Howells Architects and opened by His Royal Highness The Duke of Edinburgh on the 26 June 2006. The building is located on the site of a mature beech tree plantation, which was severely damaged in the hurricane of 1986.

The roof of this spectacular building echoes the rolling terrain of the surrounding Great Park. The interior is made with twelve miles of timber interwoven into an arching fretwork worthy of a great cathedral. The timber for the floor and roof was harvested on the Windsor Estate and the building appears to float above the ground, with side walls made entirely of glass, reflecting the surrounding trees and sky. In 2007, the building won a RIBA Award and a RIBA National Award, and was shortlisted for the Stirling Prize.

The Savill Building is home to a large table service restaurant, a more intimate dual service café which serves both users of the Savill Building and the Adventure Play area and a small takeaway kiosk near the main building's entrance as well as a beautiful gift shop.

Adventure Play

In 2023, a multi-million pound investment was made by the Crown Estate in a new award-winning adventure play area adjunct to the main Savill Building. This operates as a distinct paid-to-enter secure area to the right hand side of the building toward the Obelisk Kiosk. The play zone offers a mixture of different, sustainably sourced houses, play cabins, adventure equipment, ramps, slides and raised walkways to create an immersive and exciting environment for children to explore and let their woodland imaginations run wild. With a dedicated entrance accessed from the Savill Building, café and toilet facilities, this unique experience has been very well received. The offer has attracted a new family audience to the Savill Gardens and has dramatically increased footfall throughout the building.



Current Catering Service

The current service comprises four separate outlets comprising a table service restaurant area ('The Savill Garden Kitchen'), small 'grab and go' takeaway kiosk adjacent to the main entrance ('The Potting Shed'), a separate counter served coffee bar ('The Gallery Café') and a an adjoining coffee bar in the Adventure Play area which mirrors the service from the Gallery Café named the 'Adventure Play Café'. All main facilities were significantly redeveloped in the last contract cycle and are of very good decorative standard and condition. The opening of the Adventure Play area in 2023 also encompassed a redevelopment of both the Gallery Café and adjoining Adventure Play Café specifically designed to support the new children's adventure play area.

The Savill Garden Kitchen



The Savill Garden Kitchen occupies nearly half the public space of the Savill Building. Located on the right hand side of the building as you enter. The very spacious restaurant is laid out with a variety of different seating of an eclectic seating comprising booths and open seating with different sizes, shelving, screening and other installations (including planting) allows the creation of smaller, more intimate seating areas and to help soften the large seating area. The large visible pizza ovens and open kitchen line reinforces the essential messages of 'fresh' food cooked for you.

For flexibility and to allow the operation to respond dynamically to different levels of business, the provision of service counters and barista station allows the restaurant to more flexibly operate on a counter ordered:table served configuration at quieter periods reverting to full table service when demand exists. In addition, the natural dividers throughout the seating area allows different seating zones to be closed off or opened up as demand requires. This makes for more efficient catering operations but allows the customer to always feel a vibrant, buzzy and welcoming ambience regardless of how busy the building is.

The restaurant has a seating capacity of approximately 200 indoor covers with an adjoining terrace which wraps around the building offering approximately 110 outdoor seats to support the restaurant. The current service offers a relatively eclectic menu with freshly made Pizza a strong centre piece but will all dishes cooked fresh to order.

The Gallery Cafe



The Gallery Cafe is located adjacent to the retail area and provides an alternative environment and style of service to the restaurant. The Gallery Cafe offers visitors a cosier, more relaxed experience than the restaurant. The current menu is limited to a barista-style coffee service coupled with cakes, pastries, sandwiches and soup. Whilst a small back of house pantry is provided to support both the Gallery Café and adjoining Adventure Play Café, there are currently no dedicated kitchen production facilities provided in this area relying on production from the main kitchen.

Dedicated indoor seating for 78 is available through a selection of comfortable low level seating and café tables with a further 36 covers on the adjoining terrace.

The Adventure Play Café



A new service area was provided adjacent to the Gallery Café. Whilst in a separate service area, the counter adjoins the Gallery Café and services are shared. The range of offers are similar or a duplicate of the Gallery Café although a wider selection of Children's offers are provided.

Limited seating is provided comprising 20 indoors and 100 external within the confines of the Adventure Play area.

The Potting Shed



A 'walk in-walk out' take away kiosk is provided adjacent to the main entrance to the building offering a range of 'grab n go' items including hot barista beverages, cold drinks, packaged sandwiches, salads, snacks, cakes and other takeaway items. All products are served in disposable packaging to encourage visitors to take their items for enjoyment in the wider landscape. Limited outdoor occasional seat for

Food Production, Storage and Back of House Facilities

Food is currently prepared entirely on the premises. The enhanced kitchens and stores are well configured, spacious and more than capable of delivering the public catering offer. A layout plan is provided in Appendix “E”.

There are no dedicated outdoor catering facilities provided for visitors seated on the extensive outdoor terrace albeit occasional service offers have been introduced at peak times to some success. This space represents a strong opportunity for future catering.

Event Catering

There are very few formal catering events held within the Savill Building. There are, however, requirements for group booking catering for tour parties. These are either catered within the restaurant on a pre-paid voucher basis wherein the guest selects their own items from the main servery to a certain value or on a pre-sold package often served within the temporary marquee located on the lawns to the side of the Savill Building.

Visitor Programming activities and other group events are held in Savill Gardens including an annual evening walk and BBQ for Friends, various fun runs and charity walks and some fitness groups.

Opportunities

The Savill Building is a landmark building providing a gateway to Windsor Great Park. Such an impressive and inspiring building and garden demands industry leading catering provision. Given the strength of local usage, the beautiful setting and stunning building, the relative affluence of the visitor base and of the local population generally it is believed that the catering services should be performing at a much higher level both qualitatively and quantitatively. There is an opportunity to create an exceptional food and drink proposition which results in higher penetration, higher spend per head, more repeat visits and greater customer satisfaction.

The Crown Estate desires that the foodservice proposition will be as unique and leading edge as the landscape and building, and seeks creative concepts from the tendering companies. Such a successful enterprise could include:

- Engaging the visitor with interesting food concepts;
- Creating opportunities for higher spend by enabling customers to browse, better product positioning, offering premium products, and better communication of the values of the food and beverages on offer;
- Building on Royal association of the food proposition;
- Celebrating a truly local supplier base;
- Encouraging customers to trade-up from simply a functional sustenance purchase by creating exciting concepts;
- Introducing alternative service outlets during the busiest times to increase capacity (e.g. outdoor provision);

- Generating sufficient loyalty to draw additional visitors during the quieter months.
- Development of a loyalty scheme
- Evening opening for special events such as seasonal festivals.
- Developing more family focused catering offers to align with planned child friendly developments taking place within the Gardens in the coming years.

Given the strength of local usage, the bias towards female visitors, the beautiful setting and stunning building, the relative affluence of the visitor base and of the local population there is an opportunity to build on the high level of service currently provided to create an exceptional food and drink proposition which results in even higher penetration, higher spend per head, more repeat visits and greater customer satisfaction.

The Crown Estate is entirely open to suggestions on the future menu offer and service style but the catering concepts developed should take account of the socio demographic profile of the visitor mix, maximise the turnover potential from the site and provide a strong financial return to the Crown Estate.

The Crown Estate would like to see a strong local influence within the menu with a celebration of locally sourced fresh food ingredients at the heart of the proposition. As mentioned previously, it is considered a prerequisite that the appointed caterers shall use their best endeavors to procure a significant proportion of their meat and game from the Crown Estate and /or the Royal Farms at Windsor.

The menu selection will need to address common dietary requirements, which may change over time, such as wheat intolerance, nut allergies, preferences for low carbohydrate or low fat content etc. A high quality and nutritional children's offer must be available at all times. The Caterer shall be encouraged to stock ethically traded and organic products wherever possible and economically viable.

The visitor catering market is a fast moving and rapidly improving sector. What was exceptional five years ago is now the norm. The Crown Estates want to stay ahead of the market, not just at the outset but through the license term and it is expected that the successful Caterer will constantly evolve and develop their food and service propositions to meet and exceed the visitor's expectations.

Historic Visitor Numbers

Historical visitor numbers are attached at Appendix "B". Visitor numbers have increased significantly since the original inception of The Savill Building with numbers exceeded 650,000 per annum during 2023/24. During peak trading days during the Spring Flower season, the building is operating at full capacity and on most weekends the car parks are at capacity. It can be seen from the historic data that the business is highly seasonal with an associated volatility of demand for catering. The key opportunity for any increase in volume of visitors and associated catering sales would only exist during the low and shoulder periods and this should be carefully considered in the tenderer's response.

Visitor Profile Data

Prior to implementing the major building enhancement, extensive customer research and profiling was undertaken to better understand the visitor base that frequents The Savill Garden. This profiling captured socio demographic data as well as topics such as buying habits, value perception etc. We have extracted the information which we feel is relevant to the catering tender in Appendix "D". This is not an exhaustive list but a high level overview appropriate to this tender process. Whilst some additional family groups have been attracted with the opening of the Adventure Kids Play area, the general visitor profile has not been seen to substantively altered since the research was undertaken. In summary:

- 44% of visitors are aged between 45-65 years i.e. the mid-life or 'working greys'. Over 65's account for 31% of visitors so the market is dominated by an older visitor base. This older profile visitor group have high expectations of quality in particular of service delivery which need to be nurtured if they are to become repeat visitors. However, there has been growth in recent years from groups visiting with children and this is expected to continue so the service proposition must accommodate a full range of demographics.
- Couples and family groups dominate the visitor profile with 56% visiting with a partner and 26% with children.
- The high predominance of AB socio-economic groups (56%) mirrors the affluence of the surrounding area. This affluent visitor profile is affirmed in examining the number of top of the range prestige or luxury cars, sports cars and SUVs in the parking lot at any one time. Customers are wealthy and have high demands and expectations of quality and experience.
- 55% of visitors are in full time or part time employment whilst 39% are retired on private pensions.
- There is an overwhelming female bias with a 66:34% split in the Savill Garden visitors, which needs to be carefully considered in the food propositions put forward.
- The majority of visitors (94%) travel by car. 36% travel less than 15 minutes and 39% travel between 15 and 30 minutes to The Savill Gardens so propensity to spend on refreshments will be more highly dependent on quality, price and positive experiences than in a venue where the distance from home is longer.
- Only 7% of visitors spend less than an hour on site. 43% spend between 1 and 2 hours, a further 36% spend between 2 and 3 hours and 15% spend longer than 3 hours on site. There is clearly an opportunity for conversion with the right catering proposition, even from those who bring their own picnics.
- Only 5% of visitors cited coming for lunch as primary motivation for visiting and 4% cited having a coffee as a primary motivation. However 17% cited having lunch as a secondary motivation and 25% cited having a coffee as a secondary motivation.

Whilst this data relates to the current visitor profile it is worth bearing in mind that the Client intends to develop its offer to broaden its appeal to families over the coming years and it is expected that this will alter the visitor profile to the Savill Building.

Historic Catering Sales Data

Turnover figures for the last three years are set out in Appendix “E”. These figures are net of VAT and include all catering sales within the building. There is includes a breakdown between the each of the key operating areas.

These figures are indicative of past performance and provided for information purposes only. They are not to be taken as any guarantee of future business. The tendering companies are required to make their own judgement regarding the potential of the site.

License Period

The license shall run from 24th February 2025 for five years on a fully commercial basis wherein the appointed caterer shall pay a percentage of turnover to the Client as a concession supported by a fixed annual guaranteed sum. There will be an option to extend by two years at the discretion of the Client.

Investment

Given the significant investment made by the Crown Estate over the last few years and the high quality of the existing fabric, no significant investment is anticipated to be required. Any specific investment that may be recommended to significantly enhance the catering proposition will be considered but will be made directly by the Crown Estate.

Future Sales Forecasts and Profit and Loss Projections

The Caterer is required to provide sales forecasts for the duration of the license and profit and loss projections for the first three years of the license and provide these figures and the basis of the calculations as part of the proposal. In making the projections the tendering companies should assume a financial year of April to March such that the first year will be thirteen months.

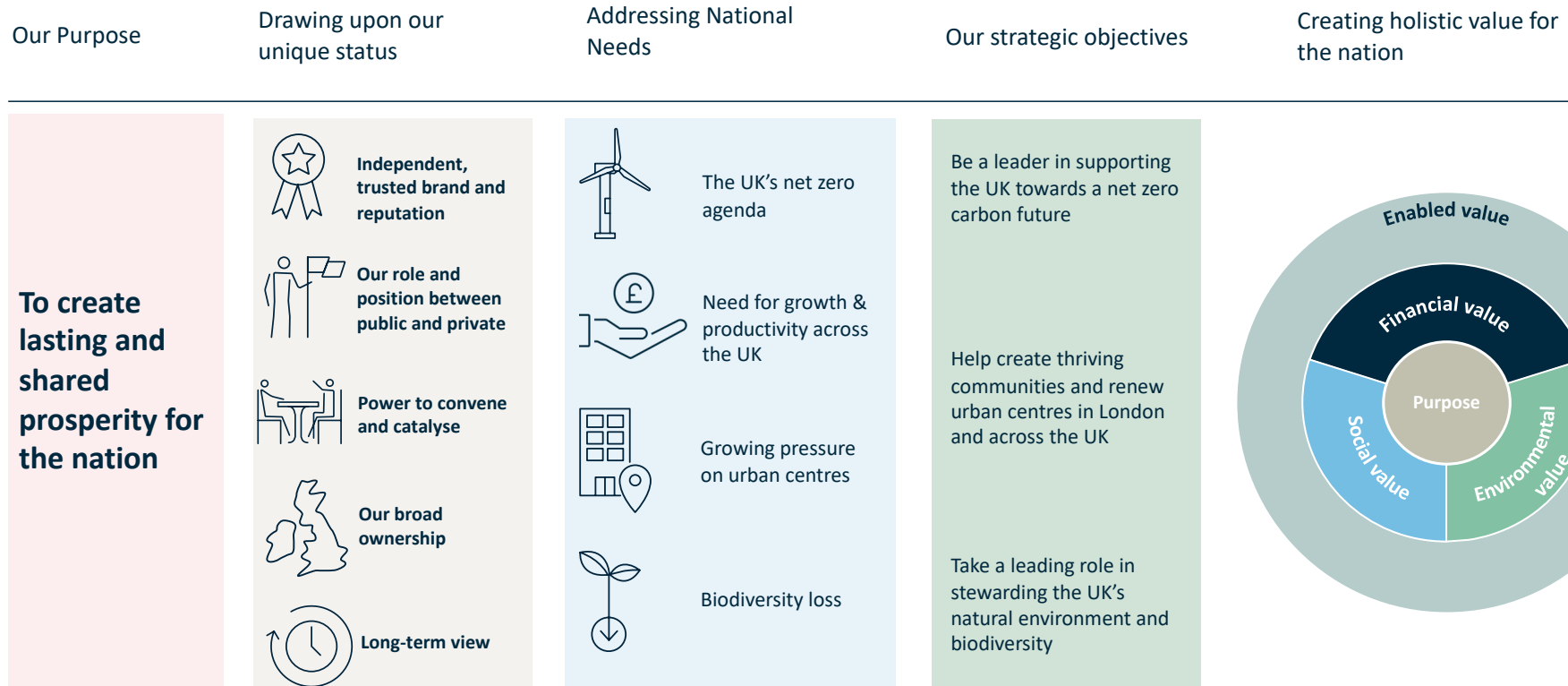
Financial Offer

Financial offers are sought from the caterer. These should be expressed as a percentage of sales (a tranching concession offer would be acceptable) with a minimum annual guaranteed sum.

APPENDIX "B"

THE CROWN ESTATE SUSTAINABILITY STRATEGY 2022

Our strategy is driven by our purpose and draws upon our unique status to deliver lasting national impact



OFFICIAL CONFIDENTIAL

Shifting to a more active mandate, each TCE Business Unit has a define role to help deliver our strategy, ultimately driving for direct and superior financial, social and environmental performance.



Be a leader in supporting the UK towards a net zero carbon future



Help create thriving communities and renew urban centres in London and across the UK



Take a leading role in stewarding the UK's natural environment and biodiversity

Marine

Our role is central to supporting the delivery of the UK's net zero agenda, including growing offshore wind, carbon capture and hydrogen, as well as enabling the growth of domestic supply chains and skills.

Regional

As technology and the pandemic have changed the face of retail, our focus is on transforming our regional holdings into a mixed-use offer, sourcing new industries, supply chains and customers and supporting regional growth and productivity.

London

As one of London's largest property owners, we have a leading role to play in the renewal of the city post-Covid. This includes helping London retain its global city status, investing to achieve net zero and responding to the profound impact of technology on how people live, shop and work.

Windsor & Rural

Become recognised as a leading UK rural estate and a centre of excellence for environmental and ecological best practice

As a significant national landowner, we have a role to play in leading the transition of agricultural land use in the UK. To address environmental and economic challenges, becoming an exemplar of scale, sustainable and diversified agricultural and environmental practice.

Through all of our activities we seek to promote economic growth and support improved productivity

Our strategy delivers an ambitious set of long-term outcomes that can support the national policy agenda, drive economic growth across the UK and maximise returns to Treasury

FINANCIAL IMPACT



Strategic
outcomes

- ❖ A 20% uplift in annual net revenue profit by 2032 compared to the status quo, equivalent to +£100m p.a.¹
- ❖ Enhanced annualised profit growth of 6-8% p.a. over 10 years, **compared to our current target of 4%**
- ❖ **Managing the realisation of material levels of option fee income from offshore wind incl. Round 4**
- ❖ Enhanced return on capital, creating long-term value and optionality
- ❖ Total returns in excess of market forecasts

ENVIRONMENTAL IMPACT



- ❖ Support delivery of the UK's net zero targets
- ❖ Optimise use of seabed for the nation by unlocking:
 - 95 GW of OSW by 2050
 - C. 100 Mt/yr of CCUS stored by 2050
 - 35GW hydrogen by 2050
- ❖ Invest to decarbonise emissions from the development and operation of our significant real estate holdings, in London and across the UK
- ❖ Help lead the UK's transition to a sustainable agricultural future
- ❖ Invest to scale emerging national carbon and biodiversity net gain markets
- ❖ Invest to protect and enhance Windsor's ecological uniqueness

SOCIAL IMPACT



- ❖ Support the development of sustainable jobs and new skills by investing in supply chains, empowering local communities and driving economic growth and productivity through our activities across the UK
- ❖ Nationwide potential to deliver c. 20k homes, significant business space and c. £8bn of development value
- ❖ Investment to drive London's long-term renewal, bringing visitors, shoppers & workers back to the West End post-Covid

1. This excludes option fees from Leasing Round 4

APPENDIX "B"

HISTORIC VISITOR NUMBERS

Historic Visitor Numbers

	Building Footfall (Sensor Reading)	Adventure Play		Garden Tickets	Savill Garden Car Park	
		Adults	Children		No. of Cars	Car Park Visitors *
2021-2022						
Apr-21	21,561			1,391	20,452	50,721
May-21	35,604			10,389	26,805	66,476
Jun-21	36,450			12,981	20,989	52,053
Jul-21	31,947			10,101	20,479	50,788
Aug-21	49,203			11,468	23,784	58,984
Sep-21	37,562			8,805	20,110	49,873
Oct-21	42,034			9,490	22,650	56,172
Nov-21	39,761			5,866	20,204	50,106
Dec-21	36,669			3,715	19,998	49,595
Jan-22	42,500			5,706	25,318	62,789
Feb-22	28,193			4,530	15,934	39,516
Mar-22	44,181			7,958	22,852	56,673
TOTAL 21/22	445,665	-	-	92,400	259,575	643,746
2022-2023						
Apr-22	54,201			9,929	26,843	66,571
May-22	49,391			11,212	24,725	61,318
Jun-22	41,853			10,632	22,362	55,458
Jul-22	42,427			6,683	20,507	50,857
Aug-22	49,766			6,038	23,835	59,111
Sep-22	39,905			1,941	12,262	30,410
Oct-22	52,324			4,977	28,701	71,178
Nov-22	35,432			1,430	22,027	54,627
Dec-22	49,851			1,271	20,087	49,816
Jan-23	38,246			1,379	23,555	58,416
Feb-23	41,090			2,164	23,519	58,327
Mar-23	37,266			2,028	23,291	57,762
TOTAL 21/22	531,752	-	-	59,684	271,714	673,851
2023-2024						
Apr-23	57,230	-	-	5,043	30,708	76,156
May-23	58,435	-	-	8,036	30,572	75,819
Jun-23	45,310	-	-	6,933	24,214	60,051
Jul-23	55,684	6,100	7,347	4,868	26,912	66,742
Aug-23	79,225	11,582	13,885	5,582	32,266	80,020
Sep-23	54,963	5,150	5,498	5,803	25,299	62,742
Oct-23	58,987	4,469	4,893	3,750	28,674	71,112
Nov-23	42,994	1,523	1,545	1,203	21,074	52,264
Dec-23	59,184	1,731	1,927	-	21,218	52,621
Jan-24	41,381	1,907	2,066	-	25,243	62,603
Feb-24	44,424	3,059	3,543	-	24,888	61,722
Mar-24	54,429	3,110	3,275	-	30,159	74,794
TOTAL 23/24	652,246	38,631	43,979	41,218	321,227	796,643

* Based on average group size of 2.48 visitors per car

APPENDIX "C"

VISITOR PROFILE INFORMATION

Savill Building/Gardens

Age Profile (Savill Garden and Virginia Water combined)	16-34	17%
	35-44	15%
	45-54	22%
	55-64	22%
	65+	24%
Gender (Savill Garden and Virginia Water combined)	Female	64%
	Male	36%
Party Composition	Alone	10%
	With A Dog	22%
	With Children	26%
	With Partner	56%
	With Parents	7%
	With Friends	22%
	With My Bicycle	1% (=144%)
Social Class	AB	56%
	C1	28%
	C2	13%
	D	3%
	E	0%
Modes Of Transport	Walked from home	3%
	Public transport	0%
	Car	94%
	Bike	2%

	Coach	0%
Travel Times	Up to 15 mins	36%
	15 to 30 mins	39%
	30 mins to 1hr	19%
	Up to 1.5hrs	3%
	Up to 2hrs	1%
	Over 2hrs	1%
Employment Status	Employed F/T	49%
	Employed P/T	6%
	Self-Employed	4%
	Retired (Private)	39%
	Retired (State)	4%
	Student	0%
	Unemployed (<6 Months)	0%
	Unemployed (>6 Months)	0%
	Not Stated	1%
Dwell Time	Up to 1 hr	7%
	1 to 2 hrs	43%
	2 to 3 hrs	36%
	3 to 4 hrs	12%
	4+ hours	3%
Membership Profile	Car park only	13%
	Friend or member	30%
	Neither (non-member)	57%
Membership Profile	Friends	37%

	Members	63%
Frequency Of Visit (Overall to Savill Garden, from all people asked across Windsor Great Park)	First Visit	4%
	Most Days	1%
	3-4 Times A Week	2%
	Once A Week	5%
	Once A Month (Less Than Weekly)	13%
	Twice A Year (Less Than Monthly)	16%
	Less Than Twice A Year	22%
	Never	37%
Primary Motivations for Visiting The Savill Gardens	Meet other mums	1%
	Have a coffee	4%
	Walk the dog	17%
	Have lunch	5%
	Meet friends	7%
	Family outing	21%
	Exercise	30%
	Visit The Savill Garden	15%
Secondary Motivations for Visiting The Savill Gardens	Meet other mums	1%
	Have a coffee	25%
	Walk the dog	4%
	Have lunch	17%
	Meet friends	11%
	Family outing	7%
	Exercise	9%
	Visit the Savill Garden	7%

APPENDIX "D"

HISTORIC SALES FIGURES

	Commissionable Sales				Non Commissionable Sales (Staff & Discounts)	Internal Credit Sales	External Credit Sales	TOTAL INCOME
	Savill Garden Kitchen	Potting Shed Grab n Go	Gallery Café (incl. Adventure Play Café)	SUB-TOTAL KIOSKS				
2021-22								
Apr-21	£22,965	£51,318	£0	£74,283	£328	£3,970	£0	£78,581
May-21	£117,038	£34,031	£0	£151,069	£820	£0	£0	£151,889
Jun-21	£127,214	£28,421	£0	£155,634	£678	£50	£3,196	£159,559
Jul-21	£127,312	£28,737	£0	£156,049	£867	£4,020	£3,196	£164,132
Aug-21	£167,240	£38,105	£0	£205,345	£640	£8,917	£3,156	£218,058
Sep-21	£123,071	£31,171	£0	£154,242	£756	£0	£1,787	£156,785
Oct-21	£140,086	£31,532	£0	£171,618	£644	£152	£3,089	£175,503
Nov-21	£121,858	£27,454	£0	£149,312	£842	£9,069	£8,033	£167,256
Dec-21	£121,041	£28,026	£0	£149,067	£911	£0	£2,979	£152,957
Jan-22	£127,973	£35,649	£0	£163,622	£681	£0	£3,220	£167,523
Feb-22	£88,499	£22,783	£0	£111,283	£751	£348	£515	£112,897
Mar-22	£118,743	£33,457	£25,267	£177,467	£1,110	£348	£6,714	£185,640
TOTAL 21/22	£1,403,041	£390,683	£25,267	£1,818,991	£9,027	£26,876	£35,887	£1,890,781
2022-23								
Apr-22	£124,004	£37,062	£35,856	£196,922	£1,065	£0	£396	£198,384
May-22	£115,140	£28,773	£40,233	£184,146	£848	£6,605	£2,265	£193,864
Jun-22	£98,360	£23,974	£35,710	£158,043	£1,115	£4,675	£4,513	£168,346
Jul-22	£93,896	£25,204	£30,912	£150,012	£1,034	£11,280	£7,174	£169,501
Aug-22	£120,171	£28,402	£36,152	£184,725	£1,255	£435	£4,502	£190,917
Sep-22	£44,035	£29,705	£38,592	£112,331	£893	£222	£2,809	£116,255
Oct-22	£90,023	£33,620	£52,538	£176,182	£1,391	£40,076	£1,991	£219,640
Nov-22	£69,128	£17,072	£36,802	£123,002	£1,558	£40,733	£9,301	£174,595
Dec-22	£74,069	£19,090	£33,774	£126,933	£1,590	£739	£1,195	£130,457
Jan-23	£74,685	£22,064	£41,941	£138,689	£1,077	£2,348	£74	£142,189
Feb-23 *	£81,735	£24,146	£45,900	£151,781	£1,179	£2,251	£1,484	£156,695
Mar-23 *	£78,005	£23,044	£43,805	£144,854	£1,125	£5,339	£2,753	£154,071
TOTAL 22/23	£1,063,250	£312,155	£472,215	£1,847,621	£14,130	£114,704	£38,458	£2,014,913
2023-24								
Apr-23	£107,255	£38,458	£54,266	£199,979	£1,498	£448	£3,157	£205,082
May-23	£113,181	£40,439	£58,781	£212,401	£1,490	£3,375	£3,218	£220,484
Jun-23	£98,062	£30,315	£50,634	£179,011	£1,890	£145	£5,063	£186,109
Jul-23	£114,612	£34,998	£78,766	£228,376	£2,640	£2,154	£10,308	£243,478
Aug-23	£138,873	£46,213	£105,458	£290,543	£1,613	£0	£4,321	£296,477
Sep-23	£96,216	£39,165	£74,630	£210,012	£3,571	£432	£6,079	£220,094
Oct-23	£101,659	£36,500	£85,195	£223,355	£4,244	£195	£2,068	£229,862
Nov-23	£60,875	£20,864	£56,146	£137,885	£3,385	£4,844	£1,181	£147,296
Dec-23	£71,515	£19,852	£55,851	£147,218	£8,706	£178	£85	£156,017
Jan-24	£63,652	£28,063	£59,495	£151,209	£1,772	£3,247	£2,590	£158,817
Feb-24	£72,075	£26,595	£69,768	£168,438	£2,009	£66	£0	£170,514
Mar-24	£86,772	£34,748	£85,647	£207,167	£2,390	£3,530	£228	£213,315
TOTAL 22/23	£1,124,747	£396,209	£834,637	£2,355,594	£35,209	£18,613	£38,129	£2,447,545

* Total actual reported but estimated breakdown

APPENDIX "E"

SAVILL BUILDING LAYOUT DRAWING

EXISTING

See attached PDF file