

Hat Factory Arts Centre Café

Tender Brief



1. Introduction

The Culture Trust, Luton invites tenders for an exciting opportunity to create a new daytime offer in the Hat Factory Arts Centre café. Open 9.00am – 5.00pm this shall be a new type of destination for food and drink, right in the heart of Luton. Situated on the main thoroughfare between Luton central train station and the town centre the Hat Factory Arts Centre is in a prime location with an estimated daily footfall in excess of 8k. The food and beverage offer will compliment and respond to the year-round programme of activity presented in the Hat Factory Arts Centre. This is an enticing time to invest in Luton with the imminent construction of The Stage and Luton Town’s new stadium at Power Court.

Period of Delivery	Three-year contract starting in April 2025
Closing date for Tenders	28 February 2025
Location	The Hat Factory Arts Centre

2. The Brief

The Hat Factory Arts Centre welcomes over 75,000 visitors per year through a mixture of live performances, workshops, hires and community events. The Café sits at the heart of the building and overlooks Bute Street a busy through street connecting the train station to the town centre.

We are looking for a catering partner to re-animate our daytime offer (9.00am – 5.00pm), creating a fresh and unique menu that appeals to the diverse audiences that frequent the Hat Factory on daily basis. Operating the daytime offer (9.00am – 5.00pm) only you will appeal to family groups, those on working lunches and theatre going audiences.

You will bring customer service excellence to the operation with a minimum of 5hours public opening per day, this can include weekends as and when the building is programmed. You will need to adhere to The Culture Trusts Health & Safety and Equal Ops policies to ensure and safe and diverse working environment.



Location: The Hat Factory Arts Centre, 65, 67 Bute St, Luton LU1 2EY

Site: https://www.google.com/maps/place/Hat+Factory+Arts+Centre/@51.8812177,-0.4169598,17z/data=!3m1!4b1!4m6!3m5!1s0x48764845af24fce5:0x35fe9a74c185046!8m2!3d51.8812177!4d-0.4143849!16s%2Fm%2F02r02z8?entry=tту&_ep=EgoyMDI1MDEExNS4wIKXMDSOASAFAQAw%3D%3D

3. The Culture Trust Luton

Established in 2008, the Culture Trust, Luton is a vibrant and progressive independent charity and our mission is **'to connect communities through culture'**. We do this through our accredited museums, theatres, galleries, creative workspaces and Arts Centre in Luton. We attract over 250,000 visits per annum to our sites: The Hat Factory Arts Centre, Hat House and Hat Works creative workspace, Wardown House Museum & Gallery and Stockwood Discovery Centre Gardens & Museum.

We present multi-cultural and year-round programme of events, exhibitions, workshops and performances. We co-produce activity with our community, partners, Museum Makers volunteers and team of cultural experts. We support creative talent and skills by providing opportunities, platforms and cultural career progression for over 15,000 young people. We care for a collection of over 90,000 museum objects and 1.5 million photographs and maps. We hold the most extensive and complete hat and headwear collection in the UK and the best collection of Ian Hamilton-Finlay sculptures in England. We own and care for listed heritage sites, buildings and gardens and we are committed to the adaptive re-use of heritage for cultural purposes and community use. As a charity, we are able to use our valuable core funding from Luton Rising and Arts Council England to lever additional funding into cultural activity in Luton, heritage care and conservation and in celebrating our diverse communities through culture.

For more information about the Culture Trust, Luton visit www.culturetrust.com

4. The Tender Process

All proposals will be assessed by The Culture Trust commercial team and will be assessed on the following criteria: quality, ambition, sustainability and logistical viability, value for money and site-specific suitability.

Timescales

Date	Event
Monday 28 January	Tender open
Friday 28 February	Closing date for Tender submissions (12 noon)
Week Commencing 3 March 2025	Clarification interviews (should they be required)

Week Commencing 10 March 2025	Award Tender
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Assessment Criteria

Assess ment area	The information you should include in your tender	% of assessme nt
40% Cost	<p>Calculated rental to Culture Trust, Luton</p> <ul style="list-style-type: none"> To provide a fee to Culture Trust year 1, 2 and 3 <p>To include a 3-year cashflow showing the culture trust fee and turn over</p>	40%
60% Quality	<p>Proposal</p> <p>A full outline of your proposal (that addresses the brief see section 2) to include;</p> <ul style="list-style-type: none"> sample menu and detail about the management and operation. action plan for three year period and <p>Experience & Quality</p> <ul style="list-style-type: none"> Business Profile including track record, CVs of key personnel Relevant industry insurance & certificates <p>Names and contacts for 2 business references (contractors)</p>	60%

Please send your tender to ashley.bishop@culturetrust.com by noon on the 28th February 2025.

Emailed tenders will be accepted if the tender is in one PDF document - not sent as separate attachments.

All materials submitted should be clearly labelled with the company's name and contact details. Tendering companies are responsible for the cost of delivering applications.

Late tenders will not be accepted.

Our work is supported, with thanks from;



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