

## Expression of Interest

To: Tanya Rex  
From: Jim Slater

Date: 16<sup>th</sup> January 2012

Title: Business Opportunities of Cycle Hire Centre and/or Catering Outlet at Dalby Forest

Expression of Interest: Lot 2 – Courtyard Catering Facility

### About our business

<b>Name of Organization:</b>	The Bumper Castle
<b>Address for all Correspondence:</b>	The Bumper Castle, Wiggington Road, York, YO32 2RJ
<b>Contact Name:</b>	Jim Slater
<b>Telephone Number:</b>	01904 690078 (L) or 07930 847553 (M)
<b>Fax Number:</b>	n/a
<b>E-mail Address:</b>	bumper.castle@gmail.com / jimslater007@btinternet.com
<b>Website Address:</b>	
<b>Registered Office Address:</b>	The Bumper Castle, Wiggington Road, York, YO32 2RJ
<b>Nature of Organization:</b>	Public House, Restaurant and Outside Catering
<b>Number of Employees:</b>	10
<b>Length of time Organization has been operating</b>	3 Years
<b>Company Registration Number:</b>	n/a
<b>VAT Registration Number:</b>	883289672

Continued overleaf

## Proposal

### Part 1 (in no more than 300 words)

The Bumper Castle is a public house located on the outskirts of York City Centre with inside and outside restaurant facilities, and outside catering available for ad hoc bookings and longer term contracts.

In addition we also own and manage two other businesses, a 'hog roast' company available for private and commercial bookings and a security firm outsourced to maintain the safety and enjoyment at public venues and events with a large gathering of people, again available for any private, charity or community functions.

The nature of this business allows for all staff to have dealings with and offer excellent customer service to a host of different people of all ages, genders, race/religion and demographics on a daily basis.

The Bumper Castle co-ordinated 65 (outside catering) private functions in 2011, covering a vast range of different cuisines and specifications for weddings, birthdays, corporate and charity events and other social functions.

Notable longer term outside catering contracts The Bumper Castle fulfil include;

- In-house cafeteria at Waterworld York, Huntington
- York University functions catering for 1200 people a day
- Outside catering for York City Knights home fixtures
- Scooter Rallies held at York RI with 700 people in attendance

### Part 2

With approximately 450,000 visitors per annum to Dalby Forest, it will be important that the main activities of our business are in a position to cater for everybody's needs and requirements all year round. We also need to understand people visiting Dalby Forest and more specifically the catering outlet, will all have different agendas, such as a full lunch, or a quick snack, or even just a drinks break.

All food served on site will first and foremost all be homemade and fresh on a daily basis, and typically carry the 'Red Tractor' British Food Standard adhered to at The Bumper Castle.

In support of the local economy and region, and again to replicate procedures followed at The Bumper Castle, all ingredients used will be locally grown and sourced produce.

Our menus will therefore be very selective and offer a variety of meals, snacks and drinks to cater for everyone. We will take into consideration age group, so it is

important to offer a toddlers menu and discounted prices applicable to OAP's. Healthy options will be made available as will carefully prepared meals suitable for vegetarians, diabetics, wheat and gluten intolerant and those with nut allergies.

Appreciating the Dalby Forest site is also very popular with walkers and cyclists and for those participating in other high cardio vascular activities there is a necessity to have foods available which are high in carbohydrates and healthy proteins.

Our menu will continually change, to offer a greater variety over the course of the year and of course in keeping with the seasons, lighter meals and BBQ's in the summer with more wholesome hot foods for those cold winter months.

Aside to the catering premises, I will be very willing to negotiate and donate resource of my security business to assist with scheduled live events taking place throughout the year, and my Hog Roast business when this cuisine is considered more in keeping with the event taking place oppose to just the cafeteria.

Training and Education is so important, and to make best use of the opportunity and the workshops and resource centre, anyone interested in perusing a career in catering will be welcome to work alongside myself and our highly trained staff for practical work experience, with guidance and support in achieving the necessary industry certificates and develop in the profession, and potentially in my company.

Being part of the Give Back Works Profits Club, I have great access to a contact base of over 100 local business members in the region, and will communicate and promote to the group every event taking place and encourage their support, attendance and even sponsorship of the Dalby Forest project. The Bumper Castle will even host a charity event inviting all of these members, to expose the Dalby Forest site and facilities and demonstrate the benefits it brings to the local community.

### Part 3

The facility is already well equipped to accommodate all sections of society and less mobile visitors but it will be important to preserve the upkeep of the property, e.g. replace any loose paving stones, maintain wheelchair access etc, to ensure a comfortable experience for everyone.

Baby changing rooms are on site, and it will be necessary to have high chairs available in the cafeteria for babies and toddlers.

The cafeteria would always operate in the interest of Dalby Forest overall, and support other amenities on site, with the service they deliver to the public and help promote organised events for the future.

#### Part 4

It is imperative we maintain the conservation of the site and keep Dalby Forest a pleasant environment for all visitors. Our catering outlet will look to avoid using polystyrene trays and keep packaging to an absolute minimum for food taken off the premises.

Litter bins will be clearly visible and our staff will have a full clean up and tidy of the outside seating area every evening before leaving the site at the end of the day.

We are keen to educate and encourage the public to recycle their waste, and will look to provide separate containers for glass, plastics, metals and paper/card for any visitors who have brought their own pack up but wish to use the seating area.

#### Part 5

The Bumper Castle has 4 separate Risk Assessment Manuals, for the Kitchen, Bar area, Restaurant and the Outside seating and smoking area.

Every time we are booked for an outside catering event, we always visit the premises prior to the event and have a Risk Assessment carried out.

All 10 staff contracted with the Bumper Castle, regardless of their job description has had health and safety training, and all have the Food Hygiene certificate.

Should we be successful with the Dalby Forest contract, we would arrange for our Sales Policy Representative to visit the site and issue separate Risk Assessment Manuals for all aspects of the courtyard catering facility.