



Expression of Interest for Catering and Cycle Business Opportunity at Dalby Forest

Adventure Forest Ltd
Jan 2012

1. In no more than 300 words please give a brief overview of who you are, what your current business / occupation is and outline any directly relevant experience that you may have. Applicants invited to stage 2 of the process will be given the opportunity to supply more detailed information.

Adventure Forest Ltd ("AFL"), trading as Go Ape (www.goape.co.uk) is a family owned and run company with sites at twenty seven locations throughout the UK, including 14 on Forestry Commission land and one at Dalby Forest. In addition, AFL also operate Forest Segway (www.goape.co.uk/forestsegway).

In 2011, we developed a catering and cycle hire offering that we intends to roll out nationally. In March 2011, we opened our first Forest cafe at Wyre Forest. In June 2011, we opened our first Forest Biking centre at Black Park Country Park near Slough. Both have been a success, and we are involved in a number of tenders expand both these products.

Whilst we have extensive experience of operating an award winning customer focussed product, and have the infrastructure to enable us to provide an excellent and consistent catering and cycling offering for this product, we are working with experts who possess considerable experience and will help us deliver a world class offering.

- Kevin and Debbie Steward operate all the catering outlets in the Sandringham Estate, as well as owning a Royal Warrant for private catering to the Royal Family.
- Nick Fish is the Commercial Manager for CTC (Cyclists Touring Club) and has an extensive background in running hire businesses and has acted as a consultant for bike manufacturers.

By combining this technical expertise and our absolute focus on customer service and excellent support structure, we believe that we can provide a truly excellent catering and cycling offering.

Go Ape was awarded Small to Medium Business of the Year in the National Business Awards 2009, as well as winning numerous other tourism and business awards.

2. Describe the type of catering and/or cycling offer that you think would work at Dalby Forest and:

A. main activities or elements of the business, i.e. mode of operation/main income Streams

Cycling

- **Cycle hire.**

We will have a fleet of bikes that are available to be hired in the park. These bikes will be chosen specifically for the trails and will be subject to a rigorous servicing regime. These bikes will be aimed at the family market as well as more serious bikers using the single track trails. We will provide a range of bike accessories helping families explore the trails. For instance, trailers and trailer bikes.

The bikes will be available to buy, with large discounts off the retail price.

- **Training and led tours.**

It is recognised that there is value in offering coaching and training activities, both as a way to generate more revenue (and therefore more rent for the FC), but also as a service to the local community.

The main courses that would be offered are:

- Beginner Sessions.
- Improver Sessions.
- Advanced Skills Sessions.
- Children Sessions.
- Ladies Sessions.
- Bike Maintenance Sessions.
- Led tours.

All would be accessible to people with or without bike hire. To maintain the quality, there would be limited spaces that can be pre-booked. Any skills sessions or lead rides will be undertaken by CTC Trail Leaders.

- **Safety checks/servicing.**

AFL will provide a servicing provision for those with their own bikes. In addition, there will be an offer to check bikes over free of charge to ensure it is safe to face the trails. We will check the brakes, wheels, tires, gears and control points. After your bikes safety check we will let you know about any work needed or anything that needs to be replaced to keep you safe on your bike.

- **Retailing – stocking merchandise for bikers.**

Catering

Following from our successful cafe at Wyre Forest, the cafe will have the following features:

- **Providing good quality food made with locally sourced produce**

Please see attached our current menu at Wyre. You will see that the menu consists of quality, wholesome food at reasonable prices.

The menu will be altered to reflect the specific biking market, and there will be the usual favourites – breakfasts, cakes etc. We will respond to feedback to ensure that the product range will meet the local needs.

With the exception of some cakes, which will at peak times be bought in, all meals will be prepared and cooked on site and hand finished to order.

To ensure the quality of our offering, we work closely with Deborah Steward Specialist Catering (DSSC) who act as consultants in the delivery of menus, training and processes. Kevin and Deborah Steward, partners in DSSC have a wealth of experience in the Catering industry.

Deborah trained at Kings Lynn catering college, before starting her working career at Blakeney Hotel Norfolk and over the next five years Deborah worked her way to become Head Chef at two Norfolk hotels.

Over the last eighteen years they have been building a reputation for quality food and service in the Norfolk area. They have always used and supported local producers and suppliers and buy many products straight for the producers to ensure quality and freshness.

Deborah and Kevin operated the catering at Houghton Hall for four years, and currently operate all the catering outlets at the Sandringham Estate. This consists of a 160 cover restaurant, two sixty cover cafes and an ice cream kiosk, currently serving more than 350,000 visitors per year. In addition, they hold a Royal Warrant and are the sole providers of catering to the Royal Family at Sandringham. They are also preferred suppliers at Holkham Hall in Norfolk. The EHO have awarded them five stars at all their premises.

- **An engaging environment.** AFL are committed to ensuring that the fabric of the building and the decoration and ambience is excellent. At Wyre, we used a company called Box of Frogs to design the cafe. You will see in the attachments the quality of the finish.
- **Service with a smile.** As discussed above, AFL are committed to customer care and delight. We are very clear that the way in which customers are treated is of paramount importance. We want everyone to feel welcome in the cafe and bike shop, from regulars to one off visitors, and for them to leave feeling that they have been dealt with by staff who were genuinely happy to make their experience a good one.

B. the projected audience (numbers and demographics)

We will provide a detailed financial plan if invited to formally tender, and would look to gain more information on the current business levels.

However, we would seek to increase the numbers of people using the facility through excellent customer service and by listening to our customers and responding to their needs. In addition, our Marketing team are second to none, and we look forward to supplying further details of our marketing strategy.

With regard to demographics, we see Dalby as appealing to a wide range of people. In addition to the serious mountain bikers, attracted by the excellent trails on site and its reputation as a mountain bike hub, we also see there is a large market for family and intermediate biking. It is our clear intention to appeal to both markets.

C. links to key government agendas such as big society, localism, health, education and climate change

By focussing on using fresh, locally sourced ingredients, we are keen to support local businesses and provide a great quality catering service that people can be proud of.

With regard to health, we will aim to make our food as healthy as possible, with low salt, low saturated fat and so on. Not only is this a good thing to do in its own right, we think that healthy, freshly made food is what people want. By partly aiming the provision of bikes at the family market, we aim to attract people who don't necessarily get into the outdoors as a matter of course. We hope that by facilitating their first adventure, they will go on and do more.

With regard to education, we are keen to work with the FC to display literature about Dalby Forest, and we will ensure that any enquiries about the forest as a whole will be answered in a friendly and informed manner. We will ensure that this service is not treated as a distraction by our staff.

With regard to climate change, we will look to source ingredients locally where possible, cutting down on food miles. We will also have tight control over waste, and a recycling policy for any food waste there is. We also hope to host events showcasing local produce, encouraging our customers to think about food miles.

We also hope that the quality of biking provision, and the customer service provided will introduce biking as a sustainable travel method in its own right. Customers will be able to buy bikes from us at good prices, encouraging them to use bikes more regularly.

D. As well as developing our own business interest we would like to develop Dalby Forest to maximise benefits for the local community and economy. Please provide examples of how you would help achieve these aims.

AFL values working with the local community. As well as creating local jobs, we have a proven track record of working with local charities, schools, youth groups and so on.

We understand the value and importance of using locally sourced produce, and we use local producers for meat, vegetables and dairy products.

We would also seek to work closely with local cycling groups to help organise events. We will offer a free health check for bikes – anyone will be able to ask us to check their bike over and we will make simple repairs free of charge.

We see the local market as integral to the success of the site, and are very keen on Hicks Lodge becoming a hub for the local community.

3. Outline how you would ensure that the business is inclusive (so that all sections of society can access the site, activities and services) and in particular any ideas around engaging under represented groups.

The menu is designed so that there is a good provision for people with dietary requirements (for example vegetarians).

We have a proven history with Go Ape of appealing to a very wide range of customers. As with Go Ape we will offer targeted discounts for groups less likely to be able to go cycling. There will be free and friendly advice for people and groups who haven't been biking before. Our marketing will enforce this message.

In addition, our booking infrastructure (website and call centre) will allow people to contact us to discuss specific requirements, and we can help find solutions for them.

4. Briefly describe how your business would seek to minimise any environmental impacts associated with its operation on the site.

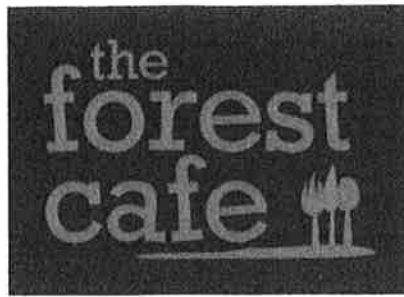
- **AFL takes its environmental responsibilities seriously, and will continually look for ways in which to reduce its environmental impact.**
 - **We reduce food miles through local produce sourcing, as discussed above.**
 - **We have a recycling policy that will ensure we recycle as much as possible including food waste.**
 - **We have a strong management process in place, ensuring that there is minimal food waste. This will be achieved through intelligent and regular purchasing of local products.**
 - **We use sustainable processes such as preparing as much of the food as possible on site and not buying in the finished product (with the possible exception of cakes).**
 - **We will look closely at the most sustainable packaging for takeaways.**

5. Provide details of any Health and Safety policies and risk assessments already in place within your business.

Drawing on our unparalleled experience in the management of Health and Safety, we have full Risk Assessments, Method Statements and procedures for all aspects of both Catering and Bike Hire. These have also been signed off by our Primary Authority Lead EHO, Linda Green who has spent a great deal of time examining our policies and procedures.

By way of illustration, I have attached the Contents page from our Catering Operations Manual, and we will provide more detail if invited to formally tender.

Name of Organisation	Adventure Forest Ltd
Address for all Correspondence	Hargrave Hall, Church Lane, Hargrave, Suffolk. IP29 5HH
Contact Name	Ben Davies
Telephone Number	07885 561692
Fax Number	01284 850859
E-mail Address	Ben.davies@goape.co.uk
Website Address	www.goape.co.uk
If applicable, address of Registered Office	
Nature of Organisation (E.g. plc, Partnership etc)	Ltd
Number of Employees	450 at peak season
Length of time Organisation has been operating	Ten years
Company Registration Number	4344477
VAT Registration Number	784 0159 21



Winter Menu

Crusty Rustic Hot Rolls : available on white or brown bread.

Peppered steak & caramelised onions	£6.95
Tuna mayonnaise & mature cheddar melt	£5.95
Piri piri chicken, classic mayonnaise & lettuce	£5.50
Bacon, brie & cranberry	£5.50

Served with salad garnish, Tyrrells crisps and homemade coleslaw

Winter Salad

Large bowl roasted sweet potatoes, flat mushrooms, red peppers and onions on a bed of baby salad leaves with lemon & garlic dressing: served warm, with a roll & butter.	£6.95
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<i>Winter salad served with chicken</i>	£7.95
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<i>Slow braised beef & potato casserole</i>	
Tender beef, vegetables & potatoes. Served with crusty bread.	£7.95

Omelettes

Three egg omelette filled with either: Ham, mushroom or cheese and served with a side salad.	£6.95
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Classic Bolognese

Rich tomato and beef sauce. Served with penne pasta & garlic bread.	£6.95
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Chicken Breast & Mushrooms

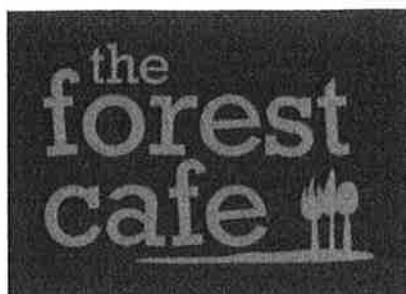
Grilled chicken breast coated with a white wine & mushroom sauce, served with sauté potatoes.	£6.95
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A full selection of freshly made cold sandwiches and hot children's meals are also available

Please look out for our specials board for seasonal soups and desserts.

We also serve homemade cakes, tray bakes, ice cream, fruit or plain scones, clotted cream & preserves

For bookings please call:



Summer Menu

Crusty Rustic Hot Rolls: available on white or brown bread.

Peppered steak & caramelised onions	£6.95
Marinated steak & onion	£6.95
Mackerel & horseradish cream	£5.95
Chicken & Peppers	£5.50
Bacon, brie & cranberry	£5.50

Served with salad garnish, Tyrrells crisps and homemade coleslaw

Summer Salads £7.95

Large bowl of mixed leaf salad, cucumber, tomato, red onion, cress, boiled egg, grated carrot, olives & salad dressing topped with a choice of Tuna, Ham or Hot chicken and served with roll and butter.

Creamy Potato Topped Fisherman's Pie

Smoked haddock, hake and prawns, served with creamy potato topping and side salad. £6.95

Omelette

Three egg omelette filled with either: Ham, mushroom or cheese and served with a side salad. £6.95

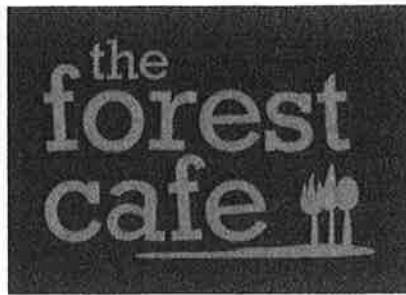
Quiche of the day

Deep filled homemade quiche. Served with sauté potatoes and salad garnish. £7.95

A full selection of cold sandwiches are displayed inside.

Children's sandwiches, picnic boxes and hot food is also available, please ask a waitress.

We also serve homemade cakes, tray bakes, ice cream & fruit or plain scones, clotted cream, preserves and we normally have a speciality dish of the day available.



CHILDREN'S OPTIONS

Sauté potatoes served with a portion of: cheese, beans, tuna or ham, served with salad garnish and crisps

2 Free range egg omelette, sauté pots & salad garnish (fillings extra .50p)

Grilled chicken, sauté potatoes & beans

2 sausages, sauté potato & beans

£3.95

Extras:

Beans: 60p

Egg: 50p

Beans on toast: £2.25

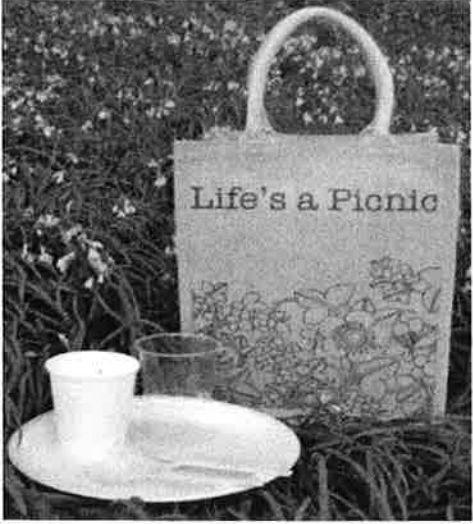
Scrambled egg on toast: £2.25

2 bacon or 2 sausages: £1.50

Please note that these meals are suitable for young children aged 9 and under

the forest cafe

The Concept...



the forest cafe

The transformation...



Item	Cost
General :	
Snopiffers prices	€ 4000
Demolition and making good	€ 700
Strip Out	€ 1000
subtotal	€ 5,700
Front of House :	
Furniture	€ 7000
Decorations to walls & ceiling in lobby	€ 6000
Remove tiles from entrance and later	€ 3500
Remove carpet and sand and seal existing concrete	
New cow mat	€ 500
Feature lighting x 8 track / spots x 2 3 Track x 3 / spot x 12	€ 2500
subtotal	€ 19,000
Back of House :	
Front / back beverage counter worksurfaces, T / @ front with supports rear with cable management. Trench strip / shifting to undercounter	€ 5000
Plumbing	€ 2000
Electrics / IT	€ 2000
Door / partition	€ 1000
Service hatch to existing site	€ 500
Extraction hood	€ 2500
subtotal	€ 13,000
subtotal	€ 32,000
Professional Fees :	
Design & management	€ 3000
Procurement of fixtures & furniture	€ 1175
Project management fees	€ 2250
Statutory fees	€ 950
subtotal	€ 7,275
total	€ 44,275





The Expertise...



We employ the services of Box of Frogs for all our café projects. Box of Frogs are a group of talented designers and project managers. They create innovative and practical design and build solutions delivered in a friendly and straightforward and professional style.

The company started in Jan 2006, and its directors have over 56 years experience within the industry and it's team of qualified designers deliver a vast array of projects. Box of Frogs have a variety of prestigious and interesting clients from The National Trust, Costa Coffee and Fat Face to independent retailers such as Lakeland Leather Ltd.

The Customer Experience...





Forest Café Operations Manual



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