



REFRESHMENT CONCESSIONS

EPPING FOREST

**Pillow Mounds, High Beach, Epping
Forest, Essex**

Location

Epping Forest is a 5,900-acre area of ancient woodland often referred to as 'London's Great Forest'. It runs between Epping in Essex to the north, and Forest Gate in Greater London to the south, straddling the border between London and Essex. The forest is approximately 19km long in the north-south direction, but no more than 4km from east to west at its widest point, and in most places considerably narrower.

A former Royal Forest, Epping Forest is now run by a charity owned and managed by the City of London Corporation, with a team of just under 80 (full-time equivalent) staff, including Forest Keepers, grounds and other officers led by a Superintendent. The forest is thought to have been given legal status as a royal forest by Henry II in the 12th century. In Tudor times, Henry VIII and Queen Elizabeth I are believed to have hunted in the forest.

Today the Forest is of national and international conservation importance, being home to over 50,000 ancient pollard trees and 100 lakes and ponds. An area of 1,728 hectares (4,270 acres) is a Site of Special Scientific Interest and a Special Area of Conservation.

Open every day of the year, the Forest is free to visit. It hosts numerous events and activities all year round. Particularly popular activities include angling, cycling, dog walking, football, golf, horse riding, walking and running. The broad calendar of events is designed to appeal to all ages and includes family fun days, craft activities, art exhibitions, learning days and guided walks. An open-air theatre season runs at The Temple every summer and is very popular.

Epping Forest provides an attractive, extensive area of open semi-natural habitat and is the largest open space in London. It is an extremely popular destination for recreation and provides an important function as a greenspace on the outskirts of London. An estimate of visitor use made in a 2023 survey indicated there are around 10* million annual visitors to the Forest and that this number is growing.

There are 52 different car-parks and 4 visitor centres in Epping Forest to cope with this volume of visitors. The visitor centres provide maps, leaflets, history and staff to help visitors to explore the Forest and are located at: Epping Forest Visitor Centre at Chingford; Queen Elizabeth's Hunting Lodge; The Temple, Wanstead Park; and Epping Forest Visitor Centre at High Beach.

*Annual visitor number taken from HUQ industries data.

Scope

A **single concessionaire** is sought to operate the refreshment concession at

- Pillow Mounds, High Beach, Loughton, Essex, IG10

The exact position of the refreshment concession trading area is shown on the plan attached at Appendix A. Note that sub-contracting of the service will not be permitted.

Lease Duration

An initial 1 (one) year, 10 (ten) month licence will be offered in accordance with the attached Heads of Terms with an option for a further extension by mutual agreement.

The licence will operate from 1st May 2025 subject to completion of the legal documents.

Vehicle Specification

The Licensee will:

- Be required to provide Vehicles which meet Euro 6 Standards.
- **Not** be permitted to run the engine of the Vehicle whilst stationary and must therefore install silent generators to operate machinery whilst the Vehicles are on site.
- Adhere to the further conditions of the licence regarding Vehicle use as set out in the attached Heads of Terms

Use

Sales will be permitted from inside the Vehicles only and will be limited to hot drinks, cold drinks, hot snacks, cold snacks, sweets, crisps, and confectionary. Note ice cream sales will not be permitted. No additional products may be sold without the express permission of the Superintendent of Epping Forest.

Service Statement

Applicants should submit a Service Statement to include the following as a minimum:

- Proposed Vehicle details including Vehicle Registration Number and Specification, Emissions Statement, Photo/Images of the Vehicle and list of equipment that will be installed;
- Proposed product range and tariffs;
- Details of the packaging for each item in the product range;
- Proposed staff arrangements and rates of pay;
- Sales forecast for the duration of the licence;
- Profit and loss forecast for the duration of the licence;
- Proposed sustainability initiatives.

Further Service Specification can be found in Appendix B.

The Service Statement will be used as the basis of covenant within the proposed licence to which the Licensee will then need to adhere.

The proposals should have regard to the site's conservation status.

Rent Offer

Applicants should submit proposals for the Rent Offer before the closing date. It should be noted that a minimum Rent of £5,000 per annum (this is the current rent plus inflation) applies to this licence.

Submission

Three hard copies of the Service Statement and Rent Offer and any other information that the applicant considers appropriate in support of their bid for the licence should be sent in a sealed envelope clearly marked Refreshment Concession, Epping Forest and addressed to the Superintendent of Epping Forest, City of London Open Spaces Department, The Warren, Nursery Road, Loughton, IG10 4RW by 1.00pm on 31st March 2025.

All offers must remain capable of acceptance for a minimum period of six months from the closing date. All submissions will be non-returnable.

The City of London reserves the right to decline any offer or submission.

References

Any letting will be subject to the receipt of satisfactory references and financial checks once a formal letting offer has been made and accepted. Applicants should nominate a bank and two professional referees (e.g. solicitor, accountant).

Local Authority

The location is within the London Borough of Redbridge

Business Rates

Not currently rated.

Operational Start Date

1st May 2025.

Further Information

For any further information in connection with the proposed letting please contact Tristan Vetta, Land Agent, Epping Forest Open Spaces Department

E-mail: Tristan.vetta@cityoflondon.gov.uk

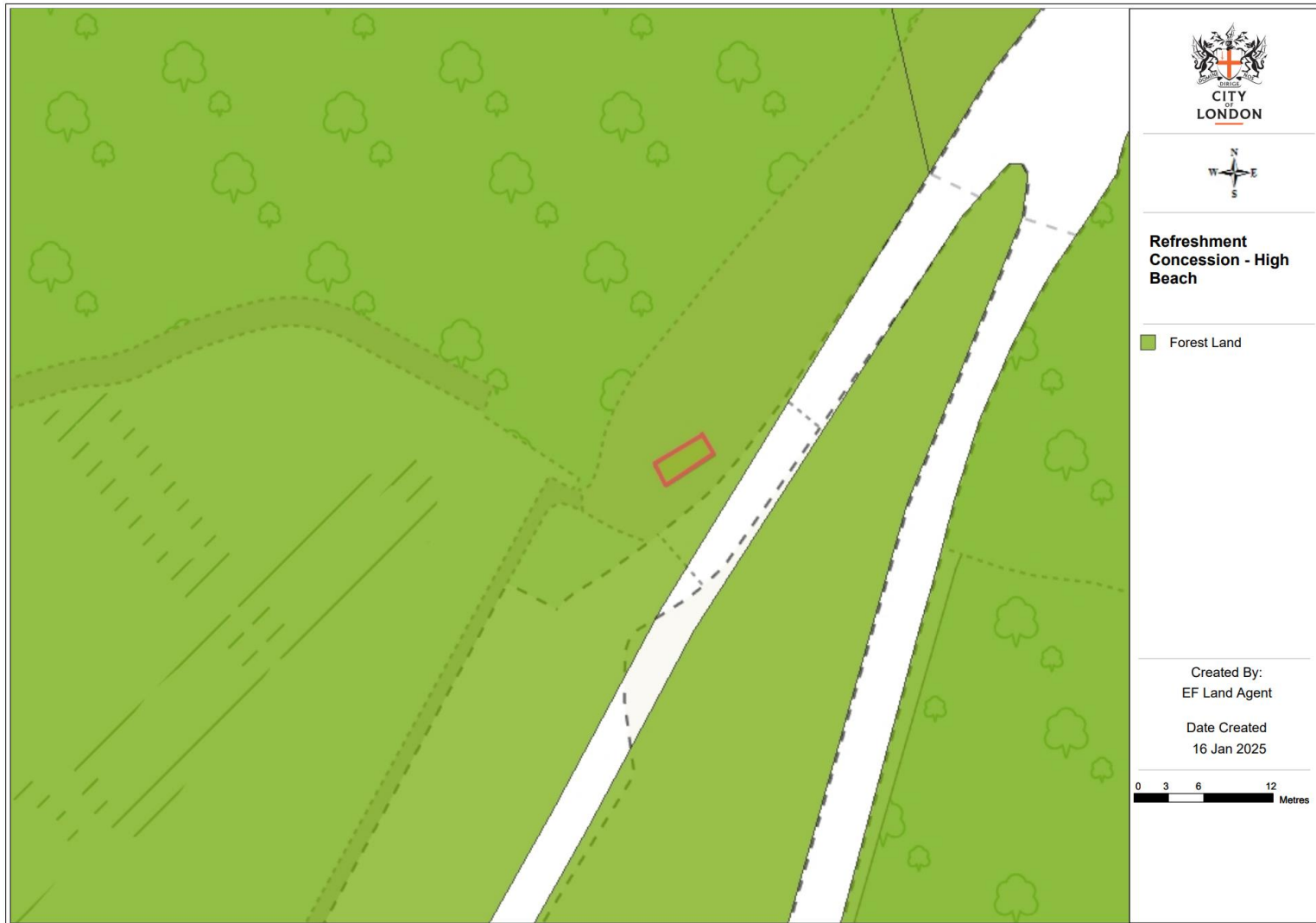
Telephone: 020 8532 1010

Disclaimer

The City of London gives notice that these particulars do not form part of any offer or contract and the statements herein are issued without responsibility on the part of the City of London and therefore are not to be relied upon as statements or representation of fact and any intending Applicant must satisfy themselves as to the correctness of each statement made herein and that the City of London does not make or give any representation or warranty whatever in relation to the Licence. (Property Misdescriptions Act 1991 and the Misdescriptions Act 1967).

Alternative Particulars. If you would like to receive this publication in your language, or in an alternative format such as Braille, large print or audio tape, please refer to the City Surveyor.

Appendix A – Pillow Mounds, High Beach Refreshment Concession Licence Plan



Appendix B – EPPING FOREST REFRESHMENT CONCESSIONS

SERVICE SPECIFICATION

Desirable service requirements:

Vehicle Movement

Vehicle movement to and from the Site shall be agreed in advance with the Superintendent of Epping Forest. The Licensee shall abide by the agreed Vehicle Movement Plan at all times. The Vehicle shall be parked in the designated car parks and shall not park in an alternative position without prior approval.

Operation

Operation of the refreshment concession shall be sympathetic to the management aims of Epping Forest. The Licensee shall meet regularly with the management team of Epping Forest to discuss the operation of the concession, forthcoming events, stakeholder feedback and wider Epping Forest management ambitions. The Licensee shall, as far as reasonably be expected, adopt Epping Forest's management plans.

Product Range

The Licensee shall provide a range of value for money refreshments to include hot drinks, cold drinks, hot snacks, cold snacks, sweets, crisps and confectionary (note ice cream cannot be sold at this site) with the following attributes:

- High quality and well-presented;
- Use of local produce where possible;
- A range of price points to suit a range of income groups);
- Minimal packaging;
- Minimal use of plastics;
- Socially inclusive to suit the potentially wide socio-economic, cultural and age diversity of the visitor base;
- Encourage suitable spend per head and uptake through perception of value for money rather than operating a high pricing policy.

Staff

The Licensee shall:

- Employ staff with good communication and customer service skills and where necessary, the experience required to perform their duties efficiently and effectively. Staff employed shall be able to speak English fluently and conduct themselves in a professional manner at all times;
- Induct new staff through a structured induction training programme, the details of which should be provided the Superintendent of Epping Forest on request;
- Provide statutory training and customer care training, the details of which should be provided the Superintendent of Epping Forest on request;
- ~~Provide staff with a suitable uniform of a high standard and ensure that staff wear it;~~
- Insist on high standards of personal grooming and clothing presentation from staff;
- Adhere to the staff structure and rates of pay included within the Service Statement.

Commented [FB1]: Changed to align with the 'Use' section above

Tariffs

The Licensee shall adhere to the tariffs set out in the Service Statement submitted as part of their Bid and shall be permitted to increase tariffs only on the 1st anniversary of the licence by the rate of RPI.

Commented [FB2]: There wont be a second anniversary as the contract is less than 2 years

Sustainability

In keeping with the City of London's Sustainability policies, the Licensee will be required to:

- Limit the use of disposables by selling refreshments without wrappings and packaging where possible;
- Provide Fair Trade products where available;
- Use recyclable materials where available;
- Use natural materials (for example recycled and/or unbleached paper serviettes);
- Separate waste and arrange separate collections for recycling off site;
- Use biodegradable cleaning materials / products where available;
- Serve local products where possible and economic to do so.

Note: Polystyrene products and plastic straws will not be permitted to be used

