



## **Design Brief for Café in the Park at Parson’s Close Recreation Ground, Leighton Buzzard**

### **1. Introduction**

Community Action Bedfordshire is a voluntary and community sector support organisation that develops, enables, promotes and supports local voluntary and community action (including volunteering) across Bedfordshire.

Community Action Bedfordshire has been contracted to provide a catering offer at the kiosk in Parson’s Close Recreation Ground, Leighton Buzzard LU7 1SF. We are calling it *Café in the Park*.

This provides an exciting opportunity for an art and design student to undertake a ‘real life’ project with the results of their endeavours on display throughout Leighton Buzzard.

### **2. Timescale**

*Café in the Park* is due to open on or about 1 April 2019, although we may open earlier for preview events. Allowing time for printing and installation etc., we therefore need to have approved designs ready by the mid-February 2019 at the very latest. Our anticipated timescale is as follows:

November 2018	Preliminary discussions with prospective designers
3 December	Commissioning contract in place
December	Research and development of design ideas by designer(s)
8 January 2019	Presentation of design concepts, options and three or four preliminary designs
	Selection of preferred design
January/February	Working up final designs and artwork
31 January 2019	Menu and prices confirmed by Community Action
13 February 2019	Presentation of final designs and artwork
19 February 2019	Place print and signage orders

Timetable subject to alteration in discussion between parties.

### 3. Design Requirements

We want to create a distinctive brand and logo for *Café in the Park* with distinctive artwork for the following items:

**Tease campaign** – if time permits we would like to run a tease campaign in the lead up to its opening in April 2019, while undertaking the fitting out of the kiosk. Suggestions for how this might be achieved and possible designs would be considered.

**Menu** – a single design (probably single sided) capable of being reproduced as follows:

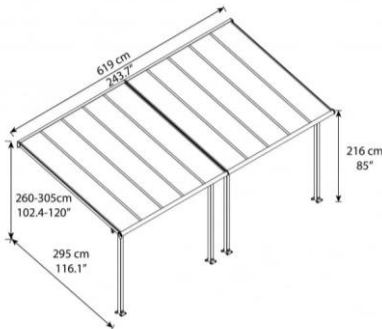
- displayed as a A0 sized panel inside the kiosk
- displayed as A3 sized panel in a display notice board on the outside wall of the kiosk
- printed as A4 or A5 menu cards for use within the Café and for promotional purposes.

**Banners** to advertise *Café in the Park*

- One or two designs for printing onto banners that can be tied to street railings to promote *Café in the Park*.

**Signage** depicting *Café in the Park* as follows:

- for two end panels, to fit on the end of each end of the canopy at the front of the building, measuring approx. 2360cm (H) x up to 100cm (W). Precise measurements to be confirmed once canopy has been fitted.





**Feather Banners** – a single design for use on two or three flag-style banners to be placed outside the building to advertise that the Café is open. See example of Feather Banners at <https://www.helloprint.co.uk/featherflags-beachflagsmedium-flagcanvas-flagsystem-1-watertankrotator-days5#final>

**Printed promotional materials** to promote *Café in the Park*, including:

- poster design capable of being reproduced/printed in A4 or A5 format
- post-card sized leaflets to be produced for distribution to shoppers in the Town Centre, to workplaces on the Grovebury Road Industrial Estate and at venues and events around the town. These may include vouchers for a free drink or cake to encourage people to visit the Café.

All artwork needs to be provided in a format that will allow us to amend as needed for future use (i.e. menu and promotional materials) (i.e. Microsoft publisher). Logos and other branding needs to be provided in different resolutions for use as appropriate in future artwork; it should also be suitable for use on social media (websites, Facebook, Twitter and Instagram).

Key elements to be captured in the brand should include the name (*Café in the Park*), its location (Parson's Close Recreation Ground, Leighton Buzzard and Postcode (pending)), Free Wifi, activities and events, and key elements of the vision (see below).

## 4. Vision

Our vision for *Café in the Park* is to create a friendly and welcoming environment where visitors and residents can:

- **enjoy quality home-cooked food** – where adults and children alike could benefit from a variety of freshly prepared healthy food options, including light lunches, healthy snacks, homemade cakes, delicious desserts and Fairtrade beverages at reasonable prices;

- **sit and relax in our al-fresco seating area with friends and family** – and share the space within the park with others, whilst also caring for children who are enjoying the benefits of an outdoor, physical environment;
- **connect with others in the community** – through meeting new people; accessing local services and community groups to improve their wellbeing; getting involved in and feeling part of their local community; and reducing residents’ social isolation and loneliness;
- **enjoy and enhance their overall experience of the recreation ground** – with visitors staying for longer and returning more frequently to their destination of choice.

## 5. Our Target Customers and Market

Our target customers will be the residents of Leighton-Linslade (population 39,300) and visitors (from outside the town) who want to use the facilities at Parson’s Close Recreation Ground. In particular the Splash ‘n’ Play Park, the Beach, a children’s play area, skate park and bandstand; along with regular events, such as Junior Park Run, Music in the Park, the Carnival and Picnic in the Park; all attract large numbers of residents/visitors.

The kiosk would be a valuable addition to the Parson’s Close Recreation Ground as it would offer local residents the opportunity to meet together, sharing a large outdoor space and benefitting from the physical activities and natural environment that such an area provides.

Our research has identified a significant number of visitors from outside of the town who come to use the facilities. People are attracted to the central location and the fact that the facilities are available free of charge. Parking is available at the nearby Duncombe Drive Car Park. We spoke with about 80-100 people who were visiting the park (on 8 August 2018) and using the facilities immediately adjacent to the kiosk. All said they would welcome a kiosk and that they would want to buy refreshments from it; many also said they would want to buy lunch there if the prices were reasonable.

Importantly, people talked about the convenience of having a kiosk as there was an overall sense that people found it an inconvenience to pack all their stuff up and entice children away from their play to go to the shops to buy food and drinks. A number of visitors had picnics. However, many stated that they often forgot things and their lunch got too hot in the summer months. There was a strong sense that a kiosk would alleviate the stress involved in a family day out; being able to purchase provisions in the park seemed to excite many of the people we spoke to.

Our experience tells us that customers also welcome the opportunity to talk with someone who they can get to know and who knows them. Whether to find out about local services, make links with other like-minded people/residents or to just have a chat with; whether children, families, carers, people who are lonely or socially isolated; all welcome the chance to engage with and make purchases at a café where the staff are friendly, considerate and knowledgeable of the area.

Analysis of the footfall data shows there is an estimated footfall of 657,178 visitors between 8.00am and 6.00pm per annum. We have estimated that if 20% of visitors also use the kiosk we would have 131,436 customers making a purchase.

Those accessing the park – and therefore our potential customers – include:

- children and their parents/carers wanting to use the Beach, Splash & Play or children's park
- children and young people wanting to use the Skate Park
- children, young people, adults and families looking to relax or enjoy their leisure time in the park
- children and their parents/carers attending events such as Junior Park Run, Teddy Bear Picnic and Picnic in the Park
- adults attending Music in the Park and Proms in the Park events
- residents attending or participating in events such as the Carnival and the May Day Faye
- children and their parents/carers using the park en-route to local schools, particularly Pulford Primary School
- residents using the park en-route to the railway station or to the town centre
- workers from the Grovebury Road Industrial Estate and other town centre businesses who use the park during their lunch breaks

The expected customer base is therefore divided into two key markets: (1) those staying in the park to use the facilities or attend events and (2) those passing through the park on their way to somewhere else (e.g. school, work, railway station or town centre).

The kiosk would provide a focal point, encouraging the recreation ground to be viewed as a purposeful destination.

We want to promote *Café in the Park* (and the park itself) as a destination of choice and would like to create a café culture environment (whereby people socialise around meeting for coffee and refreshments) within this space using the kiosk as a serving point for customers using outdoor seating (some covered) or using other parts of the Recreation Ground.

## **The Market**

Our research has shown that serving good quality coffee is really important, along with products/lines that appeal to our potential customers (adults and children alike) and sell at a reasonable price. Menu choice and the catering offer, along with price and quality, are therefore vital if we are to successfully position ourselves in the market.

To help us understand the market, we have looked at other websites and sources associated with running cafés, including:

The Caterer magazine <https://www.thecaterer.com>

Café Culture Magazine <http://www.thecafelife.co.uk>

The Chatty Café Scheme <https://thechattycafescheme.co.uk> and <https://metro.co.uk/2018/08/07/costa-launches-dedicated-chatting-tables-battle-loneliness-7807851/>

We have looked at the websites of other kiosks and cafés; they include:

Kiosk in the Park, Russell Park, Bedford <http://kiosk.attheparkbedford.co.uk/index.html>

Brownlow Café, National Trust Ashridge Estate <http://www.brownlowcafe.co.uk/>

Splashside Cafe at Bennet's Park (part of Dunstable Town Council) <https://www.dunstable.gov.uk/bennetts-splash-splashside-cafe/splashside-cafe/>

Pages Play Café at Pages Park, Leighton Buzzard <https://www.facebook.com/lbplaycafe/>

Your Cafe in the Park, Aston Clinton <http://www.yourcafeinthepark.co.uk/>

Cafés in the Park (Hertfordshire and Essex) <https://www.cafesinthepark.com/>

Beggarwood Café in the Park, Basingstoke <https://en-gb.facebook.com/Cafe-in-the-Park-Beggarwood-Community-Centre-1939565579393375/>

Ridgmont Station Tea Rooms, Bedfordshire <http://bedsrcc.org.uk/ridgmont-station-heritage-centre/ridgmont-station-tea-rooms/>

Inn on the Park, St Albans <http://www.inn-on-the-park.com/>

## 6. Our Marketing and Sales Plans

Our marketing and sales plans are, in essence, all about how we attract customers!

It will be important to promote what is unique about *Café in the Park* in terms of the catering offer (see below) and the events that are taking place. Our proposals for Community Connections Advisers to engage with customers will also give us the opportunity to organise events designed to attract people to the park. Our objective is to get more people to visit the park, more people to stay longer in the park and more people to buy their food and refreshments at *Café in the Park*. Our ambition is to create a *Café in the Park* that will be the 'go to' destination of choice for residents and visitors to Leighton-Linslade.

We want to create a distinctive brand and logo for *Café in the Park* with distinctive artwork for the menu, signage, banners and printed promotional material. A4 posters and post-card sized leaflets will be produced for distribution to shoppers in the Town Centre, to workplaces on the Grovebury Road Industrial Estate and at venues and events around the town. These may include vouchers for a free drink or cake to encourage people to visit the Café.

Banners to advertise *Café in the Park* will be displayed on street railings in and around the town and in/near to the park, including Grovebury Road Industrial Estate.

While undertaking the fitting out of the kiosk, in the lead up to its opening in April 2019, we will plan and run a tease campaign prior to the big reveal and a formal ceremony with the Town Mayor to celebrate its opening.

We will fully utilise social media to promote *Café in the Park*. We will set up new Facebook, Twitter and Instagram accounts for *Café in the Park* and link these to our own social media channels (website, Facebook and Twitter). Our experience shows us that frequent postings, good content and pictures help to promote use of the café. We will also link into other social media channels within the Town, including the Parson's Close Recreation Ground's own website page, Facebook page and twitter feed through the Town Council. We will use these channels to actively promote *Café in the Park*, the catering offer and the events; and to actively encourage customers to use these and other social media platforms, such as Nextdoor and Trip Advisor, to promote their attendance at the Café and engage in conversations about the Cafe.

We will add a *Café in the Park* page to our own website [[www.cabeds.org.uk](http://www.cabeds.org.uk)] and seek to optimise website search engine listings, particularly for places to eat and places to visit in Leighton Buzzard.

We will work with the Town Council to fully utilise its promotion and publicity budget to promote the new kiosk offer and the range of facilities and events that the park provides. We will also seek to utilise the bi-monthly Parish magazine *About Town*, and the Town Council's community events programme, to promote *Café in the Park* and activities taking place within the park. We will work with the Town Council to include the existence of *Café in the Park* on newly produced interpretation maps and brown tourist signs for the park.

We will promote *Café in the Park*, the catering offer and the events through newspaper articles (and already have excellent relationships with the *Leighton Buzzard Observer*).

## **7. Our Catering Offer**

We will offer a delicious range of home-cooked food and refreshments. This will include a variety of freshly prepared healthy food options, light lunches, healthy snacks, homemade cakes, delicious desserts and beverages – all at reasonable prices.

Much of the catering offer will include freshly prepared food using locally sourced ingredients, the best seasonal produce and healthy options such as fruit, vegetables, free-range eggs, salads, low sugar and salt content.

We will promote Leighton-Linslade as a Fairtrade Town and will actively promote Fairtrade or sustainably sourced beverages.

We will complement the existing Ice Cream Van concession with a bespoke offer of a range of delicious desserts using scooped ice cream, with some unusual flavours, and frozen yogurt with fresh fruit options, thereby increasing variety to the benefit of park users.

Our menu choices will appeal to adults and children alike. Our initial research among Park users has informed our offer. We will actively consult with customers as to their menu preferences and seek feedback on their satisfaction with the catering offer and the service provided.

Our suggested catering offer will initially start with a more limited range in order to ensure we can deliver the offer efficiently and to a high standard within the limited space provided. We will add to the menu as our experience of customer preference develops, taking account of customer feedback. We envisage our initial offer to be as follows:

Freshly made sandwiches, baps and baguettes

Paninis

Home-made sausage rolls and pasties

Jacket potatoes with various fillings

Crisps, nuts and granola bars

Assorted salads

Home-made cakes, scones and muffins

Delicious desserts (ice cream, yogurt and fruit)

Fairtrade beverages (teas, coffees, hot chocolate)

Soft drinks (juices, bottled water and smoothies)

A specials menu will offer some exciting dishes prepared specially for that day; for example, homemade soups, chilli con carne, pasta dishes, seasonal sandwich fillings etc. This will change regularly to offer additional variety, dependent upon seasonal foods and suppliers' offers.

We will develop a unique signature dish, for which we will become known for. This might be one of our delicious desserts, a newly created dish named after or associated with the town or generously sized scones with fresh cream and jam!

We will cater for commuters who travel through the park on their way to work and children on their way to and from school. In due course this will include a takeaway lunch box service for adults and children.

The catering offer would also reflect the various activities that take place in the recreation ground throughout the year, for example cream teas would be offered at the Music in the Park events; shortbread teddy bears at the Teddy Bear Picnic and perhaps themed food to link in with the Carnival.

Subject to detailed costings and negotiations with suppliers, we aim to offer locally sourced ingredients from Bedfordshire and Buckinghamshire and the best seasonal food.

## **8. Our Community Engagement Offer**

Community Action Bedfordshire works with local communities to help connect residents and tackle issues such as social isolation. It works with community activists and other volunteers, empowering



them to develop and sustain the existing or new social networks, activities and community groups needed to facilitate social interaction and create strong, vibrant, healthy and inclusive communities.

We will use our expertise to extend this work to the Parson's Close Recreation Ground. Community Connections Advisers will be available at *Cafe in the Park* to engage with customers to provide information and guidance on local services, community groups and organisations. They will also promote opportunities for residents to get involved in their local community or to become part of or create new social networks.

*Cafe in the Park* will therefore offer residents the opportunity to feel supported and empowered within their community and support a preventative programme, whereby people are less likely to suffer from the effects of social isolation and are more likely to develop a sense of confidence and connectedness with the town itself.

Our Community Connections Advisers will also work with the Town Council and others to organise and promote activities in the Park designed to attract customers, for example, Sandcastle Competitions, Buggy Runs, Children's Storytime, Yoga in the Park, Afternoon Teas for the Over 50s and Petanque.

We will recruit and appoint volunteers to act as story tellers, activity organisers and events stewards for these activities. For some activities we can utilise commercial providers who are seeking to expand their own customer base, at no cost, or charge those participating.

We will also join and promote The Chatty Café Scheme [<https://thechattycafescheme.co.uk>] by allocating a Chatter & Natter Table. This will create a space for people to talk; whether it's for five minutes while they drink a brew, or an hour of good conversation. The scheme does not seek to build friendships – *just simple interactions to combat loneliness and to just maybe have a big impact on someone's day.*

## 9. Opening Hours

Our planned opening hours to start with will be:

Summer (Easter to October Half Term) seven days per week, 8.00am – 6.00pm daily.

Winter (End of October to Easter) seven days per week, 8.00am – 4.00pm daily.

## 10. Environmental Sustainability

We have a comprehensive Sustainable Development Policy and Green Office Code of Practice in place. We will extend these principles and practices as part of *Café in the Park* by, for example:

- raising public awareness of environmental sustainability issues and practices
- encouraging customers to bring/use their own reusable cups
- using fairtrade or sustainably sourced products where feasible, including fairtrade or sustainably sourced beverages

- providing seasonal food and locally sourced ingredients
- printing menus and promotional literature on recyclable paper
- using recyclable packaging and consumables
- providing recycling bins for glass, cans and paper (along with general waste)
- composting materials, where possible.

We have also asked the Town Council to fit cycle racks near to the kiosk as this will encourage cyclists to visit and use the Café.

## 11. Social Impact

### Strategic Outcomes from this work will include:

- (1) People are better informed about local services, social networks, volunteering opportunities, community activities and community groups in their area, and how to access them.
- (2) People are able to meet socially/informally with others through social activities or other services offered in the community.
- (3) People are actively involved in the community through their participation in community groups, forums, activities or volunteering.
- (4) People feel less isolated or lonely as a result of participating in social networks, volunteering, community activities and community groups etc.

### Possible Outcomes for Individuals:

As a result of their participation in *Café in the Park*, the individual .....

- 1 Develops new social networks
- 2 Is better informed about, and has been able to access, local services
- 3 Gains satisfaction from sharing their skills with others in the community
- 4 Participates in community activities, groups, forums or formal volunteering
- 5 Feels increased personal fulfilment/satisfaction from their participation in the community
- 6 Feels less isolated or lonely
- 7 Feels their mental health has improved
- 8 Benefits from an increase in exercise/active living
- 9 Has increased confidence and self-esteem