

Committee	Dated:
Queen's Park Consultative Group	14 June 2017
Subject: Queen's Park Café – Options Appraisal	Public
Report of: Superintendent of Hampstead Heath	For Discussion
Report author: Richard G Gentry – Open Spaces & Heritage Department	

Summary

An engagement and consultation exercise in relation to the café provision at Queen's Park has been completed. A total of 391 responses were received. The feedback received suggests that the café is valued as a community hub and an important asset in the park. The quality and cost of food, along with the ambience were factors that were considered important by the public.

The Superintendent recommends that the City of London Corporation commence a new tender for the lease of Queen's Park Café.

Recommendations

It is recommended that:

- Members note the report and the content of the appendices.
- Members give their views on the Superintendent's proposed option regarding the Café Lease (Para 9)
- That the views of the Queen's Park Consultative Group will be conveyed to the Hampstead Heath, Highgate Wood and Queen's Park Committee in July 2017.

Main Report

Background

1. The City of London appointed a consultant to carry out an engagement and consultation exercise in relation to the Queen's Park Café, in the winter of 2016/2017.
2. This report considers the outcomes of the public engagement and consultation exercise and proposes a way forward for the Queen's Park Café.

3. Five cafés from across the Division were retendered in the winter of 2015. The Hampstead Heath, Highgate Wood & Queen's Park Committee (HHHWQPC) voted to award leases on 14 March 2016. The Queen's Park Café lease was awarded to a local company, Surebrooks Limited (Minkies). Following extensive negotiations between the City of London and Surebrooks Limited they made a decision to withdraw from the tender.
4. The current Queen's Park Café tenant is on a Tenancy at Will.

Context

5. Hampstead Heath and Highgate Wood & Queen's Park, Kilburn are registered charities for which the City of London Corporation is the trustee. The purposes of both charities involves the preservation of open space for the recreation of the public. The HHHWQPC manages Hampstead Heath, Highgate Wood and Queen's Park on behalf of the City of London Corporation and must take decisions in the best interests of those charities. The provision of café facilities provides income which contributes to the maintenance of the open spaces, and the cafés must be let on the best terms that can reasonably be obtained for the charities in order to comply with the duties of the trustee. However, the cafés are also fundamentally part of the experience provided to users and the HHHWQPC may consider the wider social and environmental benefits that they bring to the open spaces.

Proposed Approach

6. Following an engagement and consultation exercise at Hampstead Heath, in consultation with the Café Working Party, it was suggested that Service Standards and Performance Indicators based on the outcomes of the engagement and consultation exercise be developed. Setting these indicators out clearly will assist the leaseholders in understanding what they are being asked to provide and will help Officers from the City of London to monitor the cafés performance. A copy of the Performance Indicators and Service Standards can be found at Appendix 2.
7. The Superintendent proposes to form a small working group for Queen's Park developing a dialogue and future engagement with the Queen's Park Café. Representatives of this group would be invited to assist with the evaluation of the refreshment providers, subject to procurement rules, and to help the City of London to monitor and measure the cafés performance.

Café Lease

8. The Superintendent has found the café engagement and consultation exercise extremely useful and the report (see Appendix 1) highlights the aspects of the current offer which users found either to their satisfaction or dissatisfaction. Overall people reported being dissatisfied with the café provision, in particular they felt the facilities were poor and the food quality and price of food was unsatisfactory. A number of key themes were identified in the café consultation and engagement, these were; a family friendly café, good quality food at

affordable process, a distinctive environmentally friendly café, a café offering employment and training opportunities for local people.

Proposed Option

9. Having considered the responses received in the café engagement and consultation exercise the Superintendent is minded to recommend initiating a new tender process for the lease of the Queen's Park Café. The Superintendent now seeks the views of this Consultative Group on the proposed approach.

Conclusion

10. The engagement and consultation exercise which has been undertaken has provided valuable information about the public's views on the café. The café facility is valued as a community hub and food cost, quality, and atmosphere are seen as the most important factors. The Superintendent recommends that a new tender process is commenced, in-line with the findings of the engagement and consultation exercise.
11. If the Open Spaces Bill is passed into law, the City of London Corporation will be able to grant longer leases with the potential for more capital investment in the café facility to provide enhanced service outcomes for the future.

Appendices

- Appendix 1 – Queen's Park Café – Engagement and Consultation Report
- Appendix 2 – Performance Indicators

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