



Fun Factory Tender, Marsh Farm Futures – Futures House

1. Background

Marsh Farm Futures (MFF) is an award-winning charity which manages and operates Futures House: <https://marshfarmfutures.co.uk/> The state-of-the-art Futures House, located in Marsh Farm, North Luton, is a bespoke building, with a gross internal area of 48,000 square feet. As a vibrant, sustainable, and innovatively designed community “hub”, Futures House provides enhanced local public services, including Bedfordshire Police and community services, as well as providing quality space and support for business enterprise, a commercial play park the Fun Factory, climbing walls and other health and leisure activities including community halls and a café. We also have several organisations and groups who offer their services from here, including Over 50s Club, Food Bank and a pre-school nursery. In addition to the above, space is provided within Futures House to support the growth of small and medium sized enterprises, community-based businesses and three large retail units. MFF are now looking to select a suitable partner for the running and delivery of the Fun Factory and climbing wall. The new partner will be delivering all the activities and services at the Fun Factory as well as other activities and events daily. We are seeking an experienced operator to deliver an excellent, reputable and safe service situated within the facility which currently lacks enough opportunities for the residents to come together or support local people. This is an opportunity for an experience organisation or professional to be involved in this incredible community asset, to develop new ideas and build on the successful asset already available. We are seeking an enthusiastic and experienced operator who can maximise the potential of the building and further develop the Fun Factory and climbing wall into a thriving and much needed community space. We are particularly interested in hearing from established businesses who can demonstrate a commitment to working in partnership with local stakeholders to create a thriving community hub, hosting family activities and events and offering opportunities and employment for local people.

2. The Opportunity

Marsh Farm Futures (MFF) is excited to invite Expressions of Interest (EOI) from established businesses to take on the management and running of the Futures House Fun Factory and climbing walls for a minimum term of 3 years. MFF is looking for a tenant with the passion and vision to transform the space into a welcoming thriving business providing a six to seven day a week offer. MFF are also interested to hear from operators who are interested in working with community organisation/s to support and host events with the intention of creating a community and increasing footfall to the centre. As a minimum the Fun Factory should be:

- An active and vibrant community space, open six to seven days a week, with opening hours that reflect the use of the existing play park by the community and their needs and wishes.
- An ability to offer activities and events which engage with the community.
- A partner which has the right corporate and finance governance in place to give MFF the comfort of appropriate lease management and rental payment

This tender is an opportunity to run a busy Fun Factory and climbing walls facility under contract, for a minimum of three years with an option to extend for another two years, due to commence on 1st December 2024.

3. What we are offering

- A facility that is in the heart of a community
- A ready-made community on your doorstep
- Support with marketing through our website, social media, and regular newsletters
- Fully equipped playpark, party areas and climbing walls for toddlers (age 5 years) to adults.
- An established customer base.
- An experienced centre staff team and leadership team

4. Location

Located in Marsh Farm, North Luton, the estate takes its name from the farm that owned much of the land that eventually became the estate.

5. The Fun Factory and Climbing Walls

We are looking to appoint an enthusiastic, skilled and entrepreneurial operator to bring the space to life creating a thriving space for the community.

6. Rent

We invite proposals from applicants to lease the internal premises. We are suggesting a minimum of £35,000 per year excluding all direct bills and services to the fun factory/climbing walls operations and including a profit share on net sales. For the avoidance of doubt the licensee will be responsible for 5% of the annual building service charge, (the fun factory and climbing walls occupy 13.48% of the space in Futures House).

7. Applicant skills and experience

Essential applicant skills / experience:

- Previous experience of managing community facilities or similar
- Two references

Desirable applicant skills / experience:

- Previous experience and skills in engaging a diverse range of local stakeholders.
- Previous experience of working with a range of not-for-profit organisations or constituted community groups, individuals, and/or social enterprises to programme a variety of events in a community setting.
- The passion and vision to transform the Fun factory and climbing walls into a much needed and welcoming community hub.

8. Aspirations

We are keen to hear from interested parties who can demonstrate a willingness to commit to the following standards, especially if the applicant can already provide evidence of working in similar ways. The Fun Factory and climbing wall operator should:

- Create a unique resource at Futures House, providing an affordable, space for families to play, and come together.
- Work with MFF to identify and share new opportunities to help develop the centre further.
- Where possible, employ local staff and people.

- Increase the footfall to Futures House.
- Present a long term commercially viable offer.
- Inspire residents and visitors to become more actively involved in the centre

9. Operating Conditions

We anticipate that the Fun Factory and climbing wall will be open six to seven days a week. The Operator will be responsible for supplying the necessary systems to enable cash flow to be managed appropriately in a way which is auditable. The licensee will be responsible for the safe and secure handling of any cash held by it on the premises and offer a free contactless payment system. The Operator will be responsible for their own insurance and liabilities, including public liability Insurance - £10m (minimum) Employer's liability insurance - £5m (minimum) Business insurance - £5m (minimum).

10. Marketing and Branding

Any programmed activities can be included in the MFF newsletter. Any branding by the operator will need to be agreed, in advance with MFF. The installation of signage will require consent.

11. Key Dates

Key Milestones	Dates
Publish Tender Opportunity	03.10.2024
Site visits and Q&A session at the Fun Factory	16 th - 17 th .10.2024
Deadline for EOI	31.10.2024
Presentation/interviews	w.c 4 th November 2024
Successful applicant notified and inception meeting	11.11.2024
Contract drafted, agreed, and signed	15.11.2024
Tender starts	01.12.2024

12. Submission requirements

MFF is aware there may be several approaches to financial arrangements and is open to suggestions. However, all arrangements need to consider the following:

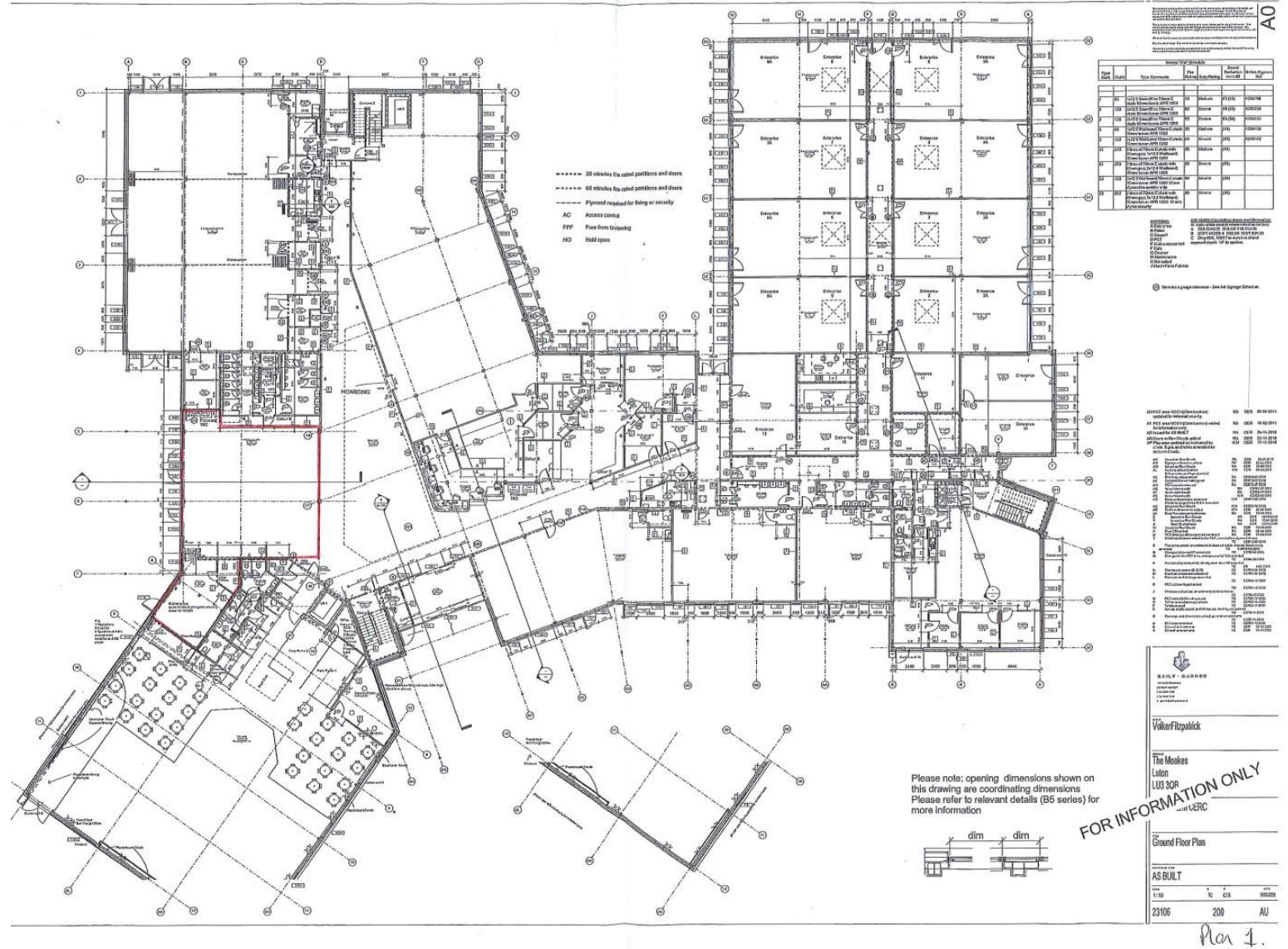
- A minimum term of three years, with the option to extend for a further two years.
- Annual review of performance against agreed KPIs.
- Both parties agree to a six-month notice period, after the initial three years, if either party wish to terminate the agreement.

Please submit a brief written response that sets out a plan to deliver the aims of the brief and the financial factors. Also include the following:

- An Organisational plan that outlines the staff that will deliver and support the operation of the Fun Factory and climbing walls. Proposed targets and KPIs; including a schedule/approach for monitoring performance.
- The tender response should be no longer than 4 x A4 pages, excluding attachments.
- Tender Returns Submissions should be returned via email by the deadline above to Mohammed Rafi rafi@marshfarmfutures.co.uk

Note: MFF also has a tender out for the Catering facility. If you are interested in tendering for both the Catering and the Fun Factory tenders, separately or as a combined tender, please mark this clearly in your submission.

Appendix 1. The Centre Floor Plan



Appendix 2: The centre



