

Kingsbridge & Malborough United Junior Football Club



Franchise for football clubhouse cafe

Malborough playing fields

Most Sunday and some Saturday mornings (term time only)

2 September 2017 - 30 June 2018

Summary

We are a friendly youth football club with c.200 players and their parents. We are also a charity who relies on the café profit generated each year.

The clubhouse is the busy hub of our club with the cafe providing a warm, friendly welcome to players and visiting teams. Its open most Sunday mornings from September to May for matches, plus Saturday mornings for training (September to mid-October, and then mid-April to end June) with occasional closures for bad weather, Xmas and Easter.

The cafe has been run by parents and some paid help but we now need a committed franchisee to ensure it is opened reliably.

The current menu is simple but popular with tea, coffee, hot chocolate, capsule coffee machine, bacon rolls, toast, cold drinks, snacks and ice creams. All equipment is provided so no outlay is needed other than starting stock.

Catering experience is ideal but not essential – we need reliability, friendliness, honesty, plus great hygiene standards, the ability to make a lush bacon roll and keep smiling when it's busy.

In addition to running the cafe a few other occasional tasks include fielding enquiries, cleaning two toilets, sweeping and tidying the room, handing out ice packs, taking money for the boot shop and tennis membership etc.

In return for your reliability and great service you should be able to make catering wages for every hour worked plus a share of the profit. This is our estimate and you'll have to do your own calculations. You'll have to be flexible for occasional cancelled games. You'll need to pay £300 deposit (returned at the end if all conditions are met), have public liability insurance in place (we estimate this to be around £50 - £80) and a clear criminal record.

Operating hours

Saturdays: 8.30 – 11.30 am (set up from 8.30am to open by 9 am)

2 September 2017 – 22 October 2017 and then Saturday 14 April 2018 to Saturday 30 June 2018

Total 20 Saturdays less occasional closure for bad weather/ waterlogged pitches

NB: Saturday training moves to the KCC astro and Quayside leisure centre over winter so the café doesn't open on Saturdays during that period.

Sundays: hours vary depending on fixtures but similar to Saturday

10 September 2017 – 27 May 2018 excluding Christmas and Easter

Total 20 – 25 Sundays with occasional closure for bad weather/ waterlogged pitches

The number of home games and kick-off times vary each week. The earliest arrivals could be 8.30 am which would require an 8 am set up. The last arrivals can occasionally be 11.30 and the café can close after half time (rather than stay open to the end if there is just one match.)

The Sunday's fixtures are only confirmed the previous Thursday. Occasionally matches are cancelled on Saturday afternoon or early Sunday morning and the franchisee will be notified. Therefore some flexibility is needed on their part.

See "**Financial information**" for the number of matches each Sunday in a typical season and the café income recorded.

Busier times tend to be on cold/wet days and when 4 or more matches are scheduled. The franchisee may need a second person working in the café from say 9.30 – 11 am on these days.

If the franchisee wishes to open outside KM football times, this will need to be agreed with KM and Malborough Village Hall and Playing Fields Association; it might require an additional fee.

The menu and equipment

The current menu is simple (see photo below).

We aim to provide a reasonably healthy selection and therefore do not sell sweets or canned drinks. We'd welcome new additions such as fruit, milk shakes, tray bakes, cupcakes etc.

Prices should stay as they are. They are less than commercial comparables but we find this increases the volume of sales, is still profitable and our aim is to provide good value to families.



The equipment provided includes Nespresso capsule coffee machine, kettle, urn, microwave, toaster, George Formby grill, blender, panini press, fridge and freezer. Everything except the urn and fridge were bought within the last 2 years and shouldn't need replacing yet.

Two adult teams use the clubhouse on Saturday afternoons. They have access to the kitchen but bring their own stock and use only the kettle and urn, cleaning up after themselves.

KM occasionally uses the kitchen outside cafe times for small events such as parents' meetings and courses. We use the cafe equipment but will bring our own stock. We clean up after ourselves.

Financial information

Revenue and costs

	Café income	Café costs	Net surplus
Sept 2015 - June 2016	£4,316	£1,385	£2,931
Sept 2016 - April 2017 *	£3,521	£1,328	£2,193

* 10 more weekends of trading to come

Café income includes sales of food/drinks served. We have not shown non-café income such as boots because this is not part of this franchise agreement.

Café costs include ONLY the food/drink costs and other café stock e.g. disposable cups, de-scaler, bin-liners etc. which are to be paid by the franchisee. We have not included the costs paid to occasional staff - this figure would be meaningless because we have operated the café with a mix of volunteers and paid staff. Utility costs (water and electricity) are not shown; KM will continue to pay these. The franchisee will need to pay for their own public liability insurance (we estimate this to be around £50 - £80).

Café income

Saturday training: typical café income has been £100 - £130 in September and October, around £40 - £80 half term Saturdays and £20 - £40 on Saturdays in April - June.

Sunday match days – the number of matches scheduled varies from week to week

No of matches	1	2	3	4	5	6	7	8
Takings *	£20	£108 £103 £60 £53	£136 £123 £110 £86 £80	£165 £151 £150 £130 £88 £86 £80	£175 £160 £90	£152	n/a	£245
Times per season	3	4	5	7	3	1	0	2

* The figures are from our records where we have recorded both the café takings and the number of matches on that day.

There is clearly quite a range. Takings depend on the number of matches, weather and, most significantly, how the café was run.

Higher takings occur when cafe is properly run, offering bacon rolls and capsule coffee. Lower takings occur with an honesty pot or parent rota (unreliable at times), nobody cooks bacon rolls and only instant coffee is available.

This data is only a guide and provided in good faith from our record books for the current and last season which you may inspect. Tenderers must make their own assessments.

Conditions of the franchise

The franchisee is required to:

1. Provide a 100% reliable service, opening on time and without fail on the days and hours set out in the section “**Operating hours.**”
2. Provide a friendly, helpful, honest service which supports the club’s operation.
3. Serve good quality food/drinks. Catering experience is ideal but not essential provided you can demonstrate reasonable ability and excellent food hygiene.
4. Produce a food hygiene certificate (to be paid for by the franchisee).
5. Provide a certificate of suitable public liability insurance for the duration of the franchise term (to be paid for by the franchisee).
6. Seek the prior agreement of KM to make any changes to the menu or prices.
7. Provide free coffee or tea to coaches and committee upon production of an identity card (usually 3 in total each time) and a free ice cream/drink/chocolate bar to approximately 10 children on Saturdays upon production of their ‘star player’ card.
8. Wipe tables, clean two toilets, sweep and tidy the room as required (usually fortnightly).
9. Undertake occasional tasks to assist the running of the club, for example field enquiries, hand out ice packs, take money for the boot shop and tennis membership, hand out the referees’ fees (provided by KM), plus similar tasks.
10. Undergo and clear a criminal record check for the franchisee and any other staff working at the café at the outset. KM will run these checks and pay for the first three. Any additional checks will be paid by the franchisee at £10 each.
11. Understand that child welfare is of utmost importance and never engage in any inappropriate behaviour with children. They should report anything that concerns them to KM’s child welfare officer immediately.
12. Agree to spot checks by KM in relation to food quality, hygiene and cash handling.
13. Keep clear records and receipts for cafe costs and income. Operate the cafe on an open-book basis to be shared with KM when requested. This is simply to check things are going as expected and does not affect the franchise fee agreed.

14. Buy any stock in hand from KM at the outset (at cost price). After that the franchisee will buy their own stock.
15. Operate, clean and maintain all equipment properly. Any equipment damaged/lost by the franchisee must be replaced by them. The equipment remains the property of KM at all times, who will replace equipment when required due to wear and tear.
16. Seek the prior agreement of KM and Malborough Village Hall and Playing Fields Association to open outside KM football times. Private parties are not allowed.
17. Pay to KM the franchise fee in ten monthly instalments, from end September 2017 to end June 2018 by standing order.
18. Pay to KM a deposit of £300 upon appointment of the franchise. Conditions for return of the deposit are below.

Breach of conditions and termination

1. If the franchisee meets all the Conditions of the franchise, the deposit will be returned at the end of the franchise term after the final monthly payment of the franchise fee in June 2018. If applicable, any penalties for non/late opening and the replacement cost of any equipment damaged/lost by the franchisee will first be deducted from the deposit.
2. Failure by the franchisee to open on time will incur a penalty of £20 each time. Failure to open at all will incur a penalty of £50 each time. Penalties will be deducted from the deposit. More than two late openings and two non-openings will result in termination of this agreement and non-return of the deposit.
3. If the franchisee breaches any other Conditions of the franchise, KM will first notify the franchisee at the time and give them one chance to put things right. If they fail to put things right, this agreement will be terminated by KM and the deposit will not be returned.
4. This agreement will be terminated immediately by KM in the case of serious misconduct by the franchisee e.g. dangerous food handling/hygiene, theft, damage, inappropriate/offensive behaviour, and the deposit will not be returned.
5. This agreement may be terminated immediately by KM in exceptional or unforeseen circumstances such as the unexpected temporary or permanent closure of the club or clubhouse. The deposit will be returned to the franchisee (less any deductions if applicable as described above).

6. The franchisee must give KM 28 days' notice if they wish to terminate this agreement before its end (30 June 2018). They must pay one monthly instalment within the 28-day notice period. The deposit will not be returned.
7. This franchise agreement can be varied if both parties agree. Variations will be put in writing.
8. Any disputes which cannot be settled between the franchisee and KM will be referred to an independent moderator such as a panel of members from Malborough Parish Council or Salcombe Chamber of Commerce, with the franchisee and KM sharing equally any associated costs.

How to tender

1. Queries and visits

Call in to the clubhouse café on Saturday 29th April or Saturday 6th May, 9am – 11am where you can have an informal chat with Madge Bailey (club treasurer who has been running the café for the last 2 years) and look through the record books. You can also observe the café on match day Sunday 30th April.

2. Submit your offer

by 8pm Tuesday 9th May by email to madge.bailey@btinternet.com

In your offer please include:

- Your name, address and contact details
- Some brief information about yourself, why you're interested and any relevant experience you might have.
- Briefly explain how you'll be able to commit to regularly and reliably opening on the days/hours we specified. Explain how you will cover sickness and absence.
- The franchise fee you are willing to pay

3. Selection

We will invite suitable tenderers for an informal interview and to work alongside us for a short period in the café on Saturday 13th May or Saturday 20th May (paid at £8 per hour).

We will assess tenderers on the following basis:

- Ability to produce good quality food and drinks
- Standards of kitchen hygiene
- Friendly, welcoming and helpful attitude to children and parents
- Hard working, honest and supportive of the club
- The franchise fee offered

We aim to notify the successful tenderer by Monday 22 May. They will be required to pay the £300 deposit within 1 week to secure the agreement.

We may invite them to work in the café on Saturday mornings (paid at £8 per hour) until mid/end June if they are available. The franchise agreement will start 2 September 2017.