

Foundling Museum

Sustainable Coffee Mobile Operator's Brief

Requirement Overview

Foundling Museum is looking to establish a partnership with an experienced, registered coffee mobile operator.

Our goal is to introduce a welcoming, sustainability-focused coffee cart outside the Museum that will improve the visitor experience and broaden our reach and engagement with the community, fostering a social hub and contributing positively to the external environment.



Foundling Museum Overview

Foundling Museum is the only cultural institution in the UK to celebrate people who have been in care, and those who care for them.

We are a contemporary museum established in 2004, with collections of art, music, writing and emotive objects that stretch back to the 18th century. Our work grows from our unique foundations, as the only foundling hospital museum in the world that has an art collection donated by artists, and the only one to tell the story of the birth of creative philanthropy.

The Museum shows how artists championed the Foundling cause, including artist William Hogarth and composer George Frideric Handel. Their compassion and generosity demonstrated that the arts can transform lives. We work with outstanding contemporary artists, writers and musicians to ensure that leading creatives continue to be part of the story of care.

At the heart of our work is our award-winning arts training programme for young care leavers, along with arts and wellbeing activities for children and families.

The Museum currently attracts around 42,000 visitors per year with excellent footfall from neighbouring sites including UCL, Brunswick Square Gardens and Coram.

See also <https://foundlingmuseum.org.uk/visit-us/>

Requirements

General

Foundling Museum is seeking an experienced, mobile coffee operator with their own self-contained mobile outlet/cart, a sustainable approach, and an established relevant and quality hot drink offer. Your food business must be registered.

The coffee cart/kiosk will be part of the Museum's environmental responsibility action plan, supporting their aims to promote biodiversity, reduce energy use and procure ethical suppliers. Together the aim is to serve great coffee, improve visitor experience and dwell time, and to enhance the appearance and welcome outside the Museum.



There are no other visitor cafés or on-site catering at the Museum and so there is the opportunity for the operator to fully benefit from visitors. As well as Museum visitors and the general busy footfall past the Museum, the aim is to attract customers from the local community and visitors from neighbours including UCL, Coram's Fields, Coram Nursery and Campus, and Brunswick Square Gardens – these immediate locations often have very high footfall levels.

Sustainability Requirements

The Museum would like to run the coffee cart in the most sustainable way possible and would welcome practical ideas from prospective operators on how to do this, while recognising realistic operating parameters. These ideas could include use of solar technology, reusable or compostable cups, and a 0% landfill policy, sharing or composting all food waste.

Additional initiatives to support a carbon neutral position, working with local independent suppliers and partners and the support of social enterprises will be welcomed.

Location & External Furniture

The coffee cart/mobile will be located directly in front of the Museum, which has recently undergone planning and secured funding for long-term, major improvements. A fresh, more accessible, front entrance design will be complemented with the coffee cart alongside some outdoor furniture and planters, provided by the Museum.

Trading Days & Hours

While the Museum recognises the need for trading periods that are mutually beneficial and

commercially appealing for both parties, it will be important that there is a level of continuity in terms of availability on specific days and times to support a loyal following and help create a sense of place. As such, trading days and hours will be agreed mutually in advance and periodically reviewed to create a balanced commercial approach.

Objectives of Coffee Cart

- To enhance the visitor experience and welcome to Museum visitors.
- To bring together people from the nearby institutions, UCL and Coram, Brunswick Square Gardens & Coram Fields, building a community hub outside the Museum.
- To increase awareness and visibility of the work of the Foundling Museum, the only museum to celebrate the stories of care experienced people and those who care for them.
- To increase earned income to the Museum, enabling more people to benefit from the Museum's work, which provides professional development and creative opportunities for care-experienced people.
- To promote environmental responsibility to Museum visitors, staff, and the communities using the coffee cart/mobile.

Outline Responsibilities

The following, non-exclusive list is provided as headline responsibilities for the Foundling Museum and the appointed operator. Full draft Heads of Terms, setting out detailed responsibilities, will be issued to shortlisted operators.

The Foundling Museum

- To operate the Museum so that it is fully compliant with all relevant legislation.
- Keep in place adequate public liability insurance in relation to the site and buildings within it.
- Hold periodic meetings with the mobile operator.

Mobile Operator

- Production and service of appropriate coffee and related offers, and operation of the business so it is fully compliant with all relevant legislation as well as best practice.
- Provide an operation with sustainability considerations and initiatives present.
- Ensure the vehicle/cart complies with all health, safety and hygiene regulations.
- If a road-worthy vehicle, maintain vehicle tax, MOT, and insurance of vehicle as applicable. There is a preference for an electric or hybrid vehicle.
- Open within the agreed hours and specified days.
- Maintain adequate public and products liability insurance in relation to the services of food and beverages.
- Maintain appropriate licenses and certificates in relation to the services of food and beverages.
- Keep the area clean, tidy and free from rubbish.

- Periodic meetings with the Foundling Museum.
- Maintain financial records and pay the fixed fee in advance, plus transfer the discretionary concession payment on a weekly basis.

Both parties are to operate an open-book policy so that, with reasonable notice, they can inspect the other party's documentation to audit relevant figures.

Concession Fee & Term

The Museum is seeking a fixed daily fee plus a % of net daily sales (excluding VAT). However, the Museum may consider alternative structures.

The initial period is likely to be for a minimum of 2 years, with days and times to be specified, with the option to extend by mutual agreement. Specific details to be determined.

The Museum recognises the need for a commercially sustainable agreement that is mutually beneficial to both parties.

Requested Information

The following information is requested to assess suitability:

Background & Experience Summary – Company name and registration number, if applicable; contact name; registered business address; mobile phone number; email; website/socials. Please include the number of years trading, track record, locations and any other relevant information.

Concept & Menu – please provide a brief overview of your proposed mobile concept and mobile/vehicle, menu and tariffs (including VAT, where applicable). Please also provide photographs of your mobile outlet.

ESG/ Sustainability – supporting the Museum's aims to promote biodiversity, reduce energy use and procure ethical suppliers please provide details of environmental initiatives as well as how you would create meaningful social impact.

Availability – extent of availability including number of days per week and hours. Please also advise of any limited availability.

Access Requirements – Please specify mobile/vehicle size and weight along with any special access or other requirements.

Promotion – proposals for marketing including social media etc.

Company Insurances – confirm full details of Public Liability and Employer Liability insurance. Details of insurer, policy number, value of cover and expiry day of each policy. Identify the number and nature of any claims you have received in the last 12 months and details of how settled.

Food Business Registration – provide details.

Local Authority where Business Registered – provide details.

Food Hygiene & Safety Evidence – provide up to date 'Level 2 Food Safety in Catering' qualification for all people selling and preparing food as a minimum standard. Certificate, with rating for proposed mobile/vehicle, where applicable – 4 star minimum.

Date of last H&S & Food Hygiene Inspections – please provide.

Gas & Electricity Test Certificates – please provide, where available.

Daily Fixed Fee & Concession % – identify the combination of fixed daily fee and % of net daily sales revenue that you would propose to return to the Foundling Museum.

References – details of 2 relevant business references that may be contacted.

The Museum is seeking a succinct response, ideally less than 10 pages (excluding insurances, certificates and photos).

All information to be returned by 30 May 2025.

Please send one electronic copy and any supporting data to each of contacts listed below.

The appointed operator will need to demonstrate a sound business proposal and a creative vision, as well as a commitment to quality, excellent customer service and sustainability.

Contact

Please send one electronic copy and any supporting data to each of the following contacts:

Paul Smith
Director
Montfort Consultants Limited
paul@montfortconsultants.com

Rosie Baker
Director of Commercial & Operations
Foundling Museum
rosie@foundlingmuseum.org.uk

Please refer any queries to Paul Smith, Montfort Consultants.

Please also get in touch if you have any queries or would like to visit the Foundling Museum.

M: 07973 790661
T: 020 3667 7286
www.montfortconsultants.com

Timeline

- RFP due by 30 May 2025
- Shortlist and interviews June 2025
- Contract commencement July 2025

Disclaimer

The Foundling Museum and Montfort Consultants Ltd will not accept any responsibility for any costs or expenses incurred in the preparation and submission of your application.

The Foundling Museum reserves the right to award the Agreement to the mobile food operator which in its opinion best meets the objectives detailed above.