



NORTH SOMERSET COUNCIL DECISION

DECISION: CABINET MEMBER FOR CULTURE, COMMUNITY SERVICES AND SAFETY,

WITH ADVICE FROM: DIRECTOR OF ENVIRONMENT, ASSETS AND TRANSPORT SERVICES AND S151 OFFICER

DECISION NO: 25/26 EAT 276

SUBJECT: LEASE AWARD FOR SALTHOUSE FIELDS, CLEVEDON

KEY DECISION: YES

REASON: THE VALUE OF THIS DECISION IS MORE THAN £500,000

BACKGROUND:

Leasing council buildings and land enables the council to generate revenue from utilising its land in areas where opportunities exist for leisure and catering related businesses to operate. We currently manage 33 concessions and/or leases which generated £342,877.00 in 2025 (Appendix A). Costs to manage the concessions and leases are around £40k with a small repairs budget at £20K and £20k towards Clevedon Pier insurance. There is a 7.5% provision for professional property and asset management support for the recent concession buildings we have leased. When a property is vacant the council becomes liable for the rates bill and utilities which is why it is important buildings and sites are tendered and contracts awarded in a timely manner.

Salthouse Fields is located on Clevedon Seafront and is made of four areas: food and beverage, the miniature railway, a family activity area, and mini golf site. In 2025 the site generated an annual income of £26,944.35 and has operated under separate short term lease agreements for the mobile food and beverage provision, family activity area and mini golf site. The miniature railway has been vacant since the previous lease expired on 31 October 2023. The purpose of the recent tender process was to seek one new operator for Salthouse Fields as an entire site for a period of 35 years to enable suitable levels of investment into a permanent cafe building as well as ensuring the former miniature railway returns to operation, while retaining similar revenue levels for the council.

DECISION: OBJ

To award the lease for Salthouse Fields to Coles Café Bristol Limited 3 Rockwell Avenue, Kings Weston Bristol BS11 0UF.

Lease Value: £26,000 per annum

Lease Term: 35 years

REASONS:

North Somerset Council sought offers from developers/operators with the initiative, drive, and expertise to deliver a quality permanent food and beverage site, miniature railway and train shed, a mini golf course on site and an area for children's activities. The Lease opportunity was advertised on the Councils Procurement Portal (supplyingthesouthwest.org.uk) following an expression of interest exercise in 2023.

4 submissions were returned but only 1 submission was compliant and therefore evaluated based on price (40%) and quality (60%).

Coles Café Bristol Limited provided a strong business plan that required a 35-year lease to enable a return on a £1,000,000 investment into the site.

Quality

The quality criteria and their associated weightings are as follows:

1	Proposed plans for Salthouse Fields	30%
2	Funding status and business plan	20%
3	Food and beverage offer	15%
4	Operational experience	15%
5	Sustainability plan	10%
6	Please explain your suitability to Seafront / tourism considerations	10%

The quality response was scored using the NSC standard scoring matrix.

The submission with the highest annual rental offer to the council will receive the maximum score of 100% (weighted at 40%) and the prices of all other submissions are expressed as a percentage of the maximum score.

Evaluation Panel Members

The evaluation panel consisted of the following group:

Procurement Officer – Facilitator

Head of Open Spaces, Natural Environment and Leisure – Evaluator

Seafront and Parks Manager – Evaluator

Seafront Duty Operations Manager – Evaluator

Principal Parks and Open Space Officer – Evaluator

Evaluation Outcome:

Price and Quality Score	Coles Café Bristol Ltd
Quality Weighting (60%)	43.20%

Price Weighting (40%)	40%
Total Weighting score	83.20%
Ranking	1

Contract Management:

Following award, the Lease will be managed by the Seafronts and Parks Team supported by the Property and Compliance Team.

Key areas for management include:

- Regular meetings will be held with the provider including an annual meeting to discuss their overall performance.
- Ensuring the buildings and services are compliant, this is a recharged service by the Property Team.

OPTIONS CONSIDERED:

Following evaluation of the bids no further options were considered as the winning submission is good and provides good financial return to the council whilst ensuring a quality offering.

FINANCIAL IMPLICATIONS:

COSTS:

The winning submission offers an annual lease fee of £26,000 which includes:

- Responsibility for the upkeep of the building and other assets attached to the site such as the miniature railway track, train and miniature golf site including any repairs etc
- The lease is linked with an annual CPI increase
- 7.5% of the lease fee will be ring fenced for internal recharges to the Property Team.

FUNDING:

This decision will result in a contribution to council revenue budget of £26,00 per annum. Totalling £910,000 over the life of the lease.

The operator will self-fund all the works set out in their quality submission. The lease will be provisionally awarded with the subject to the successful bidder supplying further supporting documents proving they have the funds or agreement in principles to fund the proposed work set out in their quality submission. They must also have a financially sound guarantor.

LEGAL POWERS AND IMPLICATIONS:

The Commissioning Team have liaised with the Legal Team so that a bespoke set of terms and conditions have been created in readiness for the grant and issuing of the lease.

CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS:

The operator must have suitable arrangements in place for the disposal of all waste arising for its operations at the site and will be required to provide when requested current Transfer

of Waste licences. The council can provide a chargeable commercial waste service if required.

CONSULTATION:

An expression of interest exercise has taken place for this site and consultation with properties, legal and executive members. The opportunity was advertised on the Council's Procurement Portal (supplyingthesouthwest.org.uk).

RISK MANAGEMENT:

Mitigation of identified risks are supported by a thorough risk assessment completed by the Commissioning Team, against each individual activity, and will be monitored and mitigated throughout the contract monitoring.

An early and high-level financial assessment of the operator has flagged some risks. As a result, and as part of the financial due diligence the council will ensure risks be mitigated by asking for the financial evidence as outlined under the funding section of this decision.

Equality Implications:

Have you undertaken an Equality Impact Assessment? **Yes**

There is no direct equality implications associated with the decision.

COPERATE IMPLICATIONS:

None

APPENDICES:

A. Parks and Seafront concessions / leases

BACKGROUND PAPERS:

N/A

Signatories:

Decision Maker(s):

Signed: Cabinet Member for Culture, Community Services and Safety.

Date:

Signed: Section 151 Officer

Date:

Signed: Director of Environment, Assets and Transport Services

Title:

Date:

Appendix A – All parks and seafronts concessions

WESTON-SUPER-MARE CONCESSIONS – 2025 / 2026

Concession	Contract term	Start date	Expiry date
DONKEY STANDS Weston Beach			
Donkey Stand Grand Pier (north of)	9 years	01/04/2022	31/03/2031
Donkey Stand Richmond Street (opposite)	9 years	01/04/2022	31/03/2031
Donkey Stand Atlantic (north of)	9 years	01/04/2022	31/03/2031
Donkey Stand Clifton Sands	9 years	01/04/2022	31/03/2031
CHILDREN'S RIDES Weston Beach			
Richmond LAZ Bouncy Castle & Swing Boats	Seasonal	01/04/2026	30/09/2026
Carlton LAZ Bouncy Castle and Trampolines	Seasonal	01/04/2026	30/09/2026
Clifton Sands LAZ Bouncy Castle & Swing Boats	Seasonal	01/04/2026	30/09/2026
SAND STALLS Weston Beach			
Mobile Catering and Beach Goods Stall/Kiosk Opp. Richmond Street	Seasonal	01/04/2026	30/09/2026
Mobile Catering Seafood Stall/Kiosk Opp. Richmond Street	Seasonal	01/04/2026	30/09/2026
Mobile Catering and Beach Goods Stall/Kiosk Opp. Oxford Street	2 years	01/03/2025	28/02/2027
Uphill Catering and Beach Goods Stall/Kiosk	5 years	15/07/2022	31/03/2027
OTHER			
Park Place Adventure Park and Water Play Area	25 years	25/06/2010	24/06/2035
Old Putting Green, Beach Lawns (Royal Sands) – See Monster Garden / Pétanque			

Adventure Golf: Pirate Adventureland	25 years Lease to be resolved	13/02/2015	12/02/2040
Victorian ride/attraction, Princess Royal Square	Seasonal	01/04/2026	30/09/2026
Deckchairs & sun loungers – WsM	Seasonal	01/04/2026	30/09/2026
KIOSKS / CAFES			
The Cove Restaurant Marine Lake and Grotto (cave) storage area	15 years	14/09/2017	13/09/2032
Marine Lake Refreshment Kiosks	Seasonal	01/04/2026	VACANT
Cove west Marine Parade	30 years	26/06/2012	25/03/2042
Victorian Café	30 years	01/05/2025	30/04/2055
Cove (Carlton) Kiosk	15 years	20/01/2025	19/01/2040
Weston Beach Cafe	15 years	24/09/2024	31/03/2040
Clifton Sands Kiosk	15 years	09/07/2025	08/07/2040
Royal Sands Kiosk	15 years	12/07/2024	11/07/2039
Aquarium (now Revo)		29/01/2021	06/06/2094
RNLI Temporary Base Marine Lake	5 years plus 5-year extension till 2030	14/11/2024	13/11/2030
RNLI shop (Anchor Head)	3 years	01/09/2019	31/08/2022

PARKS AND CLEVEDON / PORTISHEAD CONCESSIONS – 2025/26

Concession	Contract term	Start date	Expiry date
WESTON-SUPER-MARE			
Ashcombe Park Kiosk	5 years	05/05/2022	04/05/2027
Clarence Park Café	15 years	01/05/2025	30/04/2040
Grove Park Café	15 years	01/04/2026	VACANT
CLEVEDON – SALTHOUSE FIELDS			
Salthouse Fields LAZ: Miniaturerailway,crazy golf, and inflatables and Mobile Catering until	35 years	01/04/2026	

permanent Cafe built			
PORTISHEAD			
Portishead Lakeside Café	1 year	1/1/2026	31/12/2026
Pleasure boats and children's rides	Seasonal	01/04/2026	31/09/2026