

August 2023

## Tender Opportunity: Café at Krowji



**Krowji is Cornwall's largest creative hub and provides a professional working environment where creative practitioners and businesses can thrive. With over 200 creatives using our studios, we offer everything from a platform for start-up businesses to a home for highly established enterprises and in doing so create not only a space but a community too. Facilitating and nurturing opportunities for showcasing, networking, collaboration, and professional development, Krowji is constantly driving forward the exciting evolution of the Cornish arts and cultural sectors.**

The current operators of the café at Krowji, Stones, are leaving to focus on growing their existing primary business venture elsewhere in Cornwall and we are looking for someone to take on the opportunity to work in partnership with us and run the café.

Whilst we will be very sorry to see them go, we are now faced with the exciting prospect of finding someone new to take on this fantastic opportunity and work in partnership with us to run the café space. We are looking for a business that will embrace the context of Krowji as a creative hub and create a friendly and welcoming meeting place for all those working in the creative sector as well as local residents and the wider public.

Our café first opened in 2007 under the name of the Melting Pot Café and played an integral role in building Krowji's vibrant community, which has become one of the main attractions for prospective tenants. As such we have a readymade customer base of hungry creatives in need of a space where they can enjoy good food and coffee, meet with clients and customers and bump into fellow studio holders to network and share ideas.

Since the pandemic there has been a notable increase in the number of people using the café as an alternative space to work from and it is a popular space for business meetings across all sectors. There is a great deal of scope for the new café tenants to build on this customer base with our support. We also look forward to working with the new operators to improve accessibility, both physically and socially alongside the work we are doing across the site.

## About Krowji



Krowji Ltd is a wholly owned subsidiary of the charity group [Creative Kernow](http://CreativeKernow.org), the leading creative and cultural sector organisation for Cornwall. After purchasing the former Grammar School site in 2005, we gradually converted the classrooms into studios and in 2015 we completed Phase 1 of a major redevelopment with the opening of the purpose-built Percy Williams Building, a £3.6 million investment supported by the European programme. This was followed by the opening of an extension to the Percy Williams Building in 2020 bringing our total number of studios to 130. In 2022-23 we achieved an average of 98% occupancy across all our studios.

We are very excited to be commencing **Phase 3**, a small-scale capital project to replace the studios lost to a devastating fire in 2021 and create more gathering areas to increase opportunities for

networking and collaboration. The café courtyard will be incorporated in the designs. Work on the new studios is due to commence in Spring 2024 with the spaces being ready for occupation by late Autumn 2024.

In tandem with the build, we have secured funding to carry out site-wide improvements to environmental sustainability and accessibility and again the café will be a part of this.

### **Location**

Krowji is centrally located in Redruth, the heart of Cornwall, just off the A30 with convenient public transport links and it is only a ten-minute walk into Redruth's revitalised town centre. [Please click here for a map and directions.](#)

Krowji operates a total of five buildings on site and in addition there is the Windmill Nursery which is in separate ownership and provides another source of café customers. The café is located on the ground floor of our 1907 building, with level access through the courtyard.

### **The café**

The café has previously operated Monday to Friday 8.30am – 4pm with late night and weekend opening for occasional events. The main focus is the daytime offer, and our preference is for an opening time before 9am to cater for morning meetings.

In the last year we have worked with Stones Café and Krowji tenants to create pop up events such as our Seed Swap, Film nights and pride event. We recently launched Krowji's very first contemporary arts space which has already received several bookings, increasing potential catering opportunities for the cafe. We would welcome new café tenants to put forward innovative catering ideas for our events which are suitable for our working environment and contribute to Creative Kernow's core aim of supporting and promoting creative excellence.

Other core events include our biannual [Open Studios](#) – one in the summer which is part of the Cornwall wide [Open Studios Cornwall](#) and one in the winter solely for Krowji tenants which is Christmas Open Studios. [Fun Palaces](#) and our [Micro Markets](#) have also become key events in our calendar bringing in up to 200 extra visitors in a day.

In recent years the café has hosted monthly exhibitions, where tenants or Creative Kernow partners are invited to adorn the cafe with their artwork, run a private view or public event. These shows have been very fruitful, and our hope is that they will continue.

Krowji boasts three meeting rooms situated next to the café, which are available to hire on an hourly/daily basis (not restricted to creative activity). They are managed by Krowji and include W14, a large formal meeting room, the Art Room which is a creative space for art classes and workshops or informal meetings and a smaller meeting room which is currently being hired as a hot-desking space.

The café and meeting rooms have wi-fi which is free for all customers, and you can read more about our rooms available for hire [here](#). These rooms are already well used, and we envisage that the new

café will enhance this offer, and in turn meeting room catering could create a healthy income for the new café team.

There is free parking on site with eight electric vehicle charging stations, including two fast chargers located outside the café. Staff and tenants have 24-hour access to the site; all buildings are locked to the public outside the Krowji office hours which are Monday to Friday 9am – 5pm, but as noted above the café can operate outside those hours under certain conditions.

The current décor is neutral and minimal, having been recently renovated by the current café tenants.



The main seating area (including the bar) measures 24 ft x 29 ft and a kitchen area behind measuring 19 ft x 10 ft (including counter and cupboards). The current layout provides seating for approx. 30 people at one time with potential to increase to approx. 40. There is also a paved courtyard with wooden picnic tables which can be accessed through a corridor at the back of the café.

More information about existing kitchen equipment can be made available on request.

### Highlights

- Over 200 creatives using the site.
- Phase 3 capital project adding a further 15 studios and attracting publicity.
- Growing numbers of events throughout the year from pop-up events to Open studios and markets to exhibitions.
- 3 regularly used meeting rooms which require a catering menu for hirers.

- Benefit from Krowji's growing reputation and social media following.
- Friendly, honest, and flexible landlords.
- Central location just off the A30 - convenient for commuters.
- Free parking and EV chargers, including 2 fast chargers.

### **Our Aspiration**

Ideally, we are looking for someone who:

- has significant experience in the catering industry and has been involved with a successful catering business.
- would like to work in partnership with us to create a welcoming and vibrant meeting place for our tenants and the wider public, with flexibility to cater for meeting room bookings.
- has a brand ethos that complements our thriving creative hub. For this reason, it will be beneficial for applicants to have a basic knowledge of the aims and objectives of [Krowji](#) and [Creative Kernow](#)
- can offer a good quality, healthy and competitively priced menu that caters for a range of dietary needs with an awareness of environmental impact – moving towards plastic-free would be a distinct advantage.

### **Financial Agreement**

This café opportunity is offered with a traditional 5-year commercial lease with 6 monthly break clauses for the tenant and annual landlord break clauses. As the property owner, we do need to see a financial return from it, but our primary aim is to have a thriving high-quality café at the heart of Krowji and so we will want to build regular reviews of performance into any agreement. The current rent is rising gradually from £10,000 plus VAT per year to £11,000 plus VAT per year by mid-2025, all exclusive of utilities and business rates. There is no service charge.

### **How to Make an Expression of Interest**

Please contact Emma Wood, Studio Manager, if you would like an informal conversation about this opportunity: [info@krowji.org.uk](mailto:info@krowji.org.uk) / 01209 313200.

We are inviting expressions of interest and ask that you provide a written proposal to include:

- Your approach to the context of Krowji as a creative and cultural workplace, how you see this working in relation to the café and why you are interested in this opportunity.
- How you see your business operating in partnership with Krowji and how being at Krowji would support the development of your business
- Details of your proposed staffing structure and approach to management
- Information on your business and the type of food you are producing or intending to produce (please include a sample menu and prices)
- A short statement or CV explaining your relevant skills and experience.
- Submission of 3-5 images of your current operation to demonstrate the visual identity of your brand, if applicable



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- An outline financial plan for the first three years showing your target gross turnover levels.

There is no length limit, but we suggest that you keep submissions fairly brief at this stage.

### **Deadline**

Expressions of interest should be submitted by email to [info@krowji.org.uk](mailto:info@krowji.org.uk) by close of business Friday 22<sup>nd</sup> Sept.

We will then review the expressions of interest received and draw up a shortlist for interview in Oct.