

The café in Victoria Park – July 2026

Tender – the café in Victoria Park



Our vision is of a town that embraces community and encourages participation.

Where local people feel ownership of ideas and spaces.

A town where no one gets left behind.

A welcoming town – created on strong, resilient and caring communities.

A place where play is an essential part of everyday life.

We look to our parks and open spaces to reflect these values, including the café in Victoria Park.

The café in Victoria Park

Victoria Park is Frome's oldest park; and one of the most popular, well-loved and well-used parks in the town.

Immediately next door, Mary Baily has opportunities for play, formal and informal sport, and general recreation. It is a 'dog-free zone'. Fundraising is under way to update the skatepark here in 2027, which would increase footfall in the area.

The café in the park is a community hub for people coming to both spaces. Regular opening hours make it a space to connect, meet, nourish, discover and play. In our town where we champion accessible and intergenerational play through our Play Strategy, the café also provides access to resources and opportunities for children and adults to play. Affordable prices ensure accessibility for all. And welcoming staff use their local knowledge to signpost people into community projects.

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As the business model we use at the Victoria Park café is ‘initially rent free in exchange for community benefit via an Operating Agreement’, it is fair that the offering is reopened for tender on a periodic basis. We would now like to invite potential operators to express interest in running this community asset by taking part in our tendering process.

We would like to hear from providers who can commit to the following:

- Regular opening hours
- Months of operation to be a minimum of March till end October, with reduced hours over the winter months acceptable
- Café kitchen and equipment would need to be provided (current kitchen units and equipment available subject to negotiation with existing operator)
- Willingness for staff to take part in training to enable community signposting
- Management of play resources on site (e.g. Play Trolley, table tennis bats, hammocks)
- Enthusiasm for the vision and your own ideas for how it might be realised
- Affordable food and drink options and good quality coffee
- Hot food offer, including vegetarian and vegan options
- Strong communication and collaboration with FTC and other partners
- Involvement in events as they happen in the park
- Hosting of own public events at the café and the shelter
- Willingness for local community organisations to host meetings and small events in the café and the shelter
- Possible options for minimal indoor seating explored for wetter/colder days (primarily to enable the feasibility of some winter opening hours)
- Lease length and break clauses by negotiation

Expressions of interest that highlight how providers would achieve these aims should be submitted alongside a business plan to Frome Town Council by **9am on Monday 7 September 2026** to info@frometowncouncil.gov.uk

Or by post to:

Frome Town Council
Frome Town Hall
Christchurch Street West
Frome
BA11 1EB

The opportunity to present proposals to FTC will take place at the Town Hall on **Wednesday 16 September 2026**.

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Interested applicants can request an Application Pack that includes a draft Operating Agreement and Lease (with area plan), estimated utilities and actual sales figures from the current operator. If needed, we are happy to discuss the project vision and workings prior to your formal tender submission.

If you would like to arrange an informal conversation about this opportunity, please contact Frome Town Council and ask to talk to Hannah Stopford:

Tel: 01373 465 757

Email: info@frometowncouncil.gov.uk

Links

Our Play Strategy and update:

<https://tinyurl.com/ftc-play-strategy-v1>

<https://tinyurl.com/ftc-play-strategy-update>

Our Council Plan: <https://tinyurl.com/ftc-council-plan-25-27>

