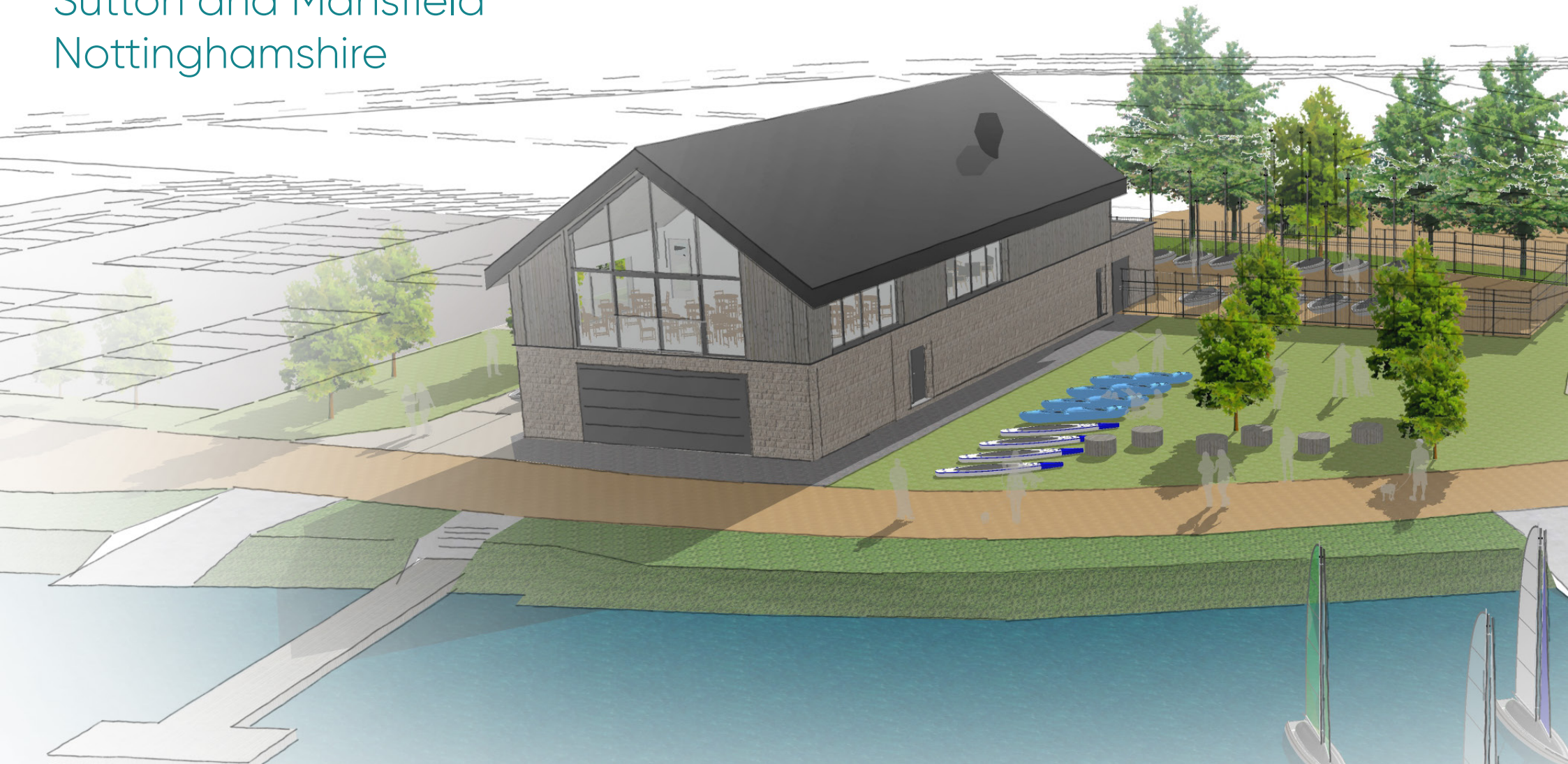


# Kings Mill Leisure Building Operator Brief

Sutton and Mansfield  
Nottinghamshire

Towns Fund  
Programme



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DISTRICT COUNCIL

## Contents

Project Brief.....	2
Project Name .....	2
Location.....	2
Ownership.....	2
Background .....	2
Description of the building:.....	3
Expectations of the operator .....	4
Lease / Service agreement.....	5
Project schedule.....	5
How will Expressions of Interest be assessed? .....	5
Contact .....	5



## Project Brief

Operator for Kings Mill  
Leisure Building

## Project Name

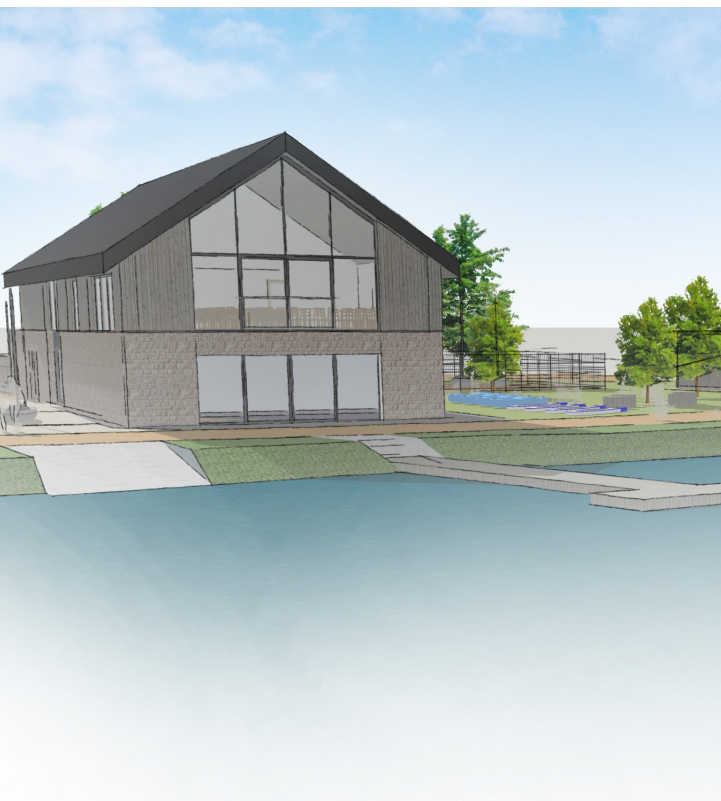
Kings Mill Leisure Building

## Location

Kings Mill Reservoir, Sherwood Way  
South, Sutton in Ashfield, NG17 4PA

## Ownership

The land and new building are  
owned by Ashfield District Council



## Background

The award-winning Kings Mill Reservoir site covers an area of just under 32 hectares, including the reservoir and adjacent land. The location is the perfect platform for outdoor recreation facilities to complement the Mill Adventure Base and other leisure facilities which include:

- Angling
- Model boat sailing
- Café offering refreshments and information during the daytime

The site is popular for walking, cycling and bird watching and attracts over 100,000 visitors per year.

The [Kings Mill Reservoir](#) site secured the Green Flag Award in 2023 and is well used by local residents, schools, groups and organisations.

The [Mill Adventure Base](#) will be opening a new public offer in the spring with a zipline and climbing trail. The planned expansion of the Mill Adventure Base alongside this new commercial building is expected to increase visitor numbers for the site by 25,000 per year.

The site is well located with access off the A38 with c.200,000 residents within a 20-minute drive away, the site is a 10-minute drive from junction 28 of the M1. The local hospital, Kings Mill Hospital is less than a five-minute drive away and has around 5,000 employees.

The site will complement the Science and Discovery Centre currently being built at [Sherwood-Observatory](#) which is a six-minute drive away. The new centre is due to open in November.

The new leisure building will be located on the south side of the reservoir, adjacent to the car park, providing an accessible facility, with direct access off the A617/ A38.

The building has waterside frontage with fantastic views out across the water and is due to be completed and operational by August.

Car parking is available for up to 260 cars, with EV chargers provided adjacent to the building.

The new leisure building is part of Ashfield District Council's ambitious Towns Fund programme and is key to developing the area's visitor economy.

## Description of the building

A new flagship leisure building providing opportunities which could include but are not limited to; catering / night-time economy / leisure, events, meeting and commercial space, water sports and recreational activities.

The building is being constructed utilising green energy technology to minimise the carbon footprint and reduce energy consumption, the building will also be connected to the electrical grid.

Ashfield District Council is looking for a commercial and / or community lead operator to manage the building which provides the following spaces:

### Ground Floor - Leisure area c.132 sqm

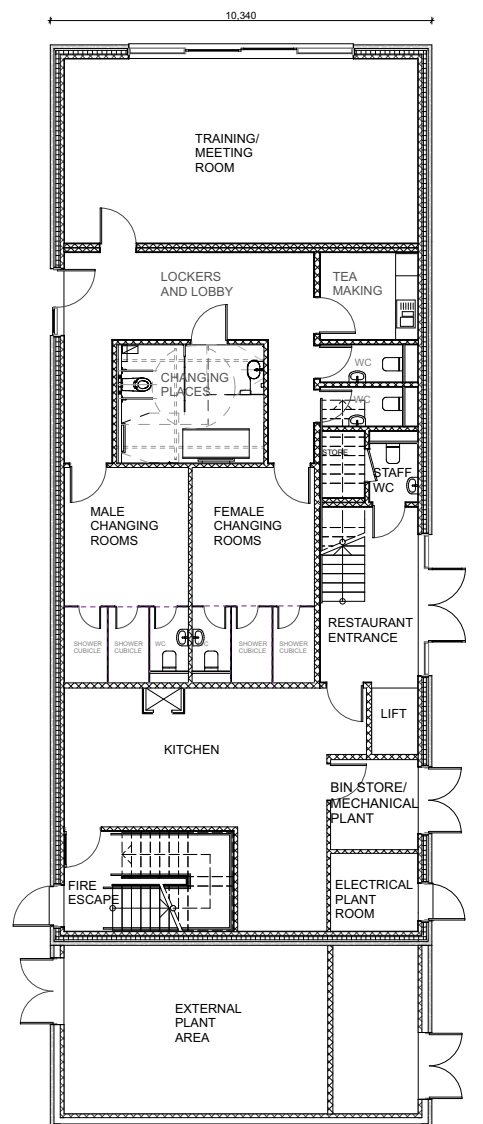
- Changing room for water sports/other activities - est. 85 sqm
- Kitchenette - est. 6 sqm
- Lobby / lockers - est. 6 sqm
- Meeting room - 35 sqm

### First Floor - Commercial area c.202 sqm

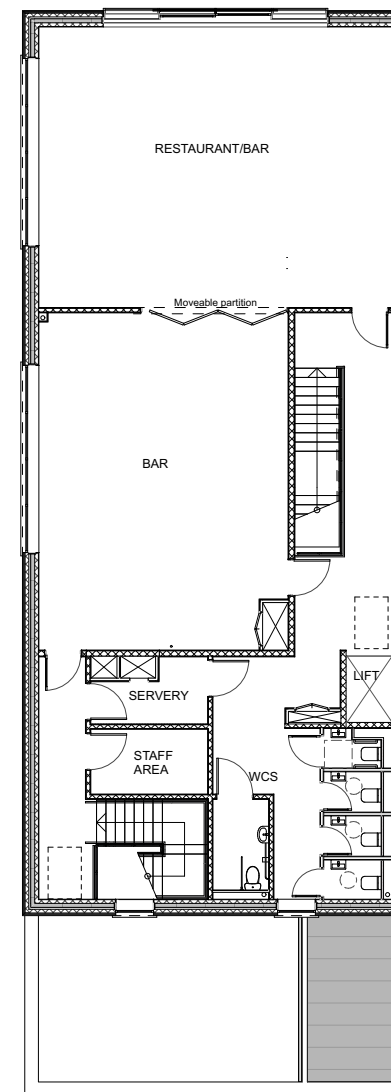
- Seating area - 138 sqm with est. 80 seats and 20 tables
- Commercial kitchen - est. 35 sqm
- Office/staff area est. - 9 sqm
- Stores/servery est. - 20 sqm

### Outdoor space Fenced boat storage area

- Outdoor dining area
- External storage (sailing provision)



0. NEW GROUND FLOOR



1. FIRST FLOOR

## Expectations of the operator:

Expressions of interest should consider and include the key points listed below:

### Minimum requirements / Questions

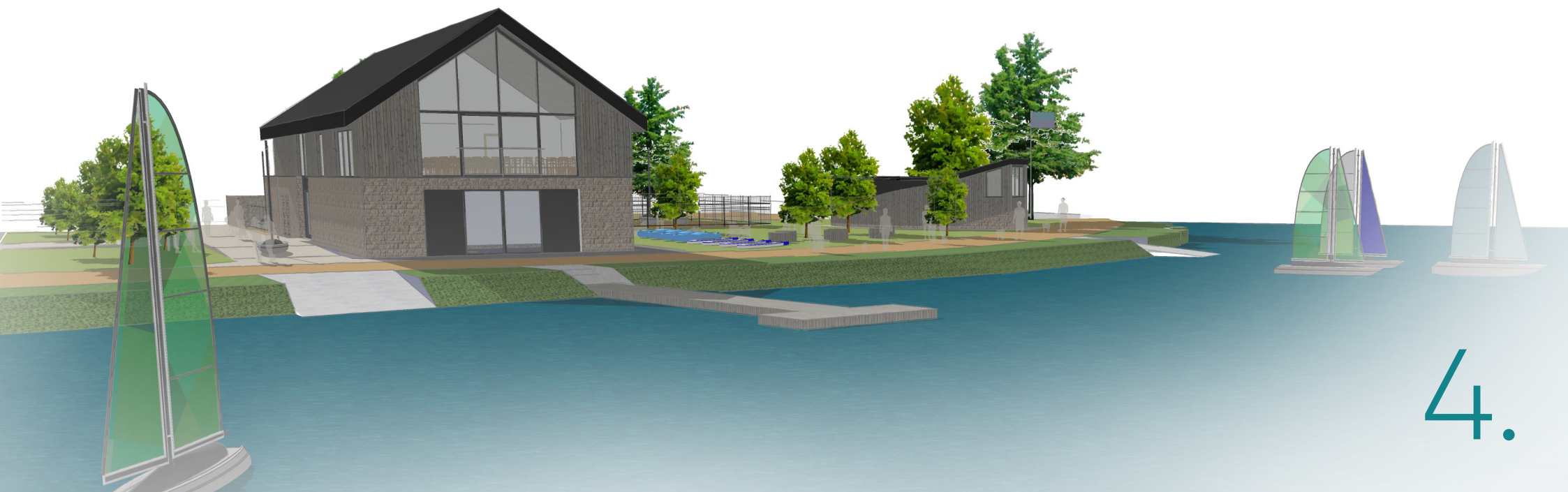
- Three years' experience of operating a building for commercial use
- How the usage will complement existing facilities on site (no direct competition with existing activities at the Mill Adventure Base).
- How you would collaborate with existing facilities/ providers on site
- How you would drive increased footfall to the site
- How you would involve the community
- Operator responsible for relevant insurance level
- Develop a sustainable business and financial model over the course of the lease

The Council is seeking an operator who will bring a positive impact to the site and to local people, create employment opportunities, work with local businesses and the wider community by developing a sustainable business which delivers social value. The bidder should set out a clear overarching vision for the facility that supports the Council's objectives and complements and enhances the existing facilities.

### The successful operator will need to provide the following:

- A robust business case and cost plan for the next five years.
- Up to 5 years of audited accounts.
- Demonstrate a strong track record in the operation and management of similar facilities and demonstrate the organisational capacity to take on this opportunity.
- A commitment to use local and sustainable supply chains wherever possible.
- A commitment to work in a professional and timely manner in partnership with the council and other stakeholders to support successful delivery of the opening of the building within the timeframes.
- A commitment to monitor the success of the facility over the term of the lease and to make necessary adjustments when needed to ensure the delivery of the mutually agreed objectives with the Council.

The chosen operator will be responsible for the fit-out of the dining area, kitchen and bar area. The Council will work with the chosen operator to agree potential financial support for these elements.



## Lease / Service agreement

### Lease Agreement

- 5-year agreement but other lease lengths can be negotiated
- Annual rent on commercial terms
- Fit out of commercial area to be agreed
- Operating hours of building to be agreed
- Access to the water
- Potential extent of building uses - to be agreed
- Sub-contracting can be agreed subject to landlords' approval
- Full repair and maintenance by tenant, mechanism to be agreed if the potential tenant leases only part of the building
- Utility costs are tenants' responsibility
- Business rates are tenants' responsibility
- Expected rent for the whole building £30k-£35k/annual, subject to negotiation.

## Project schedule

Indicative programme:

Milestone	Dates
Promotion of operator brief commences	6th March
Closing date for interest	7th April
Evaluation	10th April – 21st April
Shortlisting	24th April – 28th April
Interviews	1st May – 12th May
Award	15th May – 19th May
Signed Memorandum of Understanding	22nd May – 30th May
Agreement to Lease signed	June
Access to the building	Planned June

## How will Expressions of Interest be assessed?

Ref		Weighting
1	Financial position of the organisation	25%
2	Strength of management team, governance and business model	25%
3	Proposed approach and capability to deliver requirements/expectations of operator	20%
4	Proposed approach and capability to collaborate with a range of local partners/ delivery of social value	20%
5	Capacity and experience of managing capital fit-out and building works	10%

Under the 5 headings above, scores of 0-5 will be allocated with 5 being excellent and 0 being no adequate response received. Please use the Kings Mill Operator ITT questionnaire to complete your response.

An interview will follow the evaluation/shortlist.



## Contact

For further information please contact Ashfield District Council's Investment Manager: Paul Crawford  
p.crawford@ashfield.gov.uk

5.