

MARKET ANALYSIS SUMMARY



Market Segmentation

The aim of Market Segmentation is to identify main (not exhaustive or fully comprehensive) sources of income and/or engagement.

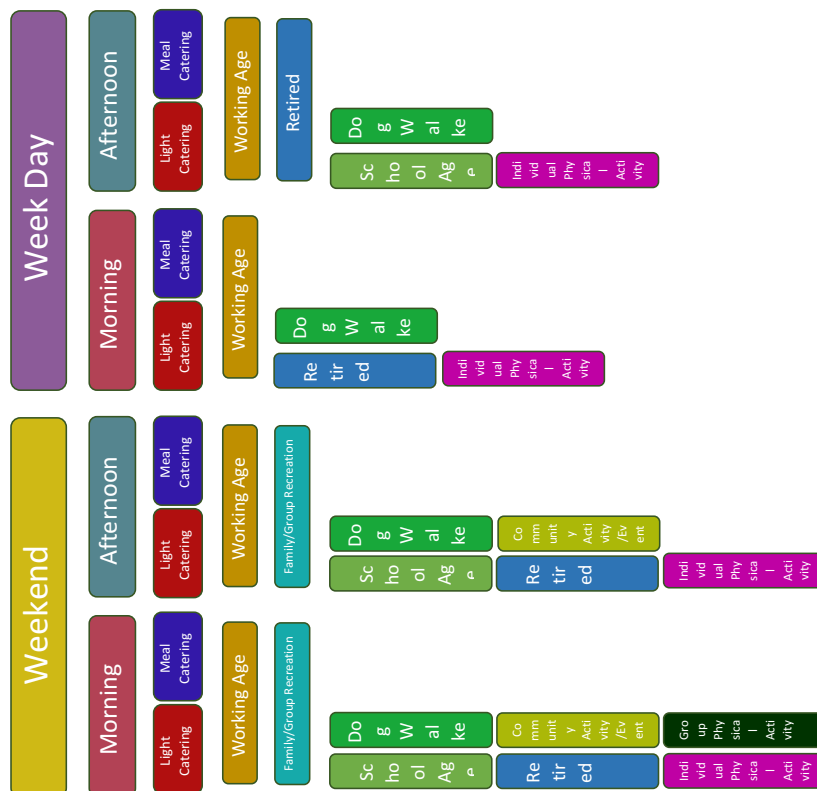
For a pavilion catering unit (the main income generating aspect of the concept of this business plan, the below segmentation can be identified. These can be split to portions of the week, aspects of the day, approximate age demographic, reasons for visiting the park and expected catering requirement.

MARKET ANALYSIS

Week Day	Weekend		
Morning	Afternoon		
Light Catering (drinks and snacks)	Meal Catering (Breakfast/Lunch/Afternoon Meal)		
Individuals/Pairs Small Groups broken down in to age categories			
Pre School	School Age	Working Age	Retired
Identified interest groups			
Family / Group Recreation	Individual / Independent Physical Activity (jogging / Walking / cycling)	Group Physical Activity (eg parkrun) Dog Walkers	Community Activity/ Event

This infographic below lays out the anticipated majority of activity of identified segments of the retail catering unit's trade. Additional to this will be individuals and small groups attending the park purely for the facility of the catering unit as well as yet, unidentified users and groups.

Market segmentation has not been carried out for the none-income generating aspects of the current proposal.



MARKET ANALYSIS

Target Market Segment

Market Needs

CATERING UNIT

Based on the recreational main use of the park, the expectation to enjoy leisure time with access to refreshments and catering is accepted.

Current provision is available and popular through a mobile catering unit, but with limited provision of covered or all-weather/indoor seating. A park pavilion provides permanent and assured access to appropriate F&B facilities, both in door and out door.

Retail catering offer covers short stop and take away F&B options (coffee, sandwiches, confectionery, ice creams), as well as dwell time catering for social activity as well as main meals (light bites, breakfast, lunch, afternoon meal).

Providing a quality and independent retail catering offer will enhance the visitors' experience, increase dwell time and increase visits to the park. These increases will also support financial sustainability of the retail catering unit.

To summarise the Catering Unit Market Needs:

- Independent full F&B product line offer
- Indoor seating
- Flexible outdoor seating
- Carry out option
- Operation to fulfil park opening times
- Internal toilet facilities
- Kitchen to fulfil requirements of full catering offer
- Waste storage
- Provides good views of the park and surround active spaces

PUBLIC TOILETS

Recent town-wide consultations identified the lack of toilet facilities in the park, meaning those visiting the park could not enjoy greater dwell time, having to plan shorter and potentially fewer visits.

To summarise the Public Toilet Market Needs

- Accessible toilet facilities
- Well maintained and cleaned
- Resistant and unwelcoming to antisocial behaviour
- Child changing facilities
- Secured at night

INFORMATION POINT

The friends of the park group, S:Park, has requested that there is a traditional information board available for public notices and events relevant to the park and its users.

To summarise the Information Point Market Needs

- Visible and accessible location
- Secure fixings and design
- Resistant to antisocial behaviour

EQUIPMENT HIRE

Traditionally, it has been considered that sporting equipment might be hired from the pavilion, such as tennis racquets. The park has a number of features and activity facilities that might suit this model and consideration has been given to provide this service within the pavilion and to ensure capacity for the service.

To summarise the Equipment Hire Market Needs

- Provision of equipment or licences to support park activities (tennis, table tennis, fishing, roller blading)
- Space for efficient and accessible storage
- Display of service
- Space for maintenance, repair or dispatch

MARKET ANALYSIS

Target Market Segment

Market Trends



Food & Beverage (F&B)

The independent F&B sector has seen sustained growth and resilience for a number of years with leisure time being spent on quality F&B offers.

Key sales drivers include, location, setting, interior environment, accessibility, individual catering offer, quality catering offer.

It is expected that this growth will continue as will occupier/unit demand (source: revocommunity.org - The F&B Market - Sustainable Growth?)

MARKET ANALYSIS

Target Market Segment

The components of a successful F&B design scheme:

EXPERIENCE

The most important factor of all. People want to spend money on much more than just food and drink – they want to have an experience. Gone are the days of providing just a quick fix – increasingly, there is a desire for a ‘day out’. A key design goal for us is to provide an F&B environment in which people can meet, talk and socialise as part of an all-day, all-evening retail and leisure experience.

COMMUNITY

People want to feel that they are part of a community, and the F&B industry has a key role to play in this phenomenon. People want to gather, to talk, to exchange ideas, and this will drive the shape of F&B for decades to come. F&B spaces will integrate with a mix of other uses to provide a natural community hub.

DIFFERENTIATION

Clever design is crucial, because striking and memorable spaces with unique mixes will drive repeat business. We must design F&B spaces in which customers feel relaxed but visually stimulated.

CONVENIENCE

There is no such thing now as a regular day, and people are cooking less. The F&B sector needs to offer convenience – whether that be in choice of location, in the use of technology, in the ability to pre-order or in offering delivery and collect options. It is important that we create F&B environments which are equipped with the latest technology, allowing for a smooth customer order and pay experience.



Source: Grant Thornton - Emerging trends in the food and beverage sector

Please Note: The headings related to Public Toilets, Information Point, Equipment Hire are not key to financial sustainability and have not been further explored in this section

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3.2.3 Market Growth

FOOD & BEVERAGE (F&B)

Market growth in the leisure F&B market has been strong for a number of years and provides some confidence that the baseline market is healthy.

Recent national retail chain F&B has seen significant problems in that operating model, identifying unsustainable long chain costs, however the independent and/or owner-operated model remains identifiably sustainable.

EQUIPMENT HIRE

Information on market sector growth or strength is not available. This aspect is not business critical and is an added value item to the business model.

Noting that leisure activities, physical activity and experiential opportunities remain a popular aspect of current business trends, it might be expected that this added value aspect of equipment hire adds some revenue to the business model as well as add to the customers' experience.

3.3 Key Customers

Leisure/retail catering	<ul style="list-style-type: none"> Dog Walkers parkrun Individual exercise - run, walk, tennis etc Group Exercise Family leisure visits Social leisure visits Formal groups - community groups Informal groups - shared interest Older people Young people Isolated individuals seeking interaction Parent and child - visiting for play Informal business meetings Co-working space Students from college next to park
Information Point	<ul style="list-style-type: none"> Residents Visitors All
Equipment Hire	<ul style="list-style-type: none"> Planned activity Unplanned activity Young People Family groups Social groups
Public conveniences	<ul style="list-style-type: none"> All

MARKET ANALYSIS

Future Markets

1. Evening catering
2. Event catering
3. Room Hire/community use - consideration to potential 1st floor accessible provision of lettable space (office or event/community hire)
4. Training provider/venue
5. Small card and gift retail

Our Advantages

1. Location
2. On site facilities
3. Established leisure visitors
4. Indoor and outdoor seating
5. Additionality
6. Low overheads
7. Accessibility

Competition

There is currently no identifiable local competition although there are other destination catering locations.

1. West Park Café - set in the pavilion at West Park, this unit has proved to be very successful as a venue for light daily catering as well as speciality evening and weekend events. The distance between them means that they serve mainly different regular/local markets, although these will be some consideration for some customers to consider either facility as convenient choices.
2. West Park Café is a smaller unit than proposed for the pavilion.
3. West park does not have the same facilities and attractions as South Park and sees a lower footfall.
4. Town centre facilities - it is perceived that town centre F&B offers serve a very different market to the destination and leisure visitors anticipated for a park catering provider.
5. Le Petit Frog - this is a mobile catering unit that serves the park currently under licence from ANSA. As such its tenure is unsecured. It provides limited catering and limited indoor seating.