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Planning

Gadebridge Park Cafe Concession - Preliminary Market Engagement

Dacorum Borough Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-034806

Procurement identifier (OCID): ocds-h6vhtk-0552c5

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Scope

Reference

CPU00573PME

Description

Preliminary Market Engagement - Gadebridge Park Cafe Concession (Dacorum Borough Council)

This is a request for information and NOT a tender opportunity.

Overview

Dacorum Borough Council is exploring the re-procurement of a catering concession at Gadebridge Park, Hemel Hempstead. We are inviting experienced and innovative food and beverage providers to engage with us as part of a soft market testing exercise that will inform the future procurement of a new café operator for this key green space.

This is a valuable opportunity to operate from a high-footfall, destination park at the heart of the borough with strong seasonal traffic and year-round community use.

Key Aims

We are seeking input to understand:

- What kind of food and beverage offer would best meet the expectations of park users
- How to maximise income generation while delivering a quality and inclusive experience
- The preferred commercial model (e.g. fixed rent, turnover share, hybrid)
- The level of interest and capacity among potential operators
- Innovations that could increase footfall, customer satisfaction, and community engagement

Location: Just north of Hemel Hempstead Old Town, Hertfordshire, Gadebridge Park benefits from excellent pedestrian access and lies adjacent to key town centre routes.

To access further information about this catering concession and to submit a questionnaire, interested parties will need to download these from the Council's e-tendering portal 'Supply Hertfordshire'.

Suppliers must register to use the portal - this is free of charge. Documents can be downloaded from the portal and via this link

<https://in-tendhost.co.uk/supplyhertfordshire.aspx/Home>

Completed questions can be submitted up to 12 noon on 21 July 2025.

Contract dates (estimated)

- 1 May 2026 to 1 May 2031
- Possible extension to 1 May 2033
- 7 years, 1 day

Main procurement category

Services

CPV classifications

- 55300000 - Restaurant and food-serving services
- 55400000 - Beverage-serving services
- 55500000 - Canteen and catering services

Contract locations

- UKH23 - Hertfordshire

Engagement

Engagement deadline

22 July 2025

Engagement process description

We ask all interested parties to respond to the questionnaire via the Council's e-tendering portal 'Supply Hertfordshire'. Suppliers must register to use the portal - this is free of charge. Documents can be downloaded from the portal and via this link

<https://in-tendorganiser.co.uk/supplyhertfordshire.aspx/ITLogin.aspx>

The closing date for the questionnaire is 12 noon on 21 July 2025.

A formal procurement process will follow later in 2025.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

16 September 2025

Procedure

Special regime

Concession

Contracting authority

Dacorum Borough Council

- Public Procurement Organisation Number: PGGG-5373-XYZX

The Forum, Marlowes

Hemel Hempstead

HP1 1DN

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Contact name: Sue Foster

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Region: UKH23 - Hertfordshire

Organisation type: Public authority - sub-central government