



Join Us On Our Journey...

Hello!

Thank you for taking the time to read our proposal and I would like to personally welcome you aboard our new journey!

The Bluebird Café has been at the heart of the Ferring Village community since 1927 serving a destination for locals and visitors from the surrounding area to enjoy our unique beachfront and coastal walk.

The Bluebird has been in my family for 40+ of those years and is much more than just a business to me. My early childhood was spent living in Ferring and as many of you may know, my late father helped me start the business some 23 years ago, providing the springboard that has made it the success it is today.

So it is with a very real passion that we have created an ambition to undertake a re-development of the current café premises allowing all of us to make the most of the fantastic and unique location. Working in close collaboration with the local community we are hoping to create a significantly enhanced premises whilst providing additional amenities and services that will benefit residents and customers alike.

But this is much more than bricks and mortar. We are transforming the business by ‘Going Green’, making every aspect of the Café operation and the immediate locale as eco-friendly as possible, involving the entire community to build a sustainable legacy that extends much further than the Bluebird.

Our success is tied to our community and our environment. With your help we can shape the future, reaping the benefits for generations to come whilst preserving the essence of the village and the unique, and beautiful, place we are so lucky to live.

Thank you again for taking the time to read our proposal and please feel free to contact me personally with any questions...all feedback is very welcome indeed!

Yours,

*Peter Garrett
Owner, Bluebird Café*



The Bluebird Café...Our Vision



‘We aspire to further establish the Bluebird Café as the central attraction for the village, increasing eco-friendly operations and sustainable growth whilst supporting the local community with additional amenities and services.

We are building a legacy for the community through a reputation for delivering service excellence with the customer, the environment and residents, putting the essence of Ferring at the heart of every decision.’

Our Community. Our Legacy.

Creating a Legacy, Working Together...

Our ambition is based on some immediate considerations we see in the day-to-day business...

Supply & Demand

We are currently over-subscribed at peak periods, especially during inclement weather resulting in Customer dissatisfaction, loss of revenue, staff stress & reputational damage

Modernisation & Futureproofing

The cafe is proudly compliant to all H&E and Food Hygiene Ratings (5 Stars) however due to the age of building infrastructure there are a number of areas we want to improve such as disabled access, additional restrooms and more efficient use of utilities such as electric and so forth

Event Space

Increasing demand for private functions drives the need for a larger and more flexible space. In addition existing community infrastructure is under strain unable to fully support demand from local groups

Blue is the New Green

As a business that owes much of it's success to the location and local environment, sustainable commercial growth is tied directly to operating as eco-friendly as possible. We need to update our infrastructure to ensure our environmental footprint is not only minimal but also improves where we live



Current outside space for proposed development

Proposal

Guided by the Government framework for **ensuring sustainable planning & development**, we are proposing to develop the Bluebird whilst simultaneously contributing to enhancing the local community infrastructure

Overview

- ✓ Enclosure of the current outside space creating a beautiful 2 floor annex ensuring available combined seating from 135 to 216
- ✓ Creation of a multi-purpose 1st floor event space with cutting edge AV and configurable furniture to meet requirements of use
- ✓ Redesign of north facing elevation including service area, full disabled access and 1st Floor uninterrupted views across the Rife
- ✓ Modernisation & optimisation of internal energy use
- ✓ Enlarged food preparation area reducing operational strain and increased menu options

Outcome

S	Ec	
S	Ec	
S		E
	Ec	E
	Ec	E

S

Social

E

Environmental

Ec

Economic



Our Promise, Benefits & Aspirations

Design	Promise	Aspiration	Benefit
1 st Floor	✓ Free use of space for local charitable groups including Ferring Country Centre ✓ Discounted use of space for local groups ✓ Improved continuity of employee hours and job creation		✓ Incremental curricular diversification ✓ Release strain on local infrastructure ✓ Local economic boost
Eco-friendly Operations	✓ Beach clean programme ✓ Plastic recycling ✓ Re-useable water ✓ Bicycle repair station ✓ Bio-degradable take-away cutlery & packaging	✓ Take control & refurbishment of Public Toilets ✓ Contribution towards disabled / general improved access path from Pattersons Walk to Kingston Gorse entrance ✓ Contribution & organisation of consolidated ownership & repair of the 'car park' ✓ Enhanced contribution to South Ferring road maintenance and support of a residents parking programme	✓ Community inclusive environmental improvement ✓ Encourage visitors to ride to café & beach ✓ Reduced economic burden in tax & enhanced facilities for attraction ✓ Encourage visitors to ride to café & beach (albeit pushing bike on amenable surface). Increased access for disabled visitors ✓ Optimised parking capacity & reduced environmental impact ✓ Preservation of residents parking and reduced visitor parking impact at peak periods

Business Plan

Rationale: To cope with the existing all year demand and optimize the business operations both ecologically and commercially now and in future, the business infrastructure needs to evolve resulting in a proposed redevelopment of the premises

Summary

- Employed members of full time staff will increase from 40 FTE to 70 FTE* at peak periods
- Full time members will be guaranteed all year round continuous work regardless of the elements
- In off peak times, the enclosed space on the existing footprint will be offered to local community groups for use at significantly discounted rates
- Provision of bike racks and bike self-service repair station, promoting eco-friendly travel
- Reduced carbon footprint and enhanced recycling, reducing environmental impact of the business
- Combined internal & external covers will be augmented from 135 to 216

Operations

- The café operational hours will be 8.00am to 9.00pm all year round
- The current drinks license trading restrictions remain unchanged
- The business remains a café first and foremost, continuing to take pre-booked private functions only, outside of normal trading hours

Financials

- Funds for the total build are secured and available for draw down immediately