****

**Unlock a Sweet Opportunity at Brockholes Nature Reserve!**

Are you ready to sprinkle some joy at one of the Northwest's most enchanting visitor attractions? Brockholes Nature Reserve, a haven of natural beauty in Preston, Lancashire, offers an exclusive 12-month pitch for a high-quality ice cream van trader. Dive into a world where your delicious treats meet the great outdoors, positioned next to our bustling adventure playground and the main car park, open 364 days a year.

**Why Brockholes?**

**High Foot Traffic:** Experience waves of visitors all summer long, with our peak times during school holidays, bank holidays, and sunny weekends. Brockholes isn't just a nature reserve; it's a vibrant community hub on the guild wheel, attracting cyclists, walkers, and families eager for adventure.

**Year-Round Engagement:** Beyond the general public, Brockholes is a sought-after location for weddings, conferences, and special events. From summer holiday clubs to winter fairs, food festivals, and ticket-only events like steam fetes, your treats will be the cherry on top of unforgettable experiences.

**Exclusive Pitch & Strategic Advantage:** Secure your exclusive spot in our main car park, a good 15-minute walk from the on-site café. This prime location ensures a captive audience for everyone arriving or leaving and caters to those who prefer your convenient offerings. With no competition in sight, your traditional or vintage van will serve smiles in the form of whippy ice cream, lollies, slush, and canned drinks.

**A Commitment to Sustainability**

In line with Brockholes' dedication to environmental stewardship, we are seeking a partner who shares our values. We encourage the use of wooden spoons over plastic, the sale of beverages in cans instead of plastic bottles, and efforts to minimize waste. All waste, like wrappers, should be removed before handing products to customers, ensuring proper disposal. This commitment not only enhances our visitors' experience but also supports our collective responsibility towards the planet.

**Preferred Supplier Status**

Elevate your business by becoming our go-to ice cream van for weddings, conferences, and more, guaranteeing you a front-row seat to our most exclusive gatherings. As the preferred supplier, you'll have the unique opportunity to become a symbol of joy and relaxation at Brockholes.

**Join Us on This Journey**

Are you ready to make a splash at Brockholes and serve memories alongside your treats? We're looking to fill this spot soon, so apply now through the link below and start your adventure with us. This is more than just a pitch; it's an opportunity to become a part of Brockholes' legacy and contribute to a greener future.

[Apply Here - Complete Your Application Form]

Don't just serve ice cream—serve memories at Brockholes Nature Reserve, where every scoop comes with a sprinkle of environmental care.

Brockholes Nature Reserve Ice Cream Van Pitch Application Form

|  |  |
| --- | --- |
| **Personal and Business Information** | |
| Full Name: |  |
| Contact Number: |  |
| Business Name: |  |
| **Website and Social Media Links** | |
| Website: |  |
| Facebook: |  |
| Instagram: |  |
| Twitter / X: |  |
| Professional Reference  (Name, Relationship, Contact Information): |  |
| **Business Experience and Motivation** | |
| Why do you want to work with Brockholes Nature Reserve? |  |
| Do you have experience trading in a location similar to Brockholes? Please describe your experience and how you adapt to seasonal footfall variations and weather-dependent customer attendance. |  |
| **Customer Service and Engagement** | |
| Can you and your staff provide a high standard of customer service, including answering basic questions about the reserve (e.g., directions to facilities) and distributing maps? Describe any relevant experience. |  |
| **Vehicle and Operations** | |
| Vehicle Photos: Please attach a minimum of 4 photos of your van (front, back, and both sides) and, if available, a photo of you at shows or events and photos of the desserts you offer. |  |
| Self-Sufficiency and Power Supply: Indicate your preference for being self-sufficient or having an electric hook-up (if available). Discuss how you plan to manage power needs for your operation |  |
| **Environmental Commitment** | |
| What are your eco credentials? Describe how you minimize waste from your van and encourage customers to dispose of waste responsibly. |  |
| **Menu and Pricing** | |
| Please provide a list of items you plan to sell, along with their prices. Note that the sale is limited to whip ice cream, lollies, slush, and cold drinks (cans only, no plastic bottles). |  |
| **Understanding of Opportunity Value** | |
| Acknowledgment of Opportunity Value: Confirm that you understand the value of the pitch at Brockholes Nature Reserve and are prepared to submit a realistic bid. Explain your pricing strategy and how it reflects the value of the location. |  |
| **Legal and Safety Requirements** | |
| DBS Certificates: Confirm that you and your staff have current DBS certificates and are willing to provide these upon request. |  |
| EHO Rating and Food Safety: Provide your current Environmental Health Organization (EHO) rating and a copy of your food safety management system. |  |
| **Bid Submission** | |
| Bid Amount: Please enter your bid for the 12-month pitch at Brockholes Nature Reserve. Remember, realistic bids reflective of the opportunity's value are encouraged to ensure fairness and quality of service. |  |
| **Declaration and Signature** | |
| I hereby declare that the information provided in this application is accurate and complete to the best of my knowledge. I understand that any false statements may result in the rejection of my application or termination of the pitch agreement. I acknowledge that this application form is part of the selection process and, if successful, will link to the full contract provided by Brockholes Nature Reserve, which outlines all terms and conditions of the pitch agreement. | |
| **Signed** |  |
| **Dated** |  |

Please return this completed form along with any other relevant information to Ed Bailey: [ebailey@lancswt.org.uk](mailto:ebailey@lancswt.org.uk)

Closing date for applications is: 17th March 2024