

Reloved Brum Café Concession Opportunity

The Opportunity

Birmingham Hospice is offering a unique opportunity for an experienced and community-focused café operator to become part of one of the hospice's most successful and recognisable retail locations. Situated within the award-winning Reloved Brum superstore in the heart of Harborne High Street, the café benefits from established customer footfall, a loyal local customer base and a well-developed daytime trading environment.

Birmingham Hospice is seeking proposals from operators who can deliver a high-quality café offer that complements the existing Reloved Brum customer experience, aligns with the values and reputation of the Hospice, and continues to build on the success established since the store opened in 2023.

The opportunity may also suit an independent operator, coffee business, caterer or hospitality entrepreneur looking to take the next step into a permanent bricks-and-mortar café environment. With an existing customer base, established café infrastructure and reduced property overheads compared to a standalone high street unit, the concession provides a lower-risk opportunity to develop and grow a café business within a proven and successful location.

Background to Birmingham Hospice

Birmingham Hospice is the leading provider of specialist palliative and end of life care across Birmingham and surrounding communities, supporting patients and families living with life-limiting illness. Birmingham Hospice is committed to delivering compassionate, expert and person-centred care, underpinned by its core values of kindness, respect, togetherness, openness, positivity and innovation. Alongside its clinical services, the hospice operates a successful and growing retail portfolio, generating vital income to support patient care while maintaining a strong focus on community engagement and sustainability.

Reloved Brum, located in the heart of Harborne High Street, opened in August 2023 as Birmingham Hospice's first "superstore" retail concept. Since opening, the store has become an award-winning and highly successful destination retail space, combining pre-loved retail, hospitality and community engagement under one roof. In June 2024, Reloved Brum was named "Charity Shop of the Year" at the national Charity Retail Awards in Harrogate, recognising the innovation, creativity and customer experience delivered by the store.

Spanning more than 6,000 square feet, Reloved Brum has become a recognised fixture within the Harborne community and a well-respected presence on the high street, attracting significant footfall and developing a loyal customer base. The store has established itself as a modern community hub, hosting events, workshops and collaborations, while contributing positively to the vibrancy of the local area.

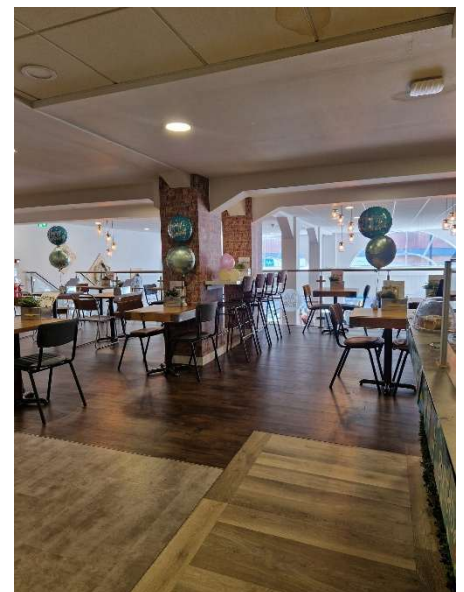
Birmingham Hospice has maintained a strong retail presence within Harborne since opening its first charity shop in the area in 2013, establishing a trusted reputation and developing longstanding relationships within the local community.

Evoke Coffee joined the Reloved Brum project from the outset as the café operator and has played a key role in the success and customer experience of the store over the past two years. Evoke exercised its lease break clause and ceased trading from the premises on 31 March 2026, following a strategic decision to focus on growing its hospitality business within the Wolverhampton area. During its time operating from Reloved Brum, Evoke developed a strong and well-regarded daytime café offer, generating estimated annual sales of approximately £16k per month in its first year

The café operated a popular all-day menu offering a range of hot and cold drinks, breakfasts, brunch items, sandwiches, toasties, jacket potatoes, cakes and light lunches. Example menu items include specialty coffees, teas, breakfast rolls, avocado toast, paninis, homemade cakes and daily lunch specials, appealing to a broad customer base including shoppers, local residents and professionals visiting Harborne High Street.

The café

The café area is located on the mezzanine floor at 48–50 High Street, Harborne, Birmingham, B17 9NE



Café floor plan

SEE APPENDIX 1

Café Space & Facilities

The café is located on the mezzanine floor within Reloved Brum and is currently configured to accommodate approximately 34 covers, providing a bright and welcoming customer seating area within the wider retail environment.

The space includes a dedicated customer service counter area from which hot and cold drinks, cakes and food items are served, with customer orders also taken from this point. To the rear of the counter is a dedicated kitchen and food preparation space suitable for the operation of a daytime café offer.

Access to the mezzanine floor is available via both stairs and a customer lift, ensuring the café remains fully accessible for customers with disabilities and those with limited mobility. The lift may also be used by café staff for the movement of deliveries and stock between floors.

A fully accessible customer toilet facility is located on the mezzanine floor. This facility operates via key access, which can be requested from staff when required.

The successful café operator will be provided with:

- Individual alarm codes for authorised team members
- Access keys for agreed staff
- One dedicated staff parking space to the rear of the premises, with additional parking potentially available on occasion subject to operational requirements
- Access to small meeting rooms within the building, subject to advance booking and availability through the shop management team
- Access to a downstairs staff kitchen and toilet facilities shared with the wider shop team
- Access to the building's internet/Wi-Fi provision, the cost of which will be covered by Birmingham Hospice as part of the occupancy arrangement

The premises are fully alarmed and secured in line with Birmingham Hospice operational procedures.

Space will be allocated externally for dedicated café waste and recycling bins. Responsibility for arranging and managing commercial waste collection will sit with the appointed café operator, although Birmingham Hospice can provide guidance on local contractors currently used.

Please note that the premises are not licensed for the sale or serving of alcohol, and any proposed use must align with this restriction.

Financial arrangements

The café space will be offered under a 5-year License to Occupy (that will not include any statutory protection), incorporating a 3-year break clause, subject to a minimum of 6 months' written notice by either party. The annual rent will be reviewed at year 3.

The annual licence fee for the café space is £8,000 +VAT per annum, split monthly and payable in advance. This fee includes use of:

- The café premises
- Built-in fixtures and fittings
- Existing café tables and chairs

In addition, Birmingham Hospice can offer the use of hospice-owned catering equipment for an additional fee of £150 +VAT per month. A full asset list is provided in Appendix 2

Where this option is taken:

- Responsibility for the ongoing maintenance, servicing and repair of the equipment will sit with the café operator
- Any breakages would need to be replaced by the café operator on a full like for like basis
- All applicable electrical equipment must be annually PAT tested in accordance with Birmingham Hospice health and safety policies and statutory requirements

The café operator will also be responsible for utility costs associated with the operation of the café. Separate sub-meters are installed for monitoring usage, and charges will therefore be based on actual consumption only. The recharge for the utilities will be made on a monthly basis. For guidance purposes:

- Water charges for the previous operator were approximately £157 per annum
- Electricity costs were approximately £12,000 per annum

Please note that there is no gas supply to the premises.

The licence fee includes the cost of the building insurance arranged by Birmingham Hospice. However, the successful operator will be required to arrange and maintain appropriate business insurance cover, including but not limited to:

- Contents Insurance
- Public Liability Insurance
- Employers' Liability Insurance

Evidence of insurance cover will be required prior to commencement of trading and for every on-going year of occupation.

Any structural repairs or maintenance relating to the building itself will remain the responsibility of Birmingham Hospice as the primary leaseholder of the premises.

Business rates for the café space are currently included within the licence arrangement and are therefore not separately payable by the café operator.

Additional operational costs that the successful operator should factor into their financial planning include:

- Commercial waste collection and recycling
- Telephone provision, where required, should be facilitated via mobile devices
- Stock and consumables
- Cleaning materials and hygiene compliance costs
- Merchant/card payment processing charges
- Any licences, certifications or food hygiene compliance requirements associated with operating the business
- Marketing & Signage costs

Safeguarding & Complaints Handling

As the café operates within a Birmingham Hospice premises and wider community retail environment, the successful operator will be expected to maintain high standards of professionalism, customer service and safeguarding.

The operator must have appropriate processes in place for:

- Safe recruitment and staff suitability
- Customer complaints handling
- Escalation of safeguarding, health & safety or reputational concerns
- Maintaining a safe and welcoming environment for customers, volunteers and visitors

As a minimum requirement, all café employees must hold a valid Basic DBS check.

The successful operator will also be expected to cooperate with Birmingham Hospice in relation to any complaints, incidents or concerns relating to the wider Reloved Brum environment.

Café branding, signage & marketing

Birmingham Hospice recognises that prospective operators may wish to trade under their own established café brand and is open to proposals which incorporate operator branding within the café space.

However, due to the café's location within Reloved Brum and the close association with Birmingham Hospice, all branding, signage and customer-facing materials must be appropriate to the wider environment and values of the organisation.

The successful operator will therefore be required to:

- Obtain prior written approval from Birmingham Hospice for any prominent signage or branding within the café area, including counter-front branding, fixed wall signage and large promotional displays

- Ensure all branding and marketing materials align with the professional, welcoming and community-focused environment of Reloved Brum
- Clearly present the café as an independently operated business where appropriate
- Work collaboratively with Birmingham Hospice on promotional and marketing activity relating to the café and wider Reloved Brum environment

Reloved Brum has an established and active social media presence, including an Instagram account with over 6,000 followers, which Birmingham Hospice would be happy to utilise to support cross-promotion of the café offer, events and campaigns.

In return, the successful operator will be expected to actively support and promote Reloved Brum and Birmingham Hospice through their own social media platforms and wider marketing channels where appropriate.

Birmingham Hospice reserves the right to refuse branding, signage or promotional materials considered unsuitable or inconsistent with the organisation's reputation, values or visual environment.

Day-to-day promotional materials, menus and temporary point-of-sale items will not normally require approval unless they form part of a permanent installation or significant branding change.

Schedule of deadlines

STAGE	PROPOSED TIMELINE
Tender Live	w/c 25 th May 2026
Deadline for requesting site visit & submitting clarifying questions	Friday 12 th June 2026
Deadline to submit tender	Friday 26 th June 2026
Evaluation of Tenders	w/c 29 th June 2026
Interviews / Presentation Meetings	w/c 6 th July 2026
Intention to Award Concession	Friday 10 th July 2026
Contract Award	Friday 17 th July 2026
Mobilisation & Set-Up period	July – August 2026
Contract Commencement	Tuesday 1st September 2026

Birmingham Hospice reserves the right to amend the timeline at its discretion.

Tender Evaluation Criteria

CRITERIA	WEIGHTING
Quality of café offer & menu proposal	20%
Relevant experience & operational capacity	20%
Customer experience & community fit	20%
Staffing, recruitment & training approach	10%
Mobilisation & implementation plan	10%
Compliance Requirements	15%
Sustainability & ethical practices	5%

We welcome applications from both established operators and emerging businesses or entrepreneurs who can demonstrate the capability, commitment and plans to put the appropriate operational requirements in place prior to launch

Tender submissions will also be assessed against the following mandatory requirements:

- Ability to obtain and maintain appropriate business insurances prior to contract commencement, including:
 - Public Liability Insurance
 - Employers' Liability Insurance
 - Contents Insurance
- Current Food Hygiene Rating (where already operating), or a clear plan to achieve required food hygiene standards before opening
- Existing Food Safety Management Procedures, or the ability to implement suitable procedures prior to service commencement
- Existing Health & Safety Policies and Procedures, or willingness to develop appropriate policies with support if required
- Commitment to Equality, Diversity & Inclusion principles, with existing policies welcomed but not essential at application stage
- Evidence of financial viability and ability to successfully operate the café business
- Relevant licences, registrations and certifications in place, or the ability to secure these before trading begins
- Safeguarding awareness and appropriate safeguarding arrangements where applicable
- Environmental and waste management arrangements, or proposals for how these would be managed sustainably

Concession submission

Thank you for your interest in the management of the Café located in Reloved Brum on Harborne High Street.

It is hoped that arrangements can be made for the concession to commence from 1st September 2026 or as soon as possible after that date.

Birmingham Hospice requests that you complete the following form and submit to: Lucy.Watkins@birminghamhospice.org.uk by **26th June 2026**.

Please note that you may be invited to a meeting to run through your concession submission and suitable references may also be requested.

Birmingham Hospice reserves the right not to award the café concession following completion of this tender process and shall not be liable for any costs or expenses incurred by applicants in preparing or submitting a proposal.

This document is issued for information purposes only and does not constitute a contractual offer or commitment by Birmingham Hospice. Any agreement arising from this process will be subject to the successful completion of a formal Licence to Occupy agreement between both parties.

Reloved Brum Café Concession Tender Submission Questionnaire

Please complete all sections below and provide additional information where requested. Applicants may attach additional sheets where required.

Business Details

Question	Response
Business / Trading Name	
Applicant Name	
Business Address	
Registered Business Address (if different)	
Company Registration Number (if applicable)	
Email Address	
Telephone Number	

Experience & Background

Question	Response
Please provide details of your previous catering/hospitality experience, including any comparable café operations.	
Please provide details of any relevant qualifications, training records, certificates, awards, food hygiene ratings and customer feedback.	

Please provide details of any other businesses or hospitality operations you currently run or would continue to operate alongside this concession.	
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Staffing & Operations

Question	Response
How many staff do you currently employ?	
How many staff do you anticipate would be required to operate the café?	
Please outline your proposed staffing structure and management arrangements for the café.	
What would be your proposed operating hours?	
Please outline your mobilisation plan and anticipated timescales for becoming operational following contract award.	
Please outline your approach to safeguarding, staff conduct and maintaining a safe environment for customers, volunteers and visitors.	
Please describe how you would handle customer complaints, including how complaints would be recorded, investigated and resolved.	

Compliance & Health & Safety

Question	Response
Please provide details of all business insurance currently held, including insurer, policy number and expiry dates.	
Do you have a written Health & Safety Policy? If yes, please provide a copy.	

Please outline how would record and report accidents, incidents or dangerous occurrences.	
In the last five years, have you or your business been subject to any formal enforcement action (including Prosecution, Prohibition Notice or Improvement Notice) relating to Health & Safety, Food Safety or Employment legislation? If yes, please provide full details.	
Please outline how you will ensure a high food hygiene rating is achieved and maintained.	

Café Offer & Customer Experience

Question	Response
Please outline the menu and café offer you would propose for the Reloved Brum customer base, including indicative pricing.	
What is your understanding of Birmingham Hospice, Reloved Brum and the customer demographic visiting the store?	
How would you attract new customers while retaining existing café users?	
What do you consider to be the key indicators of a successful café operation?	
Please identify any new ideas, innovations or added value you could bring to the café service.	

Values & Community Alignment

Question	Response
How will you ensure your team operates in a way that aligns with the values of Birmingham Hospice?	
Please outline any community engagement, sustainability or social value initiatives you would look to introduce as part of the café operation.	

Financial Information

Question	Response
Please provide brief details of your business's financial position and ability to sustain the operation throughout the contract period.	

Declaration

Question	Response
I confirm that the information provided within this submission is accurate and complete to the best of my knowledge.	
Name	
Position	
Signature	
Date	

References

Applicants are required to provide details of two business references relevant to their catering, hospitality or café operating experience. References should ideally be from current or recent clients, landlords, concession partners or business associates able to comment on the applicant's operational performance, professionalism and reliability.

Reference 1

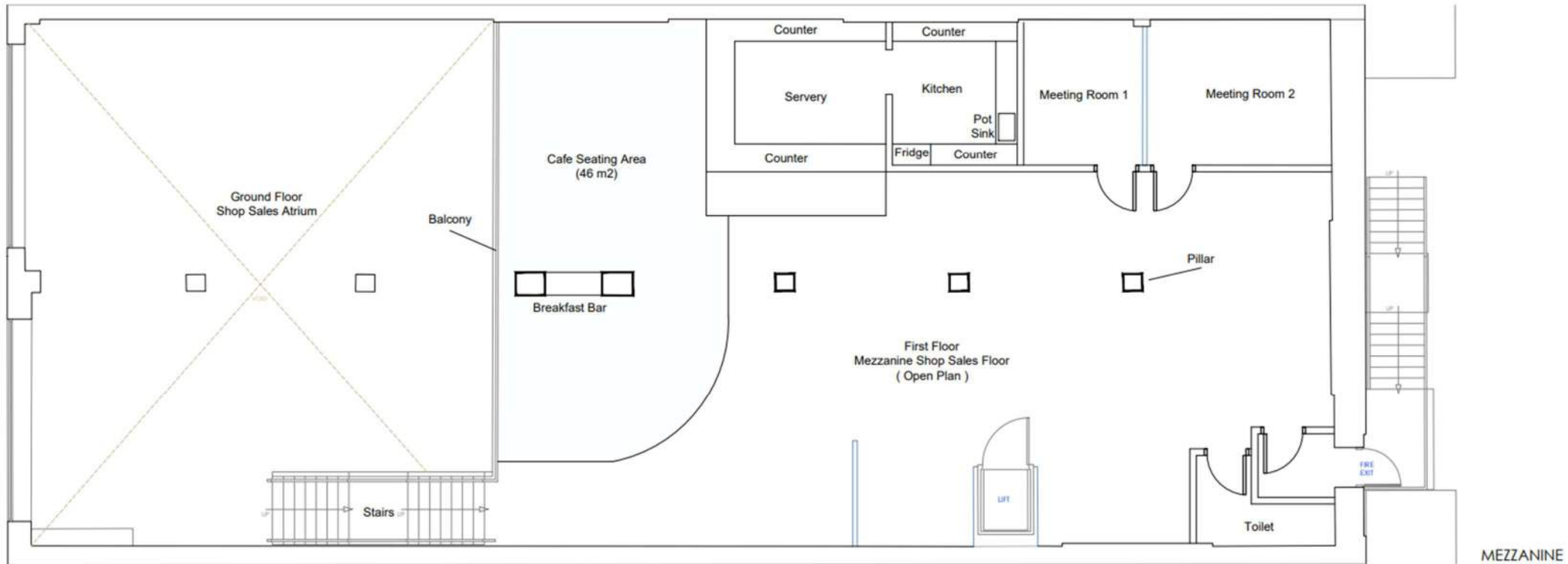
Business Name	
Contact Name	
Position	
Relationship to Applicant	
Telephone Number	
Email Address	
Dates Worked with Applicant	

Reference 2

Business Name	
Contact Name	
Position	
Relationship to Applicant	
Telephone Number	
Email Address	
Dates Worked with Applicant	

Applicants should ensure that referees are aware that Birmingham Hospice may contact them as part of the evaluation process.

APPENDIX 1 – Café Floorplan



APPENDIX 2

Optional Birmingham Hospice-Owned Catering Equipment Available for Use

The successful café operator may, subject to agreement and an additional monthly fee, utilise Birmingham Hospice-owned catering equipment currently located within the café space. Responsibility for the maintenance, servicing, repair and annual PAT testing of all equipment used will sit with the café operator.

Item	Quantity	Make / Model / Size (where known)
Undercounter Fridge / Prep Fridge	3	550mm
Undercounter Freezer / Fridge	1	550mm
Electric Oven	1	600mm
Commercial Microwave	2	Commercial specification
Panini Grill Press	1	Medium single press
Toasters	3	2-slice
Induction Hobs	3	Individual units
Induction Frying Pans	4	Large
Electric Fly Catcher	1	–
First Aid & Burns Kit	1	–
Fire Extinguishers & Fire Blanket	3	Wet chemical / foam / CO2
Coffee Machine	1	Two-group commercial machine
Coffee Grinder	1	Sanremo
Coffee Knock Box	1	–
A-Frame Chalk Board	1	–
Wall Chalk Board	1	Large
Latte Glasses	30	–
Crockery Set	30	Assorted
Cups, Saucers & Side Plates	30	–
Teapots	20	–
Salt & Pepper Pots	60	–
Tableware Accessories	Various	Milk jugs, menu holders, table numbers, cake display chalkboards
Cutlery Set	48	Mixed service set
Cold Drink Cups	15	–
Children's Cups	5	–
Hot Water Urn	1	25 litre
Syrup Stand	1	–
Tea Tubs	3	–
Latte / Tea Spoons	Various	–
Highchairs	2	–