

MARKET HOUSE PENZANCE KITCHEN PODS

The street food hall in Market House PZ is going to be a really exciting new addition to the town's food landscape and serve to enhance Penzance's growing reputation as a food destination. It will be operated by Market House Penzance CIC, a subsidiary of PZRC.

The street food hall will offer 55 covers inside, another 30 outside. It will feature 3 street food pods for rent plus a bar which will be operated by Market House. The street food pods will be available to exciting and innovative local food businesses.

The aim is to support these businesses to grow, develop and become successful by providing a low risk entry point.

- The kitchen pods will be provided fully kitted out with serving counter, extraction, steel trestles/worktops, double deep fat frier, salamander, induction hob, undercounter fridge and dishwasher
- PZRC will purchase and manage a centralised till system
- Rent will be based on turnover
- Other costs – metered use of electricity and water and transaction costs charged for card usage

The pod lets will be relatively short term, typically 1-2 ½ years. The idea is that during their tenure, the businesses grow financially and reputationally so they can then move on to operate independently.

There will be a rigorous selection process as well as standards and delivery criteria which need to be met. Aspiring businesses will need to produce a business plan. This might sound onerous but PZRC is taking a risk on who ever is selected and it is important that we can establish that applicants have really thought about their businesses, how they will deliver and what will make the business a success. We will ask applicants to use their business plan to do that and how they will meet our **key selection criteria**

- A street food offer which is innovative, exciting and additional to what already exists in Penzance. This opportunity is about bringing something new into the

frame and shouldn't compete with the town's existing food businesses

- An offer which is flexible and able to change according to the target audience whether that's the time of day, the season or for a town-wide activity/event
- An offer which is fundamentally local. We want to see as much as possible being produced, sourced and procured locally
- Sustainability is critically important. We want to understand how the business keeps consumption and waste to a minimum
 - We have a maximum 5 percent food waste target – we would want to understand how that would be met and maintained;
 - We want to understand how the business will minimise consumption of resources;
 - We would look for evidence that the business is sourcing from sustainable suppliers
- Commitment and reliability are essential. This is not something to dip in and out of. The food hall is small, so its success - and that of the other vendors – is dependent upon a collaborative joint effort. Our terms and conditions will dictate operating standards, opening hours and attendance for the businesses and failure to meet those could result in the business losing its tenure.

THIS IS A FABULOUS OPPORTUNITY FOR THE RIGHT BUSINESSES TO JOIN OTHER FRONT RUNNERS AND DELIVER OUTSTANDING STREET FOOD IN A HIGH PROFILE NEW LAUNCH AND THE BEST POSITION IN TOWN.

IF YOU THINK YOUR BUSINESS WOULD BE RIGHT FOR MARKET HOUSE AND ARE INTERESTED, PLEASE GET IN TOUCH.

contactus@pzrc.co.uk

THE PENZANCE
REGENERATION
COMPANY

