

Business Proposal

Pop-Up Dine & Wine in the Heart of Cambourne



Business Overview

With a growing population, there is an increasing need for alternative services, a child-friendly and comfortable environment where people can meet up and socialise, whilst enjoying good food and wine. This proposal introduces a seasonal pop-up, quick service, dining-in food and wine restaurant on Cambourne High Street, which provides high quality Italian food and wines. Offering moderately/premium priced quality products, with outdoor seating and family friendly setting, the main focus will be on creating an attractive



atmosphere for people to gather and socialise at the heart of Cambourne.

Having been long time residents in the growing and flourishing community of Cambourne, we sense a strong need and demand for a balanced wine and dine services in a child-friendly environment.

Furthermore, it is our belief that this type of facility will nurture social wellbeing of the local residence and the maturing community spirit.

Setup



The summer seasonal pop-up restaurant will run from May to October, operating from a high standard, custom equipped vehicle/container. The ideal location would be at the heart of Cambourne, off the High Street, on the green area next to the community Hub. The pop-up

restaurant will be operating on a daily basis, with proposed opening times of weekdays from late afternoon to nine in the evening and weekends from noon to ten. The time frame targets the needs of local families with school-aged children who, following a school pick up, may want to sit down and enjoy the warm outdoor weather, whilst enjoying an afternoon snack/tea.

Furthermore, the design and the scene of the pop-up restaurant aims to create a unique setting, which promotes comfortable social experience and builds community spirit, which in turn attracts local guests and people from surrounding villages.

The restaurant will be owned and operated by two families in Cambourne; Sara Halfdanardottir and David Gudjonsson with Daniel Longhi and Clare Home. Sara and David are successful entrepreneurs, having run their own companies for the past 20 years across several countries. Daniel and Clare have been working with start-up businesses for the last 7 years, in the UK, Europe and Asia, as well as having started a successful Italian restaurant in America with their family. Both families have lived for several years in Cambourne, often participate in local events, as well as managing one of the local Cambourne football teams.

Facilities and Food



Inspired by Italy

The menu will focus on serving high quality Italian “tigelles”, wines and coffee, all carefully made from fresh ingredients sourced from small, local villages in Italy. The main focus is on warm Italian “tigelles”; thin, 10-15 cm round bread discs from the famously known Emilia Romagna area. Baked in a special aluminium pan on a gas, or electric cooker, the bread dish is normally packed with a variety of savoury fillings, including ham, cheese, rucola and a specially made herb and garlic pesto! Hot “tigelles” are also

delicious with a huge dollop of Nutella! “Tigelles” will



be served with a variety of additional sides, such as salad, sweet potatoes chips etc. The food menu will cater to vegan and potentially gluten free, to some degree.

Sharing platters for families and friendship groups

Expanding on the family-friendly atmosphere of the restaurant, the

menu will focus on making a range of sharing platters for small and extended families to enjoy together under the summer sun, or evening moon.

Additional ideas

The business concept described in this proposal has the potential to be associated with numerous other family and community events. The following ideas have come to mind:



❖ “Tigelles” and outdoor cinema by projecting films on the Hub’s wall.

❖ “Tigelles” and outdoor family blanket bingo

❖ “Tigelles” and outdoor theatre.

Draft action plan

Upon successful permission and licenses from the Parish Council and relevant bodies (food and drink), the proposed action plan is as follows:

- April 2019: Agree on terms with the Cambourne Parish Council
- May 2019: Get all the necessary permissions and make preparations
- June-July 2019: Open

In order for the business to function, it is essential that we have access to a number of amenities. We are therefore requesting discussion with Cambourne Parish Council to be granted a permit for operating a wine & dine pop-up restaurant off the High Street and to gain access to: Gas, water, electricity, drainage, access to the Hub toilets, parking, maintenance of the area, including grass cutting and refuse facilities.

Additionally, as a start-up business with considerable setup-cost, providing many benefits to the local economy and community spirit, we hope that we could get any assistance the Cambourne Council may offer.

Yours sincerely,

Sara Halfdanardottir

Clare Home