

First Street: F&B Kiosk

Offering and operators



14.03.22

Lunch-time offer at First Street

- Between 08:00-10:00 the only options for a breakfast/morning coffee are Starbucks and First Street Bar & Kitchen.
- HOME then opens at 10am for their café offering.
- Sainsbury's and PizzaExpress are the only onsite F&B to offer a 'lunch deal' with their Meal Deal and Pizza Wraps.
- All other F&B's focus on alcohol sales when looking at the deals on offer.
- WOOD and Ribeye are not considered a lunch-time offering.

HOME
Sainsbury's



TM



Alternatives in the local area

Between Oxford Road and Deansgate, there are a variety of offers, from budget to premium.

From anecdotal feedback with our site teams, most tenants look to venture off-site for their lunch.

Eat In

- Society
- Nandos
- Nudo Sushi
- Pizza Slice

Café Chains

- Pret a Manger
- Bean Coffee
- Costa Coffee
- Caffè Nero

Fast Food

- McDonalds
- Greggs
- Subway
- KFC

Independent Cafes

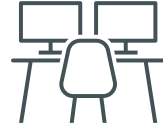
- Gourmet Coffee Bar
- Cheeky Coffee Co
- The Burgess Café
- Java bar Espresso
- Ditto Coffee

Shops

- Deansgate General Store
- Tesco
- Sainsburys
- Spar

Typical User

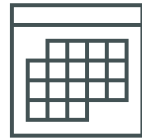
Based on the survey results,
reaching **312 occupiers**.



Work **on-site** in one of the First Street offices.



They work **full-time** for their employer.



They expect their office/working-from-home split to be **50/50**.



58% of occupiers take **public transport** to work, with 17% driving and 17% walking.



41% of users keep up to date via **email**, directly from First Street, will 18% are kept up to date via the newsletter.



32% of occupiers would like to see **F&B stalls**, and 25% would be in favour of a market on-site.

Occupier Requests

When asked: **What additional services would you like to see at First Street?**

- “Breakfast **and lunch hot sandwiches**”
- “An additional store to Sainsburys for more choice. Somewhere to **grab a quick lunch to stay or go.**”
- “Can we get the **proper cafe** back please”
- “More restaurants supporting smaller local businesses (**Bada-bing sandwiches!**)”
- “**Coffee stall**”
- “Empty units filled with **more food/drink** options”
- “A **sandwich shop** where you can configure your own sandwich”
- “Some retail beyond Sainsbury's. And some places to get a quick lunch - **not a chain, but a sandwich shop** of some kind.”
- “A **sandwich shop** would be nice”
- “Return of the **occasional food trucks** would be nice”
- “**More employee discount** in some of the local amenities”
- “Having the **cafe back** would be good”
- “Bring back **food stalls**”
- “A variety of **takeaway food**”
- “More **restaurant options** and nicer areas to sit in the summer”
- “Affordable **sandwich retailer**”

Occupier Requests

When asked: **What additional services would you like to see at First Street?**

- “There are limited lunch options at Tony Wilson place - really just a Sainsburys. I would love to see a good **healthy salad bar / poke bowl / fresh soup station** which also sells coffee and has comfortable seating (heating also) in the foyer so that we want to use the space and can drop in there for coffee or lunch.”
- “More **street food** stalls”
- “A **decent sandwich** shop”
- “**Picnic benches** in quiet spaces”
- “**Discount** on food”
- “**Coffee** van.”
- “**Healthy Food** counter”
- “Needs a **really good sandwich shop/deli**. Something like Ancoats General Store but specialising in lunch menu.”
- “More **affordable lunch** options, there are only so many Sainsbury's sandwiches a human being can live off”
- “Eating/**take away** options”
- “**Lunchtime** food”
- “Breakfasts available from **7.00 am**”
- “More **quick lunch** offerings other than Sainsburys.”

Summary of Findings

- Desire for a quality and convenient breakfast/lunchtime offer both at First Street.
- Lots of chains serving standardised products within 10 minutes on Oxford Road.
- Sainsbury's seen as only choice on-site currently.
- Lack of independent suppliers providing high quality coffee or healthy food.
- Occupiers have requested an improved lunchtime offering on site with a focus on independent brands offering coffees and sandwiches.
- There is a demand for a seating area where people can sit and enjoy their lunch.
- Office occupiers feel they would come into the office more often if they could benefit from discounts while on site.



From this we can see there *is potential to work with Manchester based independent suppliers* to create a varied high quality lunch time offering.

This will not only improve the day to day satisfaction of those working on site but it could also act as an effective way of driving footfall to site if we were to work with well liked, popular brands.

Consideration should be given to price point and repeat custom, as to benefit those on-site regularly.

Basic Offering

Based on the survey results, reaching **312 occupiers**.

Coffee – High quality and affordable offering.



Sandwiches – The most requested food item, with deli style choice and variety.



Grab & Go – Quick and convenient is important.



Street Food – Vans could supplement the F&B kiosk on peak days.



Selecting a partner; Tender process

To create a compelling offering that will meet the needs of our occupiers, the kiosk will need to meet several requirements:

- Affordable
- Good Quality
- Speed of service

Affordable



- Hot drink & food item deals for **£5-7**.
- Create a **loyalty scheme** or discount for office occupiers.

Local Good Quality



- Work with **local independents**.
- Collaborations with **charity partners**, e.g. Open Kitchen Manchester.
- Now Vertigo has ceased trading there is a gap in the estate's offering for **vegan cuisine**.

Morning/Lunchtime Focus



- Opening times: **Monday – Friday: 08:00 – 15:00**
- Morning – **grab & go coffee**. Baked goods, fruit, breakfast pots etc.
- Lunch – **Hot & Cold meal options**.

Tender Process

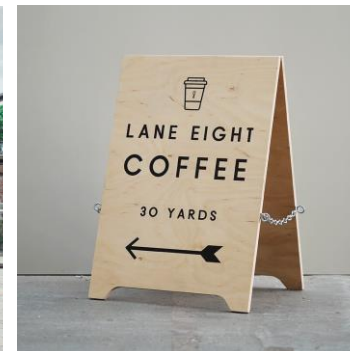


Tender document to be created and issued to potential operators outlining the offer and incentives to use the Kiosk.

Branding Options

Give the Kiosk **a name with its own brand** that aligns with First Street branding (e.g. First Stop, First Street Deli).

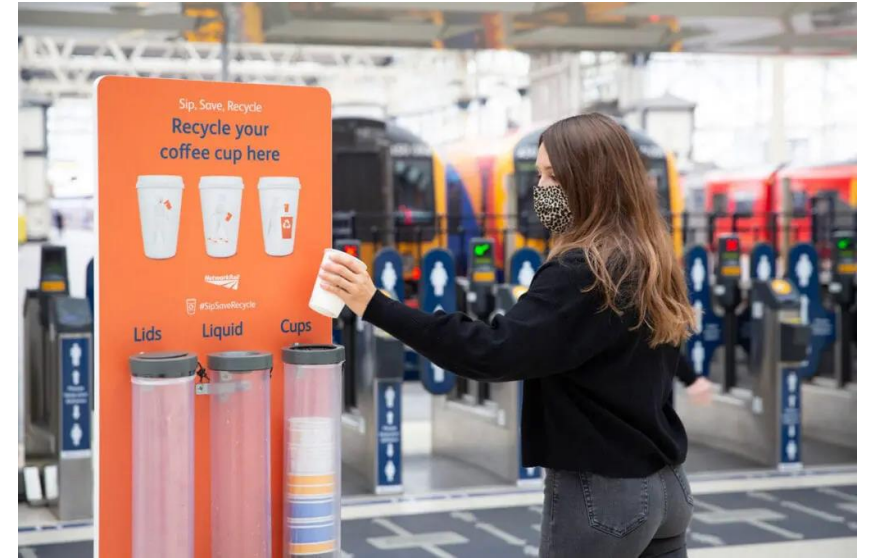
Use panels and A-boards that can be swapped out as the operators rotate.



Sustainable Initiatives

Easy separate and **Recycle points** to encourage effective recycling practices and promote sustainable image at First Street.

- Keep Cup discount>
- Recycle Stations>
- Ballot Bins



At a glance – Who could we work with?

Work with **local independents**
on a rotational basis:

Monthly tenancy

Different style each month to
keep it new and exciting

POTENTIAL BUSINESSES

Operator							
Overview	Easy-going coffeehouse providing snacks & sweet treats, along with brunch & cocktails.	Kickback Coffee is a small, independent, Cheshire coffee roaster, located in Pott Shrigley. Roasting and supplying fresh coffee for you to enjoy at home.	Street food collective organising grass-roots markets.	Themed sandwich pop-up based on the Sopranos TV series.	Locally roasted coffee and freshly baked goods.	Seitan's Kebab are an independent vegan street food business offering tasty, healthier plant-based alternatives to our favourite takeaway kebabs.	First Tropical bakery in Manchester offering organic sourdough breads, pastries and sandwiches with Brazilian touch
USP's	On a mission to make you feel good	Fresh roasted coffee, always within 2 week of roasting high quality coffee	Largest independent organiser in Manchester. Could offering regular rotating offering.	Offer Italian-American style sandwiches as well as eye-catching specials.	Everything is freshly baked by their micro bakery Quality and unique flavours. All takeaway cups, packaging, spoons, straws etc are made from plants and are totally compostable	Fresh and diverse menu Healthier Option Hearty filling food	Gluten free and vegan options Organic sourdough breads, pastries and sandwiches
Considerations	Currently operating in NQ and potentially under lease with Cert.	No food options Small independent business	Would likely want significant autonomy on offering and price point.	Most of their subs are around £10.00 -12.00 and would their social media presence would attract non-tenants to site.	Current site on King Street, circa 15 minute walk from First Street.	Vegan/Plant-based food might not be to everyone's liking	Small independent business

Next steps & Considerations

- Confirm the offering and framework for operators
- Confirm commercial arrangement with First Street for traders i.e revenue share and pitch fees
- Draft the Tender document
- Create list of potential operators
- Feedback process for tenants

