



Thank you for your interest in our pop-up trader opportunities at The East Point Pavilion! Please read the following information carefully prior to submitting your proposal.

Completing the online form constitutes neither a contract nor an offer which is capable of any acceptance by any recipient. Any queries in relation to this should be directed to [elspeth@firstlightlowestoft.com](mailto:elspeth@firstlightlowestoft.com).

Successful proposals will be invited to complete a more extensive booking form. Unfortunately, we will not be able to provide feedback for unsuccessful applicants.

Please ensure that you have thoroughly read and understood the information provided in this document before completing the [online application form here](#).

## **A unique opportunity for trading within Lowestoft's newest development is now available!**

Plans to revitalise Lowestoft's gateway to the beach, The East Point Pavilion, are now underway! With Hemingway Design and Hudson Architects at the helm, preparations have begun to design a thriving food hall and local events venue, injecting a new lease of life into Lowestoft's iconic seafront.

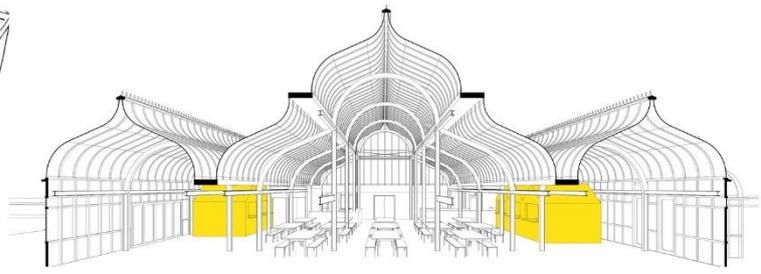
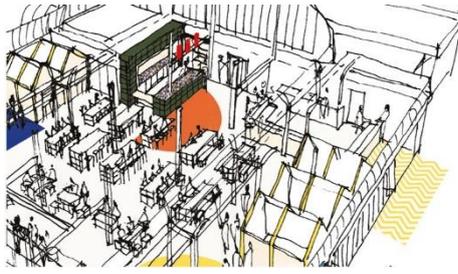
First Light Festival C.I.C are seeking expressions of interest from experienced food and drink businesses to run the in-house bar and café as our resident traders. They are also looking to hear from start-ups, traders and producers interested in leasing a space for their pop-up business.

An entirely new fit-out in a stunning pavilion with direct views of the sea in Lowestoft's South Beach tourism area makes this an attractive business opportunity for entrepreneurs hoping to reap the benefits of Lowestoft's regeneration, and to connect with local experience seekers. Supplemented by a full programme of live music, DJs and performances, alongside a varied calendar of produce markets, private events and other exciting cultural events curated by the team behind First Light Festival, the East Point Pavilion is set to become a social hot-spot on the seafront.

First Light Festival C.I.C. Company No: 11480047  
Parham House Barn, Brick Lane, Framlingham, Suffolk, IP13 9LQ  
[www.firstlightlowestoft.com](http://www.firstlightlowestoft.com)



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## The East Point Pavilion pop-up trader specification and request for Expressions of Interest

We are looking to hear from start-ups, traders and producers interested in leasing a space for their pop-up business. We will prioritise applications from food, drink and produce traders, but also recognise the need to support all types of local enterprise. If you feel your business is a good fit that presents an exciting offer then please do get in touch.

You will be running your business as part of a wider venture with First Light Festival C.I.C and East Suffolk Council, aiming to put The East Point Pavilion and Lowestoft on the map as a successful and sustainable food and entertainment destination.

We have 5 static trading spaces plus 2 mobile pods available for long- and short-term hire. These will be curated to ensure a good balance and range in terms of food offer and products available, from a mixture of local businesses and those from further afield.

The East Point Pavilion will be opening its doors to the public from Spring 2021, in time for high season. Continuity over the summer is preferable, however a range of affordable and flexible rental terms will be available.

Trading hours are subject to Premises Licence approval, but are expected to be between 8am and 11pm.

First Light Festival C.I.C will assess each proposal in accordance with the evaluation criteria which may include, without limitation and in no particular order:

- Quality of the products and services being offered.
- Proof of registration with the relevant local authority.
- Commitment to environmentally sustainable, locally sourced, ethical products, processes, and procedures.
- Commitment to fair and transparent recruitment and management of staff.
- Ability to provide own catering equipment, service ware and experienced, trustworthy, and suitably qualified staff.
- Compliance with the requirements of the Food Safety & Hygiene (England) Regulations 2013, the Food Safety at Work Act 1974 and Fire Regulations.

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What we will give you:

- A unique, beautifully designed trading space, measuring 3m x 2.6m
- A fair and competitive rental fee including power, lighting, and water (please note mobile pods do not have water supply).
- Flexible lengths of hire terms.
- Useful joint facilities for pop-up traders.
- Accessible loading.
- A central location in Lowestoft's South Beach tourism area, close to the town centre, train station and main through roads.
- Inclusion in marketing campaigns for The East Point Pavilion and relevant events.
- A fully programmed calendar of events curated by the First Light Festival team expected to bring in significant footfall.

If you have any further queries, please do not hesitate to get in touch by emailing [elspeth@firstlightlowestoft.com](mailto:elspeth@firstlightlowestoft.com)

If you are interested in submitting an Expression of Interest, [please click here](#) to complete your application.

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