

INVITATION TO TENDER

For the event management of Grantown Does Christmas



1. Context

Grantown Does Christmas (GDC) was launched initially by the Grantown Business Association (GBA) in 2020 and has become an annual event over the first weekend in December (both Saturday and Sunday). Initially it was launched to support businesses during the COVID pandemic and its success means it is now the first event in Grantown's festive event calendar which is managed by the Grantown Initiative (GI - <https://grantownonline.com/the-grantown-initiative/>)

A street festival in the town square is a major part of the event. Events managed by other community groups are also held over the same weekend to maximise promotion for the town. For example, the Grantown Museum's Art & Craft Fair and the Xmas Tree Festival. Many businesses open for the whole weekend in support of the event.

In 2022, we secured funding to hire marquees and work with an events company. The events company managed a food and drink festival over the weekend and attracted over 50 stallholders. The 2022 event was much larger and more successful than in previous years.

Success is measured by footfall, feedback from stallholders and funds raised by the GI during the event from its own stallholder activity and stallholder sales which is used as the starting budget for the next year's event.

2. Details of the Tender

This invitation to tender is to find an events management company to work in partnership with the GI to maximise community/business engagement and hold a successful festival in December 2023. It is intended that if the event is a success in 2023, the contract will be extended for future years.

The GI is open to considering new ideas including changing the format of the event and/or making the event shorter, possibly holding it on one day instead of the whole weekend or any other suggestions. Responsibilities of the event management provider and the GI are below.

Responsibilities of the event management provider:

- By the end of June 2023:
 - Working with the GDC and Festive Lights subgroups (both parts of the GI), agree a theme for the festival and a plan setting out key dates and actions for delivery. Also to look at options to incorporate an official 'Christmas Lights Switch On' as part of the festival

- By the end of October 2023:
 - Produce a plan for the festival in accordance with the Common Good Let Plan template (to be provided by the GI).
 - Manage logistical planning of the Town Square including the production of a stallholder layout by 30th October 2023.
- Ongoing:
 - Manage all aspects of the event: managing the required number of stallholders and ensuring all relevant paperwork, licences and permissions are in place with them. This includes, but is not limited to, promoting stall space, taking bookings, liaising with stallholders and ensuring they meet environmental health, H&S and other risk assessment requirements.
 - Advertise the event through your own promotional channels.
 - Develop comprehensive Risk Assessments for the festival ensuring that actions are carried out.
 - Prepare for and attend any meetings/engagements with the GDC subgroup and other event personnel.
- At the event:
 - Be on site/available for the site build and break down, ensuring safety, dealing with issues arising and being available to meet with statutory agencies as required.
 - Ensure all stallholders are safely positioned and all requirements are met on site.
 - Sign off on site-readiness for the public before the festival officially opens.
 - Be on-site during the event fulfilling the role of Event Controller.

Responsibilities of the GI:

- Obtain all necessary licences and ensure that Council procedures are followed.
- Apply for use of the Town Square through the Council's Common Good Let scheme.
- Ensure adequate event insurance is in place.
- Design marketing material to promote the event.
- Advertise the event online and in print (if funds allow). Online promotion via Visit Cairngorms, Grantown Online and the Discover Grantown social media pages.
- Manage invoicing and payments from stallholders and any other organisations paying to participate in the event.
- Set up a folder in Google Drive to jointly manage event documents.

3. Budget

The GI has a starting budget of £1,400 which is allocated to 'Responsibilities of the GI' above.

We are looking for an innovative approach from an events management company to cover their own costs out of the income secured from the activity they manage.

We will also be looking for opportunities to replace or exceed the starting budget of £1,400 in order to hold the event in future years.

Note that the GI is not registered for VAT and therefore all budgets presented need to include VAT.

4. Experience & Professional Standards

Bidders must clearly demonstrate, using appropriate examples within the last 3 years, that the individual/company and proposed personnel have the relevant experience of successfully delivering similar Event Management contracts of similar size, nature and scale to that specified in this invitation to tender.

5. Timetable

Stage of Procurement Process	Date
Deadline for submission of tender	5pm Wednesday, 24 th May 2023
Notification of result of evaluation	Wednesday, 31 st May 2023
Anticipated contract start date	Thursday, 1 st June 2023

Depending on the number of tenders, short listing may apply and applicants may be required to attend an interview during the selection process. If this is the case, it is likely interviews will be on Monday, 29th May.

The GI reserves the right to cancel the quotation process at any point. The GI is not liable for any costs resulting from any cancellation of this quotation process, or for any other costs incurred by those bidding for this Contract.

Please submit expressions of interest, tender responses, queries or questions regarding this tender to community@grantowninitiative.org.uk.

6. Format of Tender

Tenders submitted MUST include the following:

- Name of the business and/or lead consultant and contact details.
- A statement demonstrating:
 - Relevant experience within the last 3 years (outlined above) for the business/ lead consultant working on this project including any relevant qualifications for individuals involved.
 - Promotional / marketing channels that will be used to promote the event.
 - Ability to work collaboratively.
 - Ability to meet deadlines.

- A proposal methodology for the work required including a clear timeline for key tasks to deliver the contract.
- A budget to demonstrate how your proposal will work financially (VAT to be included).
- A statement on why your tender should be chosen by the GI.
- Valid insurance documents relevant to the services provided.
- The names, addresses, telephone numbers and email addresses of two clients who may be contacted for references in connection with the proposed contract.

Tenders must:

- be no longer than 1,000 words plus a budget and any supporting documents; and
- arrive by 5pm on Wednesday, 24th May 2023. Late submissions cannot be accepted. The completed tender documents must be submitted VIA EMAIL to community@grantowninitiative.org.uk.

The tender shall only be accepted if:

- It is received on or before the specified deadline.
- The submission is in the English language and prices are quoted in pounds sterling.
- It is complete and fully compliant with the requirements detailed in this tender documentation.

Tender applicants will be evaluated using the following qualification criteria:

- 1) Completeness of documentation
- 2) Evidence of relevant experience
- 3) Methodology in relation to the tender brief
- 4) Full and clear budget to evidence that the event is sustainable for the bidder and the GI.

Consortium Bids

If you intend to form a partnership or consortium in order to deliver this contract, you must identify the lead organisation or a legal entity, to take responsibility for the quotation and the eventual contractual arrangements.

If applying on behalf of a partnership or consortium, you must list the names and addresses of all the member organisations of the partnership/consortium in your submission. You may be asked for additional information about the partnership or consortium at a later stage in the quotation process.