



## Invitation to Tender for 2023 Events Programme

### Timeline

Application opens:

*20th December 2022*

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Deadline for replying with expression of interest (summarising how you will meet our objectives):

*13th January 2023*

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Proposal presentation meeting (if shortlisted):

*20th January 2023*

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Agency appointed:

*February 2023 with events to start in March*

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Agency campaign ends:

*31<sup>st</sup> March 2024*

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## **Introduction**

Peterborough Positive is the city's Business Improvement District (BID).

Representing more than 400 businesses and organisations, Peterborough Positive is focused on delivering an ambitious business plan to transform the city centre – improving experiences, standards and adding value for all city users.

Leading on innovative projects and providing key investment, it aims to make the city centre a cleaner, safer and more welcoming place, raising its profile nationally with new, diverse and prestigious events and exciting marketing campaigns.

Peterborough Positive is seeking an events management company to help drive the successful delivery of the business plan, by staging regular events and activities in the city centre for 2023, commencing in March.

## **Event management company requirements**

Peterborough Positive is looking to appoint an event management company to deliver and oversee a year-long programme of events in the city centre. The company will manage all aspects of the programme and must have experience of running outdoor performances of varying scales.

### **Services required - outline and duties including:**

- Overall management of the production programming, planning and delivery aspects of a 12-month event programme.
- Act as Event Managers for all events, overseeing installs/derigs, any live elements and associated builds.
- Liaise with key internal and external stakeholders to bring the event to life, including attendance at any Safety Advisory Group meetings, or similar as required.
- Scoping and implementation of technical and production requirements of visiting company technical riders, ensuring their needs are met.
- Providing technical and production support to visiting companies in the lead up to, and during, the festival.
- Coordinate the procurement and hires of any required production equipment.
- Collate any licences, paperwork, and documentation for the events and visiting companies.
- Draw up Event Safety Plans, Risk Assessments, and adverse weather contingency plans.
- Ensure compliance with all relevant risk assessments and present Event Emergency Plans to the Safety Advisory Group.
- Line-manage external contractors, such as planning any security and medical deployment, and freelancers.

- Create a 12-month event marketing plan outlining a marketing communications strategy to ensure city centre businesses, residents and visitors to Peterborough are aware of what is happening and when.
- Post-evaluate every event and measure success by number of visitors and their testimonials, plus feedback from city centre businesses.
- Ensure all events are exclusively branded as Peterborough Positive.
- Evaluate success of each event based on pre-agreed KPIs.
- Coordinate any staff or volunteer briefings.

### **Contractor requirements**

- Demonstrable experience of delivering dynamic, multi-faceted outdoor events across a range of sites.
- Ability to efficiently work to deadlines and within budgets.
- Excellent communication skills and attention to detail.
- Flexible, adaptive and resourceful approach.
- Excellent production management knowledge and experience.
- Demonstrable onsite working health and safety knowledge.
- Knowledge of implementing sustainable working practices.
- Knowledge of Peterborough and the city centre.

### **Target Audience**

Peterborough is a multi-cultural city of approximately 230,000 in population.

The city centre is home to a 900-year-old cathedral, a shopping centre with more than 100 retailers, an art-deco Lido, a university and a tourist information centre housed in the museum.

The football club and passport office also contribute to thousands of people visiting the city centre each year.

With its ancient city origins complimented by modern developments, acres of green space and easy transport links, Peterborough is one of the country's fastest growing cities.

Peterborough Positive represents more than 400 levy-paying businesses. They all want to see increased city centre footfall and dwell time.

Regular, well-marketed events that offer something for everyone will help to increase footfall, dwell time and build positive reputation by changing perceptions of an often 'baron' city centre.

## Objectives

Everyone who visits the city centre is the target audience.

The events programme needs to cater for:

- Calendar events (Easter, Christmas, Mother's Day, Father's Day, Halloween, Bonfire night etc.)
- School holidays – make the city centre a destination to keep the kids entertained.
- Peterborough's rich heritage and cultural backdrop. Events should link in with the cathedral, museum and other historical offerings.
- The city's multi-cultural communities. More than 50 languages are spoken in the city. The latest census can provide an audience backdrop.
- Linking with the city centre's already established annual events such as: the Italian festival, Diwali, Black History Month, Christmas lights switch-on and numerous artisan markets and one-off events booked via the city council.
- Night-time economy audience as well as daytime.

Above all, the events programme needs to consist of:

- A minimum of two large events (summer and Christmas).
- Medium-sized events and smaller activities throughout the rest of the year.
- Events should be inclusive, for all ages and communities regardless of any disabilities.
- Events should be free to enter / take part in / watch.
- Events where possible should be cross-city located, connecting its quarters via trails or side activities.
- One big screen event to watch a sports final or historic occasion.
- City centre businesses (levy payers in the first instance) should be invited to trade at the events (especially those with a food and drink offering).
- City centre businesses should be encouraged to be part of the events by offering promotions.
- Street theatre should be included.
- The city's youth groups and schools should be part of the events and activities to ensure their audience is catered for.
- Event themes / ideas should include:
  - Multicultural city (music and / or food festival).
  - Celebration of independent retailers.
  - Job fair (promoting levy payer job roles).
  - Traditional Christmas market and grotto (first option for market pitches given to levy payers) with connecting festive activities and displays.
  - Event to promote environmental and sustainable initiatives driven by our businesses.

## Budget

There is approximately £100k available to deliver events between March 2023 and March 2024.

## **How to Apply**

Please send your proposal outlining how you meet the tender requirements as follows:

- Your specific and relevant experience of production-managing and delivering multi-faceted, multi-site outdoor festivals and events.
- Your experience of event management of delivering outdoor festivals and events for un-ticketed audiences.
- Recommended events and activities you would deliver – and how many / how often, which refer to those under the Objectives heading of this tender document.
- A detailed quotation with a budget breakdown for the delivery of Production and Event Management service.
- Outline your pre-event marketing and post event evaluation matrix.
- Outline your events management experience that's relevant to Peterborough.

Please send back this tender to: [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk)

Ends.