

Crewe Town Council

Crewe Day Festival Event Development and Delivery

Appendix A - Specification

1. Introduction

This document forms part of the tender documents dated 12th September 2024 and must be read in conjunction with all other documents within the tender pack.

1. General Requirements

The development, delivery and evaluation of a Crewe Day Festival taking place on the 4th, 5th & 6th July 2025 in Crewe Town Centre. This will include event concept design, booking and curation of all programming, infrastructure & provisions and appropriate event management throughout the planning, build, delivery and derig.

Contractors must be able to demonstrate and evidence that they are appropriately qualified, have appropriate and of scale insurances, practices, RAMS and resources to fulfil the aims of the tender.

1. Specification of [Goods/Works/Services]

The tender is for the opportunity to provide the entire services required to successfully deliver a large scale cultural event:

* Develop an understanding of Crewe and its rich heritage & culture.
* Develop an understanding of Crewe’s Residents and how they do and don’t engage with events and culture, while remembering that this event must bring people into the town as well.
* To develop and deliver a vibrant Crewe Day event that celebrates Crewe’s heritage and embodies the community spirit Crewe is home to, through the provision of a variety of accessible and engaging entertainment, community engagement opportunities and unique food and beverage experiences.
* To develop and deliver robust event management plans, resources and provision planning including crowd management plans, health and safety plans, traffic management, stewarding, welfare, security and medical planning in a timely manner.
* To notify all relevant bodies of the event in order to gain required permissions including but not limited to Cheshire East Council, Cheshire Police, Cheshire East Highways, Cheshire East Events Safety Advisory Group, Temporary Event Licencing team etc.
* To deliver all activities in line with purple guide guidelines, any other relevant legislation, regulations and good practice guidelines.
* To drive a national audience to visit Crewe over the three day festival of on average 10,000 plus each day.
* To ensure consideration is given to accessibility, inclusivity, and community engagement, fostering an enriching and participatory experience for all attendees.
* To work closely with the Crewe Town Council Events & Culture Manager throughout the:

a. development

b. delivery

c. exploration of potential future delivery of the festival

d. Definition of the outcomes and outputs of the festival

* To work closely with the Crewe Town Council Communications Officer, providing them with all relevant information, imagery and video footage required to create marketing content including social media content, press releases, web content and printed materials.
* To on occasions attend meetings or be part of conversations between the Communications Officer and external PR agencies that work on a regional or national level to deliver visitor economy marketing that will drive new audiences to Crewe for the festival.
* Collaborate with local organisations and venue owners, commercial and community-based, to curate a wide range of supporting events and activities, across varying genres to contribute to a town-wide programme.
* Encourage collaborative and partnership efforts, especially where this contributes to financial viability.
* Showcase local talent and creativity.
* To strive to deliver a sustainable and plastic free event as far as reasonably practicable and financially viable.
* To produce a detailed and evidenced final evaluation and monitoring report for the event to include (but not limited to) proven footfall data, visitor demographics and geo-data, quantitative and qualitative feedback.
* To secure financial sustainability of the event that allows for future annual delivery, development and growth through seeking and securing external funding such as grant funding on behalf of Crewe Town Council. Striving towards financial autonomy from the Council for onward delivery past the first few years, thus ensuring long-term viability and growth.
* To maintain the Crewe Brand and to ensure that all public material clearly identifies that this a Crewe Town Council project
* In addition to the above deliverables outlined the successful applicant must make provisions for:
* An initiation meeting to finalise the brief with the client
* Regular meetings with the client to update on progress
* To be physically present in Crewe as much as is required to ensure the effective engagement and development associated with the sustainable delivery of the project

1. Performance Management

Performance will be managed against contracted terms, the specification and the offers detailed in the successful tender submission.

This will include but not be limited to provision of development, timely and appropriate planning that works to best practices, safe and successful delivery, evaluation and future development including securing external funding such as grant funding. Capability to keep the client up to date and gain confidence in Crewe Town Council, the public and other stakeholders in the town.

* 1. Record Management

A full project timeline is to be provided in the first week of the contract commencement.

Progress reports must be provided verbally in bi-weekly update meetings and written progress reports are to be provided monthly. This should include working documents including Event Management Plans, RAMS, Crowd Safety/Science Management Plans, Programme and site plans.

* 1. Contract Management

A project initiation meeting will take place to finalise the brief. Regular update meetings will be scheduled on a monthly basis to begin with and then a bi-weekly basis as we get in to the 6 months run up to the event. Regular site visits to take place in order to understand the site, infrastructure and provisions required.

* 1. Key Performance Indicators

Full project management plan and time line to be provided at the start of the contract but the successful contractor.

All updates provided to schedule.

All event management planning documents to be provided to schedule.

Engagement and voluntary capacity building around the event.

Event build to be completed within contracted timeframe.

Delivery of festival over the 4th, 5th and 6th July 2025.

Event derig to take place within contracted timeframe.

Detailed and evidenced evaluation delivered to schedule.

External funding identified and secured in order to establish sustainable future delivery of the event.