

Instructions to Tender (ITT)

Appendix 2: Specification

**Green Street
Two-Day Festival: February Half Term
Specification**

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1. Overview

- 1.1. The Council has secured grant funding from The Welcome Back Fund (WBF) to support an events programme for Green Street. The aim of the fund and the events is to support the recovery of the high street and its businesses, through investing activities that encourages more people to visit and shop.
- 1.2. The Council has decided to use part of this fund to support the businesses and traders of Green Street and provide the opportunity for residents, shoppers and visitors to come together to celebrate and enjoy the offer of this vibrant high street.
- 1.3. There is a total of £200,000 that has been allocated to events in Green Street which needs to be fully spent by March 2022. Of this £100,000 has been allocated to support Newham Unlocked Green Street festival on 16th October, a programme of Christmas events and activities throughout December located primarily in Queen's Market and Queen's Square, plus a theatre production and community workshops celebrating the 50th anniversary of Bangladeshi Independence Day, also taking place in December.
- 1.4. The final event will be in February half term on either 12th and 13th or 19th and 20th February 2022. The Council would like the main event to take place in Queen's Square, with activities inside the market and along certain points along Green Street itself. The total budget for the planning, development, artistic/creative programming, events management and production is £95,000. A £5,000 budget for marketing and promotion will be managed by the Council.
- 1.5. The ambition for the events is to embrace and utilise the creativity that already exists in the borough and to create a powerful, thought provoking and unique arts and cultural experience that reflects the vibrancy and diversity of borough and its communities. The aim is to create an events and activities programme where everyone can participate and actively get involved so as to draw more interest and footfall to Green Street over the weekend. Most of the events will take place outside or in well ventilated spaces.

2. Objectives

- 2.1. Newham Council is looking for an experienced events production company or organisations to curate and produce the creative content for the two day event in Green Street on either 12th and 13th or 19th and 20th February 2022. A consortium can be formed but there will need to be a lead organisation that will be responsible for project managing the planning, development, coordination and delivery of the contract.
- 2.2. The brief is to have as many live, interactive and experiential activities as possible. The programme could include some online content to allow as many people as possible to participate, and helping to publicise and raise the profile of Green Street. However, the majority of the budget should be allocated to live events and activities to support the aims of the WBF (see 1.1.).
- 2.3. The theme and focus for the event activities across the two days should reflect the wider objective of the Council as outlined in 1.5. As 2022 is the 10 year anniversary of the

Olympics and Paralympics, this event should support this milestone through its programming. The event should also capture the sense of belonging to the borough, helping to bring residents, shoppers and visitors together to celebrate the very best Newham has to offer. Therefore, the two day event should be inclusive, inspire and encourage people to get involved, participate and enjoy all that will be on offer in safe and Covid secure spaces.

- 2.4. There is also the opportunity for collaborative working between cultural organisations, especially those based in Green Street. There is also the possibility to collaborate and involve local businesses so they feel part of this two day programme. Both of these should be actively encouraged and the Council will be interested in understanding how proposals will look to facilitate and progress these opportunities.
- 2.5. The appointed organisations will be responsible for co-creating and co-ordinating the programme. We are particularly interested in:
 - 2.5.1. A wide range of activity including performances, workshops and immersive experiences using a range of art forms including, but not limited to, spoken word, film, dance, music, visual art and drama that captures people's imagination
 - 2.5.2. Intergenerational activities that promote social integration, as well as activities that may be more relevant to younger and older residents
 - 2.5.3. Installations and activities using use spaces along Green Street, within the market and on Queen's Square (including four vacant shop units)
 - 2.5.4. Innovative collaborations that can be co-created, projects that foster social integration, opens up opportunities and increases participation rates in cultural activity
 - 2.5.5. Increase Newham's profile and reputation as a cultural destination by providing high quality cultural events that draw people into the borough and showcase its diversity and internationalism.

3. Background Information

- 3.1. Newham is a young, vibrant and diverse borough, however, faces some challenges. It is ranked fourth most deprived in London and eighth in England. The Community Neighbourhood profile for [Green Street](#) provides further detailed data for each area and has a population of nearly 50,000. It has a large South Asian population with the predominant languages being English, Bengali, Gujarati, Hindi, Punjabi and Urdu.
- 3.2. Green Street, is a vibrant retail shopping street providing clothing, fabric and jewellery goods. It caters for both a local (Newham) and wider catchment area, drawing shoppers from across southern England to shop at its specialist South Asian bridal ware and jewellery shops that are highly renowned. Whilst its main competitor is Southall, recently retailers have indicated that Ilford Lane is now becoming a competitor that is more close to home.
- 3.3. High street retailers on Green Street have reported that those specialising in bridal ware and jewellery will be adversely affected as people are not travelling, including from abroad, as weddings are being postponed. When the lockdown restrictions eased in July 2020, retailers reported that trade was down by 70%. The Council's Market's team estimate a 30% reduction in footfall to the market and this has impacted on trade. At the time, the Council implemented a discretionary grants scheme for traders, as many were unable to benefit from the government's small business grant scheme. Since the restrictions have eased and been largely removed, full trading at the market has resumed. However, footfall and spend at the market and on the high street has not recovered to pre-pandemic levels.
- 3.4. The Mayor of Newham, Rokhsana Fiaz OBE is committed to ensuring culture plays an important role in the borough, allowing residents to enjoy high quality creativity on their doorsteps. Newham has the second lowest level of cultural engagement of all the London boroughs at 36.6% ([Active Lives Survey](#) 2015-2017). The aspiration is for Newham to become a leader in cultural engagement and participation, and the borough recently commissioned the development of a cultural strategy which should be finalised in February 2022.

4. Service requirements

- 4.1. The role of appointed organisation/company is to ensure the successful delivery of the objectives outlined in section 2. In order to achieve this the organisations must:
 - 4.1.1. Curate and produce a two day events programme in Green Street.
 - 4.1.2. Co-ordinate the commissioning, project management, production and operational logistics of the programme; including risk assessments, emergency procedures, etc.
 - 4.1.3. Ensure the events are fully staffed, and run, operate and manage the event and activities over the two days (including set up and breakdown) and ensure they comply with all health and safety requirements.
 - 4.1.4. Provide commissioning opportunities and delivery support to Newham arts and community organisations, plus individual local artists to be part of the delivery of

the programme. This is a real opportunity to celebrate and emphasis the rich diversity of the area and its local community through the events programme of activities.

- 4.1.5. Engage with the Community Neighbourhoods teams to understand the local area, and the Green Street Traders Association and Queen's Market traders to get businesses to participate and support.
 - 4.1.6. Ensure the programme is sensitive and reflective to the cultural make-up of Green Street, and fully accessible to all members of the community to maximise participation and footfall.
 - 4.1.7. Attend regular meetings, arranged and facilitated by the Council and attended by relevant officers from across the Council.
 - 4.1.8. Provide marketing and promotional material (copy and images) to support a local and wider campaign using the We Are Newham brand guidelines.
 - 4.1.9. Contribute to the evaluation of the two day event by providing a report that details the activities including photographs, feedback from businesses and residents, and observational footfall records (i.e. photos showing crowds).
- 4.2. The Council's role in relation to this contract will include:
- 4.2.1. Providing support in engaging with the Safety Advisory Group, including advice on use and management of public space and highway and environmental health.
 - 4.2.2. Co-ordination of marketing and communications strategy, including funding of core marketing and communications materials.
 - 4.2.3. Facilitating meetings and providing support in navigating or liaising with Council services and/or contractors.

5. Location

- 5.1 Most of the events will take place in Queen's Square on Green Street and adjacent to Queen's Market. This space is uncovered, although there is the possibility of using vacant retail units on the square for activities, helping to 'weather proof' some elements of the event. Scale plans will be provided to the appointed team.
- 5.2 The appointed organisation and company should work with the Council to propose and recommend the specific locations at these sites for activities along Green Street and within the covered space of Queen's Market.

6. Timetable

- 6.1. The programme is outlined below and will agreed in consultation the appointed organisation / company once they are in contract. The owner of the agreed programme and its delivery will be the responsibility of the appointed team.

6.2. The Authority reserves the right to amend this timetable up until the award of contract.

Milestone	Deadline
Award of Contract	22 December 2021
Event Programme Approval	24 January 2022
Supplier (events infrastructure and content) contracts confirmed	28 January 2022
Event build*	11 or 18 February 2022
Event Programme	12 and 13 February 2022 OR 19 and 20 February 2022
Event breakdown**	13 February 2022 OR 20 February 2022
Event Report and Evaluation	28 February 2022
End of Contract	4 March 2022

7. Recording

- 7.1 The Council is required to document the event programme and the success of the activities. The appointed organisation/company will be required to provide an event report at the end of the programme, highlighting all the activity that took place and the general response from those that attended, as well as local businesses, retailers and traders. Pictures capturing the event activity, and estimated footfall increases are also required on the report.
- 7.2 Under the terms of the WBF, the Council is required to make a claim for all expenditure within the allocated budget for this event (£100K, including marketing and promotion). The appointed organisation /company will be required to provide a complete set of accounts and supporting evidence (i.e. invoices, transaction payments etc.) to the Council in the format required by the Funder. These requirements and reporting will be agreed at the contract inception meeting.

8. Social Value and Community Wealth Building

- 8.1 The Council is interested in what social value the bidders could provide during the commission. The Council wants to champion [community wealth building](#) through its commissioning process. Therefore, the Council would be interested in proposals that support or promote Newham based organisations (i.e. artists and creatives) and businesses (events infrastructure/equipment etc.) through the events supply chain, as well as

supporting residents; young, and those from disadvantage backgrounds and with protected characteristics.

- 8.2 Proposals will be asked to demonstrate what social value will be provided by the appointed organisation/company during the contract period.

9. Method statements

- 9.1. The appointed organisations shall submit the methods to be employed in achieving the standards required by the Contract. This provisional method statement should be included in the tender evaluation.
- 9.2. Once agreed by the authorised officer, the provisional method statement will become the approved method statement and will form part of the contract. The approved method statement will be monitored throughout the contract to ensure compliance.
- 9.3. The approved method statement will define how the appointed organisations will manage and deliver services throughout the contract.
- 9.4. The approved method statement will be continually upgraded to meet the needs of the service.

10. Key Performance Measures and Monitoring

- 10.1. The appointed organisations' effectiveness will be measured using key performance indicators based on the objectives listed in 2.5 and 4.1. These will be developed with the commissioned organisation. The Council reserves the right to modify these prior to the award of contract.

11. Payment conditions

- 11.1. The schedule of payments will be agreed with the appointed organisation on award of the contract.
- 11.2. Payment will be based upon the rates submitted in the successful tender proposal. Invoices with a valid purchase order number will be paid within 30 working days of receipt.

12. Staffing

- 12.1. The appointed organisation shall nominate a single point of contact throughout the contract, who shall be fully accountable for the delivery of the contract and the agreed outputs listed in 2.5 and 4.1.
- 12.2. The appointed organisation will ensure that all staff working within this contract have relevant qualifications. The appointed organisation will be required to produce its safeguarding policy.

13. Quality assurance

- 13.1. The appointed organisation is responsible for ensuring consistent compliance with the standards contained within this specification and will have satisfactory systems for documenting, monitoring and ensuring such compliance.

14. Relevant legislation

- 14.1. The service is expected to be provided in line with the following statutory policies and legislation. Note this list is indicative for guidance only and is not exhaustive:

- Health and Safety at Work
- Employment and Equal Opportunities
- The Equalities Act 2010
- Data Protection (GDPR) and Freedom of Information