**Section 4 - Specification**

**Christmas Cultural Programming for Enfield’s Town Centres**

Enfield Council are seeking to appoint an experienced Enfield-based programming and events management company with links to the local community to deliver a programme of free outdoor cultural activity in its town centres in December 2021.

As part of the Council’s package of measures to support the borough recover from the impact of the COVID-19 pandemic, we will welcome the community back to their high streets this Christmas 0with scheduled and unscheduled creative and cultural activity. The programme will be shaped with the chosen supplier but is expected to focus on a number of planned shopping evenings events, and potentially some street performance around towns during regular shopping hours. We also expect to include an element of creative arts programming to continue to expand the range of events and activities available to Enfield residents.

We are seeking a collaborative, professional and community-minded Enfield-based events management company with an extensive track record of safe and vibrant festival-type activity and links to Enfield’s creative and resident communities to share our vision and deliver the event management and creative programming of this Christmas programme. The successful supplier will be required to deliver:

* Liaison with local stakeholder groups in each town centre to support promotion and planning (N.B. dates and arrangements for late night shopping events to be arranged by town centre development officers).
* Liason with enfield colleagues around any pre-existing Christmas lights or Christmas tree events etc
* Provision of all event infrastructure, including any necessary licensing, staging, sound and security/stewarding. It is not anticipated that staging will be required for the majority of locations and that much programming will be busking-style or peripatetic.
* Creative and cultural programme that draws on Enfield-based talent to deliver c50% of the programming, providing opportunity for the local creative sector and a fabulous experience for audiences and bringing out the local character of each location. This will be programmed in collaboration with the Council’s Culture team, but all bookings and coordination will be delivered by the event management company.
* Marketing design and delivery, including creation of identity, banners, posters and social media assets, with close liaison with the Council’s communications teams.
* Capitalise on opportunities to expand the budget through sponsorship or commercial activity, in discussion with Council officers.
* Twice weekly meetings minimum with Council teams, final reporting on activity and spend detailing all local suppliers.

Total fee available for this work is £50k.

We note that these proposed events can only go ahead if no additional restrictions are brought in due to COVID-19. A schedule of work and payments will be agreed with the successful supplier to address the potential for postponement, alteration or cancellation due to the pandemic. The successful supplier must ensure that the same agreements are used for all contractors to protect them and public money

All correspondence must be via the London Tenders Portal under DNxxxxxx

**Section 7 Quality and Pricing Schedule**

All bids will be evaluated by a panel of Council staff for understanding of project requirements, relevant track record and expertise, and quality of the overall creative vision.

Up to two bidders will be invited for a clarification meeting XXXX if required with a view to appointment by XXXX and immediate start.

**Quality scoring criteria**

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| SCORE | DESCRIPTION |
| 4 | Response / answer / solution is of a high standard with no reservations at all about acceptability; provides evidence that the Suppliers can make a significant improvement to the way the service is delivered. |
| 3 | Good response / answer / solution to that aspect of our requirement; provides more evidence than that of an ‘acceptable’ response. |
| 2 | Acceptable response / answer / solution; all basic requirements are met; provides evidence given of skill / knowledge sought. |
| 1 | Less than acceptable response / answer / solution; lacks convincing evidence of skills / experience sought; lack of real understanding of requirement or evidence of ability to deliver. |
| 0 | Non-compliant – failed to address the question / issue or a detrimental response / answer / solution; limited or poor evidence of skill / knowledge sought. |

**QUALITY QUESTIONS**

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| Question One Score 0-4 Weighting 20%  Please outline your experience and expertise in delivering outdoor cultural events and creative programming, in particular in the Enfield context.  Maximum word limit 500 words = one A4 page |
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| Question Two Score 0-4 Weighting 30%  Please provide a method statement outlining how you would approach this project to ensure that Enfield’s town centres benefit from increased visitors, residents enjoy amazing experiences and the borough continues to grow and develop its cultural programming.  Maximum word limit 750 words = one and a half A4 pages |
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| Question Three Score 0-5 Weighting 20%  Please provide a detailed approach to the delivery of this project including a detailed timetable  Maximum word limit 500 words = one A4 page plus timetable |
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| Question Four Score 0-5 Weighting 10%  Names and roles and headline CVs of key staff members  Maximum word limit 500 words = one A4 page |
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**PRICING SCHEDULE**

**Price Scoring Criteria**

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| **SCORE** | **DESCRIPTION** |
| 4 | High Standard response; full understanding of limit of funding available. Breakdown and detailed budget for staffing and event management. Local suppliers clearly at top of list for sub-contracting. |
| 2 | Acceptable response / answer / solution; all basic requirements are met; provides evidence given of skill / knowledge sought. |
| 0 | Non-compliant Response – failed to understand the limit of funding available |

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| Price Score 0,2,4 Weighting 20%  Please provide a breakdown and detailed budget, noting any local suppliers. NB We are asking for budgets to be presented to the full £50k and there is no weighting given to budgets at less than this full amount. Additional income in cash or in kind can be outlined as a target but should be included as separate unless it is fully confirmed. |
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