



Brockwell Park Winter Season Commercial Events Concession Contract – Expression of Interest (EOI)

For nearly 300 years Lambeth has had a long history of hosting events, across its parks and open spaces. From decadent public concerts at Vauxhall Pleasure Gardens in the 18th century to the annual Lambeth Country Show in Brockwell Park taking place since 1974.

The London Borough of Lambeth is now inviting expressions of interest from Potential Providers who are keen to submit a tender proposal to create and operate a series of festive winter lights themed night events combined with the option to hold an environmentally friendly and sustainable fireworks event on Brockwell Park, London SE24 9BJ.

The period of the contract is for 32 months from 31 May 2021 to 31 January 2024, with the possibility of a further 24 months extension to 31 January 2026 (three years plus one plus one).

London Borough of Lambeth is looking for a suitably qualified Provider or suitable consortia to plan, promote and produce Winter Festive and Christmas themed events annually with an option to hold a sustainable Fireworks, in return for paying Lambeth Council a contract venue fee.

The Potential Provider will be expected to:

- Create a diverse and creative events proposal
- Source and manage talent, attractions and food and beverage traders
- Promote the event, pricing and ticketing arrangements, marketing, securing sponsorship, press relations
- Procure and supervise all attractions, traders, suppliers, sub-contractors
- Organise all logistical and operational matters to do with the events, including the management of health & safety in line with government guidance and local public health and environmental protection on site
- Attend all multi-agency safety and operational group meetings relevant to the event planning
- Manage all aspects of staffing and securing the events
- Secure all necessary permissions and carry out all stakeholder consultations, with the reasonable assistance of Lambeth Council
- Provide budget management, accounting, cash security, payment of suppliers, and receipt of all incomes.

The Potential Provider must be able to demonstrate that they have suitable knowledge and experience of delivering major outdoor commercial events, with a consistent track record in Service Delivery. Additionally, they must demonstrate that they have the capacity, financial ability and knowledge within the market to sustain a commercially

viable events programme over the entire period of the contract. All events should be a high-quality experience, with high standards of health & safety, sustainability, and customer service.

Suggested Operational Days

The number of operational event days will be limited to 50 event days per annum allowing for the follow proposed dates:

- Optional Fireworks Night event: Friday 5th November 2021
- Christmas Lights events: Saturday 6th November – Sunday 2nd January 2022
- Corporate and Private Hire options for each event day and New Year's Night – Friday 31st December 2021

Proposed Capacities

- **Optional Fireworks Night:** up to 40,000
- **Christmas Lights:** up to 1,500 – 7500 per day depending on the site layout and the footprint of the Christmas lights walking route across the park.
- **Corporate and Private Hire:** 114 - based on the private hire options such as igloo structures which can be increased year on year to reflect demand.

Proposed Operating Times

4pm to 10pm (*with exception of NYE*)

An option for Corporate & Private Hire structures for Lunch and Dinner packages

Proposed Build and Break

Load in Date: 11th October 2021

Load Out Date: 16th January 2022

Working hours: 8am – 8pm

Due to the operational and logistical requirements between each event day, and to allow the ground to recover, it will need two closed days each week.

London Borough of Lambeth will seek to keep the Park open during the daytime to minimise disruption to park users. (*With the exception on any closed or sectioned off areas for back of house event operations and corporate private hire dining*).

Suggested timeline

Oct-21							Nov-21						
Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					
Dec-21							Jan-22						
Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30
							31						

Based on

Total 50 Operational Event Days

25 x Build & 14 x Break Days

1 x Optional Fireworks Display

16 x Christmas Nights Off Peak Day

32 x Christmas Nights Peak Day

1 x Closed NYE Private Hire Only

49 x Private Hire Events (1 per operational day)

9 x Closed Non-Operational Day

22 x Reinstatement Days

Public Door Times 4pm - 10pm - Last Entry 8pm

Ticket Slots 20 mins - dwell time up to 2 hours

13 x Slots Per Day:

16:00, 16:20, 16:40

17:00, 17:20, 17:40

18:00, 18:20, 18:40

19:00, 19:20, 19:40, 20:00 (last entry)

Private Hire Events Door Times 5pm - 1am

The London Borough of Lambeth is committed to improving the quality of life for both residents and businesses within Lambeth. In line with The Public Services (Social Value) Act 2012 the authority will consider how this procurement might improve the economic, social and environmental well-being of the relevant area. In order to achieve this, it is our objective to work with existing and future contractors to secure an appropriate level of community benefits by the tender process.

The anticipated contract start date is 31 May 2021 and will end on the 31 January 2026 (if all extensions are taken up)
For a period of 32 Months with the possibility of a 24 Month extension.

Next steps in your response the London Borough of Lambeth would like to know the following:

1. Whether you be interested in bidding for this contract.
2. What kind of creative proposal could you bring to Lambeth, please describe what kind of Christmas night event could you deliver.
3. An estimation of how much planning you would need to create and deliver the events.
4. How much you could potentially pay Lambeth Council in fees each year to put on the events.
5. Lambeth would apply for premises licence and planning permission, however your input into this planning would be needed.

Responses to the questions should include your organisation name, with named contact details.

Deadline for Expressions of Interest: **29 January 2021 5pm**

Contact for enquiries, clarifications, and submission of responses to the expression of interest: **Lee Fiorentino, Head of Events & Filming**, events@lambeth.gov.uk