

Hatfield Community Firework Event - 4th November 2023

Introduction

Hatfield Town Council have provided a successful Community Fireworks display for many years and it has been a highlight of the Council events calendar. After a pause during Covid, a successful event was run in November 2022, at the large Angerland Park and Ride site in Hatfield.

Following a review of priorities and resources, the Town Council has concluded that a similar or expanded Community Fireworks event should run again this year but that it would best be managed and delivered by an external provider, with some input from specialists and the Town Council. Given the time constraints and the need to gain confirmation from the New Council elected in May 2023, the Council have already secured the site, the services of a fireworks display company and other time critical activities. The Town Council are now seeking a professional Events Manager to bring their ideas, contacts and expertise to take forward the planning and delivery of an inclusive, family focussed, community-based event for residents and University of Hertfordshire (UH) students to partake and enjoy. Once agreed, the plan will be developed in detail, finalised and delivered to provide a memorable, enjoyable, safe and successful outcome as described below.

Event Details.

Event date	Saturday 4 th November 2023
Duration	Between 4 and 6 hours, for example, from 1600 – 2000 The 15-20 minute firework display is anticipated to start at 1900
Location	Angerland Park & Ride Site, A1001 Southway, Hatfield
Event Capacity	Planning for 3000 – 5000 spectators The upper limit to be confirmed based on the agreed event plan. The 2022 event was scoped on the basis of 1000 – 5000 spectators, Actual sales in 2022 were 2926 tickets and confirmed attendance was 2460
Site availability	Timings to be confirmed – depending on the event requirements. Previously has been 0800 to 2359 Saturday or until 0900/1200 Sunday
.Site Owner	University of Hertfordshire
Total Budget available	£40,000, of which some funds have already been committed. All

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expenditure, including the Event Manager's fee needs to be within this financial envelope. Income generated will be retained by the Town Council and is not part of the financial envelope

Hatfield Town Council Contact

Overseeing the event is the responsibility of a Town Council Sub-Committee. Your first and main point of contact will be via Jane Anderson at the Town Council.

Work Phone: 01707 262023 Email: jane.anderson@hatfield-herts.gov.uk

Working with Others

In order to facilitate the event within available timescales, the Town Council has already made arrangements with a number of specialist providers for specific elements of the event. The Event Manager is required to work, on a principal contractor basis, with these nominated suppliers, establishing responsibilities and boundaries and work with them throughout the project to safely deliver a successful event. As identified below:

Firework Display	<p>Booking made and confirmed with ENTS FX, a local firework display company, who have successfully delivered the firework display at previous events.</p> <p>See appendix 1a for more details</p>
Ticketing & Admission	<p>The Town Council will set prices, sell tickets and retain the revenue. It is envisaged that ticket sales will be online or by visiting the Town Council's offices. In person ticket sales will be available until 12Noon on the day of the event. Advance purchase online will be heavily promoted.</p> <p>Differential Pricing is proposed and if feasible, the lead person's address will be gathered during the online booking or from credit or debit card details used to pay for the booking. If the address is in the Hatfield Town Council area, a discount of around 25-30% will be offered.</p> <p>See appendix 1b for more details</p>
Car and cycle Parking, Taxi set down/pick up	<p>Arrangements will be made by the Town Council and confirmed with the Event Manager.</p> <p>It is anticipated that circa 500 vehicles will park on site. A further circa 500 vehicles will park at the University's College Lane</p>

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	<p>Campus. And use a shuttle bus service provided for the event.</p> <p>Provision will be made for taxis to enter the site to set down passengers. Waiting and Pick-up arrangements are to be finalised.</p> <p>Provision will be made for an area where wheelers (cyclists and scooter riders) can secure their bikes in a safe manner.</p> <p>Indicative event-day responsibilities of the Event Manager are included in the 'services sought' section below.</p> <p>See appendix 1c for more details</p>
Bus Service	<p>The Town Council are currently investigating the option to provide three bus services to/from the event, to give people the option of arriving by sustainable transport, not cars.</p> <p>The buses would set down and pick-up in the bus area of the site.</p> <p>See appendix 1c for more details</p>
Traffic Management	<p>It is expected that a specialist Traffic Management Company will be identified by the Town Council and employed by either the Town Council or the Event Manager to deliver the on-highway aspects of the event. This will include a range of measures to discourage carriageway and verge parking on A1001 Southway.</p> <p>The Event Manager will manage vehicles, parking and vehicle movements within the site.</p> <p>See appendix 1d for more details</p>
Marketing and Public Relations	<p>The Town Council will market the event, using traditional and social media.</p> <p>The Event Manager will make themselves readily available to support the Town Council, before, during or after the event if there is a need to respond to negative or other events.</p> <p>See appendix 1e for more details</p>

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Services Sought

Stage 1

Following an Inaugural Meeting, the Event Manager will scope the event and prepare the detailed event plan ready for a presentation to the Sub-Committee and subsequent submission to Welwyn Hatfield Council licencing team (WHC), (who are responsible for event co-ordination). The Event Provider will have regard to the Total budget available, for the event.

A provisional Event Notification form has already been submitted by the Sub Committee

At this time the Event Manager should identify other on-site activities that would enhance the overall event and provisionally reserve providers, but without financial commitment. The Town Council has contacts in the local community and will forward some suggestions to the Event Manager to consider and follow through. The range of supporting activities will be confirmed by the Firework Sub-Committee as part of the Event Plan presentation meeting.

Temporary site Infrastructure requirements and staffing requirements will also be identified at this stage, along with quotations and identification of suitable providers.

A provisional cost estimate for the event will be developed following the inaugural meeting and kept updated through the planning and execution of the event. This budget will be shared with the client weekly or upon request. A payment approval process for external invoices will also be agreed.

Upon completion, Event Planning will proceed to **Stage 2**, unless Red Flagged by the Town Council.

During stage 2 the Event Manager will submit the proposal to WHC, liaise with The Borough Council, as lead for the other statutory stakeholders, in an iterative process to identify and resolve issues. They will seek direction from the Town Council if there are non-trivial financial implications (thresholds to be agreed at Inaugural Meeting).

At the end of Stage 2, The Town Council will decide whether or not to proceed with the event and finalise nett budgets based on the latest available information. If Green Lighted the event will proceed to stage 3

Stage 3

The Event Manager will undertake detailed planning and procurement of equipment and supplies as necessary. The Event Manager will liaise with the Town Council, The Borough Council and WGC BID to check whether any of the items needed for the event are already in store and can be borrowed for the event.

Supporting activities and resources (e.g. security staff and marshals, equipment, first aid provision, response equipment) will be confirmed and detailed plans prepared for their deployment and participation.

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The catering offer, meeting HTC aspirations, will be developed and agreed with HTC. This will involve a number of commercial providers and also include opportunities for HTC catering outlets to participate in the event, fees or commission will not be applicable to HTC operated catering outlets.

Suitable staff will be identified, recruitment of suitable HTC staff for the event will be encouraged, Training/briefing needs will be identified and implemented.

The Event Manager is responsible for ensuring that staff and equipment have all the necessary, valid permits licenses and qualifications prior to operating at the event.

Voluntary involvement of Hatfield Town Councillors as 'Champions/ Ambassadors' before, during and after the event will be scoped, agreed and facilitated.

The Event Manager will offer advice on Marketing, based on their prior experience, which could be useful to HTC marketing team and participate in pre-event marketing activities if requested (Not to exceed 2 x 2 person days overall)

On the day, the Event Manager will be responsible for setting up, operation and liaison with all parties. The Event Manager will ensure he has resources available to resolve a wide range of issues that may arise.

The Event Manager will be responsible for the timely delivery of the programme on the day and all contributory activities including managing and mitigating unpredictable events.

The Event Manager will need to ensure that an authorised person is available to switch on/switch off part of the Car park lighting before, during and after the firework display. At least one member of Town Council Staff is authorised to do this, though other options may be available.

Operational Responsibility

On 4th November 2023, the Event Manager will have operational control of the event and event site.

The Event Manager will be responsible for safety issues and safe operation of the event. The Event Manager will be the decision maker and have the responsibility for the event including operational decisions, such as cancelling the event beforehand or at short notice or ending the event in case of an incident. Planning for these eventualities will form part of the Event Plan.

Operational decisions will be made by the Event Manager and any significant deviations from the Event Plan will be communicated to HTC representatives as soon as possible after the decision. HTC representatives will also be contactable should the Event Manager wish to consult before making any significant decisions.

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The Event Manager will be provided with a contact list of HTC Councillors or Staff who will be at the event and can be called on to provide assistance, under the supervision of the Event Managers staff, in case of an incident or unforeseen event. The Event Manager will have a supply of suitable PPE available (such as Hi-Viz jackets and gloves) to facilitate this eventuality.

After the event, mass spectator exit must be planned for in some detail as part of the Event Plan to ensure safe dispersal of spectators by their various modes of transport. Consideration should be given to post-event activities that spread spectator departures and needs to include active management of exiting spectators, especially along the pedestrian exit route up to and including the signalised crossing of A1001 Southway. Another supervision requirement will be vehicles and pedestrians within the on-site car park.

After the Event, the Event Manager is responsible for the safe and timely dismantling of the site, litter collection and removal and waste disposal. The Event Manager's responsibility finishes when the site is accepted back by the person nominated by the University.

A post event report is needed after the conclusion of the event, summarising the delivery of the event, lessons learned, any suggestions for future events and financial matters. The timing is shown in the timeline section and content of the report is to be agreed prior to the event.

The stage 3 payment will be made after submission of the post report, providing there are no pending financial or legal claims against the Town Council. If there are, the Events Manager will continue to support the Council as required, within the fixed fee arrangement, unless other arrangements are agreed between the parties.

Liabilities and Compensation

The Event Manager will indemnify the Town Council, to the full extent permitted by law, against any claims or actions associated with or arising from the event.

The Event Manager will bear any costs arising from legal actions related to this community fireworks event. However, the Event Manager will not automatically be liable for any legal costs incurred by the Town Council.

Financial Matters

We propose that the Event Manager will undertake event planning and delivery for a fixed fee. For quotation analysis purposes the fixed fee will need to include indicative staffing quantities and costs but will exclude 'bought in' items, for which the Event Manager will act as the Council's agent. The Event Manager will source these items, but they will be invoiced to the Town Council at the best value price, without any Event Managers markup

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and will include any negotiated discounts. These invoices will be paid directly by the Council.

We appreciate that staffing requirements are indicative at this stage, and we appreciate that final numbers required by the event plan may vary. Supporting information to accompany your quote should include the hourly/daily rate and an indicative number of each type/grade of staff to be mobilised for the day of the event. Office based and on-site management staff are to be included in the Fixed Fee and not be regarded as part of the 'event day' staffing in respect of this requirement.

Payment will be made on the Council's usual terms of business, a copy of which is available on request.

The Council reserves the right to audit the 'best value' basis for a sample of purchases.

Project Payment Milestones

We propose to pay the fixed fee in three parts:

- i. Initial planning and preparation of Event Plan to a point where a decision whether or not to proceed with submission can be made.
- ii. Submission of Event Plan and any associated documents. Followed by iterative discussions with Welwyn Hatfield Borough Council, as the lead authority for the Events process, until all issues resolved or remaining minor or major issues cannot be resolved. The output from this stage will be a report/ recommendation to the Town Council to proceed/not proceed.
- iii. After completion of the event and submission of the post-event report.

Suppliers should indicate the percentage of the fixed fee that would become due if the event does not proceed to part (ii) or (iii), assuming they used best endeavours to try and deliver the event. These percentages will form part of the tender assessment process.

If the event is cancelled by the Council after stage (ii) but before completion of the event, the Event Organiser will take all possible steps to minimise abortive expenditure and the Town Council will consider paying unavoidable expenditure incurred.

Event Insurance

Suppliers and specialist suppliers will have their own insurance in place to cover some or all risks associated with this event.

Potential suppliers are asked to review and propose appropriate insurance arrangements to ensure all aspects of the event have adequate insurance cover and provide 'best value'

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costed option(s) for their proposed arrangements. The Event Manager should identify and minimise residual risks to the Town Council.

Request for Quotation

Selected potential suppliers are invited to submit a quotation to deliver the Community Fireworks event 2023. There is no application form, but potential suppliers should ensure they cover all the points on the attached 'Information to Potential Suppliers' fact sheet.

If potential suppliers wish to propose variations, omissions or extensions to these requirements, they must clearly indicate the scope and content of these in their quote, otherwise their quote will be assumed to encompass the entirety of this requirement document.

The quote should be submitted by email and have 'Quotation for Community Fireworks Event' in the header line. Send to jane.anderson@hatfield-herts.gov.uk

Submissions must be received by 10am on 2nd August 2023

If you have any questions regarding the event or quotation please address them to Jane Anderson, by email as above. We aim to respond within 2 working days.

We intend to offer a site visit, approximately one week before the closing date, if you are interested in attending, please contact Jane by email and we will do our best to accommodate you. Please note that the Park and Ride site is normally locked out of use during the University vacation and only pre-arranged site visits are possible. At other times security staff will approach unannounced visitors.

Basis of Award

Potential suppliers will be shortlisted and invited to make a 15-20 minute presentation to the Event Sub-committee.

The preferred supplier will be selected at shortlisting and presentation stages using the following criteria:

- Quality of proposal
- Experience of managing previous similar sized or larger events.
- Experience of managing previous events including firework displays.
- Value added, Innovative elements of the proposal.
- Proposals for organising/providing supporting events.
- Proposals to ensure provision of quality, high throughput, catering facilities

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- Income generation for the Town Council from supporting activities and catering.
- Proposals to encourage casual employment of Hatfield Town Council staff within the event.
- Total fixed fee
- The percentage of the total fixed fee should the event planning be halted after stages i or ii

The above criteria are NOT necessarily listed in order of importance.

Potential suppliers should also provide details of one or more appropriate referees.

Shortlisted suppliers will be asked to provide documentation from one or more previous events to illustrate their approach to planning and managing events.

Indicative Timeline

Suppliers respond to request for quote	20 July – 2 August 2023 at 10am
Short listed suppliers invited to Present	9 August 2023
Successful Supplier appointed	10 August 2023
Project Inauguration Meeting	TBC
Event Plan developed and agreed for submission to stakeholders (Completion of Payment stage Stage i)	By 23 August 2023
Completion of consultation on Event Plan and report/recommendation to Town Council on whether to proceed or not (Completion of Payment Stage ii)	By 20 September 2023
Project Progress Update Report or Meeting (Hybrid Meeting)	Mid October
Community Fireworks Event	Saturday 4 th November 2023
Submission of Post Event summary and conclusions Report (Completion of Payment Stage iii)	By 15 th November 2023

Definition of Terms/abbreviations

Town Council, Council, Client	Hatfield Town Council
Borough, Borough Council, WHC	Welwyn Hatfield Borough Council
University, UH	University of Hertfordshire

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Appendices

- 1a) Further Information, Firework Display - In preparation
- 1b) Further Information, Ticketing & Admission -In preparation
- 1c) Further Information, Car, Taxi, Bus & Wheeling -In Preparation
- 1d) Further Information, Traffic Management -In Preparation
- 1e) Further Information, Marketing and Public Relations -In Preparation
- 2) Indicative Site Plan
- 3) Information for potential suppliers factsheet -if needed
- 4) Hatfield Town Council Terms of Business -if desired or upon request

Appendix 1a

Further Information, Firework Display

The firework display provider is ENTS FX

Booking already made and confirmed with ENTS FX, a local firework display company, who have successfully delivered the firework display at previous events.

The Firework display company will be responsible for managing an agreed firing and safety zone immediately south of the Park and Ride site boundary fence and for setting up, providing the firework display and clearing this area afterwards.

The safety zone could also incorporate the verge and perimeter road, north of the perimeter fence.

In previous years trees and shrubs at the south end of the car parking stands have somewhat limited views of the aerial firework displays and it may be sensible the spectator area boundary to be moved somewhat northwards away from the trees.

Vehicle access to the safety and firing area is via an access gate in the perimeter fence.

The Event Manager should liaise directly with ENTS FX to establish whether they have any additional requirements.

Indicative staffing to be provided by the Event Manager:

Pre and during Firework display	Security Staff	Marshalls
<ul style="list-style-type: none">• Staffing Access Gate	1	
<ul style="list-style-type: none">• Spectator management north of Perimeter fence	3	
Post Firework display		
<ul style="list-style-type: none">• Staffing Access Gate	1	

Appendix 1b

Further Information, Ticketing & Admission

The Town Council will set prices, sell tickets and retain the revenue. It is envisaged that ticket sales will be online or by visiting the Town Council's offices. In person ticket sales will be available until 12Noon on the day of the event. Advance purchase online will be heavily promoted.

Differential Pricing is proposed and if feasible, the lead person's address will be gathered during the online booking or from credit or debit card details used to pay for the booking. If the address is in the Hatfield Town Council area, a discount of around 25-30% will be offered.

Charges are likely to be on the basis of the following Categories: Adults, Students with ID, children aged 5 – 16 with children under 5 admitted without charge.

As part of the booking process people will be asked how they intend to travel to the event and be offered the opportunity to purchase parking, off-site parking and bus travel, all of which can only be purchased in advance.

The booking process will collect email addresses which will be used for pre-event notification and also advising of other Town Council events.

Though not publicised the website is likely to accept sales until the fireworks display commences. This will provide a purchase mechanism for the few people who may arrive without pre-purchasing tickets.

Ticket checking and managing admission and exit from the site will fall within the responsibility of the Event Manager.

It is expected that there will be two entry points – one for arrivals on foot via the Pedestrian Crossing signals on the A1001 Southway close to the entrance comprising the existing footway and a 2-metre-wide segregated route occupying part of the nearside entrance lane.

A second entrance/exit will be provided to/from the parking area, which will be separated from the spectator area by a line of temporary fencing. The entrance will incorporate ticket checking and be provided on the footpath separating the two parts of the site towards the bus area.

People arriving by bus would enter via one of these access points depending on the final site configuration.

A ticket checking app will be provided by the Town Council for Event Staff to load on their own smartphones or onto devices provided by the Event Manager.

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Indicative staffing to be provided by the Event Manager:

Pre and during Firework display	Security Staff	Marshalls
<ul style="list-style-type: none">• A1001 Crossing	2	
<ul style="list-style-type: none">• Footpath between crossing and access gate	4	
<ul style="list-style-type: none">• Ticket checking and access control	6	
During Firework display		
<ul style="list-style-type: none">• Site Access Control	2	
Post Firework display		
<ul style="list-style-type: none">• A1001 Crossing	4	
<ul style="list-style-type: none">• Footpath between access gate and crossing (informal waiting area)	4	

Appendix 1c

Further Information, Car, Taxi, Bus & Wheeling

Arrangements will be made by the Town Council and confirmed with the Event Manager. The Parking area will be on the west side of the park and ride site, providing capacity of – either 505 or 530 parking spaces.

Car Park Tickets will be pre-sold online and will be limited to the capacity of the site.

An area will be reserved for blue badge holders, which will need to be paid for and reserved in advance

The current view is that these will be electronic passes, checked on arrival via people's smartphones, though this is subject to a reality check

Site Access

It is anticipated that the existing traffic lights will be adequate to control access from Southway – east and west. These traffic lights incorporate a pedestrian crossing, which should be adequate to cater for the flow of arriving pedestrians. Event staff should request a pedestrian signal change as soon as traffic has a green light, to maximise the time allocated to pedestrians.

At the end of the event the number of pedestrians attempting will be concentrated into a much smaller time period. Spectator management will be necessary to avoid pedestrian/vehicle conflicts.

The traffic signals may be reconfigured to provide a wider crossing space and more time for pedestrians by closing the right turn for vehicles out of the site

On-Site Parking

Once off the main road and in the site, event parking permits will be checked and traffic directed along what is normally the exit road to enter the car park by the 'service gate'. Marshalling will be needed within the parking area to fill spaces closest to the access point first, then left to right, so that spectators walk past parked cars, rather than between manoeuvring vehicles.

Disabled parking spaces may need to be designated, vehicles identified by blue badges or different parking permits

The permit checking location needs to be finalised at a location that avoids the potential for vehicles to queue on the A1001– it could be just before the vehicle crossover, where permitted vehicles would dogleg right then left and right. Conflicts with exiting buses and

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taxi's would need to be actively managed, and un-permitted vehicles would do a U-turn to leave the site.

OR cars could continue to the entrance to the bus area, where permits would be checked, and vehicles then turn right through the slip road then left to the car park. Un-permitted vehicles would proceed straight to the exit. Active management would be needed to ensure the un-permitted vehicle left the site and also that cars gave way to entering and exiting buses.

Exit from the car park would be by the usual route to the west end of the parking area, then along the exit road. Temporary signing would reduce confusion for first time users.

At the end of the event, Traffic signal timings might need to be adjusted to expedite the volume of cars exiting the car park and the right turn at the site exit banned and blocked to increase the capacity of the pedestrian crossing.

Off-site Parking

A further circa 300-500 vehicles will park in the multi-storey car park at the University's College Lane Campus. A shuttle bus service will operate for the event operating approx. every 10-15 minutes, starting adjacent to the car park and terminating at the usual park and ride bus stop within the bus area in the event site. The shuttle will operate from the time the gates open until one hour after the event finishes.

Parking and shuttle bus permits would be sold online, up to the capacity of the multi-storey car park, priced at £3 per vehicle and providing onward travel to the event for a maximum of 8 people.

This is yet to be confirmed with the university, and we need to establish if the university usually charges for parking on a Saturday evening.

In all cases we will monitor online car park ticket sales to match demand and resources deployed.

Two shuttle buses will be deployed prior to the start of the fireworks display and we will endeavour to secure an additional 1 or 2 buses to operate for a short period at the end of the event, the additional buses will probably be provided by drivers doing a little overtime at the end of the usual Saturday duties instead of going straight back to the depot.

As an incentive, I suggest we offer bus company staff working on the event, a complimentary family ticket, with the drivers able to join their family for the duration of the display.

Event Bus Services

The Town Council are currently investigating the option to provide three bus services to/from the event, to give people the option of arriving by bus, not car.

Tickets for these services would cost £3 per group, be pre-purchased online, and tickets

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would be checked by the bus driver.

The proposed routes follow existing bus routes to aid familiarity for users and drivers and to use roads that are likely to be passable at that time of day. The buses would stop at marked bus stops along the route, then set down and pick-up on the east side of the bus area of the site

Service 1 would follow parts of the current 653/341 bus services:

Bishops Rise, Lemsford Rd, Manor Road, Garden Village, Campion Way, Bus Garage and visa versa

Service 2 would follow part of the 404 bus route:

Southway, Travellers Lane, Town Centre, train station, Ground Lane, Longmead, Tesco and Visa Versa

Service 3 would operate along part of the 614/641 bus route:

Roehyde Way, College Lane, Galleria, DeHavilland Campus, Cunningham Way, The Runway, Mosquito Way, Bus Garage and Visa Versa

Ticket sales would be monitored and the number of buses and possibly the routes, would be varied according to demand

Taxis

Provision will be made for taxis to enter the site bus area to set down passengers and exit via the slip road. Waiting and Pick-up arrangements at the end of the event are yet to be finalised.

Wheelers

An area where wheelers (cyclists and scooter riders) can secure their bikes in a safe manner to existing street furniture will be identified and signed. This area will need to be away from major pedestrian routes. Cyclists will probably need to enter via the pedestrian ticket checking points after locking their bikes.

Appendix 1d

Further Information, Traffic Management

It is expected that a specialist Traffic Management Company will be identified by the Town Council and employed by either the Town Council or the Event Manager to deliver the on-highway aspects of the event.

Event Access and Egress

It is anticipated that the signalised junction at the entrance to the site will operate as normal during the arrivals stage, with marshals pressing the pedestrian call button at the start of each vehicle cycle.

During the Spectator exit phase, The signalised junction may be reconfigured to increase the capacity of the pedestrian crossing and exiting traffic may be directed to turn left when leaving the site, making a U-turn at the adjacent roundabout if they wish to travel in an easterly direction.

During the exit phase, the signalised junction may be operated in manual mode, to maximise throughput, either locally or remotely by a traffic signal engineer.

There will be a need to narrow down the entrance lane to facilitate pedestrian movements.

The Event Manager will manage vehicles, parking and vehicle movements within the site. As described in the Access section.

Providing a range of parking options and arranging event bus services should reduce the parking pressures and inconsiderate parking experienced last year. There is still a risk that some attendees will park inappropriately and unsafely, which will need to be managed.

A range of measures will be needed to discourage carriageway and verge parking on A1001 Southway. The use of Permanent and temporary Traffic Regulation Orders are being explored. But time is not on our side and the optimum solution may not be possible in the time available.

A temporary parking ban implemented via a Temporary Traffic Order. This type of order is not enforced by the Police or Borough Parking Officers. It would need active management to discourage illegal parking. One option would be to request a temporary clearway order, and place no stopping cones along the length of Southway. The TM contractor would then actively manage the length of road to discourage parking through a voluntary dialogue with

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motorists who attempt to park on the carriageway or verge and ask them to move on. This may be successful, but should one vehicle succeed in parking, they would then be joined by others with no way to take back control of the situation.

Appendix 1e

Further Information, Marketing and Public Relations

The Town Council will market the event, using traditional and social media.

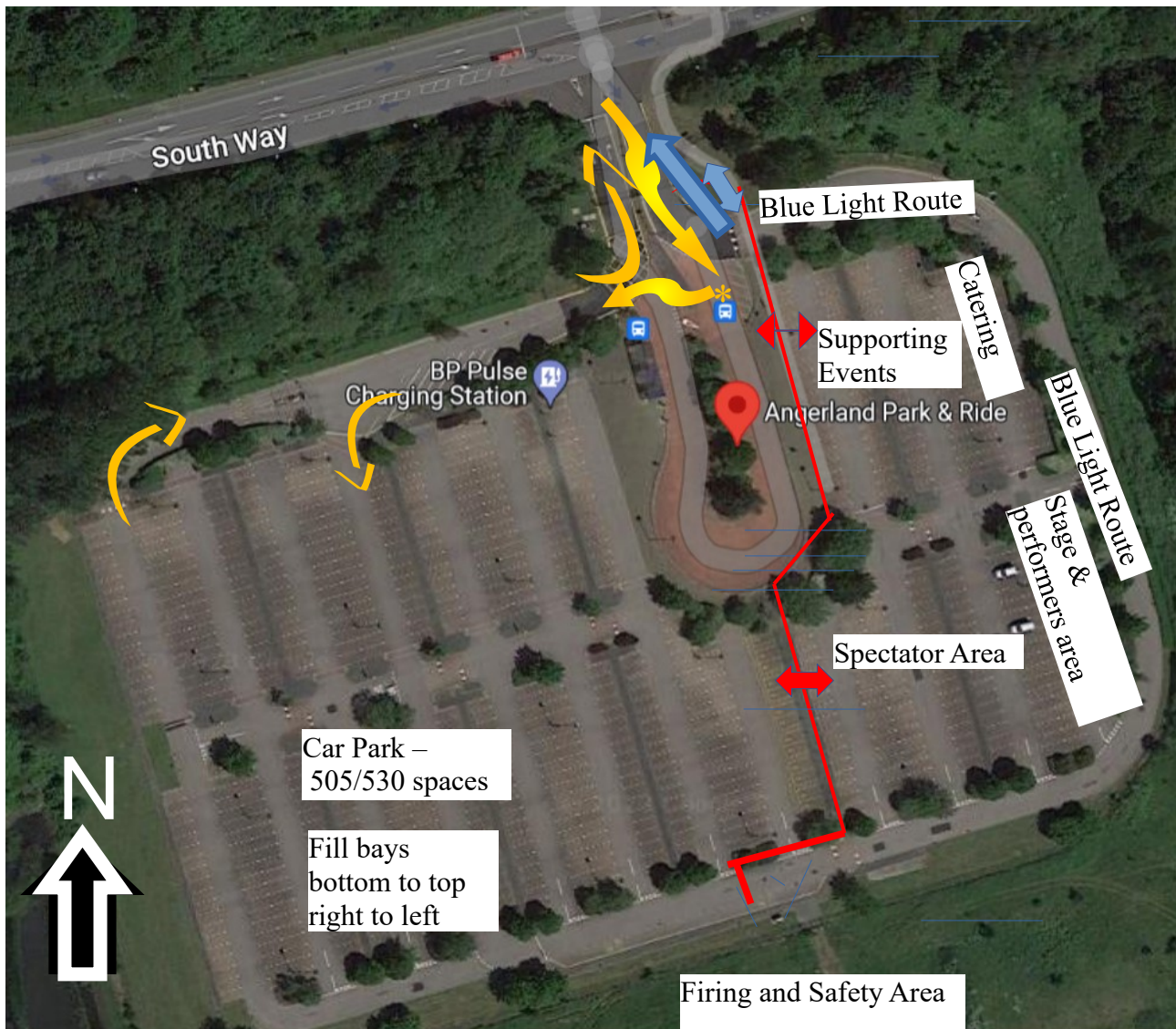
There maybe a promotional presence in Hatfield Town centre on a market day(s) prior to the event.

The Event Manager is invited to make suggestions and proposals if they feel they can contribute to publicity and marketing efforts.

The Event Manager will make themselves readily available to support the Town Council, before, during or after the event if there is a need to respond to negative or other events.

Appendix 2

Indicative Site Plan



Key

Red Arrows – Event Access Points

Blue Arrows – Pedestrian & Cycle entry and exit routes

(Blue single arrow – end of event exit route)

Gold * – Car Park ticket check point

Gold Arrows – Car Park routes

Red Line – Event boundary fence

Appendix 3

Information for Potential Suppliers

The information provided in this document is intended to be indicative and all information needs to be verified and agreed by the Event Manager, who has overall responsibility for the safe operation of the event.

We propose that there will be a single site meeting arranged at a time to suit the majority of those who wish to attend and who notify Jane Anderson by close of business on 25th July 2023.

Potential suppliers must quote for the event as described but are welcome to additionally propose variations, which must clearly identify variations to this specification.

We will undertake a shortlisting process using the 'Basis of Award' criteria included in this document. Shortlisted potential suppliers will be invited to a meeting with the sub-committee on 9th August at a time to be notified between 1600 and 1800 to make a short presentation, (no more than 15minutes) and discuss their proposal.

The sub-committee will choose their preferred supplier, take up references and aim to advise their decision within 2-5 working days.

A project inception meeting will be arranged shortly thereafter with the successful supplier. Other milestones are identified in the Timeline section.

Two areas needing improvement were identified following last year's event:

1. Alternatives to participants parking on verges and nearby residential streets.
2. Improving the catering offer, which whilst offering a variety of quality catering options, was usually cooked to order, with subsequently low throughput. We received complaints of people waiting 40 minutes and still not getting served before the firework display started.

Some additional high throughput catering options need to be added, the successful Event Manager is invited to consider some of this catering provision via the Council's in-house catering operation.

The fixed fee agreed with the supplier is the supplier's only source of income from this event, any commissions, discounts received, and charges levied on suppliers and providers must be passed onto the Town Council. For your information, the level of predicted income from suppliers and providers forms part of the assessment criteria.

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Event Sponsorship and other proposals, including 'value in kind' proposals are welcomed as part of the proposal/quote.

We would be interested to hear any proposals you may have to include local content in your proposal.

In accordance with the selection criteria outlined in this document, Hatfield Town Council reserves the right not to award the contract to the lowest bidder or indeed not to award the contract at all.

Appendix 4

Hatfield Town Council Standard Terms of Business

Unless specifically stated in this specification, our standard terms of business will apply to this transaction.

A copy of the Council's Standard Terms of Business is available on request.