

**FOL16/436: OPERATION & MANAGEMENT OF A MASS PARTICIPATION SPORTING EVENT IN RICHMOND PARK**

**MAY 2017-19**

**SPECIFICATION OF REQUIREMENTS**

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# Event Brief

The Event Organiser shall operate and manage a Mass Participation Sporting Event (MPSE) in either May, June, late August or early September annually during a three year period from 2017-2019. The Event Organiser will be responsible for planning, producing and promoting all aspects of a MPSE to be held in Richmond Park.

The Event Organiser shall creatively and innovatively engage a wide demographic of participants, volunteers and supporters to enter or attend the MPSE. The Event Organiser will also provide all the logistics and event management including full health and safety responsibility in the build, delivery and de-rigging of the event.

The MPSE must:

* Consist of one or more sporting activity
* Have a minimum participant capacity of 3000
* Involve road closures within Richmond Park
* Include the building of an event village and activities to promote health and fitness. This is to be located on the triangular patch of grassland opposite Roehampton Gate. (A map can be requested)
* Engage the local community to participate, volunteer or support
* Create local and national interest
* Be inclusive and accessible
* Lead creatively within the MPSE market
* Have an ethos / brand that relates to Richmond Park or connect with TRP’s values
* Utilise innovative temporary infrastructure which minimises damage to the park
* Must comply with sound and light restrictions. (Please ask for further detail)
* Minimise disruption to the Park and surrounding areas

# Event Production

The Event Organiser will be responsible for and should budget for all aspects of the event production, including but not limited to providing:

* All infrastructure, power, toilets, water, cabins, barriers, fencing
* 24 hour security
* Site management
* Traffic management
* Signage (including advance warning signs 2 weeks prior to the event)
* Crowd management,
* Waste management
* Catering and welfare
* Accreditation
* Media management
* Management of the attractions

The minimum standard required for infrastructure is detailed in the Event Safety Guide and other published industry guidance. However, TRP aspires to providing high standards of customer comfort and welfare and therefore will sometimes require a higher specification than the industry minimum, particularly in environmental and sustainability standards.

Site and traffic management are extremely important to TRP and all vehicles moving in the park (other than on public roads) must be escorted by a trained and competent person.

# Sales, Marketing, Communications, and Public Relations

You must devise and, following consultation and agreement with TRP, implement event design concept, marketing and communications plans. Marketing and communications plans must include promotion of the event to audiences across the UK.

TRP will work with you to help promote the event on the homepage of our [web site](http://www.royalparks.org.uk/) and through our social media channels.

The TRP Communications Team will liaise with you to approve and arrange any press and media work and may be able to assist in media management. All PR activity must be approved by TRP.

The Event Organiser will provide access to all their traditional and new media communication channels, so both parties can maximise marketing and communications opportunities.

The Event Organiser will work closely with TRP to engage with stakeholders and residents and help minimise and mitigate any negative reaction to the event.

The Event Organiser will feature the TRP website banner advertising provided by TRP on all marketing materials for the event including promotional emails. These will be in landscape and portrait skyscraper formats and will include links to the TRP website; the content will be aimed at promoting public awareness of TRP.

The Event Organiser agrees to share and pass onto TRP all customer details where customers have agreed to receive promotional messages. The data format for customer details will be agreed with TRP post-contract award. Customer details must be shared with TRP no later than one month after the event with appropriate tags indicating the customers’ agreement.

# Licensing & Statutory Permissions

Organisers of events that are licensable under the 2003 Licensing Act will be expected to run their event under their own Premises Licenses. Richmond Park does not hold any of its own Premises Licenses, however, we would support Temporary Event Notices or Premises Licence applications from Event Organisers where their activities are not covered by our existing licence.

# Policing, Emergency Services and Local Authority Liaison

TRP will arrange and chair a Licensing & Safety Advisory Group (LSAG). The LSAG’s purpose will be to inform the emergency and statutory agencies about the event, seek their advice, address any concerns they have, and ensure that safety, security, emergency and contingency planning is coordinated between TRP, the agencies and the Event Organiser.

The Event Organiser will be responsible for:

* Meeting any costs levied by the local authority, transport providers, the Police, and other emergency services in relation to the event. (The agencies do not normally charge for attending meetings.)
* Providing on-site Event Control Room (ECR) and communications for an Event Liaison Team.

The Event Organiser shall liaise with Transport for London (TfL) to ensure that all road closures and diversions are linked-up and that correct advanced warning signage is in place 2 weeks before the event. Furthermore, the Event Organiser must work actively with TfL communications to notify the public of any disruption prior to the event.

# Health & Safety

The Event Organiser must:

* Comply with all relevant Health and Safety legislation and guidance.
* Comply with Health and Safety best practice, such as the Event Safety Guide.
* Provide to Richmond upon Thames Council Building Control professional verification of the safety of all temporary structures erected on the event site to allow for a Temporary Structures Licence to be issued.
* Keep the event site in a safe condition and working areas of the site secure against trespassers and members of the public, whilst still maintaining as much public access as possible.
* Ensure the safety of all equipment and staff either directly employed by the Event Organiser or any sub-contractors.
* Accept responsibility for the safety of all staff, sub-contractors staff and visitors to the event.
* Accept responsibility for the loss of or any damage caused to any equipment at the event or any damage caused to the site itself.
* Provide one or more suitably qualified Event Safety Officers to take responsibility for Health and Safety during build, breakdown and during the event. (Nominated Event Safety Officers should have relevant, industry-recognised qualifications such as NEBOSH or IOSH.)
* Translate safety information as necessary and ensure that translation services are available (e.g. providing bi-lingual event supervisors) as required.

Management of health and safety also includes production of all event documentation to TRP and the Richmond Park Licensing & Safety Advisory Group (LSAG). The Event Organiser will be responsible for providing the following to TRP and the LSAG within a comprehensive Event Management Plan:

1. Site production schedule
2. Site plan (produced in CAD or similar) with location grid (to AO size)
3. Collation of all contractor drawings, calculations and documentation as required
4. Risk assessments
5. Traffic management plan (build, event, de-rig)
6. Access and egress arrangements as required
7. Stewarding and security schedules
8. Method statements
9. Contact lists for key personnel
10. Management structure
11. List of all traders, exhibitors and similar
12. Medical cover
13. Emergency and contingency plans
14. Food &beverage arrangements
15. Customer service
16. Contingency planning – particularly around deer monitoring

Documentation should be provided in English in electronic and hard copy format prior to any LSAG meeting. Typically, there will be two or three LSAG meetings prior to the event.

Event Organisers are also responsible for supplying Richmond upon Thames Environmental Health team with a complete list of all caterers at the event and their local authority registrations.

# Park protection and ecology

Richmond Park receives 5.5 million visitors annually making it by far the busiest Nature Reserve in the UK. 100% of all visitors rate the park as excellent or good and enjoyed informal recreation in a natural landscape offering peace and tranquillity. The park is designated as a:

* Site of Special Scientific Interest (SSSI) under the Wildlife and Countryside Act
* National Nature Reserve (NNR) under the Wildlife and Countryside Act
* Special Area of Conservation (SAC) under the European Habitats regulations
* Grade one listed landscape on the English Heritage register of Parks and Gardens of Special Historic Interest

The park supports many species of bats, birds and invertebrates that are individually protected. There is also an 800 strong herd of Red and Fallow deer whose provenance dates back prior to the park’s enclosure in 1637.

The importance of the wildlife and tranquillity of the park experience cannot be over-overstated. Events and activities in the park can only be licensed if they respect and promote the natural landscape, wildlife and peaceful enjoyment of others.

Event Organisers are required to provide and implement a detailed ecological protection plan and engage suitably qualified persons to monitor and evaluate the success of the plan. Measures must include:

* Avoiding excessive light spill onto surrounding park areas
* Protecting deer foraging grassland from public access
* Avoiding damage to trees including compaction of root zones

You are also required to set out how you intend to protect the park landscape and should be mindful that we seek to avoid driving on the grass as much as is realistically possible. You are therefore advised to budget for a significant amount of temporary ground protection.

Tree protection is also of paramount importance and you will need to consider how you intend to protect trees from damage. TRP will generally not permit anything to be hung in or fixed to trees unless there is no better alternative. The Event Organiser should also carefully consider how best to avoid root damage caused by event infrastructure especially around veteran trees. The Event Organiser will work with TRP to develop and create new and better methods for ground and tree protection from damage caused by event infrastructure.

Any ground reinstatement works will be carried out by TRP at the cost of the Event Organiser.

# Insurance

You will be required to manage all risks associated with the design, delivery and management of the event. Event Organisers are required to ensure that, as a minimum, they have the following insurance cover in place for each and every occurrence or series of occurrences arising out of any one occurrence:

1. Public liability insurance of £10m
2. Product liability insurance of £10m
3. Employers’ liability insurance of £10m

# Access, Equalities and Diversity

The Event Organiser must ensure that they provide appropriate facilities and access arrangements for people with disabilities. Best practice is to consult with an appropriate disabled persons consultancy or organisation to identify their requirements and suggestions.

You must ensure that equalities and diversity are fully taken into account in event design, planning and operation. This may include but not be limited to:

1. Considering how you might address equalities, diversity and accessibility through the event, for example through pricing, marketing, site design, outreach work, education projects and any legacy.
2. Ensuring that your staff and sub-contractor’s staff are familiar with relevant statutory regulations.
3. Ensuring appropriate equalities training to managers and front-line staff who are employed in event delivery.
4. Implementing appropriate procedures to deal promptly and sensitively with staff or the public complaints about discrimination.

# Sustainability and Environmental Impact

TRP is accredited to the Environmental Management Standard ISO14001. We are keen to promote sustainable event management and are implementing procedures in response to BS8901. TRP has a good relationship with local stakeholders and we would like to see community engagement with businesses, schools and community and volunteer groups.

# Waste management

Litter collection and waste removal can either be negotiated with our existing Landscape Maintenance contractor and managed by TRP, or you may prefer to employ your own contractor or use a combination of the two. We will discuss this with you post-contract award and advise you of any costs that you should include for services provided by TRP’s contractor.

# Landscape Maintenance

Our existing contractors will undertake any landscape maintenance, hard infrastructure works or arboricultural works that are required for the event (for example grass cutting, turf repairs, tree pruning, removal of park furniture and fittings, road cleansing). The cost of performing these activities will be passed onto you.

# Catering

TRP has a preferred catering supplier who can be used as your catering contractor. TRP will provide you with the catering choices they offer. We will work with you to integrate our existing concessionaires into the event seamlessly, including creating opportunities for our concessionaires to continue to trade profitably throughout the event.

# Consultation

The Event Organiser will be taken through a process of stakeholder consultation after contract award. TRP will take the lead in this process.

Consultees will include: Richmond Park’s Friends Group; park residents; our concessionaires; neighbours; amenity societies; Richmond upon Thames Council; Transport for London; the Health & Safety Executive; and the emergency services. You must not approach these parties for support during the bid stage.

The Event Organiser will be expected to communicate any disruption by doing letter drops to local residence, engaging with the local press and using TRP, TfL and the local council to inform the public through their communication channels.

# Sponsorship and branding

The MPSE must include the “Richmond Park or Royal Parks” logo form adjacent to or prominently featured on all event branding and publicity materials and/or the words “Richmond Park or The Royal Parks” included as a part of the event naming. The Event Organiser must consult and agree with TRP conceptual forms and the final form must be signed-off in writing with TRP.

The Event Organiser is encouraged to sell event sponsorship, however, TRP does not sell naming rights. Other than the restriction on naming rights, TRP will support you in trying to secure commercial headline sponsorship. Sponsors must be approved by TRP’s Corporate Partnering Team.

Sponsors’ branding is unrestricted throughout the event site and village but should be positioned such that it is not intrusive to park users who are not attending the event. Therefore, commercial logos, advertising and branding are not allowed on the outside of the event other than signage and branding containing the event name only. TRP may not permit sponsors branding or advertising inside the event site if, because of its height, it is clearly visible across the park.

The IP and design protection will be assigned to TRP. The Event Organiser also agrees to register and protect said design and name in the name of TRP.

# Commercial rights

In return for the financial offer set out in the Pricing Schedule, the Event Organiser will retain all commercial rights over the event but limited to the contract period.

# Compensation

Richmond Park has 3 concessions which are able to claim compensation for reduced trading to their business. Any compensation claim from ECSI, Sterling Bike hire and Pembroke Lodge must be met in full from the event organiser. If you require an estimation of how much that would be please request it from the Park Management Team.

# Other benefits to TRP

You should budget for providing the following additional benefits to TRP free of charge:

1. TRP’s logo included on all printed and online publicity material (and hotlink to our website).
2. TRP branded scrim, banners or other advertising displayed at locations to be agreed around the event site.
3. Complementary places for TRP staff.