

Purpose	<b>Procurement Specification</b>	
Date:	<b>22<sup>nd</sup> August 2024</b>	
Title:	<b>Events Consultant</b>	
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Approval and clearance obtained:		<b>Y</b>
Urgency Procedure(s) used? If yes include rationale.		<b>N</b>

## 1 Overview

- 1.1 In June 2021, Truro was awarded £23.6 million from the Government's £3.6 billion Towns Fund to bring a step-change in how we live, work and enjoy Truro. This money will help to future proof Truro whilst celebrating its unique character.
- 1.2 A Truro Town Deal Board was created to oversee the development of a Town Improvement Plan (see [About Truro Town Fund | Truro Town Deal](#) and [Truro-Town-Investment-Plan\\_010221.pdf \(trurotownfund.com\)](#)) which details the projects that would be delivered as part of the Town Deal.
- 1.3 The overall vision of the Truro Town Deal is that "By 2030, Truro will be a 'Connected River City' worthy of being Cornwall's capital and fulfilling its potential as a modern economic, social, environmental and cultural capital for Truro residents and the wider Cornwall community".
- 1.4 One of the projects supported by the Truro Town Deal is the reimagining of Lemon Quay which is a large public space in the centre of Truro that is owned by Cornwall Council but managed under licence by Truro City Council.
- 1.5 Whilst the Town Improvement Plan envisaged the construction of a permanent covered area on Lemon Quay this has not been possible to deliver but the works relating to new furniture and landscaping that will create green space at the heart of the city adding to Truro's appeal as a vibrant city and complementing the retail offer is going ahead and will be complete by the end of December 2025.
- 1.6 The redevelopment of Lemon Quay is being led by Cornwall Council and whilst the majority of the scheme relates to capital works to improve the public realm areas of Lemon Quay (e.g. investment in improved landscaping, seats, trees, planters, ducts for power cables to reduce trip hazards and a Changing Places facility in the existing toilets) it also includes funding to encourage the increased use of Lemon Quay especially outside the core summer holiday season. This aspect of the project is being led by Truro City Council.



2.3 The budget allocated for the task is outlined below :-

• Booking IT system	£5,000
• Marketing and promotional budget	£10,000
• Events Consultant	£30,000
• Project Management Fee	<u>£5,000</u>
Total	£50,000

2.4 This procurement therefore relates to the “Events Consultant” aspect of this budget (£30,000) although the successful contractor will also be expected to develop a plan for how the £10,000 marketing and promotional budget could be used to best effect. This could include using some of the budget to subsidise events to attract them to use Lemon Quay for their event, producing a brochure to promote Lemon Quay as a venue for events, attending relevant trade shows to promote Truro as a location for events and developing content that can be promoted through the Visit Truro and Truro City Council websites and social media feeds.

2.5 Therefore, whilst the maximum value of this procurement is £30,000 excluding VAT the total budget available to complete the objectives is £40,000 excluding VAT.

2.6 The start date for the work will be agreed with the successful candidate but is expected to be 1<sup>st</sup> November 2024 and the end date of the contract is the 30<sup>th</sup> December 2025. However, interested parties are requested to outline in their response to this specification how they would make best use of the resources and time available and if the objectives of this specification can be met within a shorter time frame that will be considered.

2.7 As the programme of works on Lemon Quay has yet to be finalised it is expected that initially the activity outlined in this specification will focus on stakeholder engagement to inform the events strategy for Lemon Quay as this will need to take into consideration key constraints (e.g. weight limits imposed on Lemon Quay by Cornwall Council which are 7.5 tonnes GVW on the top half and 18 tonne GVW on the bottom half of Lemon Quay, existing bookings and planned events). However, if the contractor can identify quick wins that can use Lemon Quay from the outset of this contract that would be encouraged provided that any use adds to the current economic, cultural and heritage offer of Truro.

2.8 Once the events strategy is in place and agreed by Truro City Council the focus of the work can shift to implementing the strategy by promoting Lemon Quay as an events space to users that fulfil the objectives of the Lemon Quay events strategy. Working in close partnership with the Truro City Council Events Assistant this may also include organising/promoting new events as necessary. Given the timescales involved it is also envisaged that some of the events secured may not be held until 2026.

### **3 Suppliers Responsibilities**

#### **3.1 The supplier will be responsible for delivering the following activity:-**

- To develop a short, medium and longer-term events strategy to increase the number of appropriate and sustainable events on Lemon Quay in order to boost footfall in the city, enhance the vibrancy of Lemon Quay for our residents and visitors and generate additional income for Truro City Council. This may include detailed methods to improve footfall to the space, including ideas for events that cater for a diverse customer base, and various customer experiences as well as events that Truro City Council may organise for the benefit of residents and visitors.
- Working with the Truro City Council Events Assistant to develop a set of criteria for the selection of events that could be held on Lemon Quay that can be included in the wider Truro City Council events policy. These will need to encompass the financial sustainability for recurring events, environmental impact, local economic impact (i.e. add rather than detract trade from existing high street businesses) and community acceptance, etc. As Truro City Council is a member of the Local Authority Events Organisers Group, we can access other authorities' criteria so there will be examples to draw from and adapt rather than starting from scratch. A key decision factor in the selection of the Events Consultant will be their track record of organising/promoting/securing/running events elsewhere so please ensure your submission outlines your experiences clearly.
- Working with the Town Clerk, Visit Truro Manager and Events Assistant at Truro City Council the Events Consultant will be expected to act as a "critical friend" to review the existing events programme, the utilisation of all our event spaces and recommend how the increased use of Lemon Quay can improve the overall "events offer" provided by Truro City Council which in turn will make a greater contribution to the overall objectives of Truro City Council. This may include highlighting ways in which the current marketing and promotional activities could be improved and/or highlighting ways that Truro City Councils events activity can dovetail and support the wider programme of events held in Truro by stakeholders.
- Identify and secure any events that are 'shovel-ready' and that don't conflict with Truro's heritage and supports our strengths that could be booked for the space in 2025 (noting the constraints that may arise from the redevelopment work) and beyond with a particular need to consider how the financial sustainability of these events can be secured in the medium to long term. Truro City Council also owns a large mobile stage that can be deployed for events if necessary and this can be included as an integral part of the "offer".

- Identify ideas for any flag ship events that could be held on Lemon Quay that would be unique to Truro and that either support our heritage and cultural offer or add to our destination offer. Staging these events in the “off season” (i.e. not in July and August) would be a priority to help reduce the seasonality of visitors to Truro. A cost/benefit analysis of staging these events will be required as part of the business case for any event.
- Highlight and identify opportunities to connect with National/International touring events/promoters/businesses/artists and performers with a view to bringing current, trending, or original events to the space. As it’s an open space Lemon Quay does not lend itself to ticketed events as the costs of securing the area are significant. However, this option remains open<sup>1</sup> so should not be discounted.
- Highlight and identify best practice from other areas which we can use to inform the events strategy for Lemon Quay. This will also include the need to engage with local stakeholders and users of the space as well as listening to ideas from local residents, traders, key stakeholders and visitors to Truro about the type of events they would like to see taking place on Lemon Quay. The successful contractor will be expected to draw on existing data where possible but if necessary bespoke surveys can be undertaken so any response to this specification should include thoughts on how these views will be obtained as part of the contract.
- Working within existing Truro City Council and Visit Truro branding guidelines highlight and identify ways to improve the branding and promotion of Lemon Quay to improve the awareness of it as an event space and to improve awareness of the events being held on Lemon Quay and the benefit they bring to Truro (i.e. economic, social, environmental, etc).
- Identify opportunities for future funding of events or marketing of the space once the Town Deal funding has ceased. One of the key objectives of the Town Deal funding is to increase the income received by Truro City Council from the hire of Lemon Quay as that will help to pay for the on-going maintenance of Lemon Quay once the reimagining work has been completed.

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<sup>1</sup> It should be noted though that Truro has other events/performance spaces that are outside the control of Truro City Council. The Hall for Cornwall has just had a major £26 million refurbishment and is a state-of-the-art performance space, the Old Bakery Studios is a music and performance space and Truro Cathedral and the Royal Cornwall Museum are also developing a wider programme of events in their facilities as well. All are better suited to ticketed events than Lemon Quay. Truro City Council also has an outdoor performance space at Boscawen Park that already has electrical connections and a lighting/sound mixing desk installed.



- The target for increased income is an additional £60,000 per annum by 2026 which is roughly double the current income levels. The current charging schedule for Lemon Quay is included in Appendix 1.
- The successful contractor need not be based in Cornwall, but they will be expected to attend a face-to-face inception meeting, undertake a series of face to face stakeholder engagement sessions in order to inform the Lemon Quay events strategy and once complete present this strategy to Truro City Council for approval.
- They will also be expected to participate in monthly meetings with the Town Clerk, Visit Truro Manager and Events Assistant (these can be via Teams if necessary) to discuss progress, issues arising from the work and agree a work plan for the following month. Therefore, for planning purposes contractors should budget for at least 6 face to face meetings in Truro in their submissions. In addition, if new events can be secured, they will also need to factor in being present in Truro to organise/run these events if necessary.

#### **4 Technical and/or Quality Responsibilities**

- 4.1 The supplier will be expected to demonstrate experience in event promotion, management and co-ordination and have a track record of running, organising and/or promoting successful events of the type and scale appropriate for Truro and for Lemon Quay. They should submit a short CV for all staff involved as part of their response to this specification.
- 4.2 The supplier will also be expected to have demonstrable knowledge and experience of the necessary health and safety for event spaces, such as identifying the need for risk assessments, public liability insurance and the implications of “Martyns Law” on events in public spaces. This will also feed into the wider events policy to ensure consistency across all bookings.

#### **5 Payments, charging and invoicing**

- 5.1 The successful contractor will invoice Truro City Council on a monthly basis for time spent working on the Lemon Quay project and all invoices will need to be accompanied by timesheets, a short report on the work undertaken and a work plan for the next 3 months. The exact detail of this reporting will be agreed with the Town Clerk at the inception meeting.

## **6 Performance Monitoring**

- 6.1 The quality of the work will be assessed by the Town Clerk of Truro City Council monthly against agreed key performance indicators and milestones. Responders to this specification should therefore outline their suggested KPI's and milestones in their submissions so that these can be discussed and agreed if they are selected as the successful contractor.
- 6.2 Non-performance could result in the contract being terminated before the end date.

## **7 Pricing schedule**

- 7.1 A maximum budget of up to £30,000 (plus VAT if applicable) has been allocated to this commission. Therefore, in their responses contractors are requested to detail the day rate and maximum number of days they can provide within this budget.
- 7.2 As stated above there is also a marketing and promotional budget of £10,000 that is aligned to this commission.
- 7.3 Submissions will be scored on the basis of experience (50%), suggested approach (25%) and price (25%).