



HYNDBURN

The place to be
an excellent council

REQUEST
FOR
PROPOSALS

2022-
2023

Contents

1.	Statement of Purpose.....	2
2.	Background Information	2
3.	Scope of Work	3
3.1.	Objective 1	4
3.2.	Objective 2	4
3.3.	Objective 3	4
3.4.	Objective 4	4
4.	Performance Standards	4
	Overall Deliverables and Outcomes	4
	Terms of Contract	5
5.	Payments, Incentives & Penalties	5
6.	Requirements for Proposal Preparation	5
7.	Evaluation and Award Process	6
7.1.	Stage 1 – Initial Assessment of Proposal	6
7.2.	Stage 2 – In Depth Assessment of Proposal	7
7.3.	Stage 3 - Award	7
8.	Process Schedule.....	7
8.1.	Request for Proposal	7
8.2.	Deadline for Submitting Proposals.....	7
8.3.	Deadlines	8
9.	Point of Contact for Correspondence	9
10.	Appendices List.....	9

1. Statement of Purpose

Hyndburn Borough Council are seeking to issue grants to event provider(s), to organise and manage a series of events to be held in Accrington Town Square through the period of April 1st 2022- March 31st 2023. These events are to be held in Accrington town centre, based around the Town Square.

The event provider(s) will take sole responsibility for arranging all relevant permissions, insurances, approvals, licences, security etc. related to the event and will do so at their own cost (which may be built into grant funding proposals).

Event providers will not be charged a fee for the use of the event space on the Town Square.

The event provider will be expected to adhere to any central Government guidance regarding COVID-19.

The purpose of this commission is to run an event programme that allows the organiser(s) to promote Accrington Town Centre as a lively market town, and raise awareness to prospective visitors and increase footfall from the wider Hyndburn, East Lancashire and North West community.

2. Background Information

Accrington, like a vast number of town centres up and down the country is changing and the visitor or “user” is seeking a fresher experience that extends beyond the traditional shopping experience. Consistent with other traditional high streets, Hyndburn Borough Council is seeking to address the whole town centre experience including shopping, night life, leisure, heritage, culture and events. We wish to re-invent a great Victorian market town.

This is an opportunity for Hyndburn Borough Council and partners with the community to build upon the improvements currently transforming the town centre, and work together to attract further investors and promote economic growth for its 80,000 plus residents.

We want to increase town centre footfall and visitor numbers by commissioning a programme of events that, along with a range of other measures, promote a better town centre experience.

We aim to award a number of grants, and we anticipate that there will be a range of proposals each offering a varied matrix of events that attract a wide audience.

Leading this project, on behalf of the Council, is Katie Laxton- Event Coordinator.

3. Scope of Work

The goal of this commission is to run a series of events, at regular intervals throughout the year, which will aid Accrington in its journey to becoming a “destination town” and increase footfall in the Town Centre.

Proposals should be submitted under an Event Theme:

EVENT THEME 2022- 2023				
EVENT THEME	DATE	LOCATION	DESCRIPTION	MAXIMUM FUNDING AVAILABLE
Food Festival	June/July 2022	Accrington Town Centre	Local food and local suppliers rather than international.	£10,800
Summer Spectacular	June/ July 2022	Accrington Town Centre	A ‘showstopper’ event- an impressive and unique event for all the family.	£10,800
Theatre performances (over 3x dates)	Summer 2022	Accrington Market Hall	Children’s theatre performances- to takes place over 3 dates across the summer.	£6,000
Summertime celebration	Summer 2022	Accrington Town Centre	An event to celebrate the British summertime & Hyndburn’s diverse communities.	£9,800
Summer Parade	Summer 2022	Accrington Town Centre	An inspiring parade, involving community participation- generating excitement and engagement within communities.	£15,800
10km run	Summer 2022	Accrington (starting in town centre)	We would appreciate thought given to commemorating Ron Hill.	£3,000 (towards Traffic Management only)
Music event	Summer/ Autumn 2022	Accrington Town Centre	Any genre is acceptable.	£9,500
Green ethos event	Summer/ Autumn 2022	Accrington Town Centre	Celebrating & promoting green activities & including community involvement.	£3,800
Halloween event	October 2022	Accrington Town Centre	Suitable celebration of the third most popular holiday in the UK.	£12,800
Accrington Christmas Light Switch On	November 2022	Accrington Town Centre	To attract all Hyndburn residents.	£17,500
World Book Day festival	March 2023	Accrington Town Centre	To attract all residents to celebrate this global event.	£5,800

Event proposals need to address specific targets; we are expecting proposals to include events that will cover one or more of the following on behalf of Hyndburn Borough Council;

3.1. Objective 1

Increase visitors to the town centre (increase footfall)

3.2. Objective 2

Engage with people who live in and around Hyndburn

3.3. Objective 3

Create an event which can engage with the widest possible audience

3.4. Objective 4

Demonstrate value for money and maximise the event outcomes

3.5 The Queen's Platinum Jubilee Year (2022)




In 2022 Her Majesty The Queen will become the first British Monarch to celebrate a Platinum Jubilee after 70 years of service. While plans are already underway for celebrations across Hyndburn to mark this occasion during the extended Bank Holiday weekend in June 2022, Hyndburn Borough Council would like to encourage all event providers in 2022 to mark this Jubilee Year as part of their events.

Event proposals should include a section on how you intend to mark, acknowledge or celebrate the Jubilee Year as part of your event in Accrington's town centre.

Any associated costs that event providers may undertake in order to mark the Jubilee Year may be built into grant funding proposals.

4. Performance Standards

Each event,




-  Must be well organised and adhere to all requirements set out in Hyndburn Borough Council's Event Application (<https://www.hyndburnbc.gov.uk/services/events-application-form/>). Please note Appendix 2 – Event Application Guidance Notes, Appendix 3 – Self Assessment for Caterers & Appendix 4 – Terms and Conditions
-  Must be managed professionally before, during and following the event
-  Must demonstrate that it fulfils all of the 4 objective set out in the previous section (3)

Overall Deliverables and Outcomes

Overall, Hyndburn Borough Council would like to see a substantial increase in people using the town centre, therefore an increase in town centre footfall.

Successful bidders will need to demonstrate that events proposed attract a wide audience, increase town centre footfall and must meet the objectives described in section 3.

Following this event, Hyndburn Borough Council will require an Event Evaluation and Report, no later than one month following the event, detailing the following;

-  Objectives met and Budget Assessment
-  Project Successes and Issues (including feedback from stakeholders and attendees)
-  Objective Evaluation of Event Outcomes (including any items to be altered in the future and lessons learned)

See Appendix 5 – Example Event Report, for an example of how the Event Evaluation Report should be formatted.

Terms of Contract

A contract will be provided to the successful Event Provider.

The Events Provider will be required to complete an Event Application (<https://www.hyndburnbc.gov.uk/services/events-application-form/>) and submit all health & safety documents to Hyndburn Borough Council's Event Safety Advisory Group no less than 6 weeks prior to the event, any events requiring road closures must submit an application 8 weeks prior to the event.

Event provider will also be expected to produce evidence of their PRS licence, where required for an event, for the Town Square. (<https://pplprs.co.uk/>) (The cost of this licence may be built into grant funding proposals).



5. Payments, Incentives & Penalties

- 5.1. Hyndburn Borough Council will normally award 50% of the grant fee following ESAG approval of the Event Application documents and 50% following completion of the event.
- 5.2. If an event provider is found to have been negligent in their attempt to achieve the objectives, Hyndburn Borough Council reserves the right to cancel the event provider contract and award to a new supplier, and withhold and/or recover any fees paid.

6. Requirements for Proposal Preparation

Applicants to this project must to provide all documents in PDF format.

Each proposal must include the following headings;

-  Introduction
 - Applicants Information and Background
 - Relevant Event Experience
 - Reason for Application
-  Details of the Proposed Event including,
 - Event Theme applying under (from list in Section 3)
 - Event Title
 - Full description of Event
 - How/if the Jubilee Year will be acknowledged
 - How/if you would like to use the inside Accrington Market Hall spaces

- Funding sought from Hyndburn Borough Council, including a breakdown of costs (Hyndburn Borough Council may fund Traffic Management costs for Town Centre events in addition to the grant funding)
- Target Audience
- Project and Management Plan (bidders need to demonstrate that events can be managed independently of the Council)
- How Objectives 1, 2, 3 & 4 will be met (from Section 3)
- Marketing Plan
- What will Success Look Like



Plan for Reporting

- Proposed outcomes and methods of evaluation

This list of headings is not exhaustive, include further information you feel may be relevant.

Please enclose any supporting information you feel may help your application, for example any previous event reports or insurance documents.

7. Evaluation and Award Process

Proposals will be evaluated by a panel of representatives of Hyndburn Borough Council, these being;

- 1) Council Leader Miles Parkinson OBE
- 2) Councillor Paul Cox, Portfolio Holder for Environmental Services, Town Centre
- 3) Victoria Tindall, Business & Marketing Coordinator & Event Safety Advisory Group Representative
- 4) Katie Laxton, Event Coordinator

7.1. Stage 1 – Initial Assessment of Proposal

Proposals must be submitted no later than the date(s) given in Section 8.3.

Proposals will be initially assessed and marked using Scorecard Number 1, below;

Proposal:											
Understanding of Objectives		Events Linked to Objectives		Understanding of Managing Events Shown		Event Marketing Planning Shown		Execution Capability Shown		Results	
Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Total Weight	Total Mark
2		2		2		2		2		10	

A pass mark of 60 will be required to proceed to Stage 2.

We will consider all proposals where the proposer shows capability and understanding for the scope of work required.

7.2. Stage 2 – In Depth Assessment of Proposal

Each proposal passing through to Stage 2 will be further assessed using Scorecard Number 2, below;

Event:																	
Level of Understanding Shown RE: Event Planning		Manageability & Ability of Provider		Budget / Value For Money		Level of Intent to address Objective 1		Level of Intent to address Objective 2		Level of Intent to address Objective 3		Level of Intent to address Objective 4		Level of Impact on Town Centre		Results	
Weighting		Weighting		Weighting		Weighting		Weighting		Weighting		Weighting		Weighting		Total Weight	Total Mark
Mark /10		Mark /10		Mark /10		Mark /10		Mark /10		Mark /10		Mark /10		Mark /10			10
1.2		1.3		1.2		1.2		1.2		1.2		1.2		1.5			
Comment		Comment		Comment		Comment		Comment		Comment		Comment		Comment		Comment	

7.3 Stage 3 - Award

Following Stage 2, the Panel will award one event provider a contract, dependent upon the final score on Scorecard 2.

8. Process Schedule

8.1. Request for Proposal

This request for proposals has been published on March 11th 2022.

The request for proposals will be published on the following website; www.hyndburnbc.gov.uk

8.2. Deadline for Submitting Proposals

All proposals must be received via email or mail no later than the date given in Section 8.3

Proposals must be emailed to Katie.laxton@hyndburnbc.gov.uk

Or be submitted in hard copy to;

Katie Laxton,
Hyndburn Borough Council,
Willows Lane Depot,
Willows Lane,
Accrington,
Lancashire,
BB5 0RT.

8.3. Deadlines

EVENT	Phase	Deadline for submitting Proposal (2022)	Assessment date (2022)	Award date (2022)
Food Festival	1	8am Monday April 4 th	Wednesday April 6 th	Thursday April 7 th
Summer Spectacular	1	8am Monday April 4 th	Wednesday April 6 th	Thursday April 7 th
Theatre performances (over 3x dates)	1	8am Monday April 4 th	Wednesday April 6 th	Thursday April 7 th
Summertime celebration	2	8am Monday April 25 th	Wednesday April 27 th	Thursday April 28 th
Summer Parade	2	8am Monday April 25 th	Wednesday April 27 th	Thursday April 28 th
10km run	2	8am Monday April 25 th	Wednesday April 27 th	Thursday April 28 th
Music event	2	8am Monday April 25 th	Wednesday April 27 th	Thursday April 28 th
Green ethos event	2	8am Monday April 25 th	Wednesday April 27 th	Thursday April 28 th
Halloween	2	8am Monday April 25 th	Wednesday April 27 th	Thursday April 28 th
Christmas Light Switch On	3	8am Monday July 4 th	Wednesday July 6 th	Thursday July 7 th
World Book Day festival	3	8am Monday July 4 th	Wednesday July 6 th	Thursday July 7 th

9. Point of Contact for Correspondence

First point of contact for all enquiries:

Name Katie Laxton
Title Event Coordinator
Department Environmental Services
Organisation Hyndburn Borough Council
Address Willows Lane Depot
 Ormerod Street
 Accrington
 Lancashire
 BB5 0RT

Mobile 07973 620 255
Email Katie.laxton@hyndburnbc.gov.uk

Second point of contact (if first is unsuccessful):

Name Victoria Tindall
Title Business & Marketing Coordinator
Department Environmental Services

Mobile 07964 976 366
Email Victoria.tindall@hyndburnbc.gov.uk

10. Appendices List

Appendix 2 - Event Application Guidance Notes

Appendix 3 - Self-Assessment for Caterers

Appendix 4 - Terms and Conditions

Appendix 5 - Example Event Report

Appendix 6 - Traffic Management options

Appendix 7 – Grant Application Form

HYNDBURN BOROUGH COUNCIL APPROVAL (INTERNAL USE ONLY)			
Approved by	Signature	Job Title	Date