



Invitation to Tender

Invitation Document Introduction

Totnes Town Council is seeking tender submissions from suitably experienced, skilled and qualified service providers to enter into an agreement in respect of the Christmas Festival Nights markets in Totnes.

Background & Requirements

Totnes Christmas Festival Nights shopping has been running for many years but in 2019 the Town Council took over the management of the event which took place over the first three Tuesdays in December. The Council helped to rebrand the three late night shopping events to include a more diverse and eclectic mix of stalls in line with the values of Totnes.

The Town Council wishes to appoint an independent contractor to deliver the whole event. We want the events to be simple and traditional, involving local schools, choirs, church and community groups, community carol singing around the Christmas tree in the Market Square. We would like local groups, including charities, and food producers to have Christmas themed or seasonal stalls.

Totnes Town Council is inviting bids from individuals or organisations interested in creating, organising, and running the Christmas Festival Nights in Totnes on the 7th, 14th and 21st of December 2021.

Aim

Totnes Town Council's aim is for the winning Tenderer to operate the Market to create successful, vibrant events.

The overall aim of the Christmas Festival Nights is to have a vibrant and lively local event showcasing the best traders in the area alongside the fantastic shops and eateries on the high street. We want to go back to the grass roots of the original Totnes Christmas Markets with lots of handmade gifts from stallholders without overcrowding the town, entertainment in the form of live music and decent food and drink.

Objectives

We would like the successful contractor to consider the following objectives, restrictions and considerations in their plan:

- Work with Totnes Town Council, existing traders, business, and community groups to develop a strong vision for the Christmas Festival Nights. Engagement with the local Community is a high priority.
- Limit the overall number of traders to allow free flow of crowds and keep the atmosphere as relaxed as possible.

- Limit the numbers of food traders following concerns about queues and pinch points – perhaps considering a food court idea or carefully designing the spacing around town. To note the Shady Garden area should be managed within a community partnership.
- To engage with regular update meetings with the Council.
- Engage with existing businesses and the Chamber of Commerce and enable them to have space outside their premises.
- To produce a A5 leaflet with a programme of events on one side and a layout map of the markets on the reverse. Also, to produce a larger size layout map which can be displayed at strategic points around the town.
- To organise the Park and Ride arrangements from Follaton and to potentially consider KEVICC and the steam railway as pick up points / transport as well.
- To organise Bob the Bus to collect in Bridgetown
- To provide electricity in the Market Square
- Focus on local traders with a discounted rate for them
- Stewards to be branded with the Town Council vests and to take a friendly, non-confrontational approach
- Engagement with the emergency services, ensuring emergency response such as St John's are on site
- To submit the Road Closure application to DCC, and associated Traffic Management Plan
- To create the event publicity and advanced road closure and diversion signage
- To engage with SHDC licensing and the Safety Advisory Group - and the associated Event Management Plan and Risk Assessments
- To book the relevant SHDC spaces at the Rotherfold, Market Square, Civic Hall Car Park and Shady Garden.
- To consider careful promotion - numbers need to be carefully managed and this event will likely be well attended without a huge publicity drive. Focus on branding as a Totnes Community Event for the benefit of local businesses and traders and perhaps considering some family friendly elements that appeal to locals
- Consider partnerships with St Mary's Church and using that space, Totnes Carnival, Lantern group, Rugby Club, Bridgetown Alive, TCDS and the Rotherfold Artisan Group
- To potentially consider having a Santa's grotto
- To look at having Live music/busking points/open mic area
- To manage the removal of waste and recycling
- To ensure health and safety and other statutory standards are met

Submission of Tenders

- If you wish to bid to deliver this event please send an expression of interest to Catherine Marlton, clerk@totnestowncouncil.gov.uk, the Town Clerk, by 5pm on Friday 4th June 2021. This Expression should include:-
 1. How you propose to deliver the event and the programme within the parameters set out above
 2. An itemised time line
 3. An outline financial plan
 4. Information on the contractor's track record in event management
 5. Information on the capacity of the contractor to deliver this year's event
 6. Confirmation that full independent insurance will be provided for the event, submitted for review by the Town Council insurers