**Totnes Christmas 2022 Late night opening/Christmas Festival**

**Invitation to apply for coordinator role**

**Deadline – 5pm Friday 24th June 2022**

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 Night 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. Due to Covid the Council has not been able to hold the event since 2019 and December 2022 will be the relaunch.

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 6th, 13th and 20th of December 2022.

Aim

Totnes Town Council’s aim is for this role to run the market square offer and oversee/facilitate partnership organisations events around the town. 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 music and performance spread around the town.

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.

• Limit the overall number of traders to allow free flow of crowds and keep the atmosphere as relaxed as possible. Market stalls will mainly be limited to the market square, inside the Civic Hall and other strategic locations in the town centre that will not create a ‘pinch point’. To limit the number of outside catering traders to enable existing businesses to maximise the footfall.

• To engage with regular update meetings with the Council and operationally with officers of 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 and potentially Follaton.

• Focus on local traders with a discounted rate for them.

• Stewards to be branded with the Town Council vests and to take a friendly, nonconfrontational 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. Because of previous concerns from local businesses about the closure the Council have agreed to close the road only from the King William pub up and try to keep the road closure start point to later in the day (previously midday/1pm).

• 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 with the Town Council Marketing and Communications Manager. Focus on branding as an event that invokes the true spirit of Christmas and will raise festive cheer for local people and visitors: offering great local food, festive entertainment, and quality shopping from the best local stores and makers.

• Consider new and existing partnerships with St Mary's Church (already planning to run something the 3 nights), The Mansion (already planning to run something the 3 nights), The Methodist Church, Totnes Festival organisers, Rugby Club, Bridgetown Alive, TCDS and the Rotherfold Artisan Group (already planning to run something the 3 nights).

• To consider 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

(Please note the appointed coordinator will have access to 2019 Event and Traffic Management Plans / Risk Assessments as a starting point)

**Submission of applications**

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 24th June 2022. Please note that applications will be considered and decided on at Full Council on Monday 4th July and the applicant will be informed on Tuesday 5th July 2022.

This Expression should include:-

1. How you propose to deliver the event and the programme within the parameters set out above

2. Information on the contractor’s track record in event management

3. Information on the capacity of the contractor to deliver this year’s event

4. Confirmation that full independent insurance will be provided for the event, submitted for review by the Town Council insurers.

5. A cost for the contractor time and costs for the project as outlined.

Draft timeline:

* Monday 30th May 2022 –applications for the coordinator opens
* Friday 24th June 2022 at 5pm – Closing date
* Monday 4th July 2022 – Full Council considers applications
* Tuesday 5th July 2022 – Coordinator is instructed
* Monday 11th July 2022 – applications open for market traders within a 3 mile radius of the Totnes boundary.
* Monday 1st August 2022 – applications open for all other traders further afield.
* Wednesday 24th August 2022 – Meeting is held with Councillors/Clerk to finalise market trader list (inside the Civic Hall and outside in the Market Square).
* Monday 5th September 2022 – Coordinator attends Full Council and provides an update on the event plan including publicity.
* November 2022 – insurance arrangements, road closures, street performance/entertainment confirmed to the Town Council
* December 2022 – 3 Tuesday events take place. Coordinator to be event manager on the day (with any appropriate support required).
* January 2023 – Provide a post event report for Councillors to consider and inform/refine the plans for December 2023.