

# CHRISTMAS MARKETS AND LATE NIGHT SHOPPING 2023 AND 2024

## Invitation to apply for coordinator role

**Deadline – 5pm Tuesday 28<sup>th</sup> March 2023**

### 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.

### Approximate value of contract

£17,000. Please see the budget breakdown below.

### 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 relaunched the events in 2022 and these nights were coordinated in partnership with Miss Ivy Events.

The Town Council wishes to appoint an independent contractor to deliver the whole event for the next two years. 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 Markets/Late Night Shopping in Totnes on the first three Tuesdays of December for 2023 and 2024.

### 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 Markets/Late Night Shopping is to have vibrant and lively local events 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 Christmas Markets/Late Night Shopping 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 Markets/Late Night Shopping.
- 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). Traffic Management will be required during the height of the event (evening) at the entry to Fore Street due to volume of pedestrians in the highway.

- To create the event publicity and advanced road closure and diversion signage
- To engage with SHDC licensing and the Safety Advisory Group (if convened, otherwise emergency services directly) - 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, The Mansion, The Methodist Church, Totnes Festival organisers, Rugby Club, Bridgetown Alive.
- To plan a 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

#### **Health and Safety**

All health and safety is the responsibility of the contractor. Any subcontract resulting from this tender will be the responsibility of the chosen contractor. A risk assessment and site management plan will be needed. It will be the responsibility of the contractor to apply for and manage any traffic management required for the installation/maintenance/removal of lights. Public Liability insurance to an acceptable limit of cover is essential.

#### **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](mailto:clerk@totnestowncouncil.gov.uk), the Town Clerk, by 5pm on Tuesday 28<sup>th</sup> March 2023. Please note that applications will be considered and decided on at Full Council on Monday 3rd April 2023 and the applicants will be informed shortly thereafter.

Please ensure emails are marked in the subject line: CONFIDENTIAL – CHRISTMAS EVENTS 2023 AND 2024 SUBMISSION

Any late applications will not be considered.

The tender should consist of:

1. No more than 6 pages of A4 describing how the submission meets the brief and the costs involved.
2. Information on the contractor's record in event management and capacity to deliver the two years of events.
3. A detailed breakdown of the budget.
4. A proposed programme of works (how the events will be delivered)
5. Supporting information such as referees and proof of insurance.

Please note that it is the responsibility of the applicant to check that all costs listed are accurate. Any costs that are not identified will be treated as free of charge.

Totnes Town Council reserves the right not to award any contract as a result of this process and is also not bound to accept the lowest bid.

Tenderer should treat the tender documents as private and confidential between the tenderer and the Council.

#### **Draft budget**

<b>Christmas Markets and Late Night Shopping 2023 ESTIMATED</b>	<b>Budget</b>	<b>Queries</b>
<b>Stall fees income</b>	<b>£16,035</b>	
<b>25 stalls market square @ £50 per night = £3750</b>		
<b>10 stalls civic car park @ £50 a night = £1500</b>		
<b>9 stalls under Civic Hall @ £45 a night = £1215</b>		
<b>10 stalls in road @ £40 a night = £1200</b>		
<b>23 stalls in the Civic Hall @ £30 a night = £2,070</b>		
<b>5 stalls in Civic Hall @ £10 a night (youth market subsidised) = £150</b>		
<b>1 coffee trader @ £100 a night = £300</b>		
<b>2 bars (mulled cider/wine) @ £150 a night = £900</b>		
<b>9 Street Food hot food traders 3m x3m @ £175 a night = £4725</b>		

(NB – potential to upsell x2 food stalls to 4.5m x 3m for additional £50 per pitch)		
<b>1 Charity food trader @ £75 a night = £225</b>		
Coordinator Cost	-£8,500	ESTIMATE – Quotes needed
Hire of SHDC spaces/Civic Hall hire	-£715.00	
Music and street performers	-£5,000	
Emergency Services	-£1,650	
Stewards x 10 (to include areas added)	-£4,400	
Security	-£450	
Waste management	-£1,600	
Road Closure application and implementation	-£2,300	
Traffic Highways	-£216	
Marketing and printing	-£1,100	
Park and Ride	-£1,500	
Civic Hall Car Park	-£350	
Generator Hire	-£600	
Toilet cleaning	-£660	
<b>Income</b>	<b>£16,035</b>	
<b>Outgoings</b>	<b>-£29,041</b>	
<b>Budget spent</b>	<b>-£13,006</b>	£13,000 budget

Christmas Markets and Late Night Shopping 2024 ESTIMATED	Budget	Queries
Stall fees income	£16,035	
25 stalls market square @ £50 per night = £3750		
10 stalls civic car park @ £50 a night = £1500		
9 stalls under Civic Hall @ £45 a night = £1215		
10 stalls in road @ £40 a night = £1200		
23 stalls in the Civic Hall @ £30 a night = £2,070		



5 stalls in Civic Hall @ £10 a night (youth market subsidised) = £150		
1 coffee trader @ £100 a night = £300		
2 bars (mulled cider/wine) @ £150 a night = £900		
9 Street Food hot food traders 3,m x3m @ £175 a night = £4725		
(NB – potential to upsell x2 food stalls to 4.5m x 3m for additional £50 per pitch)		
1 Charity food trader @ £75 a night = £225		
Coordinator Cost	-£8,500	ESTIMATE – Quotes needed
Hire of SHDC spaces/Civic Hall hire	-£715.00	
Music and street performers	-£5,000	
Emergency Services	-£1,650	
Stewards x 10 (to include areas added)	-£4,400	
Security	-£450	
Waste management	-£1,600	
Road Closure application and implementation	-£2,300	
Traffic Highways	-£216	
Marketing and printing	-£1,100	
Park and Ride	-£1,500	
Civic Hall Car Park	-£350	
Generator Hire	-£600	
Toilet cleaning	-£660	
<b>Income</b>	<b>£16,035</b>	
<b>Outgoings</b>	<b>-£29,041</b>	
<b>Budget spent</b>	<b>-£13,006</b>	Budget currently unknown

As per our financial regulations we will be reviewing the budget during the contract period by regular meetings and communication by email. The coordinator will be required to keep a record of all payments made to them by stall holders and to pay for costs from this income. The only exception to this will be by prior agreement in writing where the Town Council will pay for services directly and include in the project budget. At the end of the annual events a budget audit will be completed and the coordinator will be invoiced for monies owed or will invoice the Town Council for remaining balances owed. Receipts must be kept and prior approval of any expenditure outside of the budget kept for the audit process.

