



HYNDBURN

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REQUEST
FOR
PROPOSALS

2024-
2025

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1. Statement of Purpose

Hyndburn Borough Council are seeking to issue grants to event provider(s), to aid in the organisation and management of events through the period of April 1st 2024- March 31st 2025. These events must be held on Hyndburn's high streets, must have additional funding other than that of the Council grant, and must be designed to benefit the businesses within the high street area.

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 (these can be itemised in grant funding proposals).

Event providers will not be charged a fee for the use of any event spaces on Hyndburn land; however, other event spaces across the borough may be subject to charges and land owner permissions.

The purpose of this commission is to run an event programme that allows the organiser(s) to promote Hyndburn's high streets, and raise awareness to prospective visitors and increase footfall from the wider Hyndburn, East Lancashire and North West community.

2. Background Information

Town centres up and down the country have been through a period of change and call for more animation 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, nightlife, leisure, heritage, culture and events.

This is an opportunity for Hyndburn Borough Council and partners within the community, to build upon the hard work of its High Street businesses to reinvigorate these areas, which have suffered through the pandemic, the current economic crisis, and the changes forced upon them by the recent era of convenience shopping.

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 Victoria Tindall – Business & Marketing 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 Hyndburn's high streets in their recovery.

Proposals should be submitted under an Event Category:

EVENT CATEGORIES 2024- 2025			
EVENT CATEGORY	DATE	DESCRIPTION	MAXIMUM FUNDING AVAILABLE
10km run	Spring 2024	We would appreciate thought given to commemorating Ron Hill.	£4,000
Food Festival	Summer 2024	Local food and local suppliers rather than international.	£18,000
Green ethos event	Summer 2024	Celebrating & promoting green activities & including community involvement.	£7,000
Soapbox Challenge	Summer 2024	Crowd-pleasing, high impact event for the whole community.	£20,000
Cultural event	Summer / Autumn 2024	To celebrate & involve Hyndburn's diverse communities, groups & nationalities.	£10,000
Accrington Christmas Light Switch On, including Blessing of the Crib	November 2024	Switch On event & activities, to include a Blessing of the Crib element.	£18,000
Township Christmas Light Switch On	November / December	Switch On Events in Hyndburn townships outside of Accrington	£2,000 each
Other	2024-25	This category can be used for any proposals which fall outside of the above categories	£8,000

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

3.1. Objective 1

Increase visitors to the high street (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

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 boroughs high streets, therefore an increase in town centre footfall.

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

Successful bidders will also need to demonstrate the amount and origin of additional funding, other than the funding provided by the Council.

Following each 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 Event 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 their event. (<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 and satisfactory submission of an event report.
- 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 Category applying under (from list in Section 3)
 - Event Title
 - Full description of Event
 - Funding sought from Hyndburn Borough Council, including a breakdown of costs (Hyndburn Borough Council may fund Traffic Management costs in addition to the grant funding)
 - Demonstrate the amount and origin of additional funding (other than the funding provided by the Council) towards this event
 - 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) Leader of the Council
- 2) Deputy Leader of the Council
- 3) Business & Marketing Coordinator and Event Safety Advisory Group Representative

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	Level of Ability of Provider	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	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Total Weight	Total Mark
1.2		1.3		1.2		1.2		1.2		1.2		1.2		1.5			10

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 week commencing 30th October 2023.

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 Victoria.tindall@hyndburnbc.gov.uk

Or be submitted in hard copy to;

Victoria Tindall,
Hyndburn Borough Council,
Willows Lane Depot,
Willows Lane,
Accrington,
Lancashire,
BB5 0RT.

8.3. Deadline

EVENT CATEGORY	Deadline for submitting Proposal (2024)	Assessment (2024)	Award (2024)
All event categories	12noon Wednesday January 3 rd 2024	Wednesday January 10 th 2024	Friday 12 th January 2024

9. Point of Contact for Correspondence

First point of contact for all enquiries:

Name	Victoria Tindall
Title	Business & Marketing Coordinator
Department	Environmental Services
Organisation	Hyndburn Borough Council
Address	Willows Lane Depot Ormerod Street Accrington Lancashire BB5 0RT
Mobile	07964 976366
Email	Victoria.tindall@hyndburnbc.gov.uk

Second point of contact (if first is unsuccessful):

Name	Daniel Johnson
Title	Event Coordinator
Department	Environmental Services
Email	Daniel.johnson@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