

# Sunderland City Centre Festive Offer

Expression of interest





# Overview

**Sunderland's Vision is that by 2030 we will be a connected, international city with opportunities for all. To support delivery of this vision we want more people visiting Sunderland and more residents informing and participating in cultural events, programmes and activities.**

We recognise that placing culture at the heart of our vision connects both the past and the future of a place. It can improve the lives of local people. It can stimulate young people, open up new horizons, have positive impacts on health, and on social cohesion.

Sunderland City Council and Sunderland BID are seeking companies with a proven track record in delivering first class events and activities to bring an exciting and interactive Festive activity offer to Sunderland city centre in 2021, 2022 and 2023.

The city centre has previously hosted a variety of successful Festive activities including an outdoor ice rink and Tipi bar with entertainment. We are looking for unique and inspiring proposals that will attract daytime and evening footfall into the city centre during the Festive period. These could include anything from an ice rink and film screenings to dining opportunities and festive themed shows. If you can provide an exciting offer for our residents and visitors to the city, then we want to hear from you.

You will work with other city centre partners to ensure the success of the activities and be part of our wider Festive promotional programme. We work together in the city centre, and we want you to be part of our team.

# Key information

- the activities are required to operate from mid-November to early January 2022, exact dates to be agreed on an annual basis
- activities can be located in one or more of the spaces identified in Appendix A
- the offer must fit within a Festive brief and include a range of activities suitable for various age ranges including offers for families and adults
- proposals will be considered on a site by site basis, meaning a number of operators could be located throughout the city centre, with each activity being independent, but providing an overall offer to residents and visitors
- businesses in the city centre include retail, hospitality and leisure, so this offer needs to be complimentary to any Festive activities they deliver directly from their premises
- operators can submit options for a 1, 2 or 3-year offer. The preferred option is 3 years, however due to the current circumstances, shorter term arrangements will be considered
- operators will be required to identify an annual hire fee for use of the land based on the proposed activity
- operators will be responsible for complete management of the site including safety and security to include first aid and lost/found person provision where necessary
- there is limited or no power supply at any of the sites therefore operators should factor into their proposal to provide their own supply. Diesel generators only are permitted
- operators are responsible for obtaining planning permission and all relevant licenses in relation to the proposed activities
- operators can work in partnership to deliver activities. Full details of each operator/partner should be provided as part of the submission, clearly identifying the lead operator



# Items for consideration

## Planning Permission

Any structures being erected for more than 28 days on council land or public highways are subject to planning permission. This timeframe includes build and de-rig.

A noise management plan for the activity will be required as part of the planning application, should the proposed activity be deemed to have noise implications.

All costs associated with the planning application are the responsibility of the operator.

## Licenses

Appropriate licenses would need to be secured in relation to the sale of food, goods or alcohol, and in some instances, a license may be required for entertainment dependent on what is proposed. For more information on licensing, please contact [licensing@sunderland.gov.uk](mailto:licensing@sunderland.gov.uk)

A land license will be required at a cost of £150 + VAT.

A PRS music licence must be obtained by the operator if music is to be played at any of the sites. For more information on the PRS music licence, please contact [www.pplprs.co.uk](http://www.pplprs.co.uk).

Public Liability Insurance is required for each of the activities/sites.

## Covid -19 guidelines

The event/activities must adhere to all relevant Covid-19 guidelines applicable at the time.

## Safety Advisory Group

A complete Event Management Plan and Covid Risk Assessment will be required by 16 August 2021 and the operator will be required to attend Safety Advisory Group (SAG) on 7 September 2021.

## Cleansing

Robust cleansing arrangements must be in place for the site, including the removal of all types of waste. For advice on waste management or a quote to provide a service, please Email: [events@sunderland.gov.uk](mailto:events@sunderland.gov.uk)

## Sustainability

Sunderland City Council declared a climate emergency in 2019 and have a coordinated and strategic approach to low carbon across the city. All operators must demonstrate how their offer will contribute positively to the city's sustainability agenda. [Please click here to view.](#)

## Submission

Operators must supply a detailed proposal for each event space. The proposal should include:

- the proposed activity (for each site if you intend to use more than one location)
- what structures will be used
- images of the proposed activity and structures
- how the area will be managed
- a full timeline including build and de-rig dates
- if submission is for 1, 2 or 3 years
- for 2021 only, what operating times are being proposed
- visitor capacity numbers so we can understand how many residents/visitors can engage with the activity
- how the activity will be promoted to ensure a wide reach across the city and region
- price list for each of the proposed activities
- detail on what measures you will have in place that will contribute to the Sunderland Low Carbon Action Plan
- contact details for any references where a similar offer has been delivered in the past 3 years

## Evaluation criteria

Submissions will be evaluated by each location and each year. Operators can provide one submission for multiple years, but each of the years will be evaluated separately.

The Council does not undertake to accept the highest bid or any submission and reserves the right to accept the whole or any part of any submission.

During the evaluation period, the Council reserves the right to seek clarification in writing or by means of a clarification meeting from any or all operators, to assist it in its consideration of their submissions.

Evaluators will not cross-reference responses when evaluating quality submissions unless the response given refers the evaluator to the information submitted for another requirement. Any attachment submitted as part of your response must also be cross referenced, otherwise it will not be considered.

Submissions will be evaluated by a panel comprising of minimum of 3 representatives from Sunderland City Council and Sunderland BID. Submissions will be evaluated using the criteria below:

- i. Quality 70%
- ii. Price 30%

## Quality

Quality (70%) - The quality evaluation will be based on the operator's responses to the Quality Submission categories, as set out in the Expression of Interest, and will make up 70% of the total available score.

The response to the quality question will be scored out of 5. A multiplier (weighting) will then be applied to give the final score. Scoring of submissions will be as follows.

Score	Classification
5	Response provides the evaluator with confidence that the offer will be provided to an excellent standard. Demonstrates a thorough understanding of the requirements and provides comprehensive and clear details of how all of the expectations and specification requirements will be met, including Sustainability.
4	Clear response that provides the evaluator with confidence that the offer will be provided to a good standard. Demonstrates how all or most of the expectations and requirements of the specification will be met, including Sustainability. However, the information may lack detail in areas but this does not cause concern.
3	Response provides the evaluator with confidence that the offer will be provided to an acceptable standard. Demonstrates how all or most of the requirements of the specification will be met, including Sustainability. However, the information may lack detail and/or raise issues, which cause minor concern.
2	Response demonstrates how all or most of the requirements of the specification will be met, including Sustainability, but does not provide the evaluator with confidence that the offer will be provided to an acceptable standard.
1	Response does not provide the evaluator with confidence that the offer will be provided to an acceptable standard. Does not demonstrate how most of the requirements of the specification will be met.
0	Response does not provide the evaluator with confidence that the offer will be provided to an acceptable standard. Does not demonstrate how any of the requirements of the specification will be met.

## Price - 30%

Proposed fees will only be considered once the Quality submission has been evaluated, and if operators achieved a minimum score of 3. If operators do not achieve a minimum score of 3 then price will not be considered.

Price (30%) - The organisation with the highest fee will be given the maximum available marks; the other prices submitted will be scored as below:

$$\frac{\text{Your Quoted \%Fee}}{\text{Highest \% Fee}} \times (\text{maximum available marks}) = \% \text{ marks}$$

Highest % Fee

For example:

Contractor A bids £45,000, which is the highest price, Contractor B priced £42,000 which is the next highest, and Contractor C priced £40,000 which is the next highest. The scores are calculated as follows:

Contractor A will score 30% marks

Contractor B will score  $\frac{£42,000}{£45,000} = 0.93 \times 30 = 27.99\%$  marks

Contractor C will score  $\frac{£40,000}{£45,000} = 0.89 \times 30 = 26.66\%$  marks

The Quality score will be added to the Price score to give the overall total score.

Quality Submission	Weighting
<p>Please provide a detailed description of the proposed offer identifying how it meets all of the identified criteria including:</p> <ul style="list-style-type: none"> <li>• how it will provide an excellent and unique Festive offer for our residents</li> <li>• how the activities will be suitable for various age ranges including offers for families and adults</li> <li>• how you propose to attract visitors to the city and increase footfall during both the day and evening</li> <li>• the proposed activity (for each site if you intend to use more than one location)</li> <li>• what structures will be used</li> <li>• images of the proposed activity and structures</li> <li>• how the area will be managed</li> <li>• a full timeline including build and de-rig dates</li> <li>• if submission is for 1, 2 or 3 years</li> <li>• for 2021 only, what operating times are being proposed</li> <li>• visitor capacity numbers so we can understand how many residents/visitors can engage with the activity</li> <li>• how the activity will be promoted to ensure a wide reach across the city and region</li> <li>• price list for each of the proposed activities</li> <li>• contact details of references</li> <li>• details of all operators/partners delivering activities, clearly identifying the lead operator</li> <li>• Sustainability - Sunderland City Council declared a climate emergency in 2019 and have a coordinated and strategic approach to low carbon across the city. All operators must demonstrate how their offer will contribute positively to the Sunderland Low Carbon Action Plan</li> </ul>	<b>70%</b>

Please include your suggested fee for each location and for each year the activity is proposed

Location	2021 Fee	2022 Fee	2023 Fee
Crowtree Grassed Area		<b>Site not available</b>	<b>Site not available</b>
Keel Square			
Market Square			
Mowbray Park			
Park Lane			
Sunnyside Gardens			



## Checklist

Please use the checklist below to ensure you have included everything requested with your submission and that you have acknowledged all requirements of the Expression of Interest.

Item	Included
Included detail on how it will provide an excellent and unique Festive offer for Sunderland residents	
Included how the activities will be suitable for various age ranges including offers for families and adults	
Included how the activity will attract visitors to Sunderland City Centre and increase footfall during both the day and evening	
Provided detail on the proposed activity for each site	
Provided details on what structures will be used	
Included images of the proposed activity and structures	
Provided details on how the area will be managed	
Included a full timeline including build and de-rig dates	
Confirmed if submission is for 1, 2 or 3 years	
Proposed operating times for 2021 only	
Included visitor capacity numbers	
Included what measures will be in place to support the Sunderland Low Carbon Action Plan	
Advised how the activity will be promoted to ensure a wide reach across the city and region	
Included a price list for each of the proposed activities	
Contact details for references where a similar offer has been provided in the last 3 years	
	<b>Acknowledged</b>
Planning Permission will be required for any structures erected for more than 28 days and this is the responsibility of the operator to obtain	
Appropriate licenses would need to be secured in relation to the sale of food, goods or alcohol, and in some instances, a license may be required for entertainment dependent on what is proposed. This is the responsibility of the operator to obtain	
A land license will be required at a cost of £150 + VAT	
A PRS music licence must be obtained by the Operator if music is to be played at any of the sites	
The operator is responsible for ensuring the event/activities adhere to all relevant Covid-19 guidelines applicable at the time	
A complete Event Management Plan and Covid Risk Assessment will be required by 16 August 2021, for attendance at Safety Advisory Group (SAG) on 7 September 2021	
Robust cleansing arrangements must be in place for the site, including the removal of all types of waste	

Operators must acknowledge that at any time the proposed event/activities could be cancelled due to the impact of Covid-19 in the city. Sunderland City Council and Sunderland Bid cannot be held liable for any costs should cancellation occur.

Operators should submit their detailed proposal, along with their suggested hire fee, to: [events@sunderland.gov.uk](mailto:events@sunderland.gov.uk) by Friday 11 June 2021.

Closing Date: 11 June 2021

Confirmation of successful application: no later than 30 June 2021

EMP and supporting documents to be submitted: no later than 16 August 2021

Attendance at SAG: 7 September 2021

For more information regarding this opportunity please email: [events@sunderland.gov.uk](mailto:events@sunderland.gov.uk)

# Appendix A

## Site locations

A site map is included for 2021, 2022–23 to identify which spaces are available in each of the identified years. Please consider this carefully to ensure the space you are proposing to use will be available.

Operators must visit the locations identified to ensure they will be suitable for the proposed activities. Please ensure Covid-19 guidance is adhered to in regard of any site visits.

All space availability is subject to change after 2021.

### Crowtree Grassed Area

Description: Grassed area - site compound and parking area hardstanding will be available for use

Event Capacity: Dependent upon infrastructure

Power supply: No, Diesel generators required

Water Supply: No

Vehicle access: Yes

Surface: Grass

Public transport: Bus, Rail, Metro and taxis are within easy walking distance

Parking: Public car parks nearby

### Keel Square

Description: Public space and boulevard

Event capacity: 3,500-4,000 dependent on infrastructure, layout and areas utilised

Power supply: Yes

Water supply: No

Vehicle access: Yes

Surface: Paved hard standing

Public transport: Bus, Rail, Metro and taxi ranks are within easy walking distance

Parking: Public car parks nearby

## Market Square

Description: Paved outdoor public space

Event capacity: 2,500 dependent on infrastructure, layout and areas utilised. There is a reduced footprint available in 2021, further details are available upon request

Power supply: Diesel generators required

Water supply: No

Vehicle access: Yes

Surface: Paved hard standing

Public transport: Sunderland Rail and Metro station is adjacent to Market Square with public transport and taxis within easy walking distance

Parking: Public car parks nearby

## Mowbray Park

Description: Public park with enclosed gated entrance

Event capacity: 2,000-4,000 dependent on infrastructure, layout and areas utilised

Power supply: Electricity feeder pillar in bandstand. Diesel generators required in other areas

Water supply: No

Vehicle access: Yes

Surface: grassed park with some hard standing areas

Public transport: Bus, rail, Metro and taxi ranks within easy walking distance.

Parking: Public car parks nearby

## Park Lane

Description: Pedestrianised public space

Event capacity: 2,500-3,000 dependent on infrastructure, layout and areas utilised

Power supply: Yes

Water supply: No

Vehicle access: Yes

Surface: Paved hard standing

Public transport: Bus, rail, Metro, and taxi ranks within walking distance.

Parking: Public car parks nearby

## Sunnyside Gardens

Description: Public space

Event capacity: 3,500-4,000 dependent on infrastructure, layout and areas utilised. Road closures may be required for some types of activity

Power supply: Yes

Water supply: No

Vehicle access: Yes

Surface: Paved hard standing

Public transport: Bus, rail, Metro and taxi ranks are within easy walking distance

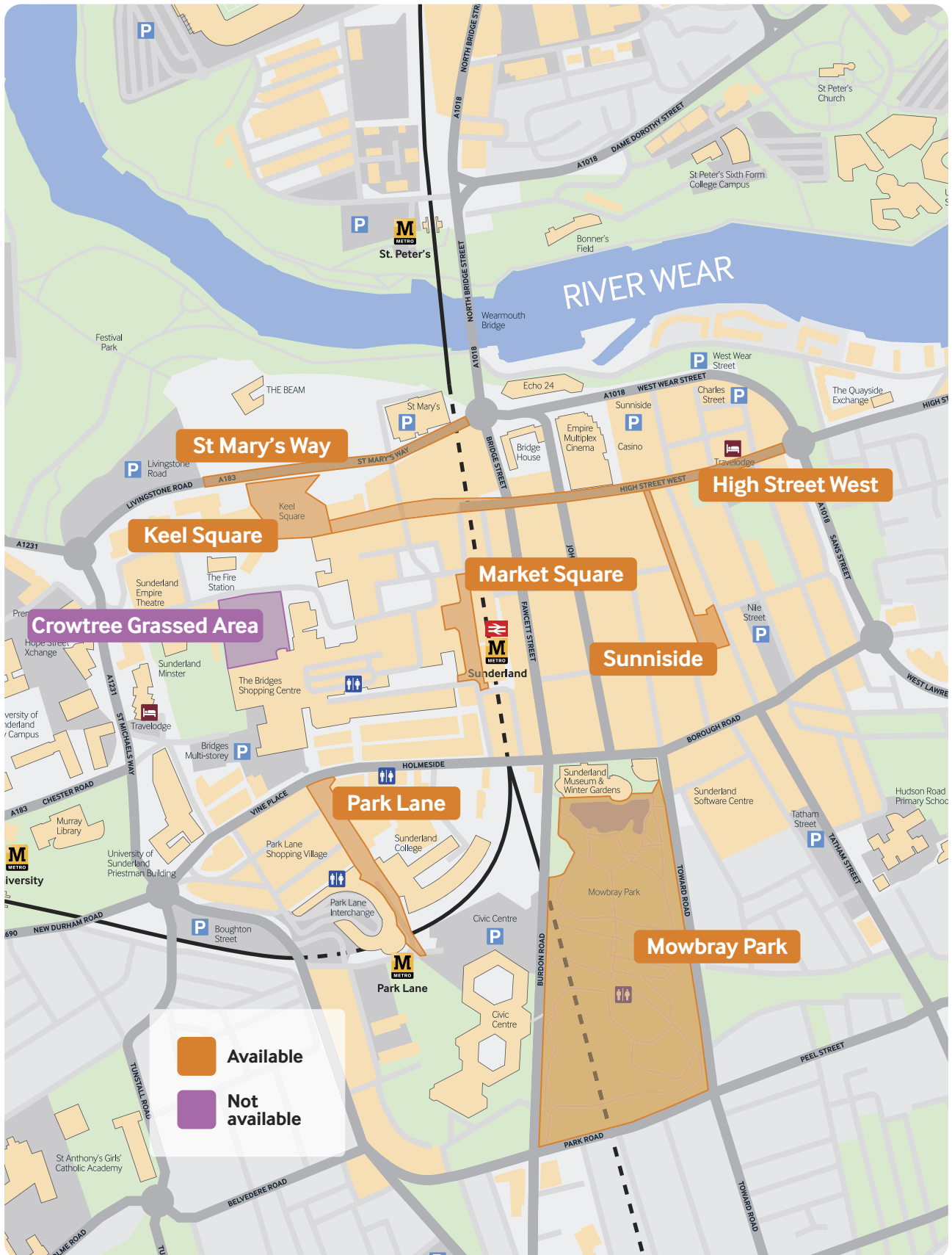
Parking: Public car parks nearby



## 2021 Site locations



## 2022–23 Site locations









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