

New Maidstone Multicultural Food and Drink Festival 2017 - 2019
Delivery Partner Brief

1. INTRODUCTION

Maidstone Borough Council is looking to appoint a delivery partner to coordinate and deliver a **Maidstone Multi-Cultural Food and Drink Festival**. It is estimated that this new three day event will attract around 25,000 visitors. It replaces the previous Maidstone Mela event, a one day event on the same weekend in September since 2002, and as such will attract extensive press and media attention. This new event will focus more on a free to enter food and drink market in Mote Park with an additional entertainment programme including live music, a programme of multi-cultural entertainment and street theatre. This is a unique opportunity for our delivery partner to build on the success of the previous event to create a commercially sustainable festival which benefits the borough. Preparation for the project will begin in March 2017 and the first event will take place in September 2017. The Delivery Partner Contract will be for a three year period but with a two year extension following the successful delivery of the event for three years. The event should highlight the borough's local and ethnic community food and drink sector, and encourage and boost the local economy in line with the council's Economic Development Strategy and Destination Management Plan

Maidstone Borough Council would like to enter a three year relationship with a delivery partner which will, by year three, realise some income for the council.

Fixed Term Contract: 1 April 2017 – 31 October 2019

Fixed fee for Management and Delivery of event:	£15,000 in year 1
	£10,000 in year 2
	£5,000 in year 3 with return income to be proposed

The fee includes ALL project management fees and project delivery costs. The Delivery Partner will be required to generate additional partner funding, sponsorship and commercial income as part of this role.

An example contract can be provided on request. The final contract terms and conditions will be issued to the selected delivery partner.

2. CONTEXT

Maidstone Culture & Leisure (MCL) commissions and delivers cultural, parks and leisure and visitor economy services. Its activities contribute to the delivery of Maidstone Borough Council's (MBC) Strategic Plan priorities in particular ensuring that there are good leisure and cultural attractions.

Using the principles set out in the Council's Festival and Events Policy (see appendix 1) the **Maidstone Multi-Cultural Food and Drink Festival 2017** and beyond should build on past events but progress into a new focused festival that celebrates the food, drink and craft found within the growing and diverse community within the borough. It should build on these community and business partnerships to drive footfall and spend within the borough during the festival period and encourages return visits.

The event should maintain both a regional and national profile, and should seek to attract audiences from across the South East and beyond.

3. BACKGROUND

The Maidstone Mela was set up in the aftermath of the 9/11 attacks, with the intention of creating an event that promoted positive perceptions of different cultures, and provided a celebratory, inclusive community and family focused event for the Maidstone district.

Until 2016 it has been held in Mote Park and has been free to attend with MBC supporting the event both financially and with staffing resources. Cohesion Plus successfully applied for a grant from Arts Council to deliver the entertainment programme, and income from stall holders reduced the budgeted contribution from MBC to £15,550 not including staff costs.

The Mela has evolved over the years into a general community event with more community and charity groups than food and drink sellers. A complete review was required in 2016 given the drift away from original objectives, current budget challenges and the lack of internal resources at MBC to deliver this event.

In 2016 a presence was maintained for the Mela in the town centre whilst a full consultation was undertaken with stakeholders on its future. (See appendix 2). The consultation shows that there is still a desire for a multi-cultural event but that it requires more emphasis on food and drink, music and entertainment, children's activities, and goods to buy.

4. THE BRIEF

Maidstone Borough Council would like to appoint an independent delivery partner for Maidstone's Multi-Cultural Food and Drink Festival. The delivery partner will:

1. Coordinate, manage and deliver a programme of activities each year over three consecutive days to include a food market and multi-cultural programme of entertainment. The dates for 2017 have been agreed as starting on **Friday 1st September (starting no later than 10am) and finishing on Sunday 3rd September 2017 (finishing no earlier than 5pm)**
2. Ensure the food market, and multi-cultural programme of entertainment are free to attend. Event to be held in Mote Park or any Maidstone Borough Council owned land that is agreed suitable for purpose, or on other land as agreed with the relevant landowner. Additional events can take place indoors, inside any venue which is agreed suitable for purpose and an entry fee can be charged.
3. Events and activities may be delivered by third parties or partner organisations as long as they maintain the ethos of the festival and are managed in a professional manner. The delivery partner must retain overall responsibility for any event which features within the festival programme. Use of any sub contractors must be agreed with the Culture and Leisure Manager prior to engagement. Payments to third parties and/or subcontractors must be completed by the delivery partner in a timely and acceptable fashion.
4. The festival programme must include the delivery of the following elements and there is flexibility as to how these would be delivered;
 - Food and Drink Market
 - Craft and local goods market, workshops
 - Music, dance and entertainment on a temporary stage
 - Children's activity area, workshops

Maidstone Borough Council will provide the delivery partner with a limited amount of guidance and advice about the delivery of these particular events.

5. Build a close working partnership with organisations such as Cohesion Plus and Produced in Kent in order to adhere to the ethos of the event.
6. Manage overall budget figures and ensure that the project stays within the fixed budget provided. Source additional funding (including income from stall rents) and generate sponsorship as required to ensure festival expenditure is balanced.
7. Produce and deliver a marketing plan for the festival; creating a new Maidstone Multi-Cultural Food and Drink Festival brand; design the programme, posters, flyers, website and other marketing material as required. Communicate with Maidstone Borough Council to ensure press and PR opportunities are maximised. The development of the brand for the event must be agreed with the Maidstone Culture and Leisure Manager and all intellectual property including the event brand, artwork files for logos, website, photography to be transferred to Maidstone Borough Council at the end of the contract.
8. Hire all necessary infrastructure, for example stages and PA systems. Ensure that all equipment, structures and electricals are insured, PAT tested and comply with all relevant legislation as necessary.
9. Work with Maidstone Borough Council's parks maintenance and cleaning teams and agree quotes in advance for the provision of street cleansing, toilet opening and cleansing (where existing blocks are used) and waste collection as necessary. The Delivery Partner will be responsible for these payments.
10. Arrange for the provision of additional toilets, crowd barriers and road closure equipment as necessary. The Delivery Partner will be responsible for these payments.
11. Arrange and manage additional event car parking if the grounds are in suitable condition for vehicles, the contractor may charge a fee for parking in the designated event parking area. The Mote Park Pay and Display Car Parks income will remain the property of Maidstone Borough Council.
12. Manage the day-to-day delivery of the festival and related activities where appropriate, including staffing the festival according to Event Management guidelines under the HSE/ Purple Guide and other relevant legislation. Staffing to include payment and compliance with HRMC requirements on payments including tax/NI responsibilities.
13. To agree a working practise regarding CRB and Safeguarding standards and use of photography during the festival.
14. Take overall responsibility for the delivery of the festival, ensuring that all events are fully insured, risk assessed and comply with relevant legislation. Maidstone Borough Council's Parks team manages use of Mote Park. All large events in public open spaces must go through the Safety Advisory Group. All event safety documentation must be submitted to this group according to an agreed deadline. Documentation will include:
 - Event Management Plan
 - Traffic Management Plan
 - Site Plans
 - Risk Assessments
 - All documents required by for licensing purposes

15. Maidstone Borough Council has licensed most public open spaces for the provision of Regulated Entertainment. The delivery partner will be permitted to use this licence provided they have satisfied the Safety Advisory Group (as outlined in point 16). Maidstone Borough Council's Premises License does not include the sale or provision of alcohol. Any additional licenses and/or Temporary Event Notices must be obtained by the delivery partner in the timescales as required by Maidstone Borough Council's Licensing department and must be paid for by the delivery partner.
16. Work to an agreed timeline of key dates, the Delivery Partner will be required to produce for Maidstone Borough Council:

Provisional Dates for year 1

Action	Date	Payment Due to delivery partner on Completion of Action
After Signing Contract	1 April	£7,000
Event Safety Management Plan received (including Traffic Management Plan if required) and signed off by SAG	1 June	£7000
Festival Delivered and Evaluation Received	1 October	£1,000

Provisional Dates for year 2

Action	Date	Payment Due on Completion of Action
Event Safety Management Plan received (including Traffic Management Plan if required)	1 May	£5,000
Event Plan signed off by SAG	1 June	£4,000
Festival Delivered and evaluation Received	Event 31 August – 2 nd September and 2 October	£1,000

Provisional Dates for year 3

Action	Date	Payment Due to CCC on Completion of Action
Event Safety Management Plan received (including Traffic Management Plan if required) and signed off by SAG	1 May	£5,000
Event Plan signed off by SAG	25 June	
Festival Delivered and evaluation received	(Event 30 August – 1 September) 1 October	£ income amount to be proposed by delivery partner

The delivery partner must also liaise at least monthly with the Maidstone Culture & Leisure Marketing & Sales Manager at Maidstone Borough Council, through reports or meetings as agreed, to update on progress.

17. A full evaluation report will be required on completion of the project including qualitative and quantitative data. Maidstone Borough Council uses an economic impact toolkit that must be used by the Delivery Partner, and requires data from at least 100 individual visitors. The Delivery Partner will need to show evidence of how the festival:

- Boosted and diversified the local economy
- Provided activities and opportunities for young people and families
- Attracted additional visitors to the district and encouraged overnight stays.

18. Manage the project until its conclusion unless agreed by Maidstone Borough Council.

19. Not undertake any action which brings Maidstone Borough Council in disrepute.

6. THE COMMISSION

- The commission is offered for the period of 1st April 2017 – 31st October 2019,
- The commission will be reviewed annually following the delivery of the festival and provisional dates for event delivery for the following year agreed. At the end of the three year period the contract can be extended by two years if the contractor successfully delivers the event over that period. Should the annual evaluation be unsatisfactory, then Maidstone Borough Council has the right to terminate the contract with immediate effect.
- A fixed fee of **£15,000 for year 1** to include all project management fees and project delivery costs, including those listed above. Please note: payments will be staged throughout the duration of the contract period, and will be based on agreed objectives being achieved to deadline.
- You will report, on a day-to-day basis to the Maidstone Culture & Leisure Marketing & Sales Manager, Maidstone Borough Council.

MAIDSTONE BOROUGH COUNCIL SUPPORT

Maidstone Culture & Leisure Marketing & Sales Manager

The Delivery Partner will have the option of receiving advice or guidance free of charge from the Maidstone Culture & Leisure Marketing & Sales Manager on the planning and programming of the event. 20 hours of time will be committed in 2017, 10 hours in 2018 and 5 hours in 2019.

The Maidstone Culture & Leisure Marketing & Sales Manager will contact previous participants in the Mela to advise of the new event and provide the new delivery partner contact details and arrangements for booking.

Mote Park Events Officer & Mote Park Officer

The Delivery Partner will also have the option of receiving a limited amount of advice and guidance on the planning and delivery of an event in Mote Park from the Events Officer and Mote Park Officer as is the case for any event application for Mote Park handled by the Events Officer.

Maidstone Borough Council Support cannot be exchanged for cash.

7. HOW TO APPLY

Stage 1- Expressions of Interest

Please apply to lauradickson@maidstone.gov.uk for an Expression of Interest form. All completed applications (Expression of Interest forms) MUST include:

- answers to Questions 4-11 inclusive
- last 2 years financial accounts
- signed declaration

Applications will be assessed based on the criteria set out on the Expressions of Interest form and how the applicant will seek to address the key principles of the Culture and Enterprise Policy Suite.

Stage 2- Invitation to Interview and Additional Information

Those highest scoring applicants will be invited to interview and will be required to discuss their proposals in further detail.

The successful candidate must obtain levels of insurance as stated in the Expression of Interest document, if not already held.

We positively welcome applications from individuals, companies/organisations and consortia.

8. TIMETABLE

Stage 1:

Deadline for Application: 10.00 am, Friday 17 February 2017

Stage 2:

Interviews will be held on Friday 3 March 2017

Additional company information may be requested prior to interview

For further information or assistance please contact

lauradickson@maidstone.gov.uk