

## Barnstaple Pannier Market Festival Organiser

### Award to supplier rationale

We are commissioning a freelancer to plan, promote and deliver an exciting, engaging and costed programme of events, activities, workshops and installations to run alongside the daily markets in the newly refurbished pannier market.

#### Submission Feedback

<b>Dr John's Surgery Records</b>	
<b>Criteria</b>	<b>Feedback</b>
Produce a project proposal that sets out your vision for this work, your approach to the delivery, how you would identify potential events and practitioners, and include an indicative programme of events (no more than 500 words)	CC: Did not meet the word count, only a few short sentences.
	HH: Very vague no detail given
Your proposal should demonstrate your experience of successfully delivering a broad range of high quality and original cultural activities in a commercial setting.	CC: No detail provided in relation to previous experience.
	HH: Not provided
The programme should engage with partner organisations and stakeholders to plan and complement existing events in the town such as Fringe TheatreFest, Food Fest, Community Sparks activities and Connect & Create.	CC: Did not cite any specific local stakeholders or organisations
	HH: No information provided
The programme should contribute to North Devon Council's cultural and economic development strategies, Barnstaple Vision and Barnstaple Culture Plan. The co-ordinated events will draw together the strands of our Culture Strategy: Flourishing Culture and include a range of cultural and heritage activities. It is envisaged that local artists	CC: No comments on cultural or economic strategies
	HH: No information provided

and practitioners will produce music, performance, arts & crafts activities all of which will contribute to the content of the programme.	
The planned events will bring together activity that attracts a broad and varied audience, taking full advantage of the versatility of the market and corn store facilities, to encourage attendance by members of the community and visitors who would not normally participate or engage in cultural activities.	CC: No reference to specific types of activity.
	HH: No information provided
Some activities should continue into the evening to support the evening economy, which is in urgent need of a boost to make the town a nicer and safer place to spend time in.	CC: This was not referenced
	HH: No information provided
Include a breakdown of time allocation for the project fee as an appendix.	CC: Not included
	HH: Not provided
<b>Budget</b> £8 - £10k Consultancy Fee	CC: Not fee attached
	HH: Not provided
<b>Concluding comments</b> This proposal did not meet the criteria as set out in the proposal	

## Miss Ivy Events Limited

Criteria	Feedback
Produce a project proposal that sets out your vision for this work, your approach to the delivery, how you would identify potential events and practitioners, and include an indicative programme of events (no more than 500 words)	CC: A sound proposal structured to reflect the criteria as set out in the schedule.
	HH: Project proposal does meet the criteria
Your proposal should demonstrate your experience of successfully delivering a broad range of high quality and original cultural activities in a commercial setting.	CC: The proposal sets out previous experience of delivering a broad range of events for South West district councils demonstrating an understanding of town centre regeneration. Reference to managing budget, marketing and logistics demonstrated range of skills set. Recognised commercial viability and economic development by working with local businesses.  Not able to take into account the link to the company website.
	HH: Proposal includes reference to relevant previous experience
The programme should engage with partner organisations and stakeholders to plan and complement existing events in the town such as Fringe TheatreFest, Food Fest, Community Sparks activities and Connect & Create.	CC: The proposal highlights a need for collaborative approach with stakeholders and organisations with reference two local groups but no comment on the key events as identified in the criteria.
	HH: Shows understanding of the need for collaboration however no reference to existing events
The programme should contribute to North Devon Council's cultural and economic development strategies, Barnstaple Vision and Barnstaple Culture Plan.	CC: Referenced the need for research into the local areas and requisite cultural need.

<p>The co-ordinated events will draw together the strands of our Culture Strategy: Flourishing Culture and include a range of cultural and heritage activities. It is envisaged that local artists and practitioners will produce music, performance, arts &amp; crafts activities all of which will contribute to the content of the programme.</p>	<p>Reference to funding applications potential for further funding to contribute towards activity within the contract and possibly beyond. HH: shows some understanding of strategic documents.</p>
<p>The planned events will bring together activity that attracts a broad and varied audience, taking full advantage of the versatility of the market and corn store facilities, to encourage attendance by members of the community and visitors who would not normally participate or engage in cultural activities.</p>	<p>CC: An overview of the types of activities demonstrated an understanding of the criteria and what NDC are wanting to achieve from the project. However, no direct reference to demographic range or community groups. HH: range of activities does meet criteria but lacking in detail and not hugely varied</p>
<p>Some activities should continue into the evening to support the evening economy, which is in urgent need of a boost to make the town a nicer and safer place to spend time in.</p>	<p>CC: There was reference to night-time economy but no detail . HH: no detail given</p>
<p>Include a breakdown of time allocation for the project fee as an appendix.</p>	<p>CC: A breakdown of costing was provided HH: provided</p>
<p><b>Budget</b> £8 - £10k Consultancy Fee</p>	<p>445hrs@ £21 per hour 1 day a week contact time. £9,950.00</p>
<p><b>Concluding comments</b> Overall this is a sound proposal that, by reference, takes into account all of the criteria set out in the schedule. There was scope to carry out some research into Barnstaple and provide some more specific reference to local strategies as these were cited in the criteria. Whilst suggested activities were broad and inclusive, they didn't go further than previous events and activities that have taken place in the Pannier Market.</p>	

## Clare Chapple

Criteria	Feedback
Produce a project proposal that sets out your vision for this work, your approach to the delivery, how you would identify potential events and practitioners, and include an indicative programme of events (no more than 500 words)	<p>CC: The proposal was set out in a clear and engaging way with a professional approach and responded to the criteria as set out in the schedule.</p> <p>HH: Impressive proposal that responds to the criteria</p>
Your proposal should demonstrate your experience of successfully delivering a broad range of high quality and original cultural activities in a commercial setting.	<p>CC: The proposal demonstrated extensive experience of event management which also evidenced the suppliers skills set and expertise.</p> <p>This proposal also evidenced professional reach both locally and beyond, showing potential for a visionary approach. Strong commercial understanding with potential for building an infrastructure to sustain viable activity beyond the terms of the contract.</p> <p>HH: Demonstrates direct and extensive experience in event management with an impressive understanding of the sector.</p>
The programme should engage with partner organisations and stakeholders to plan and complement existing events in the town such as Fringe TheatreFest, Food Fest, Community Sparks activities and Connect & Create.	<p>CC: There were no reference to existing events.</p> <p>HH: No reference to existing events but knowledge of local stakeholders</p>

<p>The programme should contribute to North Devon Council's cultural and economic development strategies, Barnstaple Vision and Barnstaple Culture Plan.</p> <p>The co-ordinated events will draw together the strands of our Culture Strategy: Flourishing Culture and include a range of cultural and heritage activities. It is envisaged that local artists and practitioners will produce music, performance, arts &amp; crafts activities all of which will contribute to the content of the programme.</p>	<p>CC: There was an over view of a cultural vision which included a wide range of activities but there could have been further reference to local strategies and organisations and stakeholders.</p>
	<p>HH: Proposal states a cultural vision</p>
<p>The planned events will bring together activity that attracts a broad and varied audience, taking full advantage of the versatility of the market and corn store facilities, to encourage attendance by members of the community and visitors who would not normally participate or engage in cultural activities.</p>	<p>CC: The presentation of events programme example demonstrated a varied programme of events, with reference to a wide demographic range.</p>
	<p>HH: Proposal included an impressive range of potential events with a wide appeal and showed a real understanding of what we are trying to achieve</p>
<p>Some activities should continue into the evening to support the evening economy, which is in urgent need of a boost to make the town a nicer and safer place to spend time in.</p>	<p>CC: A direct reference to the night-time economy with robust approaches to develop this criteria through the suggested events.</p>
	<p>HH: directly referenced with robust approach</p>
<p>Include a breakdown of time allocation for the project fee as an appendix.</p>	<p>CC: This was included</p>
	<p>HH: included</p>
<p><b>Budget</b> £8 - £10k Consultancy Fee</p>	<p>CC: 400 hours @£25 per hour £10,000.00</p>
<p><b>Concluding comments</b> Overall, the presentation demonstrated a bold and visionary approach to the project. Suggested events cater to a more diverse range of community groups through forward thinking activities that would draw in people who would not ordinarily engage with events at the</p>	

Pannier Market. There was also a strong strategic approach to commercial viability to help grow the local economy demonstrated through planned events and previous experience and expertise.

**Overall conclusion**

Two of the three submissions were credible and responded to the criteria as set out in the schedule. Whilst Miss Ivy Events quoted a lower price, the proposal that did not set out a programme of events that would attract visitors to the market that would not normally attend. The proposal from Clare Chapple clearly set out a wide range of activities that introduced events and activities that would attract a wider demographic, particularly 18 – 30 age range , in addition to those we would expect to see attend such events.

Whilst this was more expensive, there were also more viable long term commercial activities offered that would generate income and develop the local economy (including night time economy – a key strategy to improve the town centre. This would be a more sustainable / viable choice overall and in our view represents better value for money.