

‘A Food-focussed event for Penrith and Eden’

August 2019

Tender Brief

Penrith Chamber of Trade and Commerce would like to invite Event Organisers/Providers/Managers to bid for the following:

To deliver a food-based street festival in Penrith Town Centre on a Saturday between the hours of 10am – 4pm.

- To showcase local produce in the first instance and only supplement with a regional offering to ensure a successful event.
- To involve and work with local producers and retailers.
- To provide accessible family fun for locals and visitors to Penrith.
- To build on a unique brand in its own right.
- To ensure that it is financially viable, seeking and securing funding streams as needed.
- To ensure PCOTC members are involved and that local businesses receive free stall rates.
- To ensure sufficient staffing /volunteers on the day.
- To utilise local contacts and build networks as needed and work with other local groups for entertainment/volunteers/etc such as schools, clubs, Lions, Rotary.
- To link in with other events organised around the same time of year to ensure no clash and possible collaboration (e.g., Penrith Show, Lowther Show, Kendal Calling, Potfest, and others)
- We are keen to hear ideas and suggestions but must you must ensure PCOTC confidence in delivery.

Introduction:

Penrith on a Plate was a great day out for the family and ran as a successful annual event until 2018.

It was part of the wider Eden Food and Farming Festival (EFFF), a festival comprising a number of independent local events using the same banner heading.

The IP for both events, marketing and branding is in control of the Penrith Chamber of Trade & Commerce who have engaged an Event Management Team to manage the event in association with other bodies and volunteers.

After a few successful years, we decided this year to take a year off for a number of reasons including clashes with other events, a lack of volunteers and loss of key members of the events team.

The Chamber Executive Committee have decided to approach event professionals to explore ideas for re-introducing the event from 2020 onwards.

What are we looking for?

Simply put, we want to find an Event Manager to take deliver this event for the next 3 to 5 years.

We want the events to grow and believe that we need a professional with experience in this field in order to make this happen.

Who are we looking for?

It is all about trust. We need to find someone that we can have confidence in to take this forward.

You will need to demonstrate a strong track record of delivery and growing events in Cumbria, in particular in the Eden Valley and Penrith and good knowledge of local businesses and food suppliers/producers.

You will need to give us confidence in your company to provide adequate resource to manage these events year on year.

We want to see a creative approach and an independent drive, self-reliance.

Finance:

There are a number of funding streams from local organisations including councils and funding bodies which would need to be identified and applied for by the successful Event Management Team.

We would also expect that the successful Events Manager would seek out further funding opportunities from other local businesses that may want to get involved.

Eden Food and Farming Festival (of which Penrith on a Plate is a part) has historically received separate funding from Eden District Council and other local funding.

Timing:

The aim of the event is to raise the profile of Penrith and tie this in with an event marketing local farming, production, food and drink.

Historically, Penrith on a Plate has bookended with The Penrith Show over a period of a fortnight with this period being the Eden Food & Farming Festival.

We recognise that this date may or may not be optimum and are open to the idea of moving the dates around to suit events diaries.

Selecting an Event Manager:

We would like you to get in touch with us if you are interested in this process and see an opportunity to work together with us on these event(s).

We want to see a proposal which includes:

- Consideration of a date
- Examples of stall holders you might wish to attract
- Ideas for family entertainment
- An outline of potential on-site events for Eden Food & Farming Festival
- An outline budget

We recognise that in order to give the event the best chance of success, planning and organising of the event needs to begin soon, and with that in mind, we want to decide on a provider pretty quickly. Therefore, we intend to put a closing date for tenders of the 20th September 2019.

After that date, the executive committee will meet and decide who we would like to formally meet to discuss further and ultimately decide on an Event Manager to work with.

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