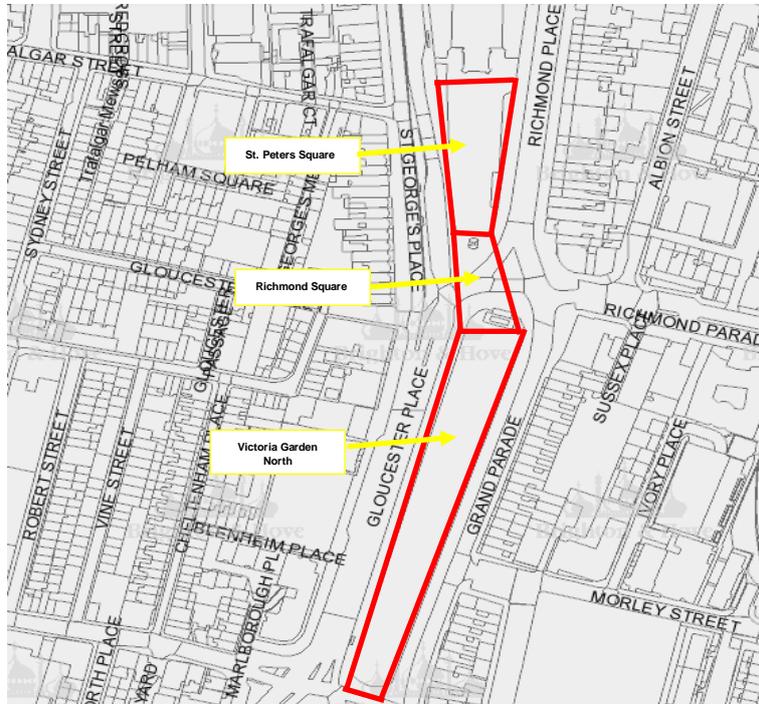


**VALLEY GARDENS, BRIGHTON**  
**LICENCE AVAILABLE TO OPERATORS FOR**  
**CHRISTMAS MARKET**  
**2021, 2022 and 2023**

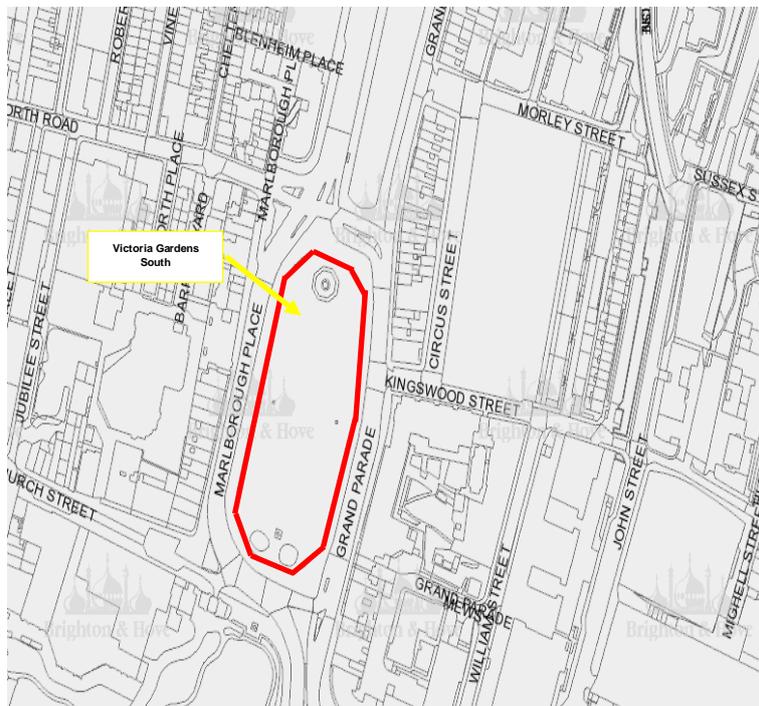




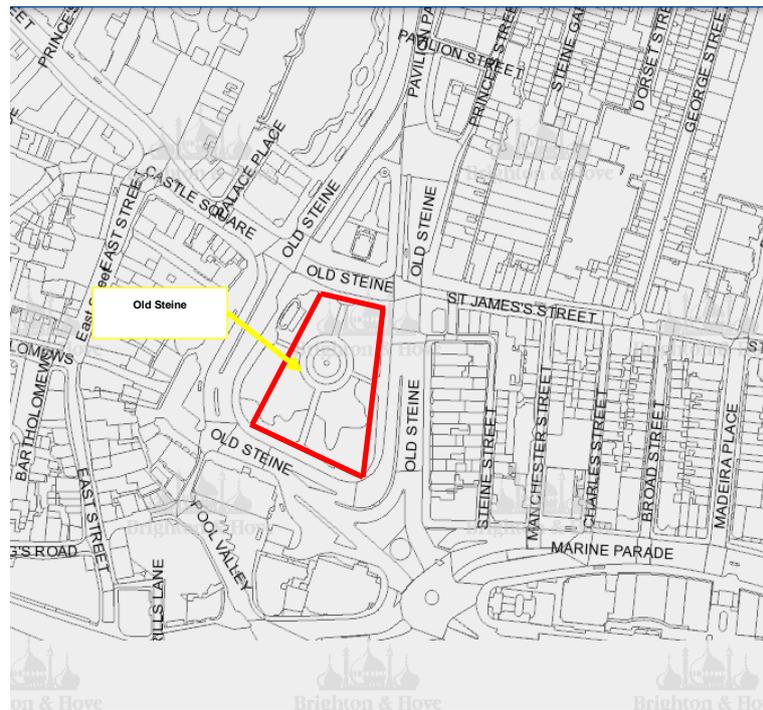
**Figure 2.0 St Peters Square, Richmond Square and Victoria Gardens North**



**Figure 3.0 Victoria Gardens South**



**Figure 4.0 Old Steine**



## **TERMS AND CONDITIONS**

### **Permitted Use**

The Christmas Market is expected to be a mixture of retail stalls, food and beverage outlets, entertainment and attractions.

The operator will have full commercial rights to any revenue generated through sales income, sponsorship, advertising, ticket sales and catering including full bar concession.

The area will need to be open access but control measures put in place to manage crowd movement and behaviour. General admission should be free to attend.

The hours of operation should not exceed 09:00hrs to 23:00hrs each day. The operator will be expected to apply for and gain their own Premises License to cover the event.

The site has various utilities throughout – power, water and drainage. Full details on request.

All aspects of the event should be governed by the Event Safety Guide.

## **Licence Fee**

The three year licence fee shall be paid in three instalments, the first upon signature of the Licence and the second and third by end of September 2022 and 2023 respectively.

The licensee shall indemnify the Council against all actions, loss or claims resulting from the use of this land and the operations on it. The Licensee must ensure that they have a suitable Public Liability Insurance for their operations and activities in the sum of £10 million.

## **Coronavirus**

With the uncertainty surrounding the effect that Covid-19 will have on the Events Industry by November 2021 we recognise there may be implications to any proposed event. For the purposes of this submission applicants should put forward their full proposals, we understand that these may need to be tailored to conform with whatever Government Guidelines are in place as the year progresses.

## **Evaluation Criteria**

We will be evaluating all applications based on the same aspects so please supply details for the following criteria (weighted in portions out of a score of 100%):

### **1. History of the provider**

- History of the business / organiser
- Experience in events / Christmas Markets and attractions
- Images or videos of events managed in the past
- Professional Endorsements

**Evaluation and Assessment criteria weight 10%**

### **2. Operational plans including ground protection measures.**

- Events Management Plan including security (indicative)
- Comprehensive approach to sustainability, reuse and recycling
- Comprehensive plans for ground protection and re-instatement
- Cleansing management plan, including outside event footprint
- Locally relevant food and beverage offer
- Demonstration of creative programming and place-making
- Communications plan as a regional attraction

**Evaluation and Assessment criteria weight 30%**

### 3. Local Economic Impact

- Opportunity for local trade and employment
- Opportunity for local services, equipment and contractors
- Use of the voluntary sector

**Evaluation and Assessment criteria weight 30%**

### 4. Licence Fee Offer

- Proposed fee, covering the three years of the licence.

**Evaluation and Assessment criteria weight 30%**

### Scoring Methodology

Score	Basis for award of score
5	Meets and exceeds criteria
4	Meets the criteria
3	Meets the criteria in most aspects, fails in some
2	Fails to meet the criteria in most aspects, meets it in some
1	Significantly fails to meet the criteria
0	Completely fails to meet the criteria

## SUBMISSIONS

A full written tender submission together with a stated Licence Fee Offer is required by 5pm on Thursday 8<sup>th</sup> February, 2021 by email to Ian Taylor, Events Manager. Full contact details below.

The Council reserves the right not to accept the first, highest or indeed any offer received. The Council will not accept any proposal calculated by reference to another bid e.g. £1 in excess of the highest licence fee submitted.

The Licence may be granted before the end of March 2021. The preferred operator will be agreed by the Council's Tourism, Equalities, Communities and Culture Committee (TECC).

Any questions or queries should be directed to Ian Taylor or Daniel Watson, Events Officer. Any questions should be submitted by Monday 25<sup>th</sup> January, 2021.

An indicative draft Licence Agreement will be available for viewing, on request, from Monday 18<sup>th</sup> January, 2021.

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Daniel Watson

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