

Christmas Market 2021 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

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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