

Specification

Christmas Tree Wonderland

Lower Gardens Attraction Offer 2017 – 2021

Introduction

This specification relates to the Lower Gardens site for a significant family themed attraction which relates into Christmas and the Christmas Tree theme of the event. Attractions such as shows, wonderlands, ice rinks and entertainment which is not a funfair or funfair related would be suited to the location. Previously the Lower Gardens has housed an ice rink to complement the Christmas festival.

Bournemouth Borough Council is looking for companies interested in providing and developing unique and individual commercial offers in the Town Centre leading into the Upper Lower Gardens and Pinewalk area, the Waterfront at Bournemouth Pier Approach, and an Attraction for the Lower Gardens, for the Christmas Season 2017 – 2021

Featuring a Christmas Tree Wonderland, going through the Town Centre, Lower Gardens and Seafront, the commercial offer is open to creativity and innovation in order to provide quality attractions placing Bournemouth as a leading tourism and retail destination during the Christmas period. Visual details of the concept of the main attraction can be seen in Appendix A.

With 3 commercial sites available operators can bid for 1 or all 3 of the opportunities developing the Christmas Tree Wonderland theme through commercial ventures. Lot 1 is for the Town Centre leading into the Upper Lower Gardens and Pinewalk area, Lot 2 is for the Waterfront site at Pier Approach and Lot 3 is for the Lower Gardens Attraction. Each lot is detailed on a separate Specification and this Specification relates to the Lower Gardens Attraction - see Appendix G and H.

Background

With the long standing traditional Christmas Market in the Town Centre and the introduction of the Gardens of Light event within the Lower Gardens, Bournemouth Tourism are looking for an operator to supply exciting commercial offerings which provides a link between the two events placing Bournemouth as a leading Christmas resort within a competitive market.

Building on the current footprint we are looking for a significant offer which is unique and original acting as an attractor event in its own right for local residents and visitors. Utilising a Christmas tree wonderland theme the event needs to be effective in raising the profile of Bournemouth as a Christmas leisure and retail experience.

The quality of the visual experience of the theme bringing in light and tradition is paramount in this event in order to provide Bournemouth with the right distinctive and memorable Christmas attraction. The individuality of the content will cement the nature of the event alongside the visual appeal.

The event, worth an estimated £6 million to the resort has an objective to increase retail trade and footfall year on year. The main event space will be Bournemouth Town Centre, with some extension into Bournemouth's Lower Gardens in order to link up the existing attractions and Christmas tree wonderland features (see maps in Appendix B).

Bournemouth is proud of its 'Eventful Bournemouth' branding with the award winning Bournemouth Air Festival now in its 9th year attracting 1.2 million visitors across four days each year bringing in £25 million annually into the local economy and the Bournemouth Wheels Festival in its 3rd year now established as the largest free Wheels event in Europe attracting an average of 400,000 visitors across 3 days annually with an average dwell time of 5 hours.

Town's Investment

As the UK's premier destination, Bournemouth is seeing significant investment in seafront and tourism-related developments to strengthen its appeal as a world-class resort

At the forefront of Bournemouth Council's vision to create a world class seafront is the new Pier Approach. Worth £4m and funded by Bournemouth Council, improvements at the main gateway to the resort's beaches were completed in 2015 and comprise impressive re-landscaping, the installation of water play features and the creation of a new, award-winning, all-year-round tourist information centre.

Evidence of Bournemouth's growing international reputation can be seen in the £60m investment by Hilton Hotels which has recently brought two new hotels to the resort. The Hampton by Hilton and Hilton Bournemouth offer spectacular sea views from their upper storeys, with the latter boasting a sky bar, spa and restaurant.

A further £50m investment from Licet Holdings is also under way in the town centre and this will see a five-level entertainment complex, housing a 10-screen cinema together with family restaurants, shops and bistros open in 2016 for locals and visitors to enjoy all year round.

Financial and Quality Expectations

The town is putting in a significant investment into the Christmas Tree Wonderland with a minimum investment of £500,000 across the 5 years, concepts of which are attached in Appendix A. With this stake and the large number of people expected to attend we are looking for commercial revenues, in the region of £25,000 per annum for the Lower Gardens. The financial offer can be given as a total over the 5 years rather than an averaged out value each year enabling the operator to cover initial design and installation costs and pay a higher rental further into the contract.

Footfall figures in the town show an increase since 2012 with numbers rising from 750,000 in 2014 to just under 1 million visitors in 2015 across the Christmas Tree Wonderland period. It is anticipated that with the investment from the town into 2017 – 2021 these figures will continue to rise year on year.

Alongside the financial offer, quality of the offer needs to be in keeping with the concepts as shown in Appendix A.

1. Design

- 1.1. The offer presented must be stylish showing individuality in the proposal with strong enough content of a significant quality to ensure Bournemouth as one of the leading destinations in its Christmas offering.
- 1.2. The quality and feel of the commercial offering will be highly weighted as detailed in the scoring criteria. A 'Christmas tree' theme is the preferred design of the event with the theme being captive enough to be amplified across the resort with fabulously decorated Christmas trees becoming a general feature throughout Bournemouth.
- 1.3. The visual attractiveness of the offering is critical to the success of the event and the Bournemouth Christmas brand. The Supplier must supply clear direction on the visual look of the offer as part of the submission.
- 1.4. The commercial offering must be in keeping with the Christmas Tree Wonderland theme and must be orientated towards a family and community event.
- 1.5. Shortlisted tenders will be required to present their concept and offer to a board prior to any decisions being made, this will take place in Bournemouth in October 2016.
- 1.6. The event will receive additional funding from the Bournemouth Improvement District (BID) funding. This will be subject to a successful ballot of businesses for the BID to take place between April and June 2017.
- 1.7. The Supplier will be expected to work alongside Bournemouth Borough Council and The Town Centre Business Improvement District (BID) in developing the Bournemouth Christmas brand
- 1.8. Any trading outlets used must be uniformed and bespoke to the Bournemouth Christmas Tree Wonderland theme. Designs of such outlets must be submitted as part of the tender documentation
- 1.9. The Lower Gardens has a recommended weight limit of 3 tons GVW (gross vehicle weight) with a maximum weight limit of 7 tons GVW (gross vehicle weight) for the main pathway which is the main access to the site. This will need to be taken into consideration when designing concepts. Any reinstatement would need to be paid for by the Supplier.

- 1.10. No gambling or gambling machines are to be installed onsite.
- 1.11. No traditional funfair rides are permitted as part of the tender

2. General

- 2.1. The event will operate on a 5 year licence with a yearly review on performance. Should the supplier not carry out the contract as per the agreement the Council will terminate the contract. The Council will do this no later than 1st March each year for the following year.
- 2.2. The Supplier will be given 47 operating days each year falling in November, December and January. Set up of the event will not be permitted prior Remembrance Sunday on each year within the Town Centre location.
- 2.3. Maximum operating times for the commercial offers will be 10:00 hours until 23:00 hours and minimum operation times will be 10:00 hours until 20:00 hours. The event must be in operation 7 days a week for the duration of the licence.
- 2.4. The Supplier will be granted 5 days for set up and 2 days for breakdown each year. Vehicle movement will be strictly limited to before 10:00 hours and after 18:00 hours each set up / breakdown day. There must be no vehicle movement outside of this time. During event days vehicle movement will be restricted between 10:00 hours and 22:30 hours.
- 2.5. The Supplier is responsible for the reinstatement of the site to include any damage to the grass. A deposit of £15,000 will be required in advance of the event. This will be refunded once break down has been completed less any cost of reinstating the site.
- 2.6. Storage should be built into the designs by the operator, additional storage facilities are not available onsite.
- 2.7. Large vehicles will be required to use the coach park at Queens Road car park, Bournemouth for any parking (car park charges apply), as there is no provision for parking within the event site.
- 2.8. Appropriate protective matting must be used for any structures being placed on the grass areas. Details of this matting must be provided to the Council prior to installation for approval.
- 2.9. Planning permission will be required for any attraction with a significant structure. The Supplier will be responsible for the planning application liaising with the appropriate Council Officers in the submission of the application to the planning authority.

- 2.10. There will be no advertising permitted on the site unless it is in relation to the operation and is in keeping with the branded experience of the attraction.
- 2.11. Pinning into the ground is not permitted.
- 2.12. No fly-posting is allowed throughout the town.

3. Lower Gardens

Introduction

- 3.1. The Lower Gardens site is an open site measuring approximately 90 x 14 metres and is 1,260 m². The site is situated in front of the Bandstand.

Attraction

- 3.2. The Supplier must supply a compelling paid for attractor which shows originality with impeccable quality. Attractions such as shows, ice rinks and wonderlands that are synthetic to a listed gardens will be considered.
- 3.3. Previously, the Lower Gardens offer has been a commercial ice rink operation, however this is not a limitation and the Council will consider all concepts offered as long as the offer shows imagination and creativity in its design and operation.
- 3.4. Funfairs or funfair related entertainment is not considered suitable to the nature of the gardens.
- 3.5. The main attraction must account for a minimum of two thirds of the site. Catering must be secondary being a maximum of one third of the offer.
- 3.6. The Christmas Tree Wonderland theme must be strong in the visual of this offer and therefore visuals must be submitted as part of the tender submissions.
- 3.7. The attractor design must be designed in keeping with the Listed Garden status of the Lower Gardens and with the resort's focus in delivering a world class experience.
- 3.8. The nature of the site is location on grass, so this must be taken into account in the design of any structures.
- 3.9. The catering must be a "lounger" experience which appeals to both a family and adult audience.
- 3.10. Partnerships with local traders and businesses is a critical element alongside the joined up visual of this offering with the rest of the Christmas Tree Wonderland theme.

- 3.11. The Supplier must supply and is responsible for all infrastructure, logistics and set up costs in relation to the attraction. The Supplier is responsible for the set up and removal of these within the agreed set up and breakdown times.
- 3.12. There is an existing 3-phase electricity supply to the site which can be utilised and will be charged per unit to the Supplier.
- 3.13. A premise licence is in place for the Lower Gardens site, a copy of this can be found in Appendix K.

4. Catering & Alcohol Provision

- 4.1. This must be relevant to the theme, visually attractive and bespoke for the Bournemouth Christmas Tree Wonderland offer.
- 4.2. Catering or alcohol provision can be included in this section of the commercial offer however it would need to be designed primarily for the attraction although it can be open to the general public. Catering can occupy a maximum of 1/3 of the overall attraction.
- 4.3. Any hot food supplied must be individual and well presented visually. Multi- purpose units will not be permitted. A list of hot food providers including menus and price lists must be submitted to the Council a minimum of 6 weeks prior to the event start for approval.
- 4.4. Although a premise licence exists for the Lower Gardens site it has a designated location for alcohol provision. This is currently being varied to coincide with the location being offered in this tender. Should this variation not be approved it will be the Supplier's responsibility to obtain a Temporary Event Notice (TEN) within the specified time frame at a fee of £21.00.
- 4.5. Any location with alcohol must be enclosed, and must have a minimum of 1 x SIA security on the door at each site at all times during operation. The Council will require badge numbers of all security at each site.
- 4.6. The Supplier must have a refusals log to be available onsite at all times when alcohol is served and this must be shown to the relevant enforcing authority on request.
- 4.7. When alcohol is being served the Supplier must operate a challenge 25 policy, details of which should be included in the event management plan and all staff must be trained in the policy. A training record should be kept onsite at all times and be available for inspection.
- 4.8. All drinks must be served in polycarbonate or plastic glasses and bottles must be decanted. Consideration will be given to any requests for Christmas ornamental mugs to be used. All glasses should have the relevant weights and measures marks on them.

- 4.9. A toilet provision must be supplied as part of any offer where alcohol is served.
- 4.10. Hot food must be supplied alongside any alcohol and operated at all times whilst alcohol is being served.
- 4.11. A risk assessment covering the four licensing objectives must be submitted for approval by the Licensing team a minimum of 6 weeks prior to the event date.

5. Entertainment & Noise Restrictions

- 5.1. The Supplier may supply low level 'Christmas' music throughout the event to create an atmosphere.
- 5.2. Any live entertainment must be kept at a reasonable level and a manned contact number given to the Council for any noise complaints to be sent through to.
- 5.3. Where live entertainment is programmed, the Supplier must provide the Council with a list of acts and itinerary to approve a minimum of 4 weeks prior to the event start.
- 5.4. A noise management plan will be required prior to the event (in accordance with the Code of Practice on Environmental Noise Control at Concerts) to include what measures will be put in place to ensure that a noise nuisance is not caused to nearby residential properties and shall include details of what action shall be taken should complaints be received. The Noise Management Plan will need to be submitted to the Council's Environmental Health Team for written approval.
- 5.5. The use of public address microphones must be used sparingly and mainly for safety announcements. No touting of any kind will be tolerated onsite.
- 5.6. No music of any kind can be played prior to 10:00 hours or after 23:00 hours.
- 5.7. Noise disruption must be kept to a minimum and levels to the satisfaction of Environmental Health Officers. This site is located in a residential area and therefore noise restriction will be applied very strictly. The Supplier will adhere to any requests by the Council's Events team or Environmental Health Officers with immediate effect.

6. Health & Safety

Health & Safety paperwork

- 6.1. The Supplier is responsible for providing a detailed Event Management Plan a sample of which can be found in Appendix L for the event. The draft version must be made available to the Council a minimum of 2 weeks prior to the agreed Safety Advisory Group (SAG) date.

- 6.2. A risk assessment and separate fire risk assessment must be provided to the Council by the Supplier a minimum of 6 weeks prior to the event start date.
- 6.3. All gas appliances must have a current gas safety certificate in place. Copies of these certificates must be submitted to the Council prior to its operation.
- 6.4. The Supplier is responsible for ensuring all traders and contractors supply risk assessments for their operation and public and employers liability insurance for a minimum of £5million each. The Council will require copies of this paperwork prior to their entry onto site.
- 6.5. A site plan will be required for approval by the Council and the Fire Service a minimum of 6 weeks prior to the event start date. The Council have the right to make changes to the site layout in the interest of Health & Safety.
- 6.6. An electrical installation certificate must be supplied for all electrics onsite this must be installed by a competent person. All electrical appliances must be PAT tested.
- 6.7. The Supplier will be required to attend a Safety Advisory Group (SAG) in September / October in order to go through plans with Emergency Services and Council Health & Safety, Licensing, Environmental Health and Traffic teams.
- 6.8. Any fork lift trucks used on site must have relevant documents on formal service and inspection along with relevant training certificates for operating it. All paperwork must be available onsite for inspection.

Fire prevention requirements

- 6.9. Supply of gas for one day's trading only should be kept on site.
- 6.10. Suitable fire fighting equipment should be held onsite and staff trained in its use.
- 6.11. Any huts used must be suitably sprayed with a fire retardant spray undertaken by a competent person. A certificate of this may be requested by the fire service or Council's fire officer.
- 6.12. Access must be maintained for emergency vehicles with large enough gaps for a fire engine to access the site and surrounding buildings.
- 6.13. A separate fire risk assessment must be provided to the Council prior to the event start.
- 6.14. Any enclosed space must have sufficient evacuation procedures in place with appropriate exits for the capacity with egress flows calculated for each area. Please be aware that should the main exit be taken out, this would leave the back fire escape only.

Welfare requirements

- 6.15. All power will be supplied through the electricity points within the Lower Gardens and additional charges for the use of this will be applied.
- 6.16. Suitable provisions must be made by the Supplier for the disposal of grey water across the site. This must be removed from site and cannot be disposed of using the drains. Failure to comply with this will result in a charge for contamination being made.
- 6.17. The Supplier is responsible for providing a suitable amount of bins across the site and for all costs associated in emptying these throughout the event. The site must remain tidy at all times and all waste quickly disposed off.
- 6.18. The Supplier is responsible for collating all food hygiene information from caterers to include food hygiene certificate, business name and address, local authority registered at along with their insurance and risk assessments. This must be supplied to the Council a minimum of 4 weeks prior to the event start date. Failure to meet this deadline may result in Environmental Health being unable to verify the trader resulting in them being refused onto site. Caterers will not be accepted if they have a food rating of less than 3.
- 6.19. The Supplier must provide adequate sanitary arrangements to include hand washing, toilet facilities for the bar adequate for the maximum capacity, sufficient lighting and conform to all UK health and safety, licensing, food hygiene and other statutory requirements to the satisfaction of relevant Bournemouth Borough Council Officers.

Site Health & Safety

- 6.20. The Supplier must provide a designated English speaking Health & Safety Manager for the site responsible for actioning any requests made by the Council. They will be responsible for providing all necessary licences and permissions such as fork lift certificates, prior to the event commencement. This person must be suitably qualified for carrying out this role and the Council will require proof of qualifications and competency.
- 6.21. The Supplier is responsible for ensuring they meet their duties under the Health & Safety at Work Act 1974 and relevant regulations under the Management of Health & Safety Regulations 1999.
- 6.22. The site is not secured overnight and is a public open space. The Supplier is responsible for the security of its property whilst onsite and the Council accept no liability for any loss or damage to it. The Council expects the Supplier to supply its own overnight security which is sufficient for the infrastructure.

- 6.23. All vehicles should be provided with a banks man for any movement requiring reversing of a vehicle.
- 6.24. Vehicle restrictions remain in place with no vehicle access or movement between 10:00 hours and 18:00 hours.
- 6.25. An enclosed working area must be kept during set up and break down of the site, however this should not restrict public access to other attractions in the gardens for example the crazy golf or existing catering concessions.
- 6.26. The Supplier is responsible for ensuring that anyone using equipment or machinery during the event has suitable guards and safety devices in place. All machinery must be properly maintained in accordance with the Provision and Use of Work Equipment Regulations 1998 (PUWER).