

Open Garden Square Weekend June 2019

Invitation to tender for Event Programme Management Contract

You are invited to tender for this contract. If you have any questions in advance please email: office@londongardenstrust.org

The brief

To deliver Open Garden Squares Weekend (<http://www.opensquares.org/>) through delivering a professionally organised programme of events across just over 100 gardens in the Inner London Boroughs, coordinating the efforts of hundreds of volunteers and site managers, concentrated on the Weekend (8-9 June). By managing others providing numerous supporting activities (for example placing Poets in Residence, securing catering contracts and other family related activities). Aiming for ticket sales of 9,000 (was 7,500 in 2018) using a budget of approximately £50,000 (including VAT) for project spend on print and logistics. The Weekend should deliver a surplus for the London Parks and Gardens Trust as its main fundraising activity for the year.

Contract budget

This contract is £15k including VAT for your time. (Travel time and travel expenses are not paid except during the event itself). All other print, postage, marketing and volunteer coordinator expenses are covered directly by LPGT and should be factored into the budget planning and management. Travel time is not paid for. Payment will be divided into 4 stages (25% on appointment, end March, end May and a month after the event). If you prefer an alternative, please suggest. A contract to deliver the Weekend (programme of events) will be supplied on appointment. This will complete by the end of July 2019. This is not a job vacancy or an employment opportunity. Freelancers, consultants, contractors and events agencies are welcome to apply.

Key deliverables

1. To deliver the programme of events under the single banner of Open Garden Squares Weekend within budget (to deliver a surplus)
2. To chair the Area Coordinators (ACs) meetings from January 2019 until the Weekend. Each meeting to give clarity to ACs on plans of action and activity undertaken so they know what is asked of them and motivated to deliver gardens open to meet the expectation of visitors as indicated in the promotional material.
3. To adhere to and adapt the logistical plan of action, programme, budget making sure ACs fulfil their brief and deliver the marketing messages required

of the site managers of the gardens (including promotion, use of marketing materials, social media, volunteer briefings etc).

4. Coordinate production of tickets and guidebook and all other print material under the direction of the Digital Marketing and Publishing Contractor. To ensure all volunteers are briefed and responded to appropriately in association with the Volunteer Coordinator (when appointed).
5. To market the event by negotiating deals with relevant ticket selling agents booking digital and print ads, distributing flyers. To supply timely information to the Digital Marketing and Publishing Contractor.
6. To suggest, connect and support Trustee efforts in securing £15k of sponsorship, donations, and grants.
7. To organise a launch event under the direction of the PR Contractor within budget and high impact
8. With the support of LPGT staff, to run the ticket sales platform, with support from the LPGT staff, distribute guidebooks and tickets.
9. To manage the events, deploy people to quality control and manage ACs, site managers and logistics. Put contingency planning in place
10. To write surveys for participating gardens, visitors, and supporting volunteers which will be run on SurveyMonkey or similar product and produce a short report of the weekend including charts of results.
11. The Weekend must be professional and well-organised, with well managed risk, high quality marketing and visitor welcome (it should not feel like a garden fete but rather an exclusive experience for all ticket buyers)

Location

The Weekend events will be scattered across central London within Zone 2. A desk is available (Tuesday to Thursday) at Duck Island Cottage in St James's Park (but please note that the lavatory is a 500m walk away and the office is basic) – home working is recommended, with attendance at the office once a week to coincide with other staff attendance and key volunteers as required.

Working culture

You will report to the Director with regular progress reports (catch up discussions), and talk through problems or difficult decisions with her., but be accountable for making the logistics work.

Quick on-your-feet problem solving is an inevitable part of working on this busy Weekend with the programme of events and activities, as is being able to motivate volunteers with a light but firm approach.

To apply

Please submit by email an outline of your approach, costed deliverables including a breakdown of days across the project, and an explanation of your skills and experience appropriate to this brief (no more than 3 sides of A4) for Helen Monger, Director, London Parks and Gardens Trust by 14th November. Please send your applications to: office@londongardenstrust.org We will review all applications and aim to meet up to 3 contractors who best meet the brief week beginning 26th November. The appointed contractor will be expected to start the contract not later than 9th January.