



Ginninderry Markets

Expression of Interest

An invitation to develop and deliver the
Ginninderry Markets

Version 1
September 2022

Artwork by G.W. Bot



Suburban Land
Agency



Riverview
Developments

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1. Project Overview

1.1 Introduction

Ginninderry is seeking responses from event management organisations and individuals with appropriate experience and capability to deliver a series of fresh food markets located in the suburb of Strathnairn from late Summer 2023 to Autumn 2023. The successful organisation or individual will be required to commence at an agreed date, operating either monthly or twice a month.

1.2 Project Vision

Ginninderry's vision is to build an innovative, sustainable community of international significance. Ginninderry will set a new benchmark in liveability, providing diverse, affordable and inclusive places to live, work and play, while protecting and respecting the unique environment of the area.

See Appendix 1 – Project Vision fact sheet.

1.3 Project Overview

Stretching from the north-western suburbs of Canberra (Holt and Macgregor) across the ACT/NSW border into a part of the Yass Valley, Ginninderry will build on and enhance existing infrastructure.

The community will grow over the coming 30 years, ultimately being home to 30,000 people and 11,500 homes (6,500 in the ACT and 5,000 in NSW). The master planned community will include the following key features:

- Diverse land offerings, from compact to large traditional, urban fringe home sites, and, as the project matures, apartment and mixed-use opportunities.
- 4 distinct villages
- A market centre comprising a supermarket, specialty stores, commercial space, mixed use buildings and a range of recreational and community facilities.
- Access to a riverside park on the Murrumbidgee River.
- 596 hectares of Conservation Corridor and some 100 hectares of open space within the urban area.
- Schools, playing fields, community gardens and quality parklands

For more information visit ginninderry.com

2. Scope of Services

2.1 Background

The first Ginninderry Markets were trialled in early 2022 over nine weeks every fortnight, for a total of five market events. Following this initial trial, an evaluation was undertaken with the stallholders, the community, the market managers (Ginninderra Rotary) and internally. Findings indicated that the markets were successful as a start, however, required some adjustments to ensure continued success. The results of this evaluation can be found in **Appendix 2**.

The purpose of Ginninderry Markets is to bring fresh food to Strathnairn residents and the wider west-Belconnen community with a particular focus on primary producers and unique food vendors.

The timing identified as most suitable for a market were:

- Saturday Afternoon
- Once or twice a month
- Four-hour duration

The market should support a minimum of 20 stalls at each event. This is to ensure the creation of an atmosphere through a variety of stalls to encourage return customers.

The market needs to have a consistent theme. Inspiration for this theme can be drawn from other successful, local markets. Examples include:

- Capital Region Farmers Markets
- Haig Park Village Markets
- Handmade Markets
- Canberra Bus Depot Markets
- Dairy Road Markets
- The Forage

The event objectives are:

- To bring fresh food to the Ginninderry and west-Belconnen community.
- To support local businesses.
- To bring a community-building experience to the west-Belconnen region.
- To be multicultural, supporting multicultural businesses and consumers.

Potential locations include:

- Paddys Park – subject to TCCS approval
- The Link and surrounds

2.2 Role

The role of the successful Event Manager will be to work with Ginninderry to develop and deliver a successful series of markets over Summer 22/23.

2.3 Key requirements

Respondents must be prepared to:

- Design each event in collaboration with Ginninderry's Community Development Manager and Head of Marketing and Communications.
- Select stallholders according to the market theme.
- Manage the delivery of each market to a high standard.
- Consider the look and feel of the market as much as the provision of stallholders. This could include inviting buskers, dancers or other acts to the market each week, providing craft or other children's activities.
- Ensure the market maintains a cohesive aesthetic throughout.
- Be able to install corflute signage, in the surrounding region, one week prior to the market occurring, in accordance with ACT Government regulations.
- Provide necessary personnel support for each market.
- Prepare a Risk Assessment and a Temporary Traffic Management Plan if required.
- Apply for Public Land Use through Access Canberra, if required.
- Maintain consistent communication with each stallholder
- Maintain consistent communication with Ginninderry, particularly in the early stages of the market.
- Undertake Social Media advertising alongside Ginninderry's Project Team (This could include creating separate accounts for the market and Facebook events).
- Manage a website as a point of contact for stallholders.
- Develop a wet weather option for each event (postponement/change of location).

2.4 Budget

The Respondent will be required to outline their preferred financial model: fee-for-service or uncapped profit-only

2.5 Operational capacity

The Event Manager is to maintain quality key personnel during the life of the contract and nominate suitably qualified representatives to deliver the scope of services. The contract will be subject to retention of the agreed personnel and/or suitable replacements.

2.5.1 Workplace Health and Safety (WHS)

Ginninderry has established a Project Wide WHS Plan (PWWHSP). The Event Manager will be required to comply with the provisions of the PWWHSP, the details of which will be set out in the Contract. Specifically, attention is drawn to induction processes and Event Risk Assessments.

2.5.2 Pricing and billing arrangements

The Respondent will provide pricing recommendations for delivering the full scope of services. This should include the overall management fee for delivery of the events, hours to be allocated and other relevant pricing information, including margin on supplier costs (if applicable).

3. EOI Requirements

3.1 Returnable Schedules

Respondents are to complete and return the following Schedule's, found in Appendix C:

Schedule 1: Respondent's Details

Schedule 2: Declaration

Schedule 3: Capability and Pricing

Submissions should be marked Schedule 1, Schedule 2 & Schedule 3.

3.2 Lodgement

Submissions must be lodged no later than 4.00pm local Canberra time on Friday 21 October.

Submissions must be sent via email with the subject title: "Ginninderry Markets"

Submissions must be emailed prior to the closing date to:

Name: Tulitha King

Postal Address: PO Box 484, Kippax ACT 2615

Delivery Address: The Link, 1 McClymont Way, Strathnairn ACT 2615

Telephone: 1800 316 900

Email: tulitha@ginninderry.com

Respondents should ensure they have:

- Submitted the Tender on time;
- Addressed and provided all assessment criteria (4. Assessment of Proposals);
- Provided Returnable Schedules (Appendix 3); and

- Signed copies of any issued Addenda to this Tender.

3.3 Additional Information

To assist in the evaluation process, the Respondent may be requested to submit additional information during the Tender evaluation period.

The EOI Lodgement Date may be extended by Ginninderry. Ginninderry will take reasonable steps to inform all parties.

Late, non-compliant and incomplete proposals

Late, incomplete, or otherwise non-compliant proposals lodged will be registered separately and may or may not be admitted to the evaluation process at the discretion of Ginninderry without explanation.

Point of contact

The Contact Officer named below is the point of contact for all matters pertaining to this EOI:

Tulitha King

Community Development Manager

The Link, 1 McClymont Way Strathnairn 2615

Mob: 0451 607 701

Email: tulitha@ginninderry.com

Respondents **must** direct all communications through the Contact Officer unless otherwise advised. Any unauthorised communication with Ginninderry by a Respondent may lead to the exclusion of the Respondent's EOI from further consideration.

Any notice given by a Respondent to Ginninderry will be effective upon receipt only if in writing and delivered to the Contact Officer at the address specified above.

Ginninderry may deliver any written notification to a Respondent by leaving it or causing it to be left at the address of that Respondent, or by sending it to the email address of that Respondent as specified in their proposals or as otherwise subsequently nominated in writing by the Respondent to the Contact Officer.

Clarification questions

All clarification questions and enquiries are to be forwarded in writing directly to the Contact Officer.

The preferred method of contact is via email. The Contact Officer will circulate any enquiries and their responses to all other Respondents without revealing the source of the inquiry.

4. Assessment of Proposals

4.1 Value for Money

In evaluating Proposals, Ginninderry has as its objective the attainment of best value for money and not necessarily the lowest tendered price for each proposal. However, it is essential that respondents demonstrate industry competitiveness and best practice. Apart from the conformity with the requirements of this Brief, Ginninderry will evaluate Tenders in accordance with the criteria outlined below.

4.2 Assessment Methodology

All Respondents will be assessed using the methodology outlined below. The methodology takes into consideration the process that will be used to assess value for money. Respondents will be requested to address the Evaluation Criteria as part of their submission and Ginninderry will examine each offer received.

Proposals may, at any time, be excluded from consideration if they:

- a) do not comply with the requirements of this EOI or are submitted by Respondents which are in breach of any provision of this EOI.
- b) are subject to any condition or requirement which is contrary to the requirements of this EOI.
- c) are subject to a condition or requirement that further due diligence or other investigations must be performed after the proposal is submitted; or
- d) do not achieve a satisfactory standard in any applicable evaluation criteria.

At its sole discretion, Ginninderry may:

- e) consider incomplete, non-compliant or non-competitive proposals and seek clarification from Respondents; or
- f) seek in writing additional information, or clarification of offers received where this information does not materially impact on the conformance of the proposal nor alter the price.

All clarifications will be fully documented and appropriately filed.

Once a preferred Respondent has been identified, any post offer negotiations, if required, will take place prior to entering a Contract. Negotiations will take place solely with the preferred Respondent until such time as either:

- (i) a contract is formed;
- (ii) the preferred respondent withdraws their offer;

- (iii) the capacity to negotiate is exhausted;
- (iv) Ginninderry decides to accept no offers and may elect to recall EOIs.

On formation of a contract or if no offers are accepted, the unsuccessful Respondents will be notified in writing and offered the opportunity to attend a debriefing session.

4.3 Evaluation Criteria

Respondents must address each of the applicable evaluation criteria listed below and provide sufficient information in response to the Returnable Schedules 1 – 3 attached to support their proposal.

Declaration: A pass will be awarded if the Respondent provides a declaration substantially in the form set out in Schedule 2.

Proposed methodology

- Appropriateness of the approach proposed
- Range and quality of stalls proposed.
- Clear outline of budgets and their administration of each market
- Meeting the Key Objectives of the Ginninderry [Community Development Strategy](#).
- Alignment with Ginninderry's Project Vision (Appendix 1)

Capacity and experience

- Provide details of relevant previous work undertaken and measurable results achieved
- Evidence of local knowledge and connections with local and regional stallholders – or the ability to develop these.
- Provide a minimum of two referees including contact details for recently completed similar events
- Outline the proposed personnel to be assigned to the events and their experience.

Fee for Service (if applicable)

- Comprehensiveness and appropriateness of the budget allocations, including event delivery fee
- Demonstrated value for money and market competitiveness

Ginninderry may make independent enquiries about any matter it considers to be relevant to the evaluation of any proposal.

4.4 Assessment Timeline

Date	Milestone
30 September 2022	EOI opened
21 October 2022	EOI Submission Due (6pm)
4 November 2022	Notification of successful respondent
TBC	Start of Ginninderry Markets
March/April 2023	Conclusion of Ginninderry Markets

Note:

Some in-kind support is available, including the Ginninderry gazebo and folding chairs at The Link. If these are being used, they will need to be collected from The Link during business hours.

A Key Objective of Ginninderry’s Community Development Strategy is to support a local economy. It is preferable to support smaller, independent and local creatives and community members. Minimum payment for musicians and activities is \$250 per person in accordance with www.musiciansaustralia.org.

5. Contract Requirements

The form of contract expected to be used for the Services required by this project is the Ginninderry's **Purchase Order – Services Agreement**.*

The contract is expected to be in place from Summer 2022 – Autumn 2023, with dates agreed between Ginninderry and the Event Manager.

Without limiting the insurance that is required to be held by the successful Respondent by law (e.g. workers' compensation) or under contract with the Territory, the successful Respondent will be required to take out and maintain:

- Public Liability Insurance with coverage in the amount of not less than \$10,000,000 in respect of each occurrence

*The Proforma *Purchase Order – Services* can be requested from the Contact Officer.

Appendix 1





Ginninderry Project Vision

“Creating a sustainable community of international significance in the Capital Region.”

The Ginninderry Joint Venture is developing the project that spans the ACT and NSW border to achieve a vision of inspiring sustainable living, development practice and awareness. Achieving a high quality of life for the people living in Ginninderry is at the heart of our project's planning and design.

We will create a community that exemplifies world's best practice in its design, construction and long-term liveability. As a model of sustainable community living, it will be a place and community that can be showcased throughout Australia and internationally.

Project Objectives

To achieve our vision we will challenge conventional industry thinking. We will employ practices, processes and systems that embody innovation and design excellence.

This project has been conceived and will be delivered on a fully integrated and audited triple bottom line basis.

Our project will:

- Be sustainable over time, socially, economically and ecologically (with a low and reducing ecological footprint)
- Respond to the local and global environment
- Provide for future beneficial change to occur in design, infrastructure and regulatory mechanisms
- Be cost effective, replicable and measurable
- Act as a new model that others can follow







The principles below will direct decision-making by all project management, sub-consultants and referral agencies in the delivery and development of the site. They reflect national priorities and Federal, State and Territory Government policies on housing affordability, climate change and environmental protection.

Partnering Principles

Ptnr 1. Partnering is essential to this project and the scale and timeframe will allow for positive partnerships to grow and thrive

Ptnr 2. Partnering with public agencies is a cornerstone of our approach

Ptnr 3. Engaging the community in design and governance is fundamental to the delivery of the project

Ptnr 4. Designing the project for community ownership and ultimate community control

Ptnr 5. Supporting community housing through public and private partnering arrangements

Ptnr 6. Collaborating with research and educational institutions to drive innovation

Evaluation Principles

Eva 1. Identifying and delivering realistic and costed initiatives

Eva 2. Providing independent peer review of project proposals and project outcomes

Eva 3. Using recognised international and national benchmarks for sustainability performance to publicly report and raise awareness of project outcomes

Eva 4. Empowering resident and community monitoring and management of sustainability performance

Eva 5. Encouraging a culture of continuous improvement

Ecological Principles

Eco 1. Acknowledging the intrinsic value of all species and the special role and regional significance of the Murrumbidgee River corridor and Ginninderra Creek

Eco 2. Respecting and supporting the ecosystem functions of air, soil and water, recognising the importance of living and non-living environmental resources

Eco 3. Reducing greenhouse gas emissions through innovative products and place design, material selection and service provision

Eco 4. Recognising our natural ecological limits and minimising our resource, water and energy consumption

Eco 5. Using existing local infrastructure to deliver efficient renewable services and reusable resources

Eco 6. Enhancing local opportunities for food production and production of materials

Eco 7. Fostering a deep sense of respect for and connection to the land, flora and fauna

Social and Cultural Principles

Soc 1. Respecting and honouring Aboriginal and non-Aboriginal cultural, historical and spiritual values, including integrating with the existing rich, social fabric of Belconnen

Soc 2. Designing for social equity, affordability, diversity and interdependence, honouring differences and catering for the needs of individuals through all stages of life

Soc 3. Maximising health, safety and comfort of the built environment to provide enduring quality of life

Soc 4. Instilling awareness and supporting education of sustainability values, technology and lifestyles

Soc 5. Using creative and robust design solutions to create a continuing sense of place and beauty that inspires, affirms and enables

Soc 6. Designing neighbourhoods that support and encourage community interactions through imaginative, functional and enjoyable public spaces

Economic Principles

Econ 1. Delivering a financial return to the ACT Government recognising their sovereign interest in the land

Econ 2. Recognising the opportunities provided by the project's scale and low capital base to achieve high-level sustainability outcomes while delivering profitability to joint venture partners

Econ 3. Building on existing local infrastructure

Econ 4. Ensuring long-term economic viability through design excellence and community building

Econ 5. Minimising obsolescence through design of enduring component life cycles, allowing for disassembly and change

Econ 6. Integrating with the Belconnen commercial, retail and employment networks

Econ 7. Growing a formal and informal green economy that fosters local jobs and builds regional learning around green innovation and technology

A 6 Star Green Star Community

Ginninderry has achieved a world leading 6 star rating through the Green Building Council of Australia's Green Star - Communities program. For more information visit ginninderry.com



Appendix 2

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Ginninderry Markets Evaluation and Recommendations

Introduction

The Ginninderry Markets ran as a partnership between Ginninderra Rotary and Ginninderry from February to April 2022. Five markets in total were run over a nine week period on a fortnightly basis. The intention of the market was to bring fresh fruit and vegetables to the local community, however, over this period of time only two fruit and veggie providers attended regularly. An orange seller and poultry supplier each attended the market on one occasion. Other stalls ranged from handmade earrings, baked goods, clothing, chicken and eggs, pantry items, tea, plants and coffee vendors.

There was an average of 12 stallholders in attendance at each market with a maximum stallholder attendance of 16 and a minimum of 5. There was an average of approximately 150 attendees at each market with a minimum of <100 and a maximum of approximately 300.

Efforts were made to improve the market atmosphere with performers engaged each weekend to encourage dwell time.

Over the trial period identified issues ranged from low stallholder attendance, low foot traffic, mismatch between stallholder attendance and patronage, lack of fruit and veggie suppliers and difficulties attracting them, extreme weather events and low attendance with poor weather, transaction barriers (lack of card facilities), some issues with some people not finding the location easily.

A positive was that the first market event showed that a market in the area was desired. The first market also demonstrated that the market offering had to be strong from the beginning in order to retain attendees and return customers.

Evaluation Summary

Resident Survey

A survey was distributed to Ginninderry residents with 52 responses received.

All respondents indicated that they'd like to attend a Ginninderry Market.

Stalls most desired were those representing a 'typical' fresh food or farmers market, including, in order:

1. Fruit and Veggies
2. Street Food
3. Honey, bread and eggs
4. Plants and flowers and locally made products
5. Meat, cheese and deli products
6. Local buskers and performers
7. Hard to find boutique products.

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ginninderry.com

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24 respondents (46%) were happy with the range of stalls at the Ginninderry Markets, 21 respondents (40%) were not happy with the range of stalls.

The majority of respondents felt the location (the Display Village) worked well, though some suggested Paddys Park as an alternative location.

Most respondents preferred a Saturday afternoon market.

With an indication that there is some interest from local residents to run their own stall, this could result in an approach where there is some capacity building before embarking on a more permanent market. However, fresh fruit and veggie suppliers may still be difficult to secure. Some creative approaches may be required here, such as working with local community gardens, or working with a trusted coordinator who can bring regional producers in – more like a curated 'event'.

Stallholder Survey

A survey was sent to approximately 46 stallholders with 10 responses received. Additionally, Rotary had sent a survey to their stallholder contacts and two responses were received, notably from the two fresh fruit and veggie providers. They shared uncertainty around continuing attendance due to fluctuating/low foot traffic.

Of the ten respondents to the Ginninderry survey, nine were interested to participate in future markets with the majority (40%) preferring a monthly market and 30% preferring fortnightly. Given the difficulties sustaining both foot traffic and regular stallholder attendance a monthly market may be the best approach.

Respondents who were interested to attend provide street food, baked goods, locally made products and hard to find boutique products.

Final Assessment and Recommendations

Based on the experiences of the trial market and the responses related above it is recommended to:

- An EOI process should be undertaken to identify an experienced operator who has strong contacts with local producers. The EOI should consider:
 - o The purpose of the market
 - o Frequency and logistics (e.g. last Saturday of every month over Spring and Summer between 2 – 4pm)
 - o A minimum number of stallholders before commencement
 - o Other, like, markets in the region (e.g. Dairy Road, Haig Park)
- In parallel, to achieve the objective of providing fresh food and veggies to the community:
 - o Discuss a veggie box scheme with Café Stepping Stone
 - o Investigate establishing a 'how to run a market stall' for the local community so they could become stallholders

Appendix 3

SCHEDULE 1 – RESPONDENT DETAILS

Entity Name:
ABN:
Street Address:
Postal Address:
Contact Person:
Contact Email:
Contact Phone Number:
Website (if available):

SCHEDULE 2 - DECLARATION EOI

The Respondent expresses interest in participating in the Ginninderry Markets and other opportunities as specified in the Expression of Interest (“the Project”) on the conditions set out in the EOI.

Conflict of Interest

Unless otherwise flagged with the Contact Officer, the Respondent does not have any known actual or potential conflicts of interest in respect of the EOI process or its proposed participation in the Project.

The Respondent undertakes to advise Ginninderry in writing of all actual or potential conflicts of interest in respect of the EOI process or its proposed participation in the Project immediately upon becoming aware of the same.

Improper Assistance

The Respondent undertakes that:

- a) this EOI has been compiled without the assistance of any employee of Ginninderry or the Suburban Land Agency (SLA) and without the use of information obtained unlawfully or in breach of any obligation of confidentiality to Australian Capital Territory; and
- b) it has not otherwise contravened the EOI.

Further Representations and Acknowledgements

The Respondent undertakes that:

- a) it has read and accepts all the terms and conditions set out in the EOI.
- b) it has examined and satisfied itself as to all matters it considers relevant to the EOI.
- c) it has examined or will make its own enquiries concerning all further information which is obtainable by making reasonable enquiries relevant to the risks, contingencies and other circumstances influencing its Proposal.
- d) it has satisfied itself as to and warrants the correctness and sufficiency of its Proposal; and
- e) it has relied entirely on its own enquiries and has not relied on any representation, warranty or other conduct by or on behalf of Ginninderry or the SLA, except as expressly provided in the EOI or in notices received by it.

The Respondent acknowledges that

- a) Ginninderry may exercise any of its rights set out in the EOI in its absolute discretion, at any time and without having to notify any Respondent or provide reasons.
- b) the statements, opinions, projections, forecasts, or other information contained in the EOI may change.
- c) the EOI is a summary only of Ginninderry’s requirements and is not intended to be a comprehensive description of it.

- d) neither the lodgement of the EOI nor the acceptance of any EOI nor any agreement made subsequent to the EOI will imply any representation from or on behalf of Ginninderry that there has been no material change since the date of the EOI or since the date as at which any information contained in the EOI is stated to be applicable; and
- e) except as required by law and only to the extent so required, neither Ginninderry, nor its respective officers, employees, advisers or agents will in any way be liable to any person or body for any loss, damage, cost or expense of any nature arising in any way out of or in connection with any representations, opinions, projections, forecasts or other statements, actual or implied, contained in or omitted from the EOI.

The Respondent has sought its own professional advice as appropriate and has not construed the EOI as investment, legal, tax or other advice.

Addenda

The Respondent acknowledges receipt of addenda/um and receipts for each addendum are attached to the Respondent’s submission.

Confidentiality

The Respondent acknowledges that Ginninderry may disclose, and consents to Ginninderry disclosing, any information provided by the Respondent, whether confidential or not:

- a) to its advisers or employees solely to evaluate or otherwise assess the proposal.
- b) to its internal management personnel solely to evaluate or otherwise assess the proposal.
- c) in response to a request by the Legislative Assembly of the Australian Capital Territory.
- d) within Ginninderry, with the SLA, or with another agency, where this serves the legitimate interests of the Australian Capital Territory.
- e) where the information is authorised or required by law to be disclosed.
- f) where the information is in the public domain otherwise than by the disclosure by the Australian Capital Territory.
- g) where the information is in the public domain otherwise than by a Ginninderry disclosure; and
- h) where the disclosure is required to meet Ginninderry reporting or accountability requirements.

The Respondent acknowledges that Ginninderry will act in reliance on the Respondent’s proposal and Declaration. The Respondent acknowledges that Ginninderry may suffer loss if any of the representations, undertakings, consents or other statements in this Declaration or the Respondent’s proposals are misleading or deceptive.

Dated:

Signature of Representative of the Respondent

.....
Name of Representative (in block letters)

.....
Position of Representative (in block letters)

.....
(Being duly authorised to sign proposal for and on behalf of the Respondent)

Signature of Witness

.....
Address of Witness

.....
Refer Enquiries to (in block letters)

.....

Telephone No.....

SCHEDULE 3 - CAPABILITY AND PRICING

Respondents should address each of the following requirements:

Proposed methodology

- Appropriateness of the approach proposed
- Range and quality of stalls proposed.
- Clear outline of budgets and their administration of each market
- Meeting the Key Objectives of the Ginninderry Community Development Strategy.
- Alignment with Ginninderry's Project Vision (Appendix 1)

Capacity and experience

- Provide details of relevant previous work undertaken and measurable results achieved
- Evidence of local knowledge and connections with local stallholders – or the ability to develop these.
- Provide a minimum of two referees including contact details for recently completed similar events
- Outline the proposed personnel to be assigned to the events and their experience.