

Wokingham Party in the Park 2026 and beyond

This event, formerly known as Wokingham International Street Concert, began in 2014 with a vision to expand on local provision for the arts and entertainment. Wokingham Town Council is seeking a suitably experienced partner to deliver this event in full for the community.

Please note: Alcohol is present at this event with a number of pubs, shops and supermarkets selling alcohol in easy walking distance from the venue.

Event overview

Location: Elms Field, Wokingham (map attached)

Date: Saturday 6th June 2026 (first Saturday in June)

Timings: Public hours of approx. 3pm (flexible dependant on acts) to fixed finish time of 9pm.

Expected attendance at one time: 4,000

Demographic: The audience is expected to be mixed ages with a strong teen and young person representation.

Contract Period: One year initially but with the option to extend to a total three years.

Budget: £77,400

Wokingham Town Council operates with four Key Principles: Being Sustainable, Involving Everyone, Fostering Town Pride and Enriching Community. Please do consider the four principles when preparing your tender.

Further details on the town council's principles can be found here: <https://www.wokingham-tc.gov.uk/your-council/about-the-council/>

Site visits are encouraged.

The Contracted Company

Will be able to demonstrate experience in putting on events of this scale and type, and be able to organise in full all aspects of such an event including, where needed, to engage and manage subcontractors and suppliers.

Will be responsible for the entire event including:

Health & Safety, Insurances and licences

- Completing and supplying, in good time to Wokingham Town Council, an acceptable event plan that, as a minimum, clearly demonstrates management/command and staffing structure and how Health and Safety will be managed on site (including any Risk assessments, safe systems of work/method statements etc). You will also need to supply this to Wokingham Borough Council's Safety Advisory Group and attend any meeting required for this process.
- Sourcing and providing suitable marshals and SIA trained personnel for this event to ensure the safety of all in attendance at any one time. This may include: audience (members of the public), your own staff, all other sub-contracted staff, volunteers, performers and workers from

adjoining businesses entering the event area. Please note that it is an open, public space at all times and the event is expected to include alcohol provision or alcohol coming in from off site.

- Have in place reasonable provision for first aid support. The level of this will be determined by the risks associated with the event.
- Providing evidence of due diligence and checking of relevant qualifications, insurances and understanding when sub-contracting aspects of the event to others.
- Ensuring a reasonable level of insurance cover of the event. Including, having cover of at least **£10 million of Public Liability Insurance and Employers Liability Insurance**. Insurance for equipment is heavily recommended as Wokingham Town Council will take no responsibility for the organiser's or any sub-contractors'/suppliers' equipment.
- Ensure all equipment brought onto site by staff, suppliers, food traders and any subcontractor is appropriately safety tested and maintained as per HSE recommendations.
- To ensure any and all PRS, PPL and similar licences are in place and paid for this event

To note: Wokingham Town Council maintains a Premises Licence for the area to support this event. The premises licence allows for the sale of alcohol at this event. We will require a designated premises supervisor with their own personal licence to be at the event in order to use our premises licence.

Infrastructure

Elms Field is a large field of approx. 7000m² of usable space. It is surrounded by housing and shops that overlook the field. The field has three electrical points each with a 32amp, an overall max load of approx. 80amp (no single power location is expected to be enough to run the event) and non-potable water. In addition, there is a large children's play area. (see attached map)

With Wokingham Town Council's focus on sustainability we aim to protect and care for the flora and fauna of the field, in particular, not compressing the tree's root areas. The chosen provider will need to liaise with Wokingham Town Council to ensure their activity and infrastructure supports reasonable protection of the trees. The chosen provider will be required to attend an initial site visit to discuss the fine details of working in this space.

- Identifying and resolving any challenges the space offers to safe access for the public and the logistical and performance needs of the event. Particularly in regards to any restrictions due to the protection of the trees. Costs and organisation associated with such would be the provider's responsibility.
- Provision of a suitable stage and the erection and dismantlement of it.
(Please include approximate timings that you would require to ensure the stage is safely erected before sound checks and approximate dismantle time.)
- Provision of appropriate lights and sound equipment for the space. The Council is particularly keen to aim for an excellent quality sound in this outside space and would value details on how this would be achieved considering the space, surrounding area, potential volume of audience and any other factors outside our understanding.

- Sound and light management on the day. Including set up, sound checks and sound/light desk during the concert.
- Sourcing and provision of a suitable generator(s) and cabling to power the event. Please also consider and state any information on how any required generator supply minimises its impact to the environment.
- A space or spaces to ensure suitable welfare for staff, contracted external staff and artists. (including power, lights, heat, toileting facilities and food & drink as needed)
- To source and provide adequate welfare facilities for the public. Including serviced toilets and a food court (see below).
- Inviting (and managing) good quality street food traders to attend the event and ensuring a reasonable selection of food choices, including provision for food allergies, intolerances and preferences as well as aiming for a cultural diversity. We would encourage working with local providers, while also avoiding competing with the existing restaurant adjacent to the field. We can offer some contacts with known past traders.

Please also consider sustainability with the food traders, in particular aiming to reduce the prevalence of single use plastics.

The chosen organisation will use their best judgement on a reasonable number of, and charge for food providers to attend this event. Fees generated from food providers can be retained to help manage costs. The Town Council has no intention to broaden this provision beyond food and drink providers due to space constraints.

- To ensure adequate refuse facilities: including bins, rubbish clearance and park cleansing during and at the end of the event. Please note that the children's play area is anticipated to be well used during the event and should be monitored for refuse with the safe use of this active space in mind.

Refuse management should also consider sustainability and how it will support objectives here.

- To include stage screens and live relay camera filming of the event to assist with basic audience visibility. Stage screens have also been used in the past as an opportunity to display important messages and, as appropriate, a marketing tool for WTC.
- To include detail on accessibility provision. In particular ensuring accessible toilets, an accessible viewing area and BSL interpreters. Further ideas are welcome to support our inclusivity principle.

Performers:

- To source and present 4 acts of a standard suitable for such an event. The performers in the past have been of a mix of genres, including; light rock/pop, reggae, country, soul and folk.

Other local events present tribute bands and local emerging talent and it is important that this concert stands out as presenting something distinctive and finding a balance between original

acts to performers who do excellent covers, that everyone can sing along to. The performances must be suitable for a family audience. Please consider gender balance across the performers and acts that expand cultural representation.

- A Master of Ceremonies
- Arranging any travel and overnight accommodation for acts if needed.
- Ensuring a smooth transition between acts and that acts are well supported professionally on the day of the concert.

Marketing and Communications

- Effective working with partners, suppliers and contractors
- To work with Wokingham Town Council on a final marketing plan based on the allocated marketing proportion of the budget.
- To work with Wokingham Town Council on creating the branding for the event.
- To create and distribute printed publicity materials, including leaflets, adverts, posters and banners. Consideration of most sustainable ways to achieve this are welcome.
- To create a social media assets/campaign to promote the event. This could include the creation of short video resources as well as static image-based resources. Additionally, where possible, support the distribution of these assets/promotion of the event.

Sponsorship:

- If so desired, identifying and exploring options for sponsorship. The scope of which to be discussed with the Town Council.

Please ensure to supply the following as part of your tender proposal:

- Completed Invitation to Tender form.
- A proposal for the event including a breakdown of budget allocation for each aspect
- Links to the kind of acts you may wish to bring to the event
- A provisional/example marketing plan.
- A preliminary welfare facilities provision plan
- An exemplar risk assessment and safe system of work/method statement on how to ensure safety across the site.
- Evidence of previous experience and references (x2)
- Completed Contractor Health and Safety Questionnaire
- Any further information on how your company aligns with Wokingham Town Council's Key principles (*see the town council's website for details*).

For an informal discussion please contact the Arts and Culture Officer, Gemma Cumming on 07756 179491 or artsandculture@wokingham-tc.gov.uk before 15th August 2025.

The tender process will close at 12noon on 22nd August 2025.

Tenders will be considered by the Arts & Culture Committee on Monday 8th September 2025 and the successful applicant notified within a month of this date.