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| **Evaluation Questions** | **Weighting (out of 100)** | **Scoring Guidance (1-10)** | **Notes for Evaluators** |
| **Evaluation Criteria 1 – Event Management & Health and Safety (30 out of 100)** | | | |
| Outline what details you would include within an Event Management Safety Plan for Taunton Together with reference to relevant industry standards. (500 words). | 10 |  | Assess the comprehensiveness of the event plan, risk assessments, reference to purple guide and contingency planning. |
| Describe how you would manage the need to move to a contingency plan in the event of an issue with the original event plan. How would you organise and communicate the change. (500 Words). | 10 |  | Assess the comprehensiveness the contingency planning. |
| Describe your experience in managing medium to large scale events. Please provide examples. (800 Words). | 10 |  | Assess the range and depth of experience with consideration of the types of events (town centre events). |
| **Evaluation Criteria 2 – Programming and Stakeholder Engagement (20 out of 100)** | | | |
| Describe how you would ensure the event programming each year relates to the Council’s theme, reflects community values and aligns with the Council’s Arts and Culture Strategy. (500 Words). | 10 |  | Evaluate the creativity and alignment of the thematic programme with community values and impact. |
| Outline your approach for engaging with stakeholders as part of the event management process. (500 Words). | 10 |  | Consider the approach to engaging local community groups, cultural organisations, and statutory partners. |
| **Evaluation Criteria 3 – Marketing and Comms (10 out of 100)** | | | |
| Provide an overview of your marketing and communications plan for the event which includes multi-channel marketing, collaboration with the Council’s Communications and Engagement Lead and how you will reach the diverse range of Taunton residents. (500 Words). | 10 |  | Assess the effectiveness of the proposed marketing strategy across multiple channels and collaboration with Council. |
| **Evaluation Criteria 4 – Volunteer and Workforce Management (10 out of 100)** | | | |
| Outline your approach for recruiting, training and managing volunteers and event staff. (500 Words). | 10 |  | Evaluate the recruitment, training, and management plan for volunteers and event staff. |
| **Evaluation Criteria 5 – Environmental Sustainability (10 out of 100)** | | | |
| Explain how you will deliver the event with minimal environmental impact. (500 Words). | 10 |  | Consider the commitment to a carbon low-impact delivery model and environmental reporting. |
| **Evaluation Criteria 6 – Financial Sustainability (10 out of 100)** | | | |
| Detail how you would ensure the financial sustainability for the event year on year. Make reference to securing match funding, delivering value for money.  (500 Words). | 5 |  | Review the ability to secure match funding, deliver value for money, and maintain transparent financial records. |
| Outline how you intend to keen clear financial records of any expenditure related to the event. (500 Words). | 5 |  |  |
| **Evaluation Criteria 7 – Monitoring and Evaluation**  **(5 out of 100)** | | | |
| Describe how you will monitor and evaluate the event each year, including reference to the how you will assess the lasting impact the event has on the community. (500 Words). | 5 |  | Assess the plan for collecting and reporting on attendance, feedback, and performance metrics. |
| **Evaluation Criteria 8 – Collaboration, Decision and Governance (5 out of 100)** | | | |
| Explain your approach to working with the Council’s Town Culture and Events Officer and participating in planning and decision-making meetings. (500 Words). | 5 |  | Evaluate the approach to working with the Council’s Events Officer and attending planning and Council decision meetings. |