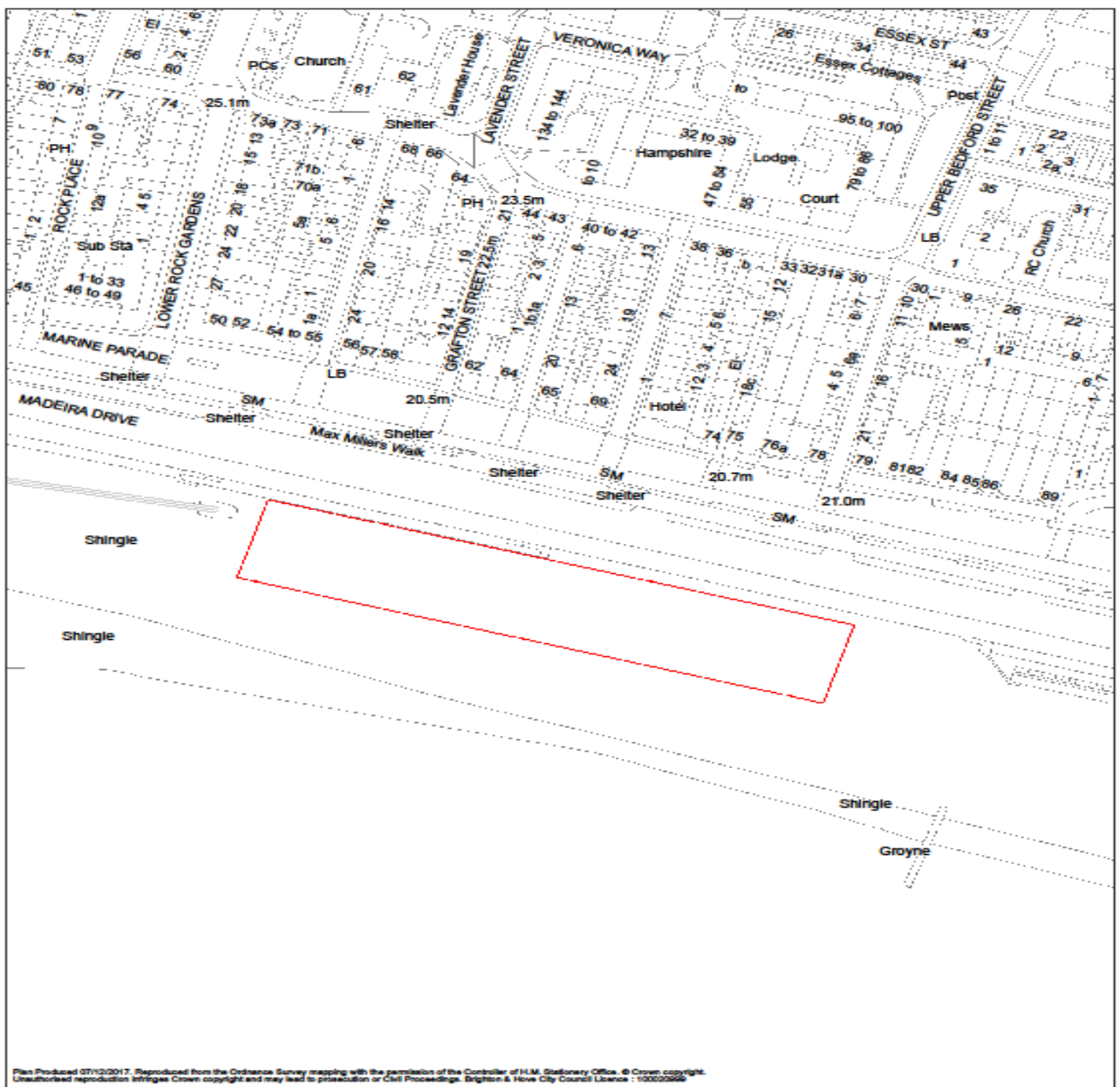


**SITE ON MADEIRA DRIVE, BRIGHTON
LICENCE AVAILABLE TO OPERATORS FOR
A SCREEN ON THE BEACH**



Brighton and Hove City Council are seeking to grant a licence of an area of land to stage a screen on the beach for one calendar month during 2018, 2019 and 2020 as shown on the plan below. The site is approximately 220m in length west-east and approximately 40m wide north-south. It is approximately 400m to the east of the Brighton Palace Pier and adjacent to Madeira Drive and the Council reserves the right to change the location of the site. The licence will be granted for a maximum of six weeks per calendar year, this period should include the build and breakdown of the event.

Dates for Screen on the Beach 2018: Thursday 14th June – Sunday 15th July 2018



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Beach Area, Madeira Drive
Scale 1:2,000



TERMS AND CONDITIONS

Permitted Use

The Screen will be expected to show a mixture of the major sporting event(s) that year alongside a mixed programme of films, music and public information.

The operator will have full commercial rights to any revenue generated through sponsorship, advertising, ticket sales and catering including full bar concession.

The area will need to be fenced and access to it controlled. Admission does not have to be ticketed or charged, although it may be. Capacity will be dictated by the infrastructure provided by the event but it is anticipated it should be between 3500 and 5000 people.

The hours of operation should not exceed 11:00hrs to 23:00hrs each day. The operator will be expected to apply for and gain their own Premises License to cover the event.

All aspects of the event should be governed by the Purple Guide to Health, Safety and Welfare at Music and Other Events.

Licence Fee

The licence fee plus VAT shall be paid in three instalments, the first upon signature of the Licence and the second and third by 1st June 2019 and 2020 respectively.

The licensee shall indemnify the Council against all actions, loss or claims resulting from the use of this land and the operations on it. The Licensee must ensure that they have a suitable Public Liability Insurance for your operations and activities in the sum of £10 million. If the Licensee breaches its obligations in the Licence, the Council can terminate the Licence by giving notice to the Licensee.

Evaluation Criteria

We will be evaluating all applications based on the same aspects, so please supply details for the following criteria (weighted in portions out of a score of 100%):

1. History of the provider

- History of the business
- Experience
- Past screen experiences delivered
- Images or videos of screens managed in the past
- Endorsements
- References from previous events

Evaluation and Assessment criteria weight 25%

2. **Operational plans, management and programme**
 - Events Management Plan
 - Programme proposed for the event
 - Food and beverage offer
 - Demonstration of creative programming
 - Sponsorship and advertising

Evaluation and Assessment criteria weight 30%

3. **Local Economic Impact**
 - Use of local employment
 - Use of local services, equipment and contractors
 - Use of the voluntary sector

Evaluation and Assessment criteria weight 15%

4. **Licence Fee Offer**
 - Proposed fee, covering the three years of the lease.

Evaluation and Assessment criteria weight 30%

Scoring Methodology

Score	Basis for award of score
5	Meets and exceeds criteria
4	Meets the criteria
3	Meets the criteria in most aspects, fails in some
2	Fails to meet the criteria in most aspects, meets it in some
1	Significantly fails to meet the criteria
0	Completely fails to meet the criteria

SUBMISSIONS

A full written tender submission together with a stated Licence Fee Offer is required by 5pm on 9th of January 2018 by email to Ian Taylor, Events Manager.

The Council reserves the right not to accept the first, highest or indeed any offer received. The Council will not accept any proposal calculated by reference to another bid e.g. £1 in excess of the highest licence fee submitted.

The Licence will be granted before the end of January 2018.

Any questions or queries should be directed to Ian Taylor or Daniel Watson, Events Officer

Email: ian.taylor@brighton-hove.gov.uk

01273 292711 / 07717 303344

Daniel Watson

Email: Daniel.watson@brighton-hove.gov.uk

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