



Seaton Town Council Annual Cyclefest Contract Tender Specification

Seaton Town Council is looking for someone to deliver and manage the annual Seaton Cyclefest for 2020, 2021 and 2022

The annual Cyclefest is a two-day festival held over the first week-end in July. The Saturday is a family fun day which takes place in and around the town centre. The Sunday is a closed circuit town centre Criterium race held in conjunction with British Cycling and 1st Chard Wheelers. It has become a popular and increasingly high profile event, attracting some of the region's top riders. Seaton Town Council is looking for a contractor who will continue to build the race day, establishing it as a permanent fixture for amateur and professional riders as well as developing the town's brand as the home for year-round adventure.

SATURDAY FAMILY FUN DAY

The contractor will be expected to:

- Devise a day of activities for all age groups, some with a cycling theme
- Liaise with all suppliers on logistics
- Co-ordinate logistics on the day
- Effectively market event locally, regionally and nationally via press, social media and Cyclefest website
- Update website as necessary
- Secure sponsorship for the event
- Liaise with all contributors
- Liaise with market traders if applicable
- Meetings with suppliers as required
- Devise and arrange for production of programme
- Be in attendance on the day and oversee until conclusion of event
- Attend meetings as required with co organisers
- Liaise with local shops and traders
- Undertake necessary risk assessments and health and safety requirements or ensure that they are in place.

SUNDAY CRITERIUM

The contractor will be expected to work with Seaton Town Council, 1st Chard Wheelers, Axe Valley Pedallers and British Cycling teams to:

- Liaise with British Cycling, Chard 1st Wheelers, AVP and volunteers
- Attend meetings as necessary with co-organisers
- Liaise on logistics with Councils (DCC, EDDC and STC) and safety teams re road management plans and on the day safety
- Co-ordinate planning and logistics for the day with all teams
- Effectively market the event locally, regionally and nationally via press, social media and Cyclefest website
- Update website as necessary

- Arrange and deliver a Festival market and liaise with market traders
- Secure sponsorship for the event with a focus on regional and national suppliers
- Organise and deliver visitor activities during the day to provide a town-wide event
- Co-ordinate tech issues for the day for sound, stage set up, electronic timing etc
- Co-ordinate plans for the day to include instructions for MC, radio, on stage orders, etc
- Devise and arrange for production of programme for public use
- Create organisational plans /timetable to culmination of event
- Meetings as required with suppliers
- Be in attendance on day and oversee until conclusion of event
- Liaise with local shops and traders
- Undertake necessary risk assessments and health and safety requirements or ensure that they are in place

The contractor will be expected to provide regular updates to Seaton Town Council on arrangements for both days, and work to a budget.