

CRITERIA

Please ensure that you reference the Criteria when developing your bid and that your answers are full and complete and give a clear description of what you plan to deliver. Make sure that your bid is realistic and achievable. If you are contracted to deliver your proposed festival, we will negotiate your contract based on the information provided and your performance will be measured against this information.

I. Assessment criteria

In assessing applications, we will take the following essential criteria in to account:

Quality criteria:

- The vision, creativity, and ambition of the festival proposal
- Experience and track record in the delivery and management of festivals/events for a public body. Organisations applying for £15,000+ must have extensive demonstrable experience of Festival delivery and production.
- Delivering against the Royal Greenwich Festival’s stated outcomes
- Clear demonstration of engagement and participation

The Quality criteria scoring is out of 5. (The total score available is 75).

0	1	2	3	4	5
No Evidence	Unacceptable Evidence	Insufficient Evidence	Satisfactory Evidence	Good Evidence	Exceptional
Bidding organisation has not provided any evidence to meet the Criteria.	Bidding organisation provided an unacceptable level of evidence to meet the Criteria.	Bidding organisation provided an insufficient level of evidence to meet the Criteria.	Bidding organisation provided a satisfactory level of evidence to meet the Criteria.	Bidding organisation provided a good level of evidence to meet the Criteria.	Bidding organisation provided an exceptional level of evidence to meet the Criteria

The Criteria above will be used to assess all bids submitted. Bidding organisations will only be assessed on the Criteria. Additional information that is not requested within the document will not be assessed. In addition to the Criteria, we will assess the ‘fit’ of Bids with the overall programming for the Royal Greenwich Festivals programme. The Royal Borough of Greenwich will have sole discretion in selecting bids to ensure that the Royal Greenwich Festivals programme has balanced range of content.

Financial stability and sustainability criteria:

- Financial stability and sustainability of bidding organisations
- Partnership development
- Match-funding (please see match funding scoring table below)
- Budgeting and value for money

Please note that we expect proposals funded under this programme to be free of charge and that this funding will mitigate the need to charge audiences.

The Financial scoring is out of 5. (The total score available is 15).

- Bidding organisations must have registered accounts via Charities Commission or Companies House, including satisfactory cash-flow.
- Organisations bidding for over £15,000 must have a record of accounts for the past two years (2020/21 and 2021/22). The Royal Borough of Greenwich will conduct checks to ensure that bidding organisations are financially stable.
- Failure to meet this criterion will disqualify bidding organisations from the Bid stage of the process.

Funding Package	0 Points	1 Point	2 Points	3 Points	4 Points	5 Points
Up to £15,000	0% - 5% match-funding	6% - 14% match-funding	15% - 19% match-funding	20% - 24% match-funding	25% - 29% match-funding	30% and above match-funding
Up to £30,000	0% - 14% match-funding	15% - 24% match-funding	25% - 34% match-funding	35% - 44% match-funding	45% - 54% match-funding	55% and above match-funding
Up to £90,000	0% - 19% match-funding	20% – 29% match-funding	30% - 39% match-funding	40% - 49% match-funding	50% - 59% match-funding	60% and above match-funding

2. Budget

Organisations can apply for contracts in one of three ranges:

- up to £15,000
- up to £30,000 or
- up to £90,000 (for large-scale outdoor performing arts)

Only one application will be accepted per each organisation. Applicants applying for a contract more than £15,000 must demonstrate extensive experience in festival delivery and substantial match funding.

Organisations will be responsible for all arrangements pertaining to their events, delivery, licensing, marketing, infrastructure, insurance etc. (*‘Umbrella’ marketing support will be provided*).

3. Bidding organisations

Bidding organisations must sign up to the [Royal Borough of Greenwich's Equality and Equity Charter](#) to be eligible for funding.

We would like to invite cultural and festival (not-for profit) organisations to submit proposals for the development and delivery of a range of festival strands as a part of the Royal Greenwich Festivals programme, including but not limited to the following:

- Theatre
- Literature
- Music
- Film
- Comedy
- Circus
- Family
- Cross Art Form
- Dance
- Outdoor/ Performing Arts
- Historical

Please note that the use of live animals in any capacity is not permitted in the delivery of any events in the Royal Borough of Greenwich.

4. Questions about your bid

Should you have any questions in relation to completing your bids please send via the Arts Greenwich email address artsgreenwich@royalgreenwich.gov.uk . All questions and enquiries should only be made to this email address. Please do not submit questions to individual officer accounts, as this will delay the response whilst the email is redirected to the correct account.

We aim to respond to questions within 2 working days.

Please be aware that we cannot answer questions or give advice on the content of your proposal.

5. Submitting your bid

All bids must be submitted on **Friday 5 January 2023, 12pm** by receipt of our email system, only by our online application form. Bids received after this time or to any other email, will not be considered or assessed. Once you have submitted your Bid you will not be able to make any amendments or supply any additional information in support of your Bid.

6. Contracting and the development of the Royal Greenwich Festivals

If your bid is successful, you will receive an award letter and contract, including the terms and conditions that you must read fully and sign within the specified timeframe.

- Follow up and confirm partnerships
- Attending strand/partnership development meeting
- Attend event management session
- Apply for licenses and permissions necessary for the delivery of your event
- Carry out site visits (where necessary)
- Submit at specified dates/times your draft and final Event Management Plan
- Provide Risk Assessments for events and activities
- Submit your marketing plan and develop your own marketing materials
- Submit publicity material, images, and logos

7. Indicative timeline

Please note that the below table is an indicative timeline and maybe subject to change, therefore should be used as a guide.

RGF 2024 Application Workshop	Thursday 9 November 2023
Applications open	Friday 24 November 2023
Final date for receipt of Applications	Friday 5 January 2024, 12pm
Evaluations	Friday 5 January - Friday 9 th February 2024
Notifying applicants of outcome and Event Management Workshop Date	w/c Monday 12 February 2024
Contract Issue	w/c Monday 19 February 2024
First Grant Payments Made	w/c Monday 4 March 2024
Deadline for event applications	w/c Monday 11 March 2024
Deadline for marketing (Including all event/activities with venues and times)	w/c Monday 1 st April 2024
Royal Greenwich Festivals 2023	Friday 14 June – Sunday 15 September 2024

Final Report Due	Wednesday 16 October 2024
Final Grant Payment	w/c Wednesday 30 October 2024

8. Application scoring guidance

Below sets out how you will be scored for key sections of your application, showing the maximum score available for each section.

I. FESTIVAL DELIVERY AND MANAGEMENT		Total score available (Min.0 - Max.5)	Percentage Total
1. Festival Description	a. Please provide a <u>full overview</u> of your proposed festival programme.	10	10%
	b. Please provide with an overview of your experience and track record of similar delivery.	5	5%
2. Festival Partnerships	a. Please reference ((if applicable)) your relevant past/existing partnership experience.	5	5%
	b. Please provide ((if applicable)) the names of potential partners and their role(s) in the development/delivery.	5	5%
	c. Please confirm (if applicable) , whether potential partners have been contacted and if their participation is confirmed or unconfirmed.	5	5%
	d. In brief, please clarify (if applicable) the roles and responsibilities of any partners.	5	5%
3. Festival Venues and Locations	Please provide all the locations and venues in the Royal Borough of Greenwich that you are proposing to deliver your festival and confirm that you have already confirmed availability and costings with them	5	5%
		40	40%

II. FESTIVAL ENGAGEMENT		Total score available (Min.0 - Max.5)	Percentage Total
1. Estimated Festival Attendance Numbers	a. How many people are you proposing will attend your festival?	5	5%
	b. How has this been calculated/estimated?	5	5%
2. Audience Profile	c. How will you ensure that your festival targets and attracts diverse audiences from a cross section of the population?	5	5%

15	15%
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III. SOCIAL VALUE		Total score available (Min.0 - Max.5)	Percentage Total
Outcome 1	To deliver a strong festival identity and programme - promoting Royal Greenwich as a Cultural Destination	5	5%
Outcome 2	Support the cultural and creative economy and provide opportunities for skills development.	5	5%
	To work to deliver greater value for money where possible (A Strong Vibrant and Well-Run Borough)		
	To work to improve the cultural offer in Greenwich showcasing local talent (A Great Place to Be)		
Outcome 3	Widen access, participation and engagement for residents and visitors throughout the borough	5	5%
	To work to ensure there is continued community cohesion in Greenwich and equality of access for all (A Great Place to Be)		
	To encourage young families to stay in the Borough (Great Place to Grow Up)		
Outcome 4	Delivering work in parks, open spaces and venues across the borough	5	5%
Outcome 5	Develop strategic partnerships; benefitting the borough's artists, organisations, key partners and residents.	5	10%
	To work to improve the cultural offer in Greenwich showcasing local talent (A Great Place to Be)	5	
		30	30%

FINANCIAL STABILITY AND SUSTAINABILITY		Total score available (Min.0 - Max.5)	Percentage Total
Financial Proposal	Best value for money. Detailing the budget and breakdown of costs for each event or activity within the borough.	5	5%
	Income: Please list names/sources of income for activities in the borough. Only give costs in relation to the development/delivery of your proposed festival. Expenditure: please include all costs including, quantity, duration and rates of pay for activities in the borough. match funding (pls refer to point score info)	5	5%

	Bidding organisations must have registered accounts via Charities Commission or Companies House, including satisfactory cash-flow. Organisations bidding for over £15,000 must have a record of accounts for the past two years.	5	5%
		15	15%

	Total score available (Min.0 - Max.5)	Percentage Total
FESTIVAL DELIVERY AND MANAGEMENT	40	40%
FESTIVAL ENGAGEMENT	15	15%
SOCIAL VALUE	30	30%
FINANCIAL STABILITY AND SUSTAINABILITY	15	15%
TOTAL SCORE	100	100%