

# A World of Markets Weymouth Expression of Interest



GENERAL INFORMATION			
COMPANY NAME	MARKET PLACE (EUROPE) LIMITED		
COMPANY REGISTRATION No	5260626		
ADDRESS	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <b>Head Office</b>  <b>THE FORUM,</b>  <b>FITZROY STREET</b>  <b>ASHTON UNDR LYNE</b>  <b>LANCASHIRE OL7 OJG</b> </td> <td style="width: 50%; border: none;"> <b>Registered Office</b>  <b>MELBOURNE HOUSE,</b>  <b>GROSVENOR STREET,</b>  <b>STALYBRIDGE,</b>  <b>CHESHIRE. SK15 2JN</b> </td> </tr> </table>	<b>Head Office</b> <b>THE FORUM,</b> <b>FITZROY STREET</b> <b>ASHTON UNDR LYNE</b> <b>LANCASHIRE OL7 OJG</b>	<b>Registered Office</b> <b>MELBOURNE HOUSE,</b> <b>GROSVENOR STREET,</b> <b>STALYBRIDGE,</b> <b>CHESHIRE. SK15 2JN</b>
<b>Head Office</b> <b>THE FORUM,</b> <b>FITZROY STREET</b> <b>ASHTON UNDR LYNE</b> <b>LANCASHIRE OL7 OJG</b>	<b>Registered Office</b> <b>MELBOURNE HOUSE,</b> <b>GROSVENOR STREET,</b> <b>STALYBRIDGE,</b> <b>CHESHIRE. SK15 2JN</b>		
TEL No	0161 478 6060		
FAX No	0161 478 7071		
EMAIL ADDRESS	<a href="mailto:info@marketplaceeurope.co.uk">info@marketplaceeurope.co.uk</a>		
WEB SITE	<a href="http://www.marketplaceeurope.co.uk">www.marketplaceeurope.co.uk</a>		
COMPANY DIRECTORS	ALLAN HARTWELL MD IAN HILL		
CHIEF EXECUTIVE	NICK RHODES		
COMPANY SECRETARY	MARYJANE HARTWELL		
<b>INSURANCES</b>			
<b>PUBLIC LIABILITY</b>			
INSURER	QBE via Icon Insurance		
POLICY No	SB/24/HO2850/OC		
LIMIT OF INDEMNITY	£10,000,000		
EXCESS	£250 for all third party property damage claims		
EXPIRY DATE	21 <sup>st</sup> OCTOBER 2019		
<b>EMPLOYERS LIABILITY</b>			
INSURER	QBE via Icon Insurance		
POLICY No	SB/24/HO2850/OC		
LIMIT OF INDEMNITY	£10,000,000		
EXPIRY DATE	21 <sup>st</sup> OCTOBER 2019		
<b>PROFESSIONAL INDEMNITY</b>			
INSURER	QBE		
POLICY No	24/PI4607/OC		
LIMIT OF INDEMNITY	£10,000,000 in aggregate		
EXCESS	£1,000 every claim		
EXPIRY DATE	21 <sup>st</sup> OCTOBER 2019		
<b>CONTRACT WORKS Hired In Plant</b>			
INSURER	AVIVA		
POLICY No	24906244 EMP		
LIMIT OF INDEMNITY	£200,000.00		
EXCESS	£500.00		
EXPIRY DATE	11 <sup>th</sup> November 2019		
<b>OTHER COMPANIES IN THE GROUP</b>	MARKET PLACE (UK) LTD MARKET PLACE (MANAGEMENT) LTD including NABMA Market Place Consultancy Services MARKET PLACE EVENTS LTD		

# 1. PROPOSAL

Our submission is an expression of interest in bringing our multi award winning World of Markets to Weymouth as part of our Event Programme 2019 subject to permission.

## ***Proposed Dates***

10<sup>th</sup> – 14<sup>th</sup> April - Easter Half Term

## ***Proposed Venue***

Our preferred venue would obviously be a central sea front position to take advantage of the Tourists and visitors to the Town Centre over the Easter School Holiday period. Location will be agreed at a Pre-site visit in early January.

## ***Financial Offer***

Our standard terms of offer are based on a payment to the host venue of £10 per 3mtr Pitch per day eg. a 210mtrs site for a 4 day event would provide an income to the host 70 x £10.00 x 4 = **£2800.00**. However for a premier sea front location we would look at an increase in this standard pricing policy.

Once we have agreed the location we are completely self sufficient and there are no additional costs to the client. We provide all of the infrastructure, event management planning and Health and Safety planning with risk assessments, genuine international traders, skilled and experienced management team backed by our own PR agents who will work collaboratively with the BiD to ensure as wider publicity spread as possible.

## ***Authenticity***

Our Markets are both genuine and diverse. Genuine in that our traders are truly representative of their country or region of origin, diverse in that we have an extensive database of traders representing over 32 different countries and selling a wide range of quality products again typical of their country or region.

We will deliver an international leisure and retail experience which will not only add value and diversity to the Town Centre but which will create real economic benefits and offer something for all the **family**, encouraging **community**, **education and environmental initiatives** and embracing **social inclusion**.

**The “Retail Theatre” created by many of our international traders will also add to the unique customer experience. Most of our traders interact positively with the customers making the whole experience fun and one to remember. Our French Baker for example can often be found performing a song and dance routine with his staff to some jolly French Street music. Most of our fresh food traders allow customers to “sample before they buy”.**

- ◆ all food traders will be dressed in **chef’s whites** or traditional catering clothing of their country or region,
- ◆ to add life colour and vibrancy and reflect the truly international nature of our market each stall will fly the flag of their own country.
- ◆ all our traders will offer food tasters before people commit to purchasing any products
- ◆ in addition, where possible we will add our own unique range of initiatives including: -

## **A. Tangible Economic Benefits**

### **1. Supporting the local economy**

- create short term employment opportunities working on stalls
- support buying local to supply trader raw material requirements
- support inclusion of local traders
- traders make an economic contribution in terms of accommodation, subsistence, fuel, purchasing from local suppliers and producers

A two-day event in Cookstown Northern Ireland including the World of Markets had an estimated economic benefit for the town in excess of £300,000.00.

## **2. Enhancing the shopping experience**

- delivering a diverse and unique range of products typical of the country or region of origin not conflicting with existing retailers
- offering retail theatre and customer engagement

## **3. Providing an attraction for tourists**

- shop around the world experience in one location

## **4. Encouraging local producers and businesses**

- We regularly encourage the inclusion and participation of local traders and businesses to extend the ambience of the event and support a cross fertilisation of trading initiatives and ideas.

## **5. Adding Life, Colour and Vibrancy**

The quality and standards of our Team and the individuality of the trading units and representations of their countries of origin reflect the true Life, Colour and Vibrancy.

## **B. Environmental Initiative**

The World of Markets will be part of our on-going environmental initiative to be amongst the most environmentally positive events in the UK with a whole range of waste management initiatives aimed at maximising recycling and re-use initiatives and the use of biodegradable packaging in serving customers. We would be looking to introduce improved environmental initiatives to all our events in 2018 and beyond which will contribute positively to the Council's corporate aims and objectives.

## **C. Ecologically sourced, Ethically and Fair-Traded Products**

Market Place supports the sale of ecologically sourced, Ethically and Fairly Traded products and offers financial incentives to traders selling these products subject to authentication and verification.

## **D. Food Standards and Buying local**

We will ensure that all our traders, most of whom we have been working with for over 10 years, will comply with all the necessary legislation applicable to their business.

All of our Managers are trained to at least Level 2 Food Hygiene Food Safety and are able to identify any breaches of European or UK legislation including The Food Act (Scotland) 2006 and take appropriate action to remedy the problem before the trader continues trading.

## **Allergens Listing**

European Directives 2003/89/EC and 2006/142/EC ensure that all consumers are given comprehensive ingredient listing information and make it easier for people with food allergies to identify ingredients they need to avoid. However, following implementation of the Food Information for Consumers Regulation (EU) No. 1169/2011, allergen labelling rules changed on the 13th December 2014. On this same day Market Place had its Christmas market in Belfast and took the opportunity to organise a training session with Belfast City Council Environmental Health Officers so that our traders were fully updated on the implementation of the Allergen labelling requirements.

Where any specific food is promoted which may be considered dietary, religious or suitable for intolerances it will be clearly marked and certificates will be produced for such things as Halal Meats.

## **E. Educational Opportunity**

Our events also offer a wide range of educational opportunities whether it is in language, food tasting, cooking, geography, history, economics or cultural. We will create a wide range of educational initiatives and opportunities aimed at all ages working with the Council and the Education Authority in developing Educational Opportunities for School children and College students as part of the World of Markets event. This may involve escorted visits around the market by one of our experienced team where children get to sample all the wonderful foods from around the world as well as being given a brief explanation of the product, country and region of origin, and taught how to say please, thank you, hello and goodbye in different languages including Greek. From our brief survey, we found that over 80% of the children / students visiting the market as part

of one of our organised educational tours returned to the market with their families on another occasion. Over 12,000 children have experienced our Educational Tour to date.

## F. Fair Pricing Policy

It is difficult when working with Continental/International traders from around the World to provide individual prices on products being sold at our events. However, we are very keen to ensure that all our traders, offer competitively priced products to our customers and that no one leaves feeling that they have been charged an inflated price.

Our own fee structure (the price we charge to traders for a pitch) also ensures that we are setting a fair price for the space used by the trader and it is not a fee which would require a trader to inflate prices to meet the pitch fee.

Where possible our experienced management team monitor similar priced products available in the UK and compare against the prices being charged by our traders. Working continually with our trader group also means that we are constantly aware of their pricing structures which allows us to identify any traders at the larger events deliberately inflating prices. Wherever we feel that a traders pricing policy is detrimental to the wider reputation of the market the trader is given an opportunity to reconsider their pricing policy or they are replaced by a more price conscious trader.

In addition, our price monitoring process also takes account of any traders attempting to apply a "Show Price" or inflated price because of the quality and cost of an individual event. We do not allow traders to apply inflated prices at premier events.

Our Managers monitor prices each day to ensure that prices are not increased during the event. During the course of each event our Managers speak to members of the public to find out if they feel they are getting **value for money** on the products they are purchasing.

If we receive a complaint about price of any products our Manager at the event will immediately investigate the complaint and take appropriate action.

## Typical Trading Units and Stalls

Trading units, products and pictures representative of the market we will provide;



All the way from Finland



Breton Patisserie



Flowerpot people



French cheese



Spanish Churros



Salamis and Ham from Sicily



Knitwear and Crafts from Peru



Giant Bratwurst from Germany



German Salami House



Woodcraft from Kenya



French Galettes & Crepes



Olives & more



Poffijtes from Holland  
Unit dates back to 1850



Our Dutch Market Garden



Mediterranean Breads



Greek Delicatessen



Fair Trade Coffees from around the World



Paris Fashions



Fresh paella



Artisan French Bakery



Fresh Belgian Macaroons



Educational Tours

## 1. TECHNICAL ABILITY AND EXPERIENCE

Market Place (Europe) Limited (MPEL) has a tremendous pedigree and wealth of experience in the organisation of high quality special event markets and is probably the biggest operator of Continental and Specialist event markets in the UK if not Europe. Our experience in the field of specialist markets is unparalleled with Allan Hartwell Director of the Company being responsible for organising the first ever Continental Market in the UK back in July 1992.

From the organisation of the first Continental Market in 1992 Allan developed an extensive database of traders from around Europe. He further developed the organisation and management of Continental Markets as the founder Director of his former company organising in excess of **200 events**. He has continued this work through MPEL during which time we have organised a **further 700 continental and specialist event markets** and continued to source new traders from many more countries around the world. Such is his reputation that in 2003 Allan was commissioned to assist the Foreign and Commonwealth Office to design and organise a market as part of the Enlargement of Europe Celebrations in Durbar Court at the FCO and in Dec 2014 was commissioned to set up a market in Downing Street as part of the small business Saturday initiative.

As a consequence of this experience MPEL now probably boast the largest and most diverse database of International traders. It is the scale, quality and diversity of this database which allows us to offer **bespoke market events to suit individual client requirements**.

The founder Directors have over 70 years experience of the market industry within the UK and throughout Europe backed by a wealth of individual knowledge and supported by a unique network of experienced professionals throughout the UK.

The Company continues to have the support of a growing number of traders from across Europe, some of who have been working with Allan since 1992 and who have continued their support throughout 2016, each week our database expands with new and exciting traders joining the group.

In the last ten years Market Place has developed a reputation for organising and developing very successful German style Christmas markets and is responsible for developing the Christmas Continental Markets in Glasgow, Newcastle upon Tyne as well as the famous Belfast Christmas Continental Market and Christmas Market in Exeter.

In 2015 Market Place was commissioned to organise the whole commercial aspect of the Tall Ships Event in Belfast which attracted around 800,000 people in 4 days. This included in excess of **1500mtrs** of trading frontage (over 190 traders) of Continental Market stalls, bars, entertainment, concessions and catering units making it the biggest Continental Market event in the last decade.

Market Place has been awarded a number of Market Industry top awards for:-  
**UK's Best Large Speciality Market - Exeter Christmas Market 2017**

**UK's Best Small Indoor Market - Market Harborough 2016**

**UK's Best Large Speciality Market Tall Ships Belfast 2016**

**UK's Best Large Speciality Market 2015 – Belfast Christmas Continental Market**

**UK's Best Large Speciality Market 2014 – Exeter Christmas Market**

**Runner Up Innovation Awards 2013 – Educational Tours**

**The UK's Best Large Speciality Market 2012 – Belfast Christmas Continental Market**

**The UK's Greenest Speciality Market 2011 – Belfast Christmas Continental Market**

Having achieved this status, we recognise the need to maintain high quality standards in every aspect of the organisation and to strive for continuous improvements. The whole Company prides itself on its high standards of management, the quality and diversity of our traders, the real team spirit amongst the traders and management and our unique and dynamic promotion strategy to

deliver quality events. We are also proud of our track record in client satisfaction, and our 100% record on event delivery and our growing client base.

**It is the hands on approach and attention to detail that set the standards for the whole management team** and which allows the Company to adopt a flexible approach to managing its events.

This flexible approach and ability to respond to change both quickly and positively is made much easier as the Directors empower each of its Managers to act on behalf of the Company in making decisions where changes to operational plans are required.

In order to deliver on our commitments, we have put together a very strong project management team offering a wide range of skills. One of the greatest strengths is that we have managed to maintain continuity in this project management team which has been together for the last 4-5 years. Full details of our project management team are shown later in this submission.



## 2. MANAGEMENT

Market Place has established a dedicated team of experienced managers which form the basis of the Project Management Team. This management team has been together for the last seven years' during which time they have delivered over 500 events including four of the most successful Christmas Markets in the UK. The Project Management team are also very experienced in working in partnership with multi agencies in the delivery of high quality, safe events. This continuity in the Project Management Team and extended support service team has positive benefits in the delivery and quality of our events.

Chris Hulley will be the lead Operational Manager for this event.

### Project Management Team

NAME	DESIGNATION	RESPONSIBILITY	CONTACT DETAILS
ALLAN HARTWELL	MANAGING DIRECTOR	PROJECT MANAGER	07811 131973
NICK RHODES	CHIEF EXECUTIVE		07891 632820
MARYJANE HARTWELL	ADMIN and FINANCE DIRECTOR	EVENT ADMINISTRATION AND FINANCE	07974 783318
JACKIE CASEY	BUISNESS DEVELOPMENT MANAGER	ASSISTANT PROJECT MANAGER	07972 511935
NIRMAL BASSI	OPERATIONS MANAGER	OERATIONAL PLANNING AND MANAGEMENT	07969 529279
ESTHER HALLER-CLARKE, TYPE AB PR CONSULTANCY	PR CONSULTANT	PROMOTION and PUBLICITY	07830 513296
NATASHA HARTWELL	SOCIAL MEDIA OFFICER	SOCIAL MEDIA PROMOTION	0161 478 6060

All of our Operational Staff are: -

- **IOSH - Institute of Safety and Health Qualified and hold the**
- **Safety Passport for Events**
- **First Aid qualified**
- **Food Hygiene qualified between level 2 and Chartered Inst of Env. Health – Intermediate**
- **Both Scottish and English Personal Licence Holders**

### Allan Hartwell – Managing Director

Formerly the Head of the Commercial Services Division with direct responsibility for one of the country's largest market undertakings consisting of Abattoir, Livestock Centre, Wholesale Market, one City Centre Retail Market, six District Centre Retail Markets as well as an extensive specialist markets programme in a large City Authority.

Allan now works in the private sector and has established one of the most successful specialist market management companies in the UK. He is an experienced and enthusiastic market administrator with an extremely successful track record in the management of retail and wholesale markets.

He was instrumental in supporting a major regeneration project centred around the juncture of 9 canals in Manchester's, Castlefield basin with a huge Bank Holiday street market to provide significant public focus on the regeneration of the Castlefield area over a number of years.

He also organised the first ever European Market Festival in the UK in Manchester 1992 and continued his support for the market industry in Europe in his former capacity as founder Director in Market Initiatives Limited through which he developed a strong philosophy of partnership in delivering quality town centre markets and high quality special event markets.

He has in the last 11 years built the Market Place brand and group of independent companies into a profitable and thriving business founded on INTEGRITY IN EVERYTHING WE DO.

### **Nick Rhodes – Chief Executive**

Nick recently joined Market Place after leaving as Head of Markets and Enterprise for Leicester Town Council. Nick has worked within the Markets Industry for over 25 years and was manager at Leicester for 22 years.

Nick operated a Town centre market open 6 days a week and offers over 350 stalls per day. This market is both an outdoor and indoor market. A smaller 60 stall market is also operated in a district of Leicester. Leicester Market is a very successful market and last year the public voted Leicester Britain's favourite market.

Nicks role was to: manage and maintain a multi-site fast paced retail service operating 7 days per week, manage all resources and buildings; have full profit and loss authority and ensure full strategic direction of business; measurement of business development via performance indicators; team development; project manage large capital investments; develop customer focussed service; liaise with all stakeholders; organise promotional events with frequent contact with local regional and national media.

He is an experienced and enthusiastic market administrator with an extremely successful track record in the management and administration of retail markets. He also undertook the first full and extensive survey of markets across the UK. The industry and academics refer to this ground-breaking work as the 'Rhodes Report'.

### **Maryjane Hartwell – Director Admin and Finance**

Is an accomplished executive with a broad range of office administration, management, IT, finance and customer service skills developed primarily within the Civil Service.

Since 1998 she has carried out duties as company secretary in award winning Adventure Travel Company High and Wild up to 2006 and in the Market Place group of Companies since 2004.

Since 2004 she has learned market and event management from the ground up to gain a much better insight to the day to day operational working requirements of the business and therefore has been able to recommend a number of strategic changes and administrative improvements resulting in cost saving measures for the company.

She will have responsibility for all administrative and financial records for all events held in Glasgow. She has carried out duties as Company Secretary in both Market Place (Europe) since 2004 and an award winning Adventure Travel Company High and Wild between 1998 – 2006.

### **Jackie Casey – Business Development Manager**

Is the latest exciting addition to the experience of Market Place. Recognised as one of the UK's best Market Managers Market Place managed to prize her away from Bolton Council where she was an award winning member of the Council Market Team.

Formally Bolton Market Manager, Jackie worked at Bolton Council for 25 years becoming Market Manager in 2009. During her time as Bolton Market Manager the service went from strength to strength winning a succession of awards such as:

- Retailer of the year at the Manchester Tourism Awards 2009
- Best Indoor Market NABMA 2010
- 5 a day supporter of the year at the Refresh Awards 2011
- Best Food Market BBC Food Farming Awards 2011
- Finalists in the Municipal Journal - Achievement Awards 2012

Jackie also played a main role in the team that delivered Bolton's Food and Drink Festival which is now one of the Top Ten Festivals in the UK, she was also part of the team that successfully delivered the 4.5million redevelopment of Bolton Market during 2014.

She was instrumental in the 2009 rebranding of Bolton Markets. The branding including the 'support Local Life' strap line is now recognised both inside and outside of the Market Industry. It is used by the ATCM as an example of good practice.

Jackie's commitment to the industry was recognised when she was named Market Manager of the year 2013 by the National Market Traders Federation (NMTF) and again in 2014 when she was named Market Manger of the Year by the National Association of British Market Authorities (NABMA).

Jackie is committed to the future of markets, motivated, driven and innovative and feels very fortunate to be part of such an exciting and successful team.

#### **Nirmal Bassi – Operations Manager**

A former Bradford City Council Market and Events Manager Nirmal is the newest member of the Team backed by many years experience in the Market and Event world. Nirmal was one of the main Managers of the International Market in Bradford in 2004 which attracted 650,000 people in 4 days.

Nirmal is instrumental in the delivery of our quality markets and events and will liaise with all key stakeholders at the various locations.

#### **Natasha Hartwell – Admin and Social Media**

Natasha has a dual role of Administration and Social Media and manages all the Companies social media. She has developed a very strong following on the various social media sites and generates new business as a consequence.

### **3. NATIONAL ORGANISATION MEMBERSHIPS**

Member of the; -

**Association of Town and City Management (ATCM)** - Corporate Member and part of the Associations Regional Access Programme. Allan Hartwell is also an elected Board member of the Associations Advisory Board.

**National Association of British Market Authorities (NABMA)** - Co-Principle Sponsors and Corporate Members we are:-

- Allan Hartwell is an elected Board Director of the newly formed NABMA Limited
- Sponsors The National Diploma in Market Administration.
- Sponsors of the Association of London Markets (AOLM).

**World Union of Wholesale Markets (WUWM)** - Retail Group – Member

### **4. FINANCIAL STABILITY and VIABILITY**

MPEL has consistently made a profit since it was founded in 2004. During that time it has also made continuous investment in developing our events, implementing operational initiatives and management strategy and in acquisition of capital equipment. In 2017 the group's Turnover was £3m. We are happy to submit our last 3 years audited accounts if required.

### **5. OUR MARKETS**

Our markets and events are regarded as the best in the UK and we continue to have a growing interest from traders around the world in attending our event as well as a growing client base. We guarantee excellence in everything that we do from the quality of our traders and product range to the high standards of management we maintain throughout every event.

#### **Authenticity & Quality**

Whilst we have in excess of 3000 traders on our database we have a core group of traders who attend the majority of our events throughout the year however all traders are invited to apply for events and are selected based on quality, diversity, authenticity and ability to contribute to the overall flavour of the event giving due consideration to the client's expectations and requirements.

Through our trader registration process, we obtain details to ensure that each trader has current public liability insurance in place and that all food traders are registered with their local Food Authority. Traders are asked to supply details of type of unit they operate from and a full product list to ensure that their business is compatible with our events and team. **We have an active policy of**

**encouraging ecologically sourced, fair and ethically traded products through offering a range of incentives including new business sponsorship and weighted rental fees to maximise market diversity and customer choice.**

The unique nature of our continental traders is also used as part of our pre-event publicity and press release information aimed at maximising media interest.

### **Safety Equipment Testing**

On an annual basis at the commencement of the trading programme we arrange with our Electrical contractors to inspect and PATest all electrical equipment used by our traders in the course of their business. In addition, we have an agreed safety specification on the generators and distribution boards we use which ensures that we control electrical safety at all times from the supply end thereby reducing trader or equipment error or fault. This ensures the equipment supply is cut off if there is the slightest problem with any electrical equipment.

Similarly, all Gas equipment and appliances used by traders has to be Gas Safe Tested and certified before being used at our events. All traders will carry Gas Safe certification for their equipment. We have attached an example of Gas Safe Certificates to this submission for a trader we think will be attending the event who use Gas as part of their business.

### **Power Supplies.**

We have a national contract with Speedy Power to meet all our generated power requirements using the latest eco and quietest generators on the market. We are therefore self-sufficient in terms of power supply. Generators are delivered to site the evening before the event and sited in accordance with the Event Management Plan; Risk Assessments and Safe Working Procedures.

### **Fire Fighting Equipment**

All traders using any form of cooking or heating appliance are also required to have available at all times suitable fire fighting equipment for the type of equipment on the stall and again we ensure that this equipment is checked and certified annually.

- Water - for paper Cardboard Fabrics etc
- Dry Powder – for electrical equipment and generators
- Fire Blankets – for kitchen and cooking areas and fryers

### **Security**

Security and stewarding for this event will be provided by Secure Watch Security Ltd.

## 6. REFERENCES

	Reference 1	Reference 2
<b>Name</b>	Clodagh Cassin	Jane Rose
<b>Title</b>	Markets Development Officer	Markets Manager
<b>Address</b>	Belfast City Council Cecil Ward Building 4-10 Linnenhall Street Belfast BT2 8BP	Newcastle City Council Commercial Property Officer Property Portfolio and Markets Room 135 Civic Centre Newcastle upon Tyne Ne1 8QH
<b>Tel. No.</b>	02890 435704 / 07795 593910	0191 211 5512 / 07969 082945
<b>Fax No.</b>		
<b>Email Address</b>	<a href="mailto:cassinc@belfastcity.gov.uk">cassinc@belfastcity.gov.uk</a>	<a href="mailto:jane.rose@newcastle.gov.uk">jane.rose@newcastle.gov.uk</a>
	Reference 3	Reference 4
<b>Name</b>	John Walker	Fiona Nicholson
<b>Title</b>	Markets Manager	Town Centre Manager - Kilmarnock & Cumnock
<b>Address</b>	Calderdale Borough Council Borough Market 19 Albion Street, Halifax. HX1 1DU.	Planning & Economic Development The Johnnie Walker Bond 15 Strand St Kilmarnock KA1 1HU
<b>Tel. No.</b>	07766 496432	01563 503014
<b>Fax No.</b>		
<b>Email Address</b>	<a href="mailto:John.Walker@calderdale.gov.uk">John.Walker@calderdale.gov.uk</a>	<a href="mailto:Fiona.Nicolson@east-ayrshire.gov.uk">Fiona.Nicolson@east-ayrshire.gov.uk</a>

## 9. METHODOLOGY

Our delivery methodology is based upon a number of key factors: -

- ◆ Health and Safety
- ◆ Investment
- ◆ Experienced Quality Management
- ◆ Operational Planning
- ◆ Environmental Impact
- ◆ Consultation and Communication
- ◆ Promotion and Publicity

Implementation of our methodology will commence from award of contract and continue until the contract has ended.

### QUALITY

Market Place has no formal quality accreditation but we have formulated a **Quality Management Policy Standard** stating our approach to contract and project management and service delivery. In addition to this we have developed as part of that quality management a formal **complaints and compliments policy** document.

***Quality is an integral business principle of Market Place (Europe) Limited (MPEL) which underpins every aspect of our work.***

***“Quality is providing our customers, suppliers and employees with the highest quality of service and timely delivery of all our events and services ensuring we meet client requirements; within budget and that we meet and surpass customer expectations through our efficient, effective, personable and passionate approach to every project”. “Our expectation that our traders share our vision of quality and maintain quality in terms of their individual dealings with customers, trading equipment, display and product so that they contribute to a unique and pleasurable experience for our customers”.***

***Quality assurance is measured through references, client satisfaction, retained bookings, customer feedback and reviews by our customers. We also measure and maintain quality through our trader selection process and regular checks and inspections of our individual traders and the potential programme of events we are able to offer our traders who meet those standards.***

A copy of our Quality Management Policy and other business policies are attached.

### HEALTH AND SAFETY

This is the most critical aspect of event management and forms the basis of our Operational Planning in every aspect. **Almost all of the Market Place Management Team hold The Safety Passport – Event Safety Management and the IOSH Health and Safety qualifications.**

A copy of the Company Health and Safety Policy and Documentation is attached. Within our methodology for event delivery our H&S strategy is as follows: -

- ◆ **Employee Induction** – Each employee undertakes an induction day where they are provided with a copy of and guided through the Companies Health and Safety policies and procedures by the lead Director responsible for Health and Safety in the Company. If the employee is to work at the companies events further induction and instruction is continued on site to help understand how the theory and methodology is safely put into practice in a live environment.
- ◆ **Health and Safety Training** – The Safety Passport – Event Safety and IOSH Health and Safety qualifications are held by most of the Market Place Management and Event Team personnel.
- ◆ **Annual Review** – MPEL engage the services of Kevin McLoughlin of The Safety Organisation Limited to undertake an annual review of the Company Health and Safety

Policies and Practices and to review any changes which may be made to existing procedures and operational planning.

- ◆ **Quarterly Team Review** – The team including the two Directors works closely together at each event almost every weekend throughout the year so there is a constant review of all operational issues and methodology on an event by event basis. In addition the Directors and Managers meet on a quarterly basis to review policies, procedures, training needs and refresher courses.
- ◆ **Pre event Risk Assessment and Operational Planning.** Prior to each event the company undertakes a detailed assessment of the event in terms of site location, layout, accessibility and all operational issues. This is usually carried out together with an officer of the Town Council. Following this site meeting layout plans, site logistics, Risk Assessments and all operational issues are presented to the Council in a detailed Operational Plan. Once approved the event is then organised and managed in accordance with the agreed Operational Plan. All MPEL personnel are provided with a copy of the Event specific Operational Plan and taken through any special Health and Safety issues prior to the event. During the setting up process MPEL personnel supervise the trader's access and setup on the market to ensure they are compliant with the Operational Plan. At commencement of the event MPEL personnel will conduct a visual inspection of each stall to ensure the structure is secure and weighted correctly, that there are no apparent trip or fall hazards, that there are no visible defect with electrical equipment and that all connections are as they should be and that the event is safe. In addition MPEL invite the Council's Environmental Health and Health and Safety Officers to conduct a visual inspection of the event before commencement of trade. MPEL recommend a post event review.

## **INVESTMENT**

MPEL has a reputation for delivering a range of quality events and supporting those events with both a human resource and financial investment.

The company prefers to take a long term view where substantial investment is required in providing support infrastructure and in developing new ideas and initiatives within a contract relationship.

All operational costs of the event will be met by MPEL.

## **OPERATIONAL PLANNING**

Underpinning every aspect of the organisation of the proposed event will be a detailed Operational Plan developed by ourselves in full consultation and discussion with the Council, Emergency Services and other relevant agencies at Pre-Event Planning Meetings. One of the Companies Directors or senior event managers will be directly involved in the drafting, delivery and presentation of the plan to the Council's Safety Advisory Group (SAG).

Each aspect of the event is discussed, consulted on and agreed with the Council and Emergency Services before the Operational Plan reaches its final stage. Once the Operational Plan and Layout have been agreed MPEL are fairly self sufficient and the plan will be fully implemented by the Directors supported by a dedicated Project Management Team of experienced market managers and other professionals with a vast experience in delivering this kind of project.

At the conclusion of the event MPEL will produce a Post Event Report for consideration at a Post Event Meeting and any improvements to any areas of operation and management of the event will be implemented for the following event.

## OPERATIONAL PLANNING PROCESS



In parallel with the operational planning we will, from award of contract, liaise with community groups and educational establishments to implement the initiatives outlined in our proposals for this event.

**The Operational Plan** covers every aspect of the event including:-

- ◆ **Layout** – MPEL will design a layout which maximises the trading opportunities along Candleriggs and Wilson Street and creates links with other areas of activity bordering the determined Continental Market location. In doing so we ensure that the layout will:-
  - maintain good Emergency access throughout the site
  - interact and enhance with businesses and retailers in its immediate surroundings
  - be respectful of other Retail and Business premises along the site
  - promote good customer flow throughout the site and establish links with other retailers
  - alleviate potential “pinch and crush points”.
  - maintain free unobstructed access and egress from adjacent buildings.
- ◆ **Logistics** – This covers a range of activities such as:-
  - Accessibility – identifying how traders will access the site for set up, restocking and breaking down.
  - Trading Hours
  - Trading Days
  - Traffic and Vehicle Management
  - Electrical Supply - Where it is located, how it is supplied, Connection Requirements.
  - LPG - Use and Storage
  - Water Supply – Location and accessibility
  - Waste Management Arrangements – usually arranged with the Council’s service provider.
  - Licensing Requirements – Alcohol / entertainment licences, road closures etc
  - Lines of Communication
- ◆ **Management** - MPEL will provide a dedicated professional, experienced Management Team under the direct supervision of one or both of the principals of the Company who will be present during the whole event.

The designated Management Team, associated set up and De-Rig Teams will be on site to supervise the entire setting up/construction phase and for the breakdown and De-Rig at the end of the event.

The Operational Plan will identify the specific designated management team with contact details.



- ◆ **Security and Stewarding** – MPEL has a preferred security provider for all our events – Secure Watch Security limited. The requisite number of SIA Licensed Security Guards to provide overnight security cover will be engaged for this contract. In addition, and where the situation requires it any additional stewards to work alongside the management team to ensure the safety and wellbeing of those frequenting the event.

All SIA details will be provided prior to commencement of the event as part of the overall Operational Plan.

- ◆ **Health and Safety** – This includes a complete Health and Safety Review of the event, Risk Assessment and establishing Safe Method of Work Statements to minimise risk as much as possible and Emergency Evacuation Plans Where contractors are used for such things as construction of wooden chalets they will be required to provide in advance their specific Risk Assessment documents for inclusion in the overall Operational Plan. Any contractors will be required to meet the Council's requirements.

This section also covers the use of LPG and Electrical Equipment and outlines the policies and procedures we have in place to ensure the safe use and storage of these whilst in use at the event.

A copy of all relevant Health and Safety Documents are attached to this tender.

- ◆ **Electrical supply** –Power supply will be made by Speedy Ltd.
- ◆ **Food Hygiene, Food Safety, HACCP Management Guide** – Outlines our corporate approach to ensuring the compliance of all Food Traders with the relevant Food Hygiene and Food Safety Legislation and ensuring they have in place and actually use a Food Safety Management System equivalent to the Safer Food Better Business. Prior to the release of the Safer Food Better Business system MPEL designed its own Food safety management system which many of our existing traders use today.

We would always welcome inspections by the Council's Environmental Health Officers and would ensure our assistance and full co-operation and that of the traders at all times.

**Our Trader Registration System requires all our traders to provide us with current details of their registration details with their food authority. These will be made available to the Council.**

- ◆ **Timetable** – A timetable is established and agreed to identify when major aspects of the event will be taking place. Example copy is attached.
- ◆ **Insurances** – In addition to our Corporate Insurance arrangements we ensure, through our Trader Registration system that our traders have the required level of public liability insurance.

#### **ENVIRONMENTAL IMPACT**

MPEL has conducted an Environmental Impact Assessment of its services and energy efficiency and a copy of our Environmental Policy is attached.

#### **CONSULTATION and COMMUNICATION**

MPEL will establish with the client a clear process for consultation and communication as part of its management approach to delivering this event. To this end, Allan Hartwell, the lead Director for the event, will also be lead Director for all consultation and communication issues. In addition the operational plan will detail the specific responsibilities and contact details of each member of the MPEL team in delivering the event.

#### **PROMOTION and PUBLICITY**

MPEL has developed through our PR Consultant a successful Promotion Strategy incorporating a range of initiatives which provide positive and diverse publicity for each event.