

Invitation for proposals: Godiva Festival Second Stage



22 February 2010

Godiva Festival is a free family outdoor festival that has run since 1998 in Coventry's War Memorial Park, with a strong live music element across three main performance stages, as well a performance arena, exhibition tents, family entertainment, carnival procession, fairground, stalls, bars and catering. See www.godivafestival.com for more.

Proposals are invited to produce a programme of entertainment for the Second Stage on Saturday 3 July, from 12noon-10.30pm. This is to ensure CV One is receiving value for money and to allow all individuals or groups involved in entertainment who believe they have something to offer the festival to put their ideas forward.

The second stage of the festival (traditionally known as the Rhythm Tent) has hosted a number of themed programmes of entertainment in its history including World Music, Reggae, Folk, Hip-Hop, Jazz as well as stand up comedy. Notable acts have included Aswad, Ozomatli, Mark Watson and many more.

2010 will use the same tent used in 2009 which was larger than in previous years. A 28x40m (90x130ft) two pole blackout marquee with a standing capacity of 1300, a stage area of 10x6m at a height of 1m, a festival grade PA system and a high quality lighting rig including moving lights and LED battens, powered by a generator with backup. Also supplied is a front of house mixing desk and stage left monitor desk, a 'mojo' type front of stage safety barrier, fire extinguishers, work lights, emergency lights, rear of stage drape and stage risers. Sound and lighting crew are supplied.

Security is provided on the basis of artist profile and audience levels, but will comprise a minimum of an area manager, 10 SIA registered door staff and 10 stewards which include a front of stage pit crew.

Backstage there will be a 100sq m tent with furniture, lighting and power for use as a 'green room' for artists and approved guests, and a Portakabin for use as secure storage and changing rooms where it is contractually required by an artist. An area of the festival backstage compound is dedicated for Second Stage artist and staff parking, and is separated by fencing from the backstage areas of other tents and the main stage.

A production entrance to the event field is used for all artist arrivals and production vehicles entering the site. All artists performing at the festival are required to report to Artist Liaison before accessing the backstage compound. Temporary aluminium roadway is provided to allow artist and production vehicles to reach the Second Stage backstage area.

Access is controlled by wristbands to be worn by all artists, approved guests and production staff. The Second Stage will have its own colour wristbands, to prevent access to the Second Stage backstage area by artists from other stages, and likewise Second Stage artists will not be authorised to visit other backstage areas. This will be managed by festival security staff throughout the festival backstage compound.

Under the Licensing Act 2003, CV One has a premises license for the festival, and is controlled by a number of conditions. Included amongst these is strict and detailed regulation of noise from the festival, and CV One and their contracted PA supplier and noise management team would maintain total control of the PA system and stage equipment. It is therefore not expected that the programmer would supply a sound engineer for this show, and any engineer that accompanies any of the performing acts would work under the supervision of the house sound engineer.

The Brief

A survey of visitors to the 2009 festival concluded that what visitors wanted in the future focused on:

- A diverse programme to suit many tastes

- More well-known performers
- A family orientated event with entertainment & activities to appeal to all ages

The proposal should specify:

- Details of the type of entertainment to be programmed, examples of artists, similar events elsewhere
- Any extra programming, eg compère, choreography, audience interaction
- Details of programming experience, audience numbers worked with, venues, artists, partnerships etc.
- A draft budget breakdown
- Any special production requirements
- Details of who would be involved in the programming, any partnerships involved and who would be point of contact with CV One
- Details of how the show would be staffed; depending on the show, the programmer might like to put together their own stage management and production team (although see the point about sound engineers above), or CV One can put staffing into place appropriate to the programme
- A statement of how the proposed programme will fit in with the festival, with respect to the survey points above.
- A statement covering any possible safety issues, potential for disorder and means of managing this

It is preferred that the lead organiser is based in, or operates from the West Midlands or Warwickshire.

The budget available for programming and associated costs is £10000. This is chiefly to cover artist bookings, but any associated costs should be accounted for. The following is a guide to what should and shouldn't be considered when allocating the budget.

What is required:

- Artist booking fees
- Programming fees and out of pocket expenses
- Compère / DJ fees
- Non standard production requirements
- Non standard hospitality or hotel rooms required by artist contract
- Any staff brought in by programmer

What is not required:

- Tent/stage/PA/lights/power
- Other equipment specified above
- Production crew
- Security
- Standard hospitality
- Marketing, as part of festival marketing

The submitted proposals will be considered by a panel of CV One staff and event stakeholders and sponsors. The proposals will be scored on how well they meet the objectives set out above, and this will inform the final decision, which, ultimately is a creative one. It is anticipated that a shortlist will be selected and those selected will be invited to meet with the panel to discuss their proposal in more detail.

Please post or hand deliver your proposals in an envelope marked 'Godiva Proposal' to :

Nicola Leake, CV One Ltd. 1 Castle Yard, off Hay Lane, Coventry CV1 5RF

Proposals should be received by **12noon, Monday 8 March**, no proposal will be accepted after that date. Shortlisting decisions will be made that week, with all who have submitted a proposal informed of their progress. Those shortlisted will be invited to meet with CV One during week commencing 15 March and the final decision and go ahead to start programming will be made by Friday 19 March.