



# Event Proposal

**Event:** Cuckfield Christmas Street Festival  
**Location:** High Street, Cuckfield, West Sussex  
**Client:** Cuckfield Parish Council  
**Document date:** 06 August 2024



CUCKFIELD  
PARISH COUNCIL

The  
*Handmade*  
&  
**HIRE**  
Company

FIRESTORY  
EVENTS

# Introduction

## About this document

Thank you for the opportunity to pitch The Handmade and Hire Company and Firestory Events as your event production partner for the Cuckfield Christmas Street Festival 2024.

We would be delighted to be a part of this well-loved community event and this document provides an overview of the services we can offer, approximate cost estimates, and some additional background that we hope you find useful.

## Who are we?

The Handmade and Hire Company Limited and Firestory Events are two Sussex based events businesses run by partners Cameron Wallis and Chloe Hodgson (THM&HC), and long-term friend and frequent project collaborator, James Gander (FSE).

The Handmade and Hire Company has rapidly built a glowing reputation in Mid-Sussex as a go-to provider for wedding and party hire and event décor, providing services including photo-booths, PA hire, event dressing, balloons, customised gifts, sweet carts and more.

Firestory Events provides event hire and production services to a variety of small-medium sized events, with a focus on event management, co-ordination and creative design. Recent clients include Towner Gallery, PATINA Lewes and The Bodorgan Estate.

Alongside our two businesses, we also have a comprehensive knowledge of community events and projects. Collectively we organised Wivelsfield Village Day for several years between 2017 - 2021, and we have variously worked with, and for, several local charities, community groups and councils to support and deliver a wide array of events.

Our proposal for the Christmas Street Festival is a collaborative pitch, to be delivered in partnership between our two businesses. We hope this proposal is useful and we look forward to working with you on this exciting project.

*Cameron Wallis + Chloe Hodgson*

The Handmade and Hire Company Limited

*James Gander*

Firestory Events

# Proposal Summary

## Cuckfield Christmas Street Festival

The Christmas Street Festival is a well established event and key date in the community calendar. Its current format includes outdoor stalls, refreshments, and entertainment, as well as Christmas essentials - like Santa's grotto, mulled wine and festive music.

The event coincides with the Christmas Tree Festival hosted at Holy Trinity Church, and with the indoor Christmas market at The Old School.



## What we can offer

Following discussion with Parish Clerk Sam Heynes and Parish Councillor Adrian Podmore, we have prepared information on the various services we can offer to support the successful delivery of the event in a similar format to recent previous years.

Our services are primarily focused on planning, management and coordination, and as such, our costs do not include the cost of third party professional services (like medical and security), or hire of additional infrastructure (like toilets, bins or similar). Where there are exceptions to this, we have included details.

## Achieving value for money

We're conscious that making the decision to bring in external partners and outside assistance to deliver projects brings with it extra costs, but we're sure that the service, skills and expertise we provide will save you hassle, time and stress.

To maximise value from your investment in our services, and to increase the appeal of the event to residents and visitors, as well as traders and other participants, we would initially recommend reviewing the timings of the event to see whether a longer duration could be possible.

# Scope of Work

## **Stall Holder Bookings/Co-Ordination**

The stallholders are the 'bread and butter' of the event, but finding them, managing bookings, collating relevant documentation and information and coordinating everyone in advance and on the day isn't quite so simple (or quick!) as you might expect. To simplify this process, we can:

- Create and manage an online booking/enquiry system, including collection of relevant documentation from each stallholder
- Handle stallholder enquiries and bookings, including invoicing if required
- Promote the event to source additional stall holders, and vet applications to ensure a good mix of stalls in accordance with the council's requirements and priorities
- Deal with pre-event questions and troubleshooting
- Create a trader layout plan, ensuring stalls are located in appropriate locations with access to required facilities
- Produce pre-event communication for stall holders to ensure a smooth and hassle free event on the day

## **Event Safety Planning & Documentation**

As well as being fun, festive and enjoyable, above everything else the event must be safe for everyone involved. We can support you to ensure a smooth, safe event with:

- Production of a comprehensive event Risk Assessment and Event Management Plan
- Collation of documentation from third-party suppliers and contractors
- Support with TEN licence application (if required)

## **On-site and Event Management**

We can work to coordinate everything on-the-day, with operational control of the event. We will supply an event manager and liaise with all relevant parties on the day to ensure the event flows smoothly and safely, and that any decisions are taken swiftly and in accordance

# Scope of Work (cont.)

with the prepared plans and documentation.

Additionally, we will oversee the event build and get-out, ensuring relevant equipment, people and resources are on-site at the right time and that the space is left clean and tidy afterwards.

## **Contractor & Supplier Co-Ordination**

We'll work in conjunction with the council to organise and book third party suppliers and contractors. This includes things like medical, security and stewarding staff, and (if required) temporary toilets, waste management, staging, technical production, etc.

Our preference is always to work with suppliers we have existing relationships and connections with, as we can be sure of an appropriate level of quality, service and professionalism. We also know the local events industry well, and can source great prices and quotes (and we're always happy to present a few options, or work to a specific budget where practical). If the council wishes to use any specific suppliers, this should be discussed in advance.

## **Entertainment Programming**

Alongside the delicious smell of mulled wine and the variety of stalls, a selection of great entertainment will make the event stand-out and draw people in. Working to an agreed budget, we've got the skills and experience to:

- Plan a programme of great entertainment and manage the booking and contracting
- Organise advancing details with performers ahead of the event
- Coordinate artists and entertainment on the day

We have had great success previously in identifying and sourcing successful touring musical and theatrical artists to perform at events, and we think there could be scope to broaden the range of entertainment offered at the event depending on the budget available, alongside local artists.

# Scope of Work (cont.)

## **Technical Event Production and Equipment Hire**

Our preference would be to supply audio, lighting and associated production services 'in-house' - offering a simpler, easier service and one less third party to coordinate with. We can supply:

- A professional audio package for the High Street entertainment area and announcements (with sound technician)
- Festoon/fairy lights and coloured flood lighting for the High Street
- Additional supporting infrastructure, such as cable ramps.

## **Marketing & Promotion**

Not limited just to event planning, we're also able to provide marketing and promotional support to raise awareness of the event. We can help by providing:

- Design of posters & flyers in print-ready formats
- Content creation for social media
- Promotional copy-writing for web, press, etc.

# Proposal Costs

## Our Cost Estimate

Based on the outlined scope of work above, our event management and production fee for this event would be **£4450**. We've calculated this based on the amount of time we think the project will require to deliver,

We're confident that this represents good value for the services provided and we'd be pleased to work with you to deliver the Christmas Street Festival in 2024.

We are also very flexible - and are happy to provide quotes for a reduced scope of work, if required, or work collaboratively to find a package that fits if you have a specific budget in mind to deliver this event.

Do keep in mind that our fee is all-inclusive for our services and scope of work, but does not cover charges from third parties, including professional services (medical, security), equipment hire, or entertainment fees, which would all need to be included in a total event budget.

## Extras and Ideas

Following our discussions with Sam and Adrian, we'd be keen to chat further about new ideas and ways to develop and extend the event, too.

Some of our initial thought include:

- Extended event duration, to maximise event benefit, value for money and appeal to prospective traders and stall-holders
- Additional performance/busking space between the High Street and the church, to provide a better link between the events taking place and encourage increased foot-fall between the different spaces
- Additional or alternative ride and sideshow provision
- Walkabout street performers and entertainers
- Consider options and alternatives for snow machines, and additional event theming

# Next steps

## **We hope you find this proposal helpful**

We hope you find this proposal helpful, and we'd love to work with you on this event. If you'd like to discuss particular elements in more detail, or if you have a specific budget in-mind that you'd like to work to, please let us know.

## **What next?**

We'd love to hear your thoughts on this document and how you'd like to proceed. We're ready and raring to go if you'd like to move ahead, so feel free to reach out and let us know. Agreeing a budget and confirming a scope of work will be important next steps to get the wheels in motion.

We also have experience working with local government, and are happy to engage and/or meet with councillors and committees to inform and develop the work we deliver for you.

## **Need more information?**

If there are any sections of this proposal that you'd like further information on, or if you'd like more information on The Handmade and Hire Company, Firestory Events, our ethos and how we work, please don't hesitate to ask - we'd love to help.

