

Title: Framework establishment for Event Management Services
Portfolio: All portfolios
Responsible Director: Alan Reiss, Director of Operations
Report Author: Sam Lennie, Communications and Marketing Manager

Purpose of the report

This report seeks approval to establish a framework for the provision of events management services which will allow the North East Mayoral Strategic Authority (North East MSA) to call on external expertise and capacity when organising and delivering events on its behalf.

Recommendations

The Head of Content is recommended to:

Approve the establishment of the Events Management services framework for £200,000 (excluding VAT) with the following suppliers on the framework in a ranked order:

1. Umi Commercial Ltd
2. Culture Creative Ltd
3. Beacon House Events Ltd

A. Context

The North East MSA has identified a need for an Events Management Framework. The framework will support the North East MSA and its partners in the planning, delivery and evaluation of key agreed events that showcase and promote regional initiatives to a range of audiences, including businesses, stakeholders and local communities.

High-quality, well-targeted and professionally managed events are a key part of how the North East MSA engages partners, communicates strategic priorities and demonstrates the impact of regional programmes.

The purpose of this framework is to establish access to reliable, flexible and efficient professional event management support as and when required. It will enable North East MSA teams to commission services quickly while maintaining fair competition, transparent procurement and value for money.

The framework aims to ensure:

- Consistent quality and professionalism across all North East MSA-led events
- Delivery of low-carbon, accessible and socially responsible events
- Support for local suppliers and the regional economy.
- External events covered by this framework may include:
 - Launches and showcases for new initiatives
 - Business and stakeholder briefings
 - Conferences, workshops and roundtables
 - Partnership events
 - In-person, hybrid and virtual events.

B. Procurement

A procurement exercise was undertaken in accordance with the North East MSA's Commissioning and Procurement Rules to appoint suitably qualified suppliers to the Events Management Framework.

Bids were invited via the OPEN e-tendering service from suppliers with demonstrable experience in Events Management, with submissions assessed against pre-published quality and price criteria.

A total of 11 compliant bids were received. A maximum of 3 suppliers will be appointed to the Framework.

Outcome of the Procurement Exercise

Following evaluation, 3 suppliers achieved the highest overall score and identified as providing the most economically advantageous tender, demonstrating strong technical capability, relevant experience, and value for money, and are therefore appointed to the Events Management Framework.

Call off from the Framework will be commissioned according to the ranking and availability of companies on the framework. I.E. The no 1 ranked company will be invited to work with the North East MSA first. If they have no availability, we will invite the no. 2 ranked company and if they are unavailable, we will invite the third ranked company.

Suppliers appointed to the Events Management Framework and the evaluation criteria are included in Confidential Appendix A.

C. Impact on North East Mayoral Strategic Authority Objectives

By having the capability to bring in additional, professional support to deliver targeted events to our key audiences, we will be able to share the vision and missions in the Corporate Plan and to ensure the opportunities and the impact of our delivery programmes is shared and celebrated with these audiences.

D. Key risks

Delay in appointing to this framework could mean the MSA is without the additional capacity needed and events are not reflective of the professional service we want to deliver.

E. Corporate Implications

E1. Financial and other resources implications

The cost of this contract falls within the previously approved comms budget and the ways of working of the comms team where recharges are made to delivery programmes via pre-agreement.

E2. Legal implications

The comments of a representative of the Monitoring Officer have been incorporated into the report.

E3. Equalities implications

The North East MSA follows the Public Sector Equality duty and this report has due regard to the need to achieve the objectives set out under s149 of the Equality Act 2010. In June 2024 the North East MSA adopted equality objectives to reflect the different roles of the MSA as an employer, a commissioner and deliverer of services, and a civic leader.

E4. Consultation and engagement

Internal consultation has been undertaken.

F. Background papers

None

G. Contact officers

Sam Lennie, Communications and Marketing Manager, North East MSA

H. Glossary

North East MSA – North East Mayoral Strategic Authority