

Greater London Authority – Invitation to Tender

Eid On The Square: Creative Programmer 2025 & 2026

Deadline for submission: Monday 24 February, 5.00pm.

1. Event Overview

Eid on the Square is one of six community events which takes place on Trafalgar Square as part of the Mayor's Community Events programme. This cultural event celebrates London's diverse Muslim communities in the form of art, culture, literature, history, fashion and food. It is supported by the Eid Community Advisory group and developed through relationships with community groups and arts organisations.

The Mayor of London's Eid on the Square event will be celebrating its 20th year in 2025. Welcoming over 20,000 people, the festival is a destination to showcase the best of Islamic art, culture, music, literature, history, fashion and food. It provides a wonderful opportunity to bring people together to recognise the importance of Eid to London's Muslim communities.

The festival is developed in collaboration with the Eid Community Advisory group (a selection of people from across London's Muslim community who support and advise the GLA on the vision and shaping of the festival) and through relationships with key community led groups and arts organisations.

The event site will host a main stage with traditional and contemporary performances, an array of activities including a Family Zone and Comedy Marquee and an array of market stalls and food offerings.

Past celebrations have marked Eid al-Fitr, the end of Ramadan but for the foreseeable future we are moving our celebrations to the second celebration in the Islamic calendar, Eid al-Adha. For 2025 our theme will focus on Unity and Sacrifice. To deliver these events the GLA has engaged the services of a production company, responsible for infrastructure, production, security, stewarding and site management on the day.

2. Dates

This tender covers two iterations of Eid on the Square in 2025 and 2026.

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- Sunday 20 April 2025 – 12.00 - 18.00hrs (confirmed)
- Saturday 30 or 31 May 2026 – 12.00 - 18.00hr (date tbc)

3. Eid Aims

The aim of Eid in the Square is:

- To celebrate London's diverse Muslim communities.
- To shine a spotlight on the talent and creativity of the Muslim community, bringing the arts, culture, food and a breadth of communities together.
- To offer an inclusive and welcoming environment for people of all backgrounds and all faiths.
- To bring economic and social benefits to London, raising the city's profile and presenting a positive image to the world's media and potential visitors.

4. Themes and Priorities

The event theme for 2025 is Unity and Sacrifice.

The theme for 2026 has yet to be decided.

This year's event celebrates 20 years of delivering Eid on the Square which should be reflected in the programming.

#London for Everyone campaign

Londoners make our capital city the uniquely vibrant and prosperous city it is. We come from all over the world, every religious background, and every walk of life. Our diversity is our city's greatest strength – it enriches us culturally, socially and economically. We are all Londoners, and this city is our shared home. The Mayor's London for Everyone campaign aims to unite communities across our capital – whether long-established or newly formed – encouraging respect, promoting equality and rejecting hatred in all its forms.

5. Creative Programmer Brief

The GLA is seeking an experienced and enthusiastic programme partner to help create the best possible main stage programme for Eid on the Square in 2025 and 2026 within the available resources. We are looking for an individual, an organisation or a group of organisations with experience of working with Muslim community events with a strong understanding of Islamic Arts and Culture. The Creative Programmer is critical to realising the artistic vision and to curate, shape and secure the content for these two events in consultation with the Events for London team (EfL) and the Eid Community Advisory Group (CAG) as well as liaising closely with the appointed production company and any related external stakeholders, and creatives.

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We welcome applications from individuals, organisations or a group of organisations, where two or more have decided to collaborate on delivering the programme.

All content is subject to approval by the Greater London Authority (GLA) and the production company with final sign off from the Mayor's Office.

The appointed Creative Programmer for Eid On The Square will need to deliver the following:

- A clear bold creative vision and programme content for 2025 & 2026 that is ambitious, exciting and which builds on previous events.
- A diverse, inclusive and accessible programme for all.
- A programme which aligns with the event theme and the Mayor of London's vision and priorities.
- A balanced programme of world class performances and community grassroots performances from across London, UK and where budget allows overseas, showcasing different nationalities and art forms from across the Islamic world from African, Middle East, Southeast Asian and Eastern European countries.
- Variety of content which reflects Muslim communities and the cultural and creative industries (Music, dance, spoken word etc..)
- A programme that remains within budget over the two years and is viable in terms of governance, management and risk.
- A draft script for the host(s) which includes running order, short biographies of all artists, any Q&A's and key messaging as provided by the GLA.
- An evaluation of each event programme taking into consideration feedback from the GLA, Eid CAG, event attendees and suppliers.

Creative Vision & Project Plan for 2025 & 2026

The Creative Programmer will liaise directly with the GLA and Eid CAG, lead informative meetings to report on progress and agree next steps to ensure the requirements of the brief are being met and timelines set by the GLA are being upheld. They will be required to set out a project plan for these two events to include: the creative vision, proposals for artistic content, delivery structure and timetable for the event including planning, management of artists and collation of technical and operational requirements to ensure the successful delivery of the creative vision for this project is on time and within allocated commissioning budget.

Stage and Artist Management

The event staging and management will be delivered by a separately contracted production management company and is not in the scope of this brief.

Once the programme has been agreed, the Creative Programmer will be responsible for liaising closely with the Production Company to ensure clarity over the programme,

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performers, travel requirements and agreed fees. The Creative Programmer will work with the Production Company to seek information about technical requirements directly with the performers or performers agents. The Creative Programmer will also support the GLA and Production Company with the collation of all artists lyrics, words and content to share with the BSL Interpreters to support the successfully deliver of their interpretation. The GLA will draw up all performers' contracts and payments will be processed by the GLA.

The Creative Producer will be expected to be available and be part of the Artist Liaison team on site to support the smooth delivery of both live events for the full six-hour programme.

Marketing and Promotion

The Creative Programmer must use GLA Eid on the Square assets and branding unless otherwise agreed with the GLA.

The Creative Programmer must reference the Mayor of London in all promotion and marketing and must use GLA logos in line with GLA brand guidelines.

The Creative Programmer must highlight the contribution of the CAG throughout marketing, including a formal thank you on stage during the event.

The Creative Programmer will be required to work alongside the GLA Marketing Team and CAG to support the marketing and promotion of the programme through their own marketing channels.

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6. Timeline

The milestone schedule is as follows:

Milestones	Timeline
Invitation to tender sent out / advertised	Early February 2025
Deadline for responses to invitation to tender	Monday 24 February 2025
Interview of shortlisted candidates	27/28 February 2025
Appointment of consultant	Monday 3 March 2025
Project plan outline, creative vision and Programme Proposal v1 and budget	Monday 10 March 2025
Programme Proposal v2 and budget with presentation to GLA Events for London and Community Advisory Group	Monday 31 March 2025
Final Programme Proposal v3 and budget	Friday 11 April 2025
Final Programme 2025 – Signed off internally	Friday 25 April 2025
Technical requirements from all artists	Friday 25 April 2025
Contracts and image consent forms signed	Friday 2 May 2025
Event delivered	Sunday 8 June 2025
Event evaluation report, reconciled budget and grant administration for 2025	Monday 23 June 2025
Creative vision development begins for 2026	September 2025
Project plan outline, creative vision and Programme Proposal v1 and budget	Friday 23 January 2026
Programme Proposal v2 and budget with presentation to GLA Events for London and Community Advisory Group	Friday 6 March 2026
Final Programme Proposal v3 and budget	Friday 3 April 2026
Final Programme 2026 – Signed off internally	Friday 17 April 2026
Technical requirements from all artists	Friday 17 April 2026
Contracts and image consent forms signed	Friday 24 April 2026
Event delivered	Saturday 30 or Sunday 31 May tbc
Event evaluation report, reconciled budget and grant administration for 2025	Monday 15 June 2026

7. Budget

The GLA will maintain the budget for event delivery, and will provide event infrastructure including staging, backline, fencing, power, toilets, stalls and marquees. This will also include staffing costs including production management, stage management, security, stewarding, first aid, health and safety management

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and marketing and promotion of the event alongside the CAG and Creative Programmer.

The budget available for programming the main stage content for 2025 and 2026 festivals is up to £10,000 excluding VAT for each event.

The budget available for the Creative Programmer fee for 2025 and 2026 festivals is up to £5,000 excluding VAT for each event.

The Creative Programmer will be responsible for securing any additional funding required and may apply or request the GLA to apply for external grants and funding to assist with programming. The Creative Programmer will be responsible for all administration and evaluation required for grant funding that supports programming.

The Creative Programmer budget must cover the costs for:

- Artist fees, administrative overheads, travel and accommodation costs for main stage programme
- Creative Programmer fee
- Any other fees incurred by the Creative Programmer in relation to this agreement

A three staged payment for each event will be agreed.

Instalment 1: 30% upon award and signing of contract

Instalment 2: 50% upon final approval of programme

Instalment 3: 20% upon completion of evaluation, budget and grant administration

8. Your proposal

If you wish to be considered for this opportunity, please provide the following information:

- Details of you or your organisation(s) and the work you do. If two or more individuals or organisations propose to work together, please detail roles and responsibilities (max. 500 words).
- Previous relevant experience/proven track record of delivering similar scale outdoor diverse creative projects/programmes, in particular within the Muslim cultural and creative arts sector (max. 500 words).
- Demonstration of the ability to work flexibly across internal and external stakeholders including those from highly regulated, political environments. To note this role will be expected to engage with the GLA internal teams, Eid Community Advisory Group, Production Company and wider stakeholders including management of artists to deliver cost effective and successful events (max. 500 words).

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- Previous experience of working with a range of stakeholders, highly regulated organisations and political environments. (max 500 words).
- A detailed response outlining your proposed approach to the delivery of the requirements as stated in section 5 (max. 1000 words).
- A draft schedule/work plan identifying the likely number of days over 2025/2026 to be worked and the approach you will take, highlighting any key milestones (max. 500 words).
- Your approach to sustainability, including working with artists in accordance with the principles set out in the GLA Event Sustainability Policy supplied (max. 500 words).
- An outline budget for this project, including artist fees, travel and accommodation which incorporates your fee. Please indicate if you believe a larger budget could be generated and provide an outline of how you would go about increasing income to support this (max. 500 words).

9. Appointment criteria

Criteria	Weight
Experience: <ul style="list-style-type: none"> – Track record in producing similar outdoor culture projects of scale in particular knowledge of the Muslim cultural and creative arts sector which engage communities/stakeholders. – Track record of experience/understanding of working across complex stakeholder groups, highly regulated organisational environments and political environments 	50%
Proposal: <ul style="list-style-type: none"> - Evidence of substantial creative/cultural producing and project management skills in particular relevant to the Muslim cultural and creative arts sector in response to the brief - An outline schedule/work plan, identifying number of days to be worked and highlighting key milestones and commitment to delivering within the outlined project delivery timeline. - Demonstrate your approach to delivering a sustainable event - Two references relevant to this contract 	40%
Cost: <ul style="list-style-type: none"> - Budget proposal (Fees, administration, travel & other appropriate costs) 	10%

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10. Appointment criteria - assessment

'Experience' and 'Proposal' will be scored against the criteria detailed below.

	Score
Outstanding: Exceptional demonstration of the relevant ability, understanding, experience, skills, and resources required to provide the services. Response identifies factors that will offer strong potential added value and continuous improvement, with evidence to support the response	4 (maximum score available)
Good: Above average demonstration of the relevant ability, understanding, experience, skills and resources required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response	3
Meet the requirement: Demonstration of the relevant ability, understanding, experience, skills and resources required to provide the services, with limited evidence to support the response	2
Poor: Some minor reservations of the Bidder's relevant ability, understanding, experience, skills, and resources required to provide the services, with little or no evidence to support the response	1
Unacceptable: The response does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate the ability, understanding, experience, skills, and resources required to provide the services, with little or no evidence to support the response	0

'Cost' will be scored using an inverse price proportioning approach. This means that the maximum weighting of 10% will be awarded to the lowest cost proposed. All other offers will receive points in an inverse proportion to the lowest cost. The formula used to work out commercial scoring is shown below:

$$\frac{\text{Lowest submitted cost}}{\text{Bidder's submitted cost}} \times 10 \text{ (weighting \%)}$$

Please note, the GLA is not bound to accept the lowest or any quote submitted as a result of this invitation. The GLA also reserves the right to accept all or any part of an offer and, if necessary, work with multiple suppliers.

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11. Compliance with IR35 Legislation & your employment status

To ensure the GLA is complying with IR35 legislation, please answer the following questions.

Please Note: This is a PASS/FAIL section, therefore a negative response to questions 1c) & 2 will result in your tender being rejected.

1. A) Please state if you are an individual providing your services via a personal service company (i.e. a limited company that typically has only 1 or 2 directors, where some of the individuals providing the services hold more than 5% share in the company) or via a partnership (typically where the individual providing the services is a partner, and is entitled (alone or with one or more relatives) to 60% or more of the profits. YES/NO

B) Are you self-employed? YES/NO

C) If you have answered YES to 1. A) or 1. B), please confirm that should you be awarded the contract to deliver this requirement you agree to undertake an employment status assessment and to accept the GLA's decision to alter the engagement route if the arrangement falls within IR35 Intermediaries Legislation or if the engagement is deemed to be one of employment for tax purposes. YES/NO
2. Please confirm that should you engage personal service companies to deliver the Services you are expressing an interest in, you will inform GLA that this is the case and co-operate with GLA in relation to any questions raised to identify whether the Intermediaries Legislation applies; and if GLA confirms that it does, you will make all relevant deductions for tax and national insurance (in accordance with Chapter 10 Part 2 ITEPA 2003 and NIC legislation). YES/NO

Please include clearly in your submission your answers to the questions above as part of your bid, if you fail to provide answers to this section above we reserve the right to reject your submission.

12. Deadline for the submission of proposals

Proposals should be sent by email to eid@london.gov.uk by 5pm on Monday 24 February 2025.

Shortlisted candidates will be invited to a short interview on either 27 or 28 February 2025.

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The successful candidate will be informed no later than 5pm on Monday 3 March.

13. Terms and Conditions

By submitting a proposal, you agree to the [Standard Purchase Order Conditions of Contract](#). You further agree that: this quote, together with your written acceptance of it, shall constitute a binding contract between us; that there has been no collusion with any other supplier; and that the GLA will in no circumstances be responsible for any costs or expenses incurred in connection with this quote.