

## Greater London Authority – Invitation to Tender

St Patrick's Festival: Main Stage Programme Partner 2026 & 2027

**Deadline for submission: Friday 19 September, 5:00pm.**

### 1. Event Overview

St Patrick's Festival 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 Irish community in the form of art, culture, literature, history, fashion and food, as well as the parade. It is supported by the Irish Community Advisory Group (CAG) and developed through relationships with community groups and arts organisations.

The Mayor of London's St Patrick's Festival event welcomes over 30,000 people at Trafalgar Square and 40,000 at the parade. The festival is a destination to showcase the best of Irish art, culture, music, literature, history, and food. It provides a wonderful opportunity to bring people together to recognise the importance of the Irish community in London.

The festival is developed in collaboration with the CAG (a selection of people from across London's Irish 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.

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 St Patrick's Festival in 2026 and 2027.

- Sunday 15 March 2026 – 12:00 – 18:00
- Sunday 14 March 2027 – 12:00 – 18:00

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## 3. Event Aims

The aim of St Patrick's Festival is:

- To celebrate London's diverse Irish communities.
- To shine a spotlight on the talent and creativity of the Irish 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 theme for 2026 and 2027 has yet to be decided.

### #Loved and Wanted

Loved and Wanted is a new campaign from the Mayor of London that reaffirms to Londoners that no matter who you are or where you're from - you are loved and wanted in our city. We are living in uncertain and unsettling times. But we know that in London communities continue to rally together and support each other. In London, you are free to be who you want to be. It is Londoners who make our city the uniquely vibrant city it is. We come from all over the world, from every religious background, and every walk of life. Loved and Wanted celebrates our city's enduring spirit of respect, unity and togetherness.

### #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. Main Stage Programme Partner Brief

The GLA is seeking an experienced and enthusiastic programme partner to help create the best possible **main stage programme for St Patrick's Festival in 2026 and 2027** within the available resources. We are looking for an individual, an organisation or a group of organisations with experience of working with Irish community events with a strong understanding of Irish Arts and Culture. The Programme Partner is critical to realising the artistic vision and to curate, shape and secure the main stage content for these two events in consultation with the Events for London team (EfL) and the St Patrick's (CAG). They will also work closely with

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the appointed production company and any related external stakeholders, and creatives.

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.

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

The appointed Programme Partner for St Patrick's Festival will need to deliver the following:

- A clear bold creative vision for the the 2026 and 2027 events
- An ambitious, exciting main stage programme for 2026 & 2027 which builds on the success of previous events including a host(s).
- A balanced programme of world class performances sitting alongside community grassroots performances from across London, Ireland and the UK showcasing the diversity within the Irish community.
- Variety of content which reflects Irish communities and the cultural and creative industries (Music, dance, spoken word etc.)
- 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 <https://www.london.gov.uk/who-we-are/what-mayor-does/priorities-london>
- A programme that remains within budget over the two years and is viable in terms of governance, management and risk.
- Seek additional funding from organisations like Culture Ireland to support travel and accommodation for Irish overseas performers. Any additional funding to be discussed and agreed with the GLA in advance.
- Manage contracts, invoices, payments plus all travel and accommodation requirements for all artists. All fees to be agreed in advance with the GLA.
- A draft script for the host(s), to be drawn up in consultation with the GLA, which includes running order, short biographies of all artists, any Q&A's and key messaging as provided by the GLA.
- Briefing meeting for the host(s), online or in person, in advance of the event alongside the GLA.
- Collation of all introductions/words and lyrics from songs/poems from all the performers to share with the BSL interpreters in advance of the event, to support their preparation for the event.
- Support in gathering of technical and operational specifications for each artist alongside appointed Production Company.

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- Creation of a main stage running order including changeover times and any agreed Q&A / sponsor/GLA reels in collaboration with the GLA and appointed Production Company.
- Collation of full artist accreditation list in advance of the event to share with the GLA to support management of artist arrival on day of event.
- Management of artist accreditation entrance alongside GLA rep on the day of the event and support with artist liaison throughout the day.
- An evaluation of each event programme taking into consideration feedback from the GLA, St Patrick's CAG, event attendees and suppliers.

## **Creative Vision & Project Plan for 2026 & 2027**

The Programme Partner will liaise directly with the GLA and St Patrick's 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 Programme Partner will be responsible for liaising closely with the Production Company to ensure clarity over the programme, performers, and travel requirements. The Programme Partner will work with the Production Company to seek information about technical requirements directly with the performers or performers agents. The Programme Partner 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 successful delivery of their interpretation.

The Creative Producer will be expected to be available for the full day of the event and manage Artist Accreditation Entrance as part of the Artist Liaison team on site alongside the GLA and Production Company to support the smooth delivery of both live events for the full six-hour programme.

## **Contract Management**

The Programme Partner will be responsible for negotiating all artist fees in consultation with the GLA.

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The Programme Partner will be responsible for managing contractual arrangement with all artists using the GLA artist contract template.

The Programme Partner will be responsible for management and payment of all artist's travel and accommodation.

The Programme Partner is responsible for liaising with Culture Ireland to secure additional funding to support the travel and accommodation for overseas Irish artists.

The Programme Partner will be responsible for managing artist's invoices and ensuring payments are made within 10 days, post event date including settlement of any travel and accommodation fees.

## **Marketing and Promotion**

The Programme Partner 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.

The Programme Partner must use GLA St Patrick's Festival assets and branding when promoting the event and artists unless otherwise agreed with the GLA.

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

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

The Programme Partner must seek full approval and sign off from the GLA on all their marketing and promotional activities relating to the event before going live.

## **6. Timeline**

The milestone schedule is as follows:

<b>Milestones</b>	<b>Timeline</b>
Invitation to tender sent out / advertised	Early August 2025
Deadline for responses to invitation to tender	19 September 2025
Interview of shortlisted candidates	24 / 25 / 26 September 2025
Appointment of consultant	Monday 29 September 2025
Project plan outline, creative vision and Programme Proposal v1 and budget	End October 2025

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Programme Proposal v2 and budget with presentation to GLA Events for London and CAG	End November 2025
Final Programme Proposal v3 and budget	2 months before event - 16 January 2026
Final Programme 2025 – Signed off internally	End January 2026
Technical requirements from all artists	4 weeks before the event – 13 February 2026
Contracts and image consent forms signed	3 weeks before the event – 20 February 2026
Event delivered	15 March 2026
Event evaluation report, reconciled budget and grant administration for 2026	Mid-April 2026
Creative vision development begins for 2027	September 2026 – 7 Months before the event
Project plan outline, creative vision and Programme Proposal v1 and budget	Mid-October 2026
Programme Proposal v2 and budget with presentation to GLA Events for London and CAG	End November 2026
Final Programme Proposal v3 and budget	2 months before the event – 15 January 2027
Final Programme 2027 – Signed off internally	End January 2027
Technical requirements from all artists	4 weeks before the event – 12 February 2027
Contracts and image consent forms signed	3 weeks before the event – 19 February 2027
Event delivered	14 March 2027
Event evaluation report, reconciled budget and grant administration for 2025	Mid-April 20227

## 7. Budget

The GLA will maintain the budget for overall 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 and marketing and promotion of the event alongside the CAG and Programme Partner.

The budget available for programming the main stage content for 2026 and 2027 festivals is **up to £10,000 for each event**.

The budget available for the Programme Partner fee for 2026 and 2027 festivals is **£5,000 excluding VAT for each event**.

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The Programme Partner will be responsible for securing any additional funding required including Culture Ireland for overseas Irish artist's (accommodation and travel only) and may apply or request the GLA to apply for external grants and funding to assist with programming. The Programme Partner will be responsible for all administration and evaluation required for grant funding that supports programming.

The Programme Partner budget must cover the costs for:

- Artist fees, administrative overheads, travel and accommodation costs for main stage programme
- Programme Partner fee
- Any other fees incurred by the Programme Partner 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 Irish 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, St Patrick's CAG, Production Company and wider stakeholders including management of artists to deliver cost effective and successful events (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 2026/2027 to be worked and the approach you will take, highlighting any key milestones (max. 500 words).



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- A draft main stage programme proposal of possible performers / artists you would consider approaching for the event
- 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
<b>Experience:</b> <ul style="list-style-type: none"> <li>– Track record in producing similar outdoor culture projects of scale in particular knowledge of the Irish cultural and creative arts sector which engage communities/stakeholders.</li> <li>– Track record of experience/understanding of working across complex stakeholder groups, highly regulated organisational environments and political environments</li> </ul>	50%
<b>Proposal:</b> <ul style="list-style-type: none"> <li>- Evidence of substantial creative/cultural producing and project management skills in particular relevant to the Irish cultural and creative arts sector in response to the brief</li> <li>- 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.</li> <li>- Draft main stage programme proposal</li> <li>- Demonstrate your approach to delivering a sustainable event</li> <li>- Two references relevant to this contract</li> </ul>	40%
<b>Cost:</b> <ul style="list-style-type: none"> <li>- Budget proposal (Artist fees, administration, travel &amp; other appropriate costs)</li> </ul>	10%

## 10. Appointment criteria - assessment

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



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	Score
<b>Outstanding:</b> 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)
<b>Good:</b> 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
<b>Meet the requirement:</b> Demonstration of the relevant ability, understanding, experience, skills and resources required to provide the services, with limited evidence to support the response	2
<b>Poor:</b> 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
<b>Unacceptable:</b> 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

## 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

# GREATER LONDON AUTHORITY

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 [StPatricksDay@london.gov.uk](mailto:StPatricksDay@london.gov.uk) by 5pm on 19 September 2025.

Shortlisted candidates will be invited to a short interview on either 24, 25 or 26 September 2025.

The successful candidate will be informed no later than 5pm on Monday 29 September.

## **13. Terms and Conditions**

By submitting a proposal, you agree to the Standard Purchase Order Conditions of Contract – link below:

[gla\\_tfl\\_standard\\_purchase\\_order\\_terms\\_and\\_conditions\\_-\\_february\\_2019\\_0.pdf](#)

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.