

## Request for Quote: Halloween 2025 installation or event

BID Leicester is looking for a single provider or a partnership of organisations to deliver an event, series of events / performances or installation for Halloween 2025.

### 1. Background

A Business Improvement District (BID) is a business led and business funded body formed to deliver improvements through additional services to a defined commercial area. A BID can only be formed following consultation and a ballot in which businesses vote on a business plan. BIDs operate for a maximum of five years and must go through a renewal ballot process to secure another BID term of up to five years. The benefits of BIDs cited by the businesses they represent are wide-ranging and include:

- Businesses decide and direct what they want for the area
- Businesses are represented and have a voice in issues affecting the area
- BID levy money is ring fenced for use only in the BID area - unlike business rates which are paid into and redistributed by government.

Following consultation with 351 BID area businesses, BID Leicester has established the following priorities:

- A clean, green, safe and attractive environment (CSA)
- Raising Leicester's profile through high quality marketing (RLP)
- Creating a strong business voice within Leicester (SBV)

Any BID provision must benefit BID Levy payers located within the BID area which contains 624 levy paying hereditaments - the BID Leicester Business Plan 2023-2028 can be viewed at [www.bidleicester.co.uk](http://www.bidleicester.co.uk).

### 2. Project Overview

BID Leicester wishes to identify a single provider or partnership to deliver an installation or event/s in the BID area for Halloween in 2025. The event or trail will run from October 20 to November 2 to include the school half term holidays and up to and including Halloween. We are open to events that take place at key dates across the period specified, or for the whole of the period. It will be essential to liaise with BID Leicester and Leicester City Council (LCC) to secure permission for performances and / or installations in the public realm. The project will provide an exciting attraction to the public and a compelling reason to visit the city centre.

The event/s or installation/s will need to be highly accessible and to generate interest from a diverse range of people. The BID Leicester logo will need to be visible at each / any location used to signify that these elements have been commissioned and funded by the BID as well as relevant social media posts. Locations that may be suitable could include Jubilee Square, Cathedral Gardens, St Martin's Square, St Peter's Square, or Welford Place (opposite Mattioli Woods). Depending on the type of content and its suitability, vacant units at Highcross or Haymarket Shopping Centre or other indoor venues might be suitable for performances or events.

Project ideas might include, but not be limited to:

- Public realm performances featuring music, dance or street theatre
- High quality lighting installations or projections with amplified sound
- Non-light based public realm art including sculpture

- A trail comprising of multiple linked elements
- Elements of 'gamification' and creative methods of engaging the public
- Opportunities for city centre businesses to participate.

It is possible that this project will consist of a series of programmed performances, a large installation at a single location, or a series of different pieces or events at different locations. We will require content to be accessible to the general public without the need to purchase a ticket. The successful applicant will need to have capacity to provide 'hands on' management of the project across the delivery dates and provide frequent communication / updates to the BID Team.

We are interested in any links that can be made to our Independent Leicester campaign promoting city centre independent businesses, as well as opportunities to promote our loyalty app - My Leicester - and the Leicester Gift card ([www.theleicestergiftcard.com](http://www.theleicestergiftcard.com)).

All funding must be spent and an end of project evaluation report provided to BID Leicester by January 31 2026.

### **3.Objectives of Project**

The key objectives of this scheme are to:

- a) Create a visitor attraction for the general public
- b) Create positive perceptions of the City Centre through creativity and innovation
- c) Increase the number of visitors to the city centre during October / November 2025
- d) Raise the profile of BID Leicester within the city and via digital media.

### **4.Budget**

Please submit a detailed budget as part of your proposal. The budget available for this provision is between £24,000 and £27,000. In order to approve a project, our panel will need to be confident that the financial return for the local economy and for levy paying businesses will comfortably exceed the cost of the project.

### **5.Your proposal**

Please include the following information in your proposal:

- Delivery methods: A detailed description of the activities you will carry out to achieve objectives a) – d) above.
- Timeframe: Information indicating when project activities will be delivered
- Impact: How will the benefits of the scheme be measured and reported? What is the expected attendance / public engagement? What opportunities are there for businesses to participate?
- Budget and financial model: what will the costs be?
- Track record: information on your delivery of similar projects in the past – what was the level of public attendance / engagement, media / social media coverage and economic impact?
- References: Up to 3 relevant references from previous projects

### **6.Process**

Please submit your proposal no later than Friday 16<sup>th</sup> May 2025. Proposals will be assessed in line with the BID Leicester Procurement Policy (available on request). Please send your proposal to [info@bidleicester.co.uk](mailto:info@bidleicester.co.uk).

## **7.Contact**

Simon Jenner - BID Director

T. 07961 213875

E. [simon@bidleicester.co.uk](mailto:simon@bidleicester.co.uk)