

Great Yarmouth Seafront Wheels Festival 19th and 20th June 2027 and Summer Fireworks 2027 - Event Management - Tender Brief

The organisers of the Great Yarmouth Seafront Wheels Festival, Visit Great Yarmouth, are seeking to appoint a suitably qualified and experienced supplier to provide full technical, event management, safety management and programming services for Wheels Festival 2027. The organisers are also seeking the same supplier to deliver 13 midweek fireworks nights during 2027, comprising six in Great Yarmouth, six in Hemsby during the summer holidays, and one in Great Yarmouth during October half term.

1. Introduction and Background

Wheels Festival is a major public-facing seafront event celebrating motoring, motorsport culture, specialist vehicles, live entertainment and associated visitor attractions. The event attracted 75,000 attendees in 2026 and requires a supplier with demonstrable experience in managing large-scale outdoor events/ mass gatherings which should include experience of events such as car events, charity car rallies and motorsport-related activities.

The appointed supplier will be required to work collaboratively with the event organisers, local authority representatives, emergency services, Safety Advisory Group or Event Safety Advisory Group stakeholders, contractors, exhibitors, performers and other delivery partners to ensure that the event is planned, licensed, promoted, delivered and reviewed to a high professional standard.

2. Purpose of the Tender

The purpose of this tender is to secure a lead supplier capable of providing comprehensive planning, technical production, safety management, event control, traffic management, programming, supplier coordination and on-site operational delivery for Wheels Festival 2027 and the associated 2027 fireworks programme.

The successful supplier will be expected to take a proactive lead role in developing the event delivery plan, ensuring that all operational, safety, licensing, technical, programming and stakeholder requirements are identified and managed within agreed timescales and budgets.

3. Scope of Services Required

The appointed supplier must provide a complete event management service covering the following core areas:

- Technical and event management
- Safety management
- Event programming and performer liaison
- Traffic management planning and implementation
- Licensing, permissions and statutory documentation
- Supplier sourcing, negotiation and contractor coordination
- Event control set-up and operational management
- Site design, site build and event infrastructure delivery
- Some direct marketing support within the motorsport and exhibitor sectors
- Post-event review and reporting
- Fireworks programme planning and delivery across Great Yarmouth and Hemsby

4. Supplier Experience and Minimum Requirements

To be considered for appointment, suppliers must be able to demonstrate the following minimum experience, qualifications and capabilities:

- NEBOSH qualification to certificate level as a minimum requirement.
- Proven long-term industry experience across mass gatherings, event safety, programming, event management and/or production management.
- Proven track record in managing large-scale car events, charity car rallies, motorsport activities, vehicle displays and associated activations.
- Proven experience planning, managing and delivering fireworks displays, including associated safety, crowd management, licensing, contractor coordination and on-site operational delivery.
- Experience acting as lead event management company or lead supplier for events supporting audience numbers of 75,000 or more.
- Ability to provide an experienced Safety Officer with relevant motorsport industry experience.
- Ability to source/procure appropriate, experienced entertainment, suppliers and infrastructure within agreed timescales and negotiate costs to meet anticipated budgets.
- Experience designing, managing, sourcing and implementing traffic management plans for large-scale car events.
- Experience preparing and presenting event management plans, risk assessments, method statements, safety documentation and associated materials to the local Safety Advisory Group.

- Ability to prepare counter-terrorism risk assessments and related protective security documentation appropriate to the event.
- Experience applying for and managing all licences, consents, permissions and statutory approvals required for an outdoor public event.
- Experience establishing and managing an event control function staffed by appropriately experienced personnel.
- Experience designing arena sound systems, providing and managing PA systems, staging, temporary demountable structures and other on-site technical provision.
- Ability to provide and manage a site crew capable of building, operating and de-rigging a large event site safely, on time and within budget.
- Experience sourcing, negotiating and contracting suitable performers, presenters, artists and specialist contributors associated with the motorsport industry.
- Experience designing, installing and managing multiple large performance arenas.
- Ability to attend relevant car and motorsport events to promote Wheels Festival, distribute promotional materials and engage with the motorsport and exhibitor industries.
- Proven track record working successfully with local authorities, emergency services, highways teams, licensing teams, contractors and event stakeholders.

5. Key Deliverables

The successful supplier will be required to deliver, as a minimum, the following outputs:

- A full event management plan covering operational delivery, staffing, site layout, public safety, crowd management, emergency procedures and contractor coordination.
- A comprehensive safety management plan supported by risk assessments, method statements and evidence of competent professional oversight.
- A traffic management plan suitable for a large-scale seafront car event, including liaison with relevant highways and statutory partners.
- A licensing and permissions schedule identifying all statutory approvals required and the supplier's approach to securing them.
- A supplier and infrastructure procurement schedule, including anticipated costs, lead times and delivery responsibilities, that uses local suppliers, where possible.
- An event programme covering arenas, vehicle displays, performers, exhibitors, entertainment and associated attractions.
- An event control plan, including staffing, communications, escalation routes, incident logging and decision-making protocols.
- A technical production plan covering staging, PA, arena sound, temporary structures, power and other technical requirements.

- A promotional engagement plan focused on motorsport audiences, exhibitors, vehicle clubs and relevant industry networks to support the wider event marketing undertaken by the organiser.
- A post-event report summarising delivery, attendance, incidents, stakeholder feedback, lessons learned and recommendations for future events.
- A delivery plan for 13 fireworks nights across both Hemsby and Great Yarmouth, including proposed dates, locations, supplier arrangements, safety documentation, stewarding, event control, crowd management, emergency procedures and stakeholder liaison.

6. Safety, Compliance and Statutory Requirements

The supplier must ensure that all planning and delivery activity complies with current UK legislation, recognised industry guidance, local authority requirements and all instructions issued through the local Safety Advisory Group. Health and safety planning must reflect the scale, location, audience profile, vehicle activity, traffic impact, public realm setting and operational complexity of Wheels Festival 2027.

The supplier must also ensure that all contractors, subcontractors, crew, performers, exhibitors and third-party suppliers are competent, appropriately insured and briefed on their responsibilities before and during the event.

7. Tender Response Requirements

Suppliers responding to this tender should provide a submission including:

1. Company profile and relevant experience.
2. Details of proposed project team, including named lead contacts and safety personnel.
3. Evidence of NEBOSH certificate-level qualification or above for relevant safety lead personnel.
4. Case studies of comparable large-scale events, particularly car, motorsport, seafront, public realm or local authority events, as well as Fireworks events
5. Outline methodology for planning, safety management, programming, technical production and on-site delivery.
6. Approach to entertainment / supplier procurement, contractor management and budget control. Including auditing entertainment/supplier submissions and report on findings.
7. Approach to traffic management, licensing, ESAG engagement and statutory compliance.
8. Approach to event promotion within the motorsport and exhibitor sectors.
9. Indicative project timeline and key milestones.
10. Detailed fee proposal, including any assumptions, exclusions and anticipated third-party costs.

11. Confirmation of insurance cover, professional memberships and relevant accreditations.
12. References from previous clients, preferably including local authorities or major public event organisers.

8. Evaluation Criteria

Submissions will be assessed against the following indicative criteria:

Criteria	Indicative Weighting
Relevant experience and track record	25%
Safety management competence and qualifications	20%
Event management, technical and operational methodology	20%
Motorsport, car event and programming expertise	15%
Supplier management, value for money and budget control	10%
Quality of submission, project timeline and stakeholder approach	10%

9. Contract Management and Reporting

The appointed supplier will be expected to attend regular planning meetings, provide progress updates, maintain action logs and submit documentation in line with agreed deadlines. The supplier must demonstrate strong project management, clear communication, budget discipline and timely escalation of risks or issues.

Following the event, the supplier will be required to participate in a debrief process and provide a written post-event report to support evaluation, accountability and future planning.

10. Indicative Procurement Timetable

Stage	Indicative Timing
Tender issued/open	15 th July 2026
Supplier clarification period	15 th July -27 th July 2026
Tender submission deadline	4 th Aug 2026
Evaluation and supplier interviews, if required	To be confirmed
Preferred supplier appointment	To be confirmed
Planning and mobilisation begins	To be confirmed
Event delivery	2027 event dates to be confirmed

11. Submission Instructions

Suppliers should submit their tender response in writing by the stated deadline to

asa@gyta.com

Submissions should be clearly structured against the requirements set out in this brief and should include all supporting evidence requested. Late, incomplete or unclear submissions may not be considered.

A Template can be found below Page 7 & 8

Supplier clarifications can also be sent to asa@gyta.com

Company Name :
Date
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11. Confirmation of insurance cover, professional memberships and relevant accreditations.
12. References from previous clients, preferably including local authorities or major public event organisers.

Signed : _____

Company : _____

Date : _____