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**DERRY HALLOWEEN 2023**

**SMALL SCALE ANIMATION CALL OUT**

**Introduction & Specification of Requirement**

Derry City and Strabane District Council (DCSDC) is seeking submissions for a wide range of animation proposals that will deliver on an interpretation of Derry Halloween and the festival themes (please see below). Both individual and collaborative proposals are encouraged.

Each October the Walled City centre comes alive with ancient spirits which welcome visitors to the city for a great Samhain Gathering which will feature a range of installations, displays, dressing and animations which will help to create an interactive animated trail through the city centre. Locations for each successful piece/ animation within or around the Walled city will be agreed with in collaboration with Council as we aim to intertwine these with the Large-Scale Animation installations which are currently out for tender on etenders www.derrystrabane.com/tenders.

**Background**

Celebrating its 37th birthday this October, Derry Halloween has grown from small and unassuming beginnings within the local community, to become an internationally acclaimed event, offering visitors a unique and authentic experience, that draws from the City and District’s rich artistic, historical, and cultural heritage and ability to harness the imagination and participation of the entire city and district.

The Council Festival and Events Team have been working on the best way to deliver Derry Halloween in a way that still complies health and safety risks without compromising folklore, feasting and festivity that has come to be anticipated from Europe’s biggest Halloween Festival.

Traditionally the festival has created an enchanted world of illusion and wonder within the confines of the city walls and streets adjacent to them, for three consecutive nights, entitled ‘Awakening the Walled City’.

**Festival Theme**

At the heart of ‘**Awakening the Walled City’** there is a shared celebration of Imagination, wit, wonder and folklore where people reinvent themselves, tell the tallest of tales and the unbelievable seems believable for a few enchanted days and nights. Central to the concept is the belief that each Halloween, this ancient walled city is the destination of choice for supernatural beings and ghosts of the otherworld when they awake to walk the earth with the living before a new year begins (traditionally the Celtic New Year began on 1st November).

In response to the physical constraints of 2020, Council delivered an online festival, investing in a range of short films depicting characters created by local artists that were connected to the Celtic mythology of Halloween and had a strong narrative that made tangible links with the city. Central to each character’s story was an overarching film that premiered on Halloween night entitled ‘The Awakening’ which featured this collection of ghostly characters.

<https://www.youtube.com/watch?v=qEDOa4Ic9l4>

Building on this narrative, each year we continue to build on the stories and characters that were developed in 2020 along with the wider rich history of the city within the Walls, with the intention of making the **City of Bones** theme and characters synonymous with the festival’s identity going forward. Under the overarching festival title ‘**Awakening the Walled City’.** Council are always keen to seek new stories and are not restricted to those already developed. Organisations should consider expanding and developing either these stories or other stories and folklore that has made Halloween the success that it is.

Ancient Celtic burial traditions are some of the most fascinating with few having continued into the 21st century. The city Walls are filled with stories of life, death and afterlife. The footprint of the city has changed over 400 years, many buildings remain but their story has changed. If only the Walls could talk, what would they say? What have they witnessed? What history has been lost?

Derry truly is a city of bones which has long played witness to many Celtic traditions. The city centre will act as a playground for the dead.

***Awakening the Walled City Trail (Sat 28th – Mon 30th October 6-9pm)***

The geographical area that this trail encompasses, will create a crowd-friendly circuit that can accommodate considerable footfall and crowd management while enabling people to enjoy a variety of themed locations and experiences safely and at their leisure.

***Halloween Day/Night (Tuesday 31st October 9am-9pm)***

Our animation on Halloween day/ night will focus heavily around Guildhall Square,

Waterloo Place, The Peace Garden, The Craft Village, Waterloo Street etc.

**Audience**

We anticipate over 100,000 people in attendance during the Derry Halloween period.

The audience profile is mainly a family audience at this event. Proposals should

consider this.

**Applications**

The overarching purpose of this event is to provide the best possible experience for both locals and visitors for this event within existing available resources. The purpose of this procurement is to identify service providers per category.

For the following categories, **Categories A to E** below will be assessed based on proposals, creativity and costs as outlined in the Category A to E application.

However, **Category F** in view of the requirement of community participation this has been identified separately in the evaluation and will be assessed as outlined in the Category F application.

Please **CLEARLY** indicate the category that your submission falls into when submitting your proposal. This is **MANDATORY. Please note that companies wishing to submit a number of different proposals for any or all categories must submit a separate proposal for each category. We have allocated our budgets to include Halloween day/night also please let us know in your proposal if you are able to commit to the 31st also and what this cost might be.**

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| **CATEGORY** | **TITLE** | **INFO** | **BUDGET PER DAY/ PER APPLICANT** | **CURRENT**  **BUDGET AVAILABLE IN THIS CATEGORY** | **ABLE TO DO BOTH ATWC TRAIL & HALLOWEEN DAY** |
| **Category A** | Small-Scale Pop-Up Animation | -Street Performers  -Pop Up Choirs  -Roaming Characters/ Groups  -Flash Mobs  -Face Painters  -Arts & Crafts | £200 - £500 | £10,000 |  |
| **Category B** | Interactive Installations | Static or Animated Installations, sculptures or characters | £200 - £1,000 | £4,000 |  |
| **Category C** | Ghost Story Trail | Story telling trail around the Walls in 3 locations/ stops over 3 day/ nights per tour (3pm-8pm)– a story telling trail that will incorporate stories the Haunted secrets of the walls.  Locations on the Walls to be agreed with council.  This will be a ticketed trail in which a company is able to charge a capped fee of £5 per head per tour of which they receive the income.  We encourage collaboration between existing tour companies and creative organisations to deliver this. | £1,000 | £3,000 |  |
| **Category D** | Individual Artist Installation | Up to 7 individual artists to propose installation pieces as part of Awakening The Walled City trail. These installations/props/ special effects will be situated at 7 allocated static locations within the city centre (where appropriate.) Artists can include preferred locations, but final locations will be decided by DCSDC. | £1,000 per artist & installation for the duration of the ATWC Trail. Please indicate if your installation is appropriate to move to Guildhall Square/ Waterloo Place for Halloween Day/ Night and what this cost might be. | £7,000 |  |
| **Category E** | Animated Window Trail | Animated vacant windows brought to life through themed dressing and live animation. Maximum 7 locations will be chosen. Include identification of possible large empty windows and locations. | £2,000 per window over 3 nights | £14,000 |  |
| **CATEGORY** | **TITLE** | **INFO** | **BUDGET PER DAY/ PER APPLICANT** | **BUDGET AVAILABLE IN THIS CATEGORY** | **ABLE TO DO BOTH ATWC TRAIL & HALLOWEEN DAY** |
| **Category F** | Specific Showcase  for Urban Outdoor space ( Possible locations to consider - Peace Garden, Society Street car park or the Craft Village)  Decision will be made in consultation with council and site owners. | Minimum of 20 performers and require a static performance space within the trail -with assistance from security/stewards and entertain up to 100 people at any one time and may include static props. Proposals can include different proposals for each evening of Awakening the Walled City trail, but locations and requirements must remain the same each evening. | X3 nights | £8,000 |  |

**Brief**

Proposals should clearly:

* Outline proposal
* Identify who you will work with to develop and deliver your proposal and how this enhances community participation in the ATW event.
* Identify how your proposal will promote artistic excellence and enhanced audience experience.
* Describe your piece – dimensions/ materials used/ how you will power etc.
* Provide sketches/ images of your piece where available.
* Identify location (indicate all possible sites and preferred option)
* Indicate all necessary infrastructure needed to support the safe set up, running and take down of the installation (i.e., barrier requirements, stewarding, permissions etc)
* Installation’s themes should relate to Halloween.
* Standalone
* Indicate the use Portable Power Supply where needed.
* Be Weatherproof
* Comply with H&S Requirements
* Artist/Organisation are responsible for installation and take down.

Suppliers will appreciate that Council will need to accommodate a variety of proposals to meet the overall objectives of the project in order maximise the impact to the public of this event. Therefore, to do this council reserves the right to award contracts to several bids within each category as budget permits.

Assessment will be made within each category area.  Council will strive to have a balanced mix of proposals across both smaller value proposals and larger value applicants.

**APPLICATION Categories A, B, C, D & E**

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| **Events Description:**  Organisations / individuals should provide a detailed description of the event/idea within each category of submission they are proposing including where applicable.  Creativity of proposal, number of performers/acts involved. Link to festival theme of City of Bones, local narrative, bespoke production, duration of performance, repetition of performance, how it will add quality and attraction to Awakening of the Walled City, indicating if this is a new piece or has been seen before.  **(40 marks)** (600 Words max) |
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| Describe your piece – dimensions/ materials used/ how you will power etc.  **(10 marks)** |
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| Where possible provide sketches/ images of your piece. Identify locations (indicate all possible sites and preferred option. If your piece is a static piece and council chooses to move it to Waterloo Place/ Guildhall Square for Halloween Day/Night, this must be something that the artist will move.  **(10 marks)** |
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| Indicate all necessary infrastructure needed to support the safe set up, running and take down of the installation (i.e., barrier requirements, stewarding, permissions etc.) Time frames for set up and take down to be included.  **(10 marks)** |
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| Please give details of the artists/performers/participants and partnerships involved.  **(10 marks)** |
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| Identify how your proposal will promote artistic excellence and enhanced audience experience.  **(10 marks)** |
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| Costs should be exclusive of VAT – including hourly/daily/multiple day rates for hire and performers. Costs should be inclusive of all management, transport, and delivery. You might also wish to give costs for a variety of delivery options.  Please clearly cost individual elements within each category.  **(10 marks)** |
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**APPLICATION Category F**

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| **Events Description:**  Organisations / individuals should provide a detailed description of the event/idea within each category of submission they are proposing including where applicable.  Creativity of proposal, number of performers/acts involved. Link to festival theme of City of Bones, local narrative, bespoke production, duration of performance, repetition of performance, how it will add quality and attraction to Awakening of the Walled City, indicating if this is a new piece or has been seen before.  **(40 marks)** (600 Words max) |
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| Describe your piece – dimensions/ materials used/ how you will power etc. Where possible provide sketches/ images of your piece. Identify locations (indicate all possible sites and preferred option).  **(10 marks)** |
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| Specific Showcase - detail who proposal will target and how they will be actively involved - give details on participant profile.  Please detail who your proposal will target and how they will be actively involved. To include details of participants relating to geographical/ interest and special needs and section 75 groups.  **(20 marks)** |
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| Costs should be exclusive of VAT – including hourly/daily/multiple day rates for hire and performers. Costs should be inclusive of all management, transport, and delivery. You might also wish to give costs for a variety of delivery options.  Please clearly cost individual elements within each category.  **(10 marks)** |
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| Where possible provide sketches/ images of your piece. Identify locations (indicate all possible sites and preferred option  **(10 marks)** |
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| Indicate all necessary infrastructure needed to support the safe set up, running and take down of the installation (i.e., barrier requirements, stewarding, permissions etc.)  **(10 marks)** |
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Please note that insurances, activity-based risk assessments and event management plans will all be required prior to contract if successful. Please also note that successful organisations must commit to press/PR activity and interviews as and when requested.

Suppliers will appreciate that Council will need to accommodate a variety of proposals to meet the overall objectives of the project in order maximise the impact to the public of this event. Therefore, to do this council reserves the right to award contracts to several bids within each category up to the maximum budgets permitted.

Applicants **must not** make assumptions that DCSDC has prior knowledge of their organisation or their service provision. Applicants will **only** be evaluated on the information provided in their application.

Please note that Council will retain all the rights for any materials, imagery or content developed for Derry Halloween as part of this process and reserve the wight to reuse for the promotion and development of future events.

**Resources**

We appreciate that your proposal(s) may involve several artists and companies working together. The Festivals and Events Team will work closely with the successful organisations once they are appointed with regular communications specific to each installation, taking place from May 2023 onwards.

Several resources will be provided by Council including.

* Production Meetings with Festival & Events Team
* Site Security
* Barriers
* Site Services
* Radios
* Event Control Management
* Traffic Management

**Please submit your proposal to** [**Orlaith.meenan@derrystrabane.com**](mailto:Orlaith.meenan@derrystrabane.com) **no later than 12 noon on Friday 4th May 2023.**

An Information session will be held on Tuesday 18th April at 5pm via Zoom. If you wish to register, please get in contact with [Orlaith.meenan@derrystrabane.com](mailto:Orlaith.meenan@derrystrabane.com)