

Memo to Belfast Restaurant Week Tender for Program Support

Following the publication of the tender document on Wednesday April 10th we have received the following questions, which we would like to clarify for all interested parties.

Question: Are you able to provide a target sign up number as this will impact on the amount of time required?

Answer: We would like to target 10-15 participating venues per BID area, making the total number of targeted participating venues 30-45 across the three BID areas.

Question: Would you confirm if only establishments in the BID areas are able to participate or whether those with sister restaurants, for example, can participate e.g. Deanes at Queens, Deanes Meat Locker & Love Fish?

Answer: Yes, only levy paying organisations within one of the three BID footprints are eligible to participate in Belfast Restaurant Week. Regarding sister restaurants or chains which have additional venues outside of the three BID footprints, these additional venues will not be eligible to participate.

Question: Can you elaborate on the number of key experiences as per point 3?

Answer: Key experiences will include a trade briefing event, a media launch event and three hero events, one of which will take place and be managed by each of the three BIDs alongside a local venue in their district. There may also be a requirement for a second pre-event brief to trade, closer to the event launching.

Question: Does this refer to events which are owned by the BIDs as part of Belfast Restaurant Week e.g. in previous years there have been two days of Chefs Demos in St George's Market and if so, does time need to be included for organising these?

Answer: Included in the 'key experiences' referenced above are three hero events, which will be undertaken by the three BIDs (one each) as opposed to participating restaurants. It is not anticipated that these will be Chef Demo's, but the direction of the program for each of the three events will be under the discretion of the relevant BID.

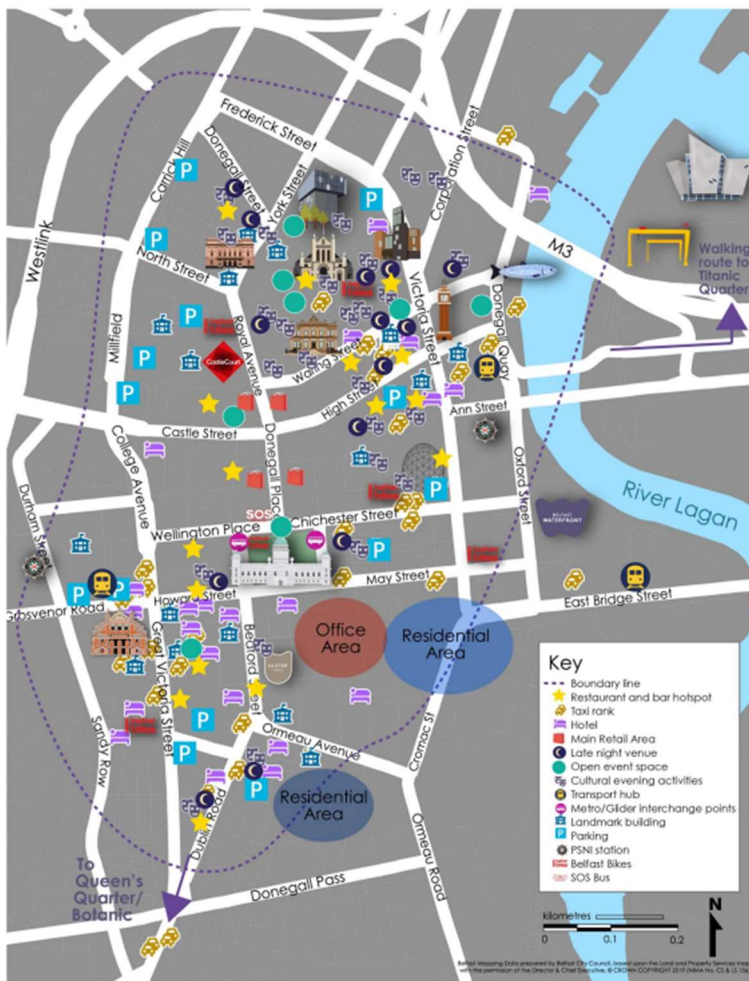
Question: If you are referring to activities and experiences which are organised by participating restaurants, do you have an indication of how many of these and what level of support with co-ordination you would expect? In previous years establishments have organised and run their own events and experiences without any assistance.

Answer: Apart from the three hero events, all other customer focused events associated with Belfast Restaurant Week will be run by participating venues. The number of participating venues we would like to target are 30-45 across the three BID areas, and there is scope for individual venues to stage more than one event.

Question: When you talk about positioning Restaurant Week as valuable to local businesses and wider City Centre are you referring to beyond the BID areas?

Answer: Belfast Restaurant Week should be seen as synonymous with the three BIDs and part of their brand. The footprint of the three BIDs includes the majority of Belfast City Centre – see map below.

Purple Flag area for Belfast city centre



The successful tender appointment will help communicate the value which Belfast Restaurant Week brings to participating restaurants and encourage venues within the BID areas to get involved.

Question: You have asked for case studies which illustrate experience in promoting food and drink or city events, but my understanding is that the BIDs will lead for all promotion/marketing including PR, brand, and design management, booking media, social media management etc - is that correct?

Answer: To evaluate the tender we are asking for examples of similar work you have progressed elsewhere which would illustrate your ability to undertake this work. You can use previous experience of Restaurant Week if that is relevant to you.

Question: Would you clarify that your PR Agency will draft press releases, arrange photo shoots, sell stories into appropriate media and deal with enquiries that come in on the back of this?

Answer: Yes, we will be appointing external support who will lead on all areas of PR in relation to this event.

Question: How many organisations have been invited to tender?

Answer: We have invited four individuals/organisation to tender, although applications from other interested parties are also welcome. However, it is a specialist project, and we welcome tender returns from those who feel they have the skills and experiences to undertake the work.

