



INVITATION TO APPLY TO BE AN ACCREDITED SUPPLIER

IN

CONNECTION WITH

PRIVATE HIRE FUNCTION EVENT SERVICES

AT

THE LONDON TRANSPORT MUSEUM

COVENT GARDEN SITE

39 WELLINGTON STREET

COVENT GARDEN

WC2E 7BB

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I. Introduction

1.0 Introduction

- 1.1 This document provides the Outline Brief to be an accredited service provider for private hire gallery events at London Transport Museum in Covent Garden, London. **Those wishing to apply for the tender must read the document and return a signed copy back to be invited to apply.**
- 1.2 LTM are seeking a varied list of high-quality suppliers to give our clients more choice for their event when hiring the Museum.
- 1.3 London Transport Museum wishes to review and extend its current list of accredited suppliers for evening functions at London Transport Museum.
- 1.4 Applicants may, by prior arrangement, visit the site. All such arrangements should be made through the contact as described in section IV 1.1.
- 1.5 Suppliers will range from categories including Production, Entertainment, Floristry, Furniture and Décor

2.0 Museum Mission and Purpose

- 2.1 The mission of London Transport Museum is to explore the powerful link between transport and the growth of London, its culture and society since 1800. By sharing this story of innovation, ingenuity, creativity, and design, we ignite curiosity about the world around us and how to shape its future.
- 2.2 The Museum presents the story of London through an examination of a wide spectrum of materials and media – vehicles, posters, signs, uniforms, photographs, printed ephemera, photographs, architectural fragments,

engineering drawings, oral history recordings, archive documents, maps, film, and video. It is the most comprehensive record of urban mass transit in the world.

- 2.3 The Museum's collection features some of the most iconic symbols of London – red buses, the roundel, the Underground map, and the black cab.
- 2.4 The Museum provides a range of public-facing education, cultural and heritage services. It offers transport safety and citizenship training to children and teenagers, hosts debate on transportation development, and offers a wide range of public programming.
- 2.5 We adopt the highest standards of curatorship and communication and aim to be the world's leading museum on urban transport.
- 2.6 We explore the powerful link between transport and the growth of London, its culture and society since 1800. By sharing this story of innovation, ingenuity, creativity, and design, we ignite curiosity about the world around us and how to shape its future.
- 2.7 The Museum offers a modern and dynamic venue for a wide range of private hire corporate events. There are two (2) main spaces available for the client to consider depending on their event, the Cubic Theatre with Foyer breakout space, and the main galleries.

3.0 Museum History

- 3.1 London Transport Museum's collection originated in the 1920s, when the London General Omnibus Company decided to preserve two Victorian horse buses and an early motorbus for future generations. The Museum of British Transport opened in an old bus garage in Clapham, south London, during the 1960s, before moving to Syon Park in west London in 1973 as the London Transport Collection.

- 3.2 In 1980, the public displays moved again, this time to occupy the Flower Market building in Covent Garden as London Transport Museum. On 28 March 2025, we will be celebrating 45 years of welcoming visitors in Covent Garden.
- 3.3 The Museum concluded a £22 million renovation project on 22 November 2007 and re-opened with a new mezzanine gallery, 110-seat theatre, extended shop, and café space. In total, the Museum has over 3000 square metres of display space.
- 3.4 Since re-opening the Museum has received numerous awards and prizes, including The London for Groups Awards 2023 Winner.
- 3.5 Maintaining and caring for the refurbished facility and collection is of the utmost importance to the Museum and in particular the collections item within.

4.0 Museum Facility

- 4.1 London Transport Museum is housed within the Victorian Flower Market in Covent Garden Piazza. The 1870 structure is a grade two listed building within a prime conservation area.
- 4.2 The major refurbishment respected the listed historic structure but includes major improvements to stabilize the environment and incorporate energy-saving features such as photo-voltaic cells on the roof to provide electrical power.
- 4.3 The building is divided into a 3-level permanent exhibition space, a temporary exhibition gallery, café, shop, and 110-seat theatre. There are two administrative buildings adjacent to the Museum at 35 and 39 Wellington Street.
- 4.4 The Museum's exhibition space, café, and shop cover 3300 square metres. The 39 Wellington Street administrative office covers 429 square metres, and the 35 Wellington Street administrative office covers 680 square metres.

- 4.5 The facility contains a range of objects from small to large. The permanent exhibition includes small signs, photographs, and printed materials and 20 large vehicles, including a trolley bus, railway car, and horse drawn carriage.
- 4.6 The facility also contains displays using a range of interpretative media, including text, video, sound, interactives, simulators, photographs, and touch screens with information in English, French Spanish, German and Italian.
- 4.7 Corporate hire currently brings in approximately £550K per annum. Our ambition is to increase this to £700K per annum in 2024/25 and over £1m by 2028/29.

5.0 Museum Operations

- 5.1 LTM is open 7 days a week, 362 days a year. The permanent exhibition space is open to visitors every day from 10.00 to 18.00 with last entry 17.15. The Museum shop and café (Canteen) are open from 10.00 to 18:00. The Lower Deck is open at weekends from 10.00 – 16.00 and school holidays. There is also a picnic area within the Lower deck where visitors can bring their own food and drink.
- 5.2 The Museum has a full-time staff of circa 170 and an additional 150 volunteers. Most staff arrive between 08:30-10:00 each morning and leave between 17:00-18:30 in the evening. Evening staffing levels vary depending upon whether the Museum has been privately hired.
- 5.3 The Museum and Depot welcomes approximately 480,000 visitors each year. Daily, visitor numbers can reach up to 2,000, but are on average between 800-1000. Visitor traffic is highest during school holidays and during the Christmas/New Year period.
- 5.4 In addition to its permanent displays, the Museum has a changing programme of special exhibitions that are presented in a temporary exhibition gallery/space.

- 5.5 Special public programmes, such as lectures, art workshops, performances by actors, and tours are on offer daily.
- 5.6 Over 800 organised school groups visit the Museum each year. School work is supported by teachers' materials linked to the National Curriculum.
- 5.7 Daytime events are available in the Cubic Theatre and Foyer, catering for which consists part of the contractual obligation by our in-house caterer. In the evening, the Museum's permanent exhibition space can be hired to hold corporate and private events - up to 400 people for a standing reception, or 150 people for a seated dinner.
- 5.8 The Museum shop offers a broad selection of gifts, models, publications, videos, clothing, posters, and postcards.
- 5.9 The Canteen/café faces the piazza and provides drinks, snacks, sandwiches, and desserts for visitors, tourists, and local office workers.
- 5.10 A majority of the Museums events start with an access time of 18:00 and finish at 23:00. Access to the back of house area is from 16:00.

II. Outline Brief

1.0 Deliveries & storage

- 1.1 The Museum must always be notified of any expected deliveries and the supplier should be present to deal with the responsibilities of their deliveries.
- 1.2 Deliveries before 16.00 will be refused. (Any restrictions that may occur with deliveries after this time, notification will be given with maximum warning)
- 1.3 Suppliers are required to remove all their equipment when the function has finished – this includes any waste. At the Museum's discretion and with prior agreement, equipment may be collected the following morning before 09.30 but this will be the exception rather than the norm.

2.0 Access

- 2.1 Suppliers may arrive and set-up food preparation in the Lower Deck Cafe from 16.00. Access is on Wellington Street. Priority of access is usually given to the caterers, whilst suppliers with cases should set up as close to the gallery space as possible.
- 2.2 Once the Museum has closed at 18.00 and the entire public have left, suppliers can set up only after the museum Duty Manager has handed the galleries over for the function.

3.0 Facilities for suppliers

- 3.1 The Lower Deck Cafe is used as the preparation area for events held in the main area of the Museum.

3.2 There is a small kitchen/sink available for getting water.

4.0 Equipment

4.1 In the Lower Deck, there is a 3-phase power supply rated at 64amps to work from. Suppliers must ensure that the power requirement for the event in total does not exceed the Museum's power limits. Distribution of this power is provided by the museum down to standard 13amp 3 pins sockets as required. Suppliers must not use the wall based 13A sockets without permission.

4.2 All electrical equipment brought into the Museum must be PAT tested. Any incidences resulting from faulty equipment will be the responsibility of the supplier.

4.3 Gas equipment is not permitted on Museum premises and no propane cylinders are to be brought into the premises.

5.0 Cleaning

5.1 It is the responsibility of the suppliers to ensure that the preparation area or green room is left clean and tidy.

6.0 Restrictions

6.1 Smoking is not permitted anywhere in the building.

6.2 Helium balloons are not permitted in the building.

6.3 There should be no naked flames within the Museum.

7.0 Commission

7.1 Suppliers are to email a copy of the client's invoice bill to the Event Manager at LTM so that the commission invoice can be raised. This will be based on 10% on the total invoice between supplier and client.

8.0 London Transports Museums Premises Licence

Licensable activities authorised by London Transport Museums licence are:

Regulated activity:

Performance of play
Exhibition of film
Performance of live music
Playing of recorded music
Performance of dance
Anything of a similar description of live music, Recorded music or performance of dance
Provision of facilities for making music
Provision of facilities for dancing
Provision of facilities for entertainment of a similar description to making music or dancing
Late night refreshment
Sale by retail of alcohol

The opening hours of the premises:

Monday to Saturday; 08:00 – 01:00

Sunday; 10:00 – 23:00

Museum Galleries (for the public); 10:00 – 18:00

Café Restaurant (for the public): 10:00 - 18:00

Museum Galleries (for pre-booked corporate events) 08:00 – 09:30 and 18:30 – 01:00

Capacity Limits

Main Galleries

Ground floor:	400
First floor:	120
Cubic Foyer	80

Additional licensed security staff will be hired when an evening corporate hire event extended beyond 00:00 where the client requests disco or dancing.

During each calendar year the premises will hold a maximum of 30 private pre booked corporate hire events where the timings for licensable activities at these events exceed Westminster's core hours.

These events are in addition to those events that are held at the premises which do not exceed Westminster's core hours.

III. Supplier Responsibilities

1.0 Supplier Responsibilities Overview

- 1.1 Staff employed by the supplier should be always clean and presentable and must wear the agreed style of uniform to be supplied by the supplier. A list of staff will be required prior to event.
- 1.2 The Supplier will ensure that staff always complies fully with LTM's on-site regulations and security requirements and advise their staff that they may be subject to security searches in accordance with Museum policy.
- 1.3 LTM reserves the right to request the removal of any staff employed by the supplier directly or as a sub-contractor without notice and without giving explanation.
- 1.4 The supplier is responsible for training and assessment of staff to ensure staff are reliable and to a high standard the high standard required.
- 1.5 All aspects of the contract should be operated within the scope of all current legislative requirements. The contractor will be responsible for cleaning any areas provided for the purpose of executing their service. All operations undertaken by the supplier and his staff are to be covered by safe systems of work having carried out the relevant risk assessments.
- 1.6 Insurance. Employer's liability of at least £5 million pounds sterling for any single claim. Building and contents insurance cover will be provided by the London Transport Museum. Any additional insurances are to be provided by the contractor and will include public liability of £5m Copies of certificates are to be supplied with the application documents.

IV. Submission & Selection Process

1.0 Submission Process

- 1.1 One copy of the application document (which will be sent to those who have applied by sending a signed copy of this document) should be submitted to the following London Transport Museum representative who will also be the sole point of contact during the tendering period:

Name: David Risebrow

Title: Head of Events

Address: London Transport Museum
39 Wellington Street
Covent Garden
London
WC2E 7BB

Tel: 07938838682

E-mail: David.Risebrow@ltmuseum.co.uk

- 1.2 All questions submitted concerning this application should be made in writing (email) to the person named above. All such queries and the response will be circulated as appropriate.
- 1.3 The application documents are preferred via email, but should it need to be delivered in mail and for the attention of the person's name above in a sealed envelope marked "Application documents, to be opened by addressee only".

- 1.4 Applicants may, by prior arrangement, visit the Museum. All such arrangements should be made through the contact as above.
- 1.5 Applicants should be aware that whilst all the data provided is the best information available at the present time, it is inevitable that changes in the operational parameters will occur as new business plans are developed. The suppliers should seek to demonstrate their flexibility to change both at managerial and operational levels.
- 1.6 Applicants should satisfy themselves by their own investigations as to the accuracy of any information on which they base their application as no responsibility is accepted by LTM for any loss or damage of whatever kind caused arising from the use by applicants of such information.
- 1.7 All applications will be compared on a fair and equal basis using the evaluation criteria described in this document. At all critical stages throughout the assessment of the tenders, the selection board will consist of representatives from LTM.
- 1.8 Applicants should be aware that LTM will not entertain any claims or charges incurred by way of participating in this accreditation process.
- 1.9 The Applicant should be prepared to present their proposal verbally by way of short presentation, if so required, to the selection panel or invite the panel to their premises.
- 1.10 An indication for the timeline of the process is as follows:

Deadline for supplier to submit this document:	Friday 24 th May 2024
LTM to send tender documents to those who have applied:	Friday 31 st May 2024
Deadline for tender paperwork submissions:	Friday 28 th June 2024
LTM to respond with shortlist created:	Friday 12 th July 2024
Date range for Operational and/or Unit Visits for shortlisted suppliers:	Monday 15 th July 2024 - Friday 6 th September 2024

LTM deadline to confirm successful suppliers:	Friday 6 th September 2024
List goes "live"	Monday 9 th September 2024

Please note this is a rough indication and dates may vary.

2.0 Evaluation Criteria

2.1 The principal evaluation criterion will be the ability of the supplier/applicant to offer a quality service operation. The ability of the tenderer to meet the objective will be based on (but not limited to):

- The suppliers experience in the events industry within unique venues of London and a proven track record.
- The size of tenderers business; how many staff do they have, how many venues they work at. The Museum wishes to have a selection of small – large sized companies for clients to choose from.
- References from three (3) current venues.
- Quality and presentation
- Sustainable and social practices
- Pricing levels for clients. LTM wishes to offer a wide range of price ranges.
- Level of commission offered to the Museum. The minimum requirement is 10%.
- Quality of service offered including training and assessment.

- Provision of legal documentation.
- Level of business the supplier could generate for the Museum.
- Marketing opportunities the supplier can offer the Museum.

2.2 We the above named, hereby submit our application for the provision of services in accordance with our invitation to apply dated.

We acknowledge and accept all terms and conditions as stated in the application document.

Name _____

Company_____

Signed _____

Dated_____

Category_____

(Production, Floristry, Entertainment, Furniture & Décor)