

Earth Wind & Tyre

Consultancy opportunity: Event Manager, Logistical Support

Earth Wind & Tyre: an overview of the event

[Earth Wind & Tyre](#) is Renewable World's flagship challenge event. It is a two-day, 216-mile road cycling event that takes place annually in June. The event starts just outside of Durham, includes an overnight stay at Kielder Water and finishes in Edinburgh.

Renewable World created and has been running this event inhouse since 2015. It is a small, boutique event (our 2019 event saw 56 participants take part), with a focus on going the extra mile to support the participants and ensure that they have the best experience possible.

Earth Wind & Tyre is a key fundraising event for Renewable World, with income generated through participant fundraising and corporate sponsorship of the event.

The organisation and execution of this event is a very large undertaking for a small fundraising team. Since the completion of our 2019 event, we have been evaluating how we can best resource this event in the future, whilst still maintaining its importance as a key source of unrestricted income for the charity. As such we have decided to bring on a Consultant Event Manager to manage the logistical aspects of planning, organising and executing this event.

Consultancy objectives

We are looking to recruit a Consultant Event Manager to help us plan, organise and execute the 2021 Earth Wind & Tyre event (if successful this could become an annual consultancy opportunity).

The Consultant Event Manager will lead on the event logistics and operations for the June 2021 event, ensuring that we put on a well-organised, safe and successful event (*N.B. it very likely that we will have to make Earth Wind & Tyre 2021 into a 1-day event, due to current/expected COVID-19 restrictions. If so we will try to replicate as much of the 2-day event as possible, but significant changes will need to be made, e.g. changing our established day 1 route into a circular 100-mile route*). As well as carrying out the pre-event planning, the Consultant Event Manager will also need to attend the event (as part of the Event Support Team), ensure the event weekend/day runs as planned, and troubleshoot any issues that arise over the course of the event weekend/day.

The Consultant Event Manager will work closely with Renewable World's Fundraising and Events Manager to deliver a successful event. Renewable World's Fundraising and Events Manager will oversee the event and will lead on the non-logistical aspects of the event (e.g. event comms and PR, recruitment of and ongoing communication with participants and sponsors, participant fundraising etc.).

The Consultant Event Manager's main roles and responsibilities are outlined below.

Main roles and responsibilities

- **Event budget:** keep within budget, make savings where possible, maintain an event expenses spreadsheet detailing all event expenditure.
- **Council / Local Authority Notifications:** notify the relevant councils and local authorities of the event, provide the required information/paperwork, respond to any queries or concerns they may have, be their main point of contact regarding the event.
- **Insurance & British Cycling:** register the event with British Cycling, ensure we comply with British Cycling non-competitive event guidelines and best practice, upload relevant event documentation to British Cycling account, obtain insurance certificate form British Cycling.
- **COVID-19 precautions:** ensure the event adheres to social distancing guidelines and precautions in order to minimise the potential spread of COVID-19.
- **Risk Assessment & Emergency Procedures:** update the event and route risk assessments, review the emergency procedures and update if required, manage all incident/accident reporting.
- **Route:** plan any changes to the route that may be required (*this may be a substantial piece of work if it does end up being a 1-day event and a recce will be required if substantial changes are made*), ensure final route is up to date on Ride with GPS, manage any potential route clashes/overlaps with another cycling event, ensure we have a sufficient stock of route signage, plan the route marking.
- **Accommodation:** organize event accommodation for participants and support team. Liaise with accommodation suppliers, negotiate competitive rates, compile room allocations, organise food provision by the accommodation suppliers where applicable (*if we go ahead with a 1-day event, there will be minimal accommodation to organise*).
- **Feed Stops:** organise/confirm Feed Stop locations; plan, budget for and order Feed Stop food; plan, budget for and order Support Team packed lunches.
- **Start & finish line:** organise start and finish line logistics (including venues, parking, participant transfers, cycling packs, any finish line catering if applicable).
- **Event Equipment:** ensure we have the equipment we need to carry out the event, compile vehicle kit lists for each support vehicle, carry out a review of all equipment post-event and store securely in our store cupboard.
- **Event Support Team:** plan support team roles during the event, recruit the support team, draft support team briefing documents, organise support team briefing meetings, plan support team travel to and from the event, ensure we have a sufficient number of support vehicles and drivers within the support team.
- **First Aid:** ensure sufficient first aid provision throughout the event, including organising first aid training (if required) for members of the support team.
- **Merchandise:** source and order the event merchandise, and ensure timely delivery ahead of the event weekend.
- **Pre-event Rider Pack:** draft, in consultation with the RW Fundraising Team, the Rider Pack that is emailed out to all participants ahead of the event.
- **Call sheet:** draft the event call sheet.
- **Participant checklists & paperwork for the event weekend:** compile all participant checklists & other paperwork required for the event weekend.
- **Rider Briefing:** plan and deliver the Rider Briefing(s).
- **Post-event feedback – Support Team:** organise and source feedback from the support team

- **Post-event learnings & evaluation:** with the RW Fundraising Team, carry out a thorough review & evaluation of all aspects of the event, including recommended learning and recommendations for future years.

Requirements

- Experienced Event Manager (ideally with experience of putting on a sporting/challenge event)
- Proven ability to run an event within or under budget
- Excellent organisational skills, the ability to juggle multiple deadlines and to thrive under pressure
- Excellent IT skills, including the use of Microsoft excel for budgeting)
- Experience of recruiting volunteers (*desired*)
- Have a full driving licence and be willing to drive a support vehicle during the event (*desired*)
- Experience of working with charities (*desired*)

Management and location

The Consultant Event Manager will report to Renewable World's Fundraising and Events Manager, who in turn reports to Renewable World's Head of Fundraising and Communications.

Renewable World's office is located in Brighton, where the Earth Wind & Tyre event equipment is also stored. Currently all Renewable World staff are working from home, however we are in the process of developing a safe return to our office environment.

The majority of the Consultant Event Manager's work can be carried out from home. However, some face-to-face meetings may be required. There is some work that will have to be carried out in Renewable World's Brighton office (e.g. relating to the event equipment), and a recce of the route and/or any new accommodation providers may be required.

We are happy to accept bids from Consultants based elsewhere in the UK (on the understanding that some travel to Brighton will be required).

The Consultant Event Manager will also be required to travel to and from the event, and during the event weekend itself. This will include arriving in Durham early, to allow for a min. of a day's prep in Durham immediately before the event start.

Timescale for the project

We envisage that this project will run from November-June and will require the equivalent of approx. four months' full-time work.

The event will take place in early June 2021 (likely the first weekend in June – exact date TBC).

Consultancy fee

The indicative budget is up to £10,000 (this excludes event expenses, which are already written into the event budget separately: e.g. the cost of your travel to and from the event, your accommodation and food during the event etc).

Consultant tender

Interested consultants are requested to provide a fully inclusive quote, CV, names of two referees, a covering note outlining previous relevant experience, and an example of an event they have successfully organised.

Please ensure that your quote outlines: how you would plan to deliver the logistical and operational elements of the event, a full breakdown of your estimated costs, and your estimate of the time required to deliver these elements of the event.

Please send by email to: emily.jesshope@renewable-world.org

Deadline

Quotes should be submitted by 25 October 2020.

Further information

If you require any further information please email emily.jesshope@renewable-world.org.