



St Neots
Town Council

Steve Van De Kerkhove Community Centre, Cemetery Rd, St Neots, PE19 2BX

T: 01480 388911 E: enquiries@stneots-tc.gov.uk W: www.stneots-tc.gov.uk

Town Clerk – Chris Robson **Mayor** – Cllr Richard Slade

Entertainment Coordinator (Contractor) – St Neots Farm and Craft Market

Position: Market Entertainment Coordinator Contract

Location: St Neots Town Council, Market Square

Contract: 1 year (April 2025 – March 2026)

Budget: £10,000 (inclusive of fee and entertainment costs)

Reports to: Events and Communications Officer

Role Purpose:

St Neots Town Council are looking for a Market Entertainment Contractor to organise the weekly entertainment at the Farm and Craft Market. Established in 2002, the market runs on the 2nd and 4th Saturday of each month, offering 24 lively markets each year. As Entertainment Coordinator, you will be responsible for organising engaging entertainment at every market, enhancing the visitor experience and increasing footfall. The entertainment should complement the market, support community involvement, and be thoughtfully planned to avoid overshadowing the market itself.

Depending on the nature of the entertainment and the associated risk assessments, your presence at every market may not be required.

Requirement:

St Neots Town Council are seeking a contractor to organise entertainment at each of the 24 markets throughout the year during the market operating times.





Key Responsibilities:

- **Entertainment Planning & Delivery:**
 - Curate a diverse range of entertainment acts such as live bands, acoustic performers, children's activities (face painting, crafts), live demonstrations (e.g., cooking, art), dance performances, and community engagement (e.g., local theatre groups).
 - Ensure entertainment is seasonally themed (e.g., Easter, Halloween, Christmas) to align with Town Council's seasonal Town Trails.
 - Prioritise local performers and acts to foster community participation.
- **Budget Management:**
 - Manage a total budget of £10,000, which includes your fee as well as payments to performers and entertainment providers.
 - Provide the Town Council with a detailed breakdown of budget allocations.
- **Operational Support:**
 - Coordinate logistics for each entertainment act, including performance times and the setup of PA equipment and gazebos (provided by the Town Council).
 - Ensure all acts have the required insurance and risk assessments.
- **Reporting & Marketing:**
 - Submit quarterly reports to the Town Council, detailing entertainment bookings and budget updates.
 - Collaborate with the Town Council to promote entertainment through social media and other digital platforms.

Person Specification:

- Experience in coordinating events and entertainment, ideally with a focus on community-driven activities.
- Strong budget management skills.
- Excellent organisational and communication abilities.
- Knowledge of health and safety regulations, including the ability to manage risk assessments.
- Familiarity with digital marketing and promoting events via social media.
- Strong relationship-building skills with local performers, artists, and community groups.

St Neots Town Council invites applications from individuals or groups interested in delivering this contract role as Market Entertainment Coordinator for the St Neots Farm and Craft Market. The successful contractor will be responsible for planning, coordinating, and delivering a wide range of engaging, family-friendly entertainment at 24 markets between April 2025 and March 2026, working within a total budget of £10,000 (inclusive of all fees and costs).

How to Apply:

Interested candidates should submit their application, including a breakdown of how they would allocate the £10,000 budget, to St Neots Town Council by **18th May 2025**. Applications should also include details of relevant experience, entertainment ideas, and your approach to supporting the market's growth.

Please return completed application forms by email to: enquiries@stneots-tc.gov.uk or return printed forms by post to Steve Van De Kerkhove Community Centre, St Neots Town Council, Cemetery Road, St Neots, PE19 2BX.



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Entertainment Co-ordinators – Application Form

Name/Organisation:

Email Address:

Phone Number:

Relevant Experience:

Please provide a brief overview of your experience in organising entertainment or events.





Entertainment Plan:

Outline your proposed entertainment ideas for the St Neots Farm and Craft Market (types of acts, activities, community involvement and how it will align with the seasonal themes.

Budget Breakdown:

Provide a breakdown of how you would use the £10,000 budget, including your fee and proposed payment for performers.



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Digital Marketing:

How would you support the promotion of entertainment through social media and digital channels?

Additional Information:

Is there any other information you would like to provide in support of your application?

