Comhairle Contae Dhún na nGall
Donegal County Council

Tender for Establishment of a Single Party Framework Agreement

for the Production, Event Management and Delivery for Road Safety Roadshow events

in Co. Donegal

APPENDIX A
SPECIFICATION

November 2026

The Contracting Authority is seeking to appoint a Provider to work with Donegal County Council and key road safety stakeholders to deliver an innovative Road Safety Roadshow production designed to communicate key road safety messages through public education to target audience of post primary school students.

The Successful tenderer shall be responsible for the production, operational delivery, technical delivery and stage management of the Road Safety Roadshows and will work in conjunction with the Contracting Authority to ensure the show remains up to date and relevant to the target audience.

Tenderers shall set out a clear approach and methodology for the design, development, production and delivery of the Roadshow events. The methodology should demonstrate how the Tenderer will:

- develop engaging and appropriate content for the target audience;
- work collaboratively with the Contracting Authority and key stakeholders;
- manage the production and delivery programme;
- coordinate filming and video production;
- manage technical production;
- manage the event delivery;
- ensure appropriate quality, safety and professional standards; and
- maintain and update the Roadshow content throughout the duration of the Framework, as required.

Programme of Delivery and Key Deliverables Year 1				
	Activity	**Specification / Requirements**	**Output / Key Deliverables**	**Indicative Timeline**
Phase 1 Content Development	Content concept and storyboard development	Develop the concept and storyboard for the video content in consultation with the Contracting Authority and relevant stakeholders.	Detailed storyboard and agreed creative concept for video content.	January/ February 2027
Phase 2 Video Production	Filming and production	Plan and produce a series of videos for integration into the Roadshow, including filming at multiple	Approximately 10–12 short video clips, generally 2–4 minutes in duration.	February–March 2027

Programme of Delivery and Key Deliverables Year 1				
	Activity	**Specification / Requirements**	**Output / Key Deliverables**	**Indicative Timeline**
		locations and coordination with relevant contributors and stakeholders.		
Video Production	Editing and post-production	Edit, produce and prepare video content for review and approval by the Contracting Authority.	Final approved video content suitable for integration into the Roadshow.	February–April 2027
Phase 3 Event Delivery and Project Management	Event planning and delivery	Plan, design, coordinate and deliver the Roadshow events, including project management, technical set up and production, in liaison with the venue. Stage management and event direction of the shows and operations onsite to execute successful delivery of the Roadshow events.	Successful delivery of Roadshow events. Positive engagement with key road safety stakeholders	April–October 2027
Project Management	Programme Management Event management Stakeholder engagement	Appoint a project lead to liaise with Contracting Authority Manage the overall programme of work, communications, meetings,	Detailed Project Management and Programme Delivery Plan Detailed Production and Filming Schedule Communication Plan and Stakeholder	January 2027–December 2027

Programme of Delivery and Key Deliverables Year 1				
	Activity	**Specification / Requirements**	**Output / Key Deliverables**	**Indicative Timeline**
		approvals and reporting.	Engagement Plan Event Management Chart Event Safety Management Plan Final Account Reporting Progress updates Meetings	
Post Event Project Management	Post-event dismantling	Dismantle and remove all set, equipment and associated production infrastructure following the final event.	Venue cleared and all Successful tenderer-owned/hired equipment and materials removed.	September / October 2027
	Account Reporting	Regular budget updates provided at progress meetings Ensure all suppliers costs are settled in timely manner Final invoice submitted to the Contracting Authority aligned with year-end procedures	Final Account Complete	January 2027– December 2027

Phase 1 – Content Development

The Successful tenderer shall develop the creative concept and storyboard for the video content required as part of the Roadshow. Content shall depict key stages of a road traffic collision and the subsequent emergency response.

This shall include:

- development of the overall creative concept
- development of the proposed narrative and storyline
- identification of scenes, locations and contributors
- development of a detailed storyboard
- identification of technical and production requirements
- consideration of how the recorded content will integrate with the live Roadshow
- consultation with the Contracting Authority and relevant road safety stakeholders and
- amendment and refinement of the concept following feedback from the Contracting Authority.

The final concept and storyboard shall be subject to approval by the Contracting Authority prior to commencement of filming.

Phase 2 – Video Production

The Successful tenderer shall plan, coordinate and produce a series of recorded video clips for integration into the Roadshow.

The video content is anticipated to depict key stages of a road traffic collision and the subsequent emergency response.

The indicative content may include, but is not limited to:

- Vehicle / Occupants – Pre-Crash and Post-Crash
- Journey to Road Traffic Collision Location
- Aerial View
- Crash Scene
- Emergency Call – First Person on Scene / Emergency Services Call
- Ambulance – Call-Out and Return
- Fire Service – Call-Out and Response
- Hospital – A&E Arrival / Healthcare Professional
- Roads Policing – Contact with Family

The Successful tenderer shall coordinate the filming schedule, production personnel, locations, contributors, equipment and associated permissions required to deliver the approved storyboard.

The anticipated output is approximately 10–12 short video clips, generally 2–4 minutes in duration per clip, subject to the final approved concept and storyboard.

Video Editing and Post-Production

The Successful tenderer shall undertake all required editing and post-production, including, where applicable:

- video editing
- sound recording and mixing
- graphics and colour
- music and audio
- formatting and file preparation and
- preparation of the final content for integration into the Roadshow.

The completed content shall be submitted to the Contracting Authority for review and approval prior to incorporation into the Roadshow.

The Successful tenderer shall also ensure that all final video content is supplied in appropriate formats for presentation using the technical systems employed for the Roadshow.

Phase 3 – Project Management and Event Delivery

The Successful tenderer shall be responsible for the planning, management and delivery of the Roadshow events, including pre-production, set-up, rehearsal, live event delivery, onsite operations inside the venue and post-event dismantling and removal.

The Roadshow is anticipated to take place annually in the Autumn, provisionally October over two consecutive days, comprising of two shows, subject to annual agreement with the Contracting Authority.

The event dates shall be scheduled on midweek days and agreed annually with the Contracting Authority, having regard to the promotion of Irish Road Safety Week, the academic calendar and the availability of the venue and key stakeholders.

The Successful tenderer shall be responsible for planning and coordination of the Roadshow, including, but not limited to:

- securing the venue for the agreed dates annually
- securing the professional services, catering, photography, other resources reasonably required for delivery of the Roadshow
- securing and preparation of an event MC, actors, persons with lived experience
- coaching and preparation of contributors, emergency services speakers at the event, as required
- securing the production and technical personnel and expertise to ensure the safe and effective running of the events
- the stage management and direction of the Roadshow events
- the coordination of the rehearsal

- the technical production, staging and set requirements, rigging, sound and audio production, lighting, audiovisual and video presentation, camera and vision operations for the Roadshow events
- the event-day technical management
- post-event dismantling and removal of the set and equipment

Indicative Event Schedule
Day 1 – Set-Up and Rehearsal
• Delivery and installation of set and technical equipment • Technical set-up and testing • Rigging • Sound and lighting set-up • Video and vision system testing • Stage preparation • Full rehearsal
Day 2 – Event Delivery
• Technical preparation • Event delivery • Show Direction and Stage management • Operation of sound, lighting, vision and audiovisual systems • Post-event preparation day 3; as required
Day 3 – Event Delivery and Post-Event Disassembly
• Technical preparation • Event delivery • Dismantling of the set and technical equipment • Removal of equipment and associated materials • Reinstatement/clearance of the venue; as required

Production and Technical Design

The Successful tenderer shall provide all personnel, technical expertise and production services necessary for the effective and safe delivery of the Roadshow.

The anticipated production and event delivery roles shall include, but are not limited to:

- Project Lead;
- AV Technician;
- Rigger;
- Sound Operator;
- Lighting Operator;
- Camera Operator;
- Vision Operator;
- Stage Manager;
- Show Director;
- Stage Coach;
- Event Safety Coordinator

Please note that the skills outlined may reside in the same person. Tenderers shall determine the appropriate staffing levels, roles and skill sets required to deliver the Roadshow safely, professionally and effectively.

Pre-Production, Coaching and Cast Preparation

The Successful tenderer shall provide appropriate pre-production planning, coaching, cast preparation, guidance and support to participants, presenters, actors to ensure that contributions are engaging, appropriate to the target audience and aligned with the approved Roadshow concept and brief.

The Successful tenderer shall source actors as required for the production and delivery of the Roadshow events.

Venue, Associated Services and Site Visit

The identified venue based on capacity, facilities, parking and central location is the Aura Letterkenny Arena & Leisure Centre, Sallaghagrane, Letterkenny, Co. Donegal accommodating approximately 1,300 seated attendees.

The Successful tenderer shall be responsible for securing the venue for the agreed dates annually, the planning and coordination of professional services required for the successful delivery of the Roadshow at this venue, including, where applicable:

- staging and technical infrastructure
- technical and production equipment
- catering, photography, other resources and professional services reasonably required for delivery of the Roadshow

Such requirements shall be agreed with the Contracting Authority in advance.

Tenderers shall be required to undertake a site visit to the Aura Sports Hall prior to submitting tender.

The purpose of the site visit is to enable Tenderers to familiarise themselves with the venue and determine the technical, production and equipment requirements necessary to deliver the Roadshow effectively; including sound, lighting, staging, access, power supply, rigging and other site-specific technical requirements and all requirements associated with the delivery, set-up, operation, disassembly and removal of the Roadshow.

Project Management and Stakeholder Engagement

The Successful tenderer shall nominate a suitably experienced Project Manager / Principal Point of Contact who will have overall responsibility for managing the contract and acting as the primary point of contact for the Contracting Authority.

At a minimum, the successful tenderer shall facilitate:

- an inception meeting for each phase
- fortnightly progress/update meetings during active phases
- meetings with key road safety stakeholders, as required
- a project completion meeting for each phase
- a final project review meeting.

Meetings may be held in person, online or on a hybrid basis, as agreed with the Contracting Authority.

The Successful tenderer shall prepare and maintain a programme of work, including key milestones, responsibilities, dependencies and deadlines.

The Successful tenderer shall also prepare:

- Detailed Project Management and Programme Delivery Plan
- Detailed Production and Filming Schedule
- Communication Plan and Stakeholder Engagement Plan
- Event Management Chart
- Event Safety Management Plan
- Final Account Reporting

The Successful tenderer shall work closely with the Contracting Authority to plan, design and agree concepts, filming schedules, event requirements and stakeholder engagement.

Event Safety Management

The Successful tender shall be responsible for the planning, management, coordination and monitoring of all health, safety and welfare matters associated with the Roadshow events.

The Successful tenderer shall comply with the Safety, Health and Welfare at Work Act 2005, the Safety, Health and Welfare at Work (General Application) Regulations 2007, The Safety, Health and Welfare at Work (Construction) Regulations 2013 and all other applicable Irish legislation.

The Successful tenderer shall prepare, implement and communicate to all relevant parties an Event Safety Management Plan covering event planning, event build and set-up, rehearsals, event day operations, crowd control provision of event marshals, emergency

arrangements, provision of first aid, and emergency care, monitoring and inspection arrangements and event breakdown activities.

The Successful tenderer shall establish arrangements for consultation, cooperation and coordination with the Contracting Authority, venue management, contractors, suppliers, emergency services, Gardaí, event staff, volunteers and marshals.

The Successful tenderer shall undertake suitable and sufficient risk assessments and prepare method statements for significant activities including staging, rigging, electrical installations, loading and unloading operations, work at height, vehicle movements, and dismantling activities.

The Successful tenderer shall nominate a competent Event Safety Coordinator who shall be responsible for implementation of the of the Event Safety Management Plan and liaison with the venue management and the Contracting Authority.

Filming, Permissions and Stakeholder Engagement

The Contracting Authority shall seek approval in principle from relevant road safety stakeholders to facilitate filming and participation in the production.

The appointed Successful tenderer shall be responsible for overseeing the detailed programme and delivery of filming, including the development of filming schedules and securing all relevant permissions, releases, licences and consents required for the production.

The Contracting Authority will assist in establishing connections with local emergency response organisations, personnel and key road safety stakeholders to identify suitable contributors to the Roadshow.

The Successful tenderer shall be responsible for coordinating directly with contributors and organisations thereafter and ensuring that all necessary arrangements are in place for filming and production.

The Contracting Authority shall engage post primary schools and coordinate bookings for the Roadshow events.

Intellectual Property and Ownership

All original content, materials and deliverables newly produced specifically as part of the assignment shall become the property of the Contracting Authority.

The Successful tenderer shall identify any third-party materials, including music, stock footage, images, graphics, software or other licensed content, proposed for use in the Roadshow and shall clearly identify any associated costs, restrictions or licensing conditions.

The Successful tenderer shall ensure that the Contracting Authority receives the necessary rights and licences to use the newly produced content for the Roadshow and for future road safety promotion, communications, educational or related activities.