

CRYSTAL PALACE PARK

Crystal Palace Park

Seasonal Event & Experiences Opportunities 2027

Invitation To Tender



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Timetable

- **Opportunity issued:** Thursday 15 October 2026
- **Clarification questions deadline:** Wednesday 28 October 2026
- **Trust response to clarifications:** Monday 2 November 2026
- **Submission deadline: 10:00 AM, Tuesday 23 November 2026**
- **Evaluations:** Week commencing Tuesday 23 November 2026
- **Interviews:** Week commencing Monday 30 November 2026
- **Contract award:** Week commencing Monday 7 December 2026

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1. Introduction

Summary

At over 200 acres, the Grade II* listed Crystal Palace Park is one of London's largest and most historically significant parks, welcoming approximately one million visitors annually. The park is located in the London Borough of Bromley and borders the London Boroughs of Croydon, Lambeth, Lewisham and Southwark.

Designed by Sir Joseph Paxton to house the Crystal Palace, which was relocated and enlarged following the 1851 Great Exhibition, the park opened in 1854 as a celebration of history, geology, evolution and design. The park continued to evolve substantially until the Crystal Palace was largely destroyed by fire in 1936. Today, the park contains a number of well-known visitor attractions and venues, including the Crystal Palace Dinosaurs, historic Italian Terraces, the Subway, Sphinxes, a Maze, Museum, Farm, Visitor Centre, Concert Platform, playgrounds, lakes, the National Sports Centre, and numerous other heritage features.

Crystal Palace Park Trust ("the Trust") is a charity and the park's custodian. Our mission is to protect, manage and improve Crystal Palace Park as a green, historic, ecological, recreational, sporting, cultural and educational resource in the interests of the community and other Park users.

Over the past two years, the Trust, together with Bromley Council, has invested approximately £20 million in restoring key park infrastructure and restoring its heritage assets. Next year, the National Sports Centre is expected to undergo a multimillion-pound refurbishment, supporting its return as a nationally significant centre for sport and recreation. You can read more about the Trust and its work at: [Crystal Palace Park Trust](#)

The Trust is committed to restoring Crystal Palace Park to its position as a leading visitor destination and are hereby inviting creative, distinctive, and ambitious proposals from suppliers excited and inspired by the park's rich cultural and sporting history and as a place of entertainment, discovery and innovation.

Background and opportunity

The Trust is seeking new long-term partners to expand our public programme and enhance the visitor offer as we work to establish the park not only as one of London's most significant green spaces, but also as a world-class cultural destination with a rich history offering a welcoming and inclusive visitor experience.

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Applicants are encouraged to submit creative and innovative concepts with the potential to become signature destination events, exhibitions, festivals or experiences. Interested parties are likely to be experienced event producers, promoters, festival organisers, cultural organisations and/or commercial operators.

Proposals should complement the Trust's current offer and meet the following objectives:

- **Creativity and innovation:** contribute to the re-establishment of Crystal Palace Park as a world-class visitor destination by demonstrating creativity, innovation and entertainment.
- **Income generation:** deliver meaningful and sustainable financial returns to the Trust through an appropriate combination of site hire fees, minimum guarantees, revenue share, ticket income, sponsorship, commercial partnerships and ancillary spending.
- **Visitor growth:** increase overall attendance, off-peak visitation, repeat visits and the park's reach to regional and national audiences.
- **Quality and reputation:** provide high production standards, excellent visitor experiences, strong customer service and positive profile-building opportunities for the park.
- **Community benefit:** support accessibility, community participation, volunteering, skills development and local supply chains.
- **Environmental sustainability:** demonstrate carbon reduction, waste minimisation, reusable infrastructure, sustainable transport and protection of the park's green spaces, biodiversity and heritage assets.

The Trust is particularly seeking proposals that support activity during: **Spring (March–May), Autumn (September–November) and Winter (November–February)** while also interested in maximising opportunities during peak visitor seasons and year-round.

Please note that, due to existing contractual arrangements, the Trust **is not seeking large-scale music-led events**.

Proposals may include (not an exhaustive list but to offer examples):

- Food and drink festivals
- Garden and horticultural events
- Immersive experiences
- Artisan markets
- Cultural celebrations
- Outdoor cinema
- Performing arts and theatre
- Family friendly and/or art exhibitions
- Harvest festivals

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- Eco-friendly fireworks, drone shows and light trails
- Halloween experiences
- Literature festivals
- Wellness festivals
- Christmas and ice-based attractions
- Festive markets.

Period of Contract

The contract period will be determined with the selected operator(s) and will depend on the proposals submitted. The broad contract is intended to cover 2027 to 2029, with an option to extend to 2031 by agreement between all parties. Submissions may cover part of the contract period, the full contract period, or multiple offers from the same or different providers.

Location and access

Following the regeneration works, the Terraces have benefited from extensive refurbishment, including repaired stonework, improved drainage, enhanced services and sympathetic landscaping, while retaining the key access routes required for large event build and break operations. The Grand Centre Walk has been restored to its original width and includes power points in key locations. A lit walking route now connects Crystal Palace train station with the Penge entrance, and the Dinosaur sculptures have been restored to their Victorian character. Together, these improvements provide a distinctive and impressive setting for a range of high-quality events and activities.

Exact locations will be determined in consultation with the selected operator and the Trust to ensure they are appropriate for the type of events proposed. Subject to successful delivery during the initial term, there may be opportunities to develop additional or alternative locations in future.

In terms of access, visitors are encouraged to use public transport or walk where possible. The park is well served by public transport, including several rail stations with direct connections to London Victoria, London Bridge and north London via the Overground. Crystal Palace Station is located within the park, and

Crystal Palace Bus Station, on the western edge of the park, is one of the busiest in south London. There are also numerous bus stops on or near the park perimeter, as well as three car parks on site.

Further information about the park can be found in Annex 1 – accompanying deck.

2. Evaluation Criteria and Methodology

An Evaluation Panel comprising Trust representatives will carry out the evaluation and selection process to ensure an appropriate breadth of expertise and experience.

Regardless of an applicant's overall merits, the Evaluation Panel may reject an application if it identifies a fundamental weakness or flaw that is likely to affect the delivery of the service. This may include a qualification or condition that the Evaluation Panel considers unacceptable.

Submissions will be evaluated on the basis of the most advantageous offer, combining both price and quality. The submission or submissions with the highest overall score will be invited to an interview. The quality and financial weightings are as follows:

Quality 60%

Income 40%

The weightings of the criteria are broken down as follows:

Submission Criteria	Weighting
1. Proposal - overall business proposal – uniqueness and creativity of proposal and how it meets our objectives	20%
2. Technical Information - details of operations and experience of delivery in similar locations	20%
3. Environmental considerations and community engagement	10%
4. Marketing and Communications	10%
5. Financial Proposal	40%
Total:	100%

Please note that the Trust reserves the right to seek best and final offers following any interview.

Applicants should ensure their proposals address the following information covering Quality, Financials and Case Studies:

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- **Quality Criteria** (60% overall, items 1-4 in above table): Quality shall be assessed using the answers given to the below.

Question 1. Overall Proposal (20%):

- Please describe your proposal, including the event or experience type, anticipated capacities, target audiences, opening times or operating hours, and entry cost where relevant.
- Please explain how the proposal would meet our objectives and complement existing park programming, providing a distinctive offer for both current and new visitors.
- You should also identify any locations within the park that you consider particularly suitable providing any supporting information that helps the Trust understand your organisation and how your proposal would operate successfully within Crystal Palace Park.

Maximum response 2500 words

Question 2. Technical Information (20%):

- Please describe your operational approach, including utility requirements, site access, installation and de-rig arrangements, protection of ground conditions and heritage assets, and relevant experience delivering comparable events in similar environments.
- Please explain how you will deliver a welcoming and memorable visitor experience, including your approach to complaints handling and the entire visitor journey from initial interaction through to the on-site experience.
- Please set out your utility requirements, waste management approach, noise management approach, proposed on-site infrastructure and anticipated licensing requirements.
- Please also include details of welfare provision, safeguarding management, and health and safety management for the duration of your time on site.
- Please describe how event performance will be monitored and reported, including attendance, visitor satisfaction, economic impact and environmental impact, together with the frequency and format of reporting to the Trust.

Maximum response 2500 words

Question 3. Environmental considerations and Community engagement (10%):

- Please provide information on your commitment to environmental sustainability, accessibility and inclusion,
- Please outline your commitment to sustainability and environmental

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responsibility, including relevant information on materials, installation methods, company policies, and operational practices.

- Please include your sustainability or environmental policy, or an equivalent statement of approach.
- Please also explain how your event site will be accessible, the steps you will take to ensure that visitors with a range of needs and requirements feel welcome and supported at your event.
- Please describe any community engagement initiatives you will provide or would be willing to offer.

Maximum response 1500 words

Question 4. Marketing and Communications Strategy (10%)

- Please outline how you will market and promote the event, attract new visitors, and encourage repeat attendance.
- Please outline your approach to and resourcing of marketing and communications activities including example channels, tactics and measurements and any examples of similar campaigns you have run.

Maximum response 1500 words.

➤ **Financial Proposal Criteria (40%)**

Your financial proposal shall be assessed using the answers given to the below:

- The financial proposal should state the proposed commercial model, which may include a fixed hire fee, minimum guarantee plus revenue share, profit share, joint venture or other commercial return to the Trust, where relevant.
- It should include attendance forecasts, income and expenditure projections, investment requirements, ticketing assumptions, sponsorship opportunities, vendor and catering arrangements, ancillary income assumptions and the proposed approach to transparent revenue reporting.
- Please clearly outline your first-year financial projections and identify the key factors that may affect commercial performance.

Maximum response 2000 words.

- Please also include **two relevant case studies** with your proposal.

General

Please observe and comply with the following instructions in the preparation and submission of your proposal. The Trust reserves the right to reject a proposal that does not fully comply with these instructions.

Queries

All queries relating to the tender documentation that may affect an applicant's submission should be sent by email to Tenders@crystalpalaceparktrust.org with the subject line '2027 Events Opportunities - {your company name}'.

The deadline for requesting additional information or clarification is **Wednesday 28 October 2026**.

Responses to queries will be circulated to all organisations that have registered an interest no later than **Monday 2 November 2026**. The Trust will endeavour to respond to queries as soon as practicable.

Expression of Interest

To ensure you receive our responses to all clarification questions received it would be helpful for an expression of interest to be submitted to the Trust by 10am Monday 2 November 2026. This should be sent to Tenders@crystalpalaceparktrust.org with the subject line '2027 Events Opportunities - {your company name}'.

Receipt of Documents

Applicants are responsible for ensuring that all information requested in the evaluation criteria have been received and is complete in all respects.

Please ensure that these are submitted as standard PDFs.

Confidentiality

Applicants shall treat all tender documentation as private and confidential.

Publicity

No publicity or information relating to this opportunity may be released by any applicant without the Trust's prior written approval.

4. Submission of Application

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Your proposals should include your responses to the above three components covering Quality, Financials and Case Studies.

Submission of proposals must be made no later than **10:00 am on Tuesday 23 November 2026**.

Please ensure that you have read and completed all sections before submission.

All responses should be sent to Tenders@crystalpalaceparktrust.org with the subject line '2027 Events & Experiences Opportunities - {your company name}'.

Acceptance Period

Applications shall remain open for acceptance or non-acceptance for a minimum of forty-two (42) days from the submission date. The Trust may accept an offer at any time within this period but shall not be bound to accept any offer.

Sufficiency & Accuracy of Application

Applicants will be deemed to have reviewed all enclosed documents and, through their own independent observations and enquiries, have fully informed themselves of all matters relevant to the scope of the opportunity and their submission.

Those providing an application are reminded to check the accuracy of their application prior to submission.

The Trust reserves the right to disqualify incomplete applications.

Applicants shall familiarise themselves with all applicable regulations, bylaws and other factors that may affect their submission or event delivery.

Pricing & Payment

Those submitting an application should note the following:

Pricing

- The currency in which the fee is stated in the application is pounds sterling and whole pence (i.e. to two decimal places).
- The financial offer quoted should be exclusive of VAT.

5. Self-Certification and Due Diligence

Self-Certification

Prior to formal contract award, the Trust will undertake due diligence on the Preferred Operator(s).

As part of this process, all applicants are required to self-certify that they meet the Trust's minimum requirements, as set out in the table below.

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The table below identifies the minimum requirements for this contract. By submitting an application, operators confirm that they comply with these requirements and that all necessary evidence will be available on request.

Evidence will only be required from the Preferred Operator following interview.

Professional and Business Standing

Requirement	That your organisation, directors or management has no unspent convictions to any of the areas that would qualify as automatic grounds for exclusion.
Evidence	No evidence will be required unless the applicant answers yes.

Financial Standing

Requirement	➤ Applicant organisations have sufficient resources to support the contract for which they have applied. ➤ Applicant organisations are financially sound and potentially stable enough to remain in business for the duration of the contract
Evidence	Formal accounts for the past two years. The financial strength of the organisation is assessed by looking at its turnover, gross and (pre-tax or net) profits, net worth and certain financial ratios. Consideration of the accounts for the last two years enables an opinion to be made on continuing information, rather than just at one point in time. The Trust reserves the right to use a third-party assessment to aid its financial appraisal.

Insurances

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Requirement	The following insurance levels are a requirement for this contract: ➤ £5 million Employers Liability ➤ £5 million Public Liability ➤ £2 million Professional Indemnity
Evidence	Copies of current insurance certificates indicating the required levels of cover.

Health & Safety and relevant policies

Requirement	Your organisation complies with the Health & Safety at Work Act 1974 and other relevant legislation.
Evidence	A copy of your organisation's Health & Safety, GDPR, Safeguarding and other relevant policies. If you already provided this in the application, this will not be required.

Equality & Diversity

Requirement	Your organisation complies with its legal obligations under the Equalities Act 2010
Evidence	A copy of your organisation's Equal Opportunities, EDI and Modern Slavery policies. If you already provided this in the application, this will not be required.

Environmental Management

Requirement	Your organisation has systems and procedures in place to maintain and ensure minimal environmental impact.
Evidence	A copy of your organisation's Environmental Management policy and relevant certificates or a statement of procedure. If you already provided this in the

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	application, this will not be required.
Quality Assurance	

Requirement	Your organisation has systems and procedures in place to ensure the quality of work provided.
Evidence	A copy of your organisation's Quality Management System policy and relevant certificates or a statement of procedure.

Contract Performance

Requirement	That your organisation has not had any contracts end prematurely or incurred penalties, default notices or payment of liquidated damages.
Evidence	No evidence will be required unless answered yes

Previous Experience

Requirement	The Trust will follow up references from previous clients to validate your technical and professional capability to complete the contract. The references provided should be relevant to the size, scope and mix of disciplines required for this contract.
Evidence	Provision of two suitable referees

Due Diligence

If the Preferred Operator(s) do not satisfy the due diligence requirements, the next ranked operator(s) may be appointed as the Preferred Operator(s).

In the interests of transparency, all applicants will be notified once a Preferred Operator has been identified, and due diligence has commenced.

Acceptance of Offer and Intention to Contract

Once an offer has been made and accepted, a draft contract or intention to

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contract will be issued and must be signed within five working days of receipt. A non-refundable deposit equivalent to 10% of the annual contract value will be required at that stage.