

9.1



Cater Express



SHINFIELD FAMILY FESTIVAL



Cater Express

IN PARTNERSHIP WITH

 **Shinfield**
Parish Council

Our Proposal



Water Express

A Personal Message...

Thank you Shinfield Parish Council for considering The Shinfield Family Festival (SHINFEST). We appreciate your time in viewing our proposal and giving us the opportunity to present our services. We, at Cater Express, take each event very seriously, as we know it's a important day which is why we take extreme care and precision within this process to ensure that the journey to the decision is as transparent and enjoyable as the event itself. That's why we love what we do, being a part of this event is as special to us as it has always been, which is not only an honour, but a privilege.

P Naidoo



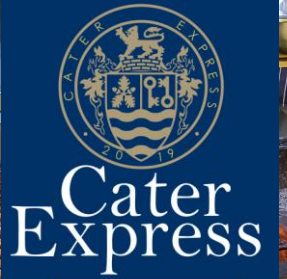
Pamela Naidoo
Event Manager







Cater Express



A Personal Message...

Cater Express wants to organise, facilitate, and deliver The Shinfield Family Festival (SHINFEST) in partnership with Shinfield Parish Council. Kindly consider our plans on the following slides. As residents of Shinfield, we wish to produce an annual event that warrants the same excitement from Shinfield locals as myself and team share. With a company of 42 staff members and the competency and expertise in large scale events, I hope you join us on this fun, committed journey.

E. W Shaw



Edward W Shaw
Event Manager





Shinfield Family Festival

In Brief:

The Shinfield Family Festival (SFF) is an annual event held in August. The location of the event is held on Deardon Field based in Shinfield. The event will have many areas of entertainment, food & drink for families to enjoy. The event is held on a Saturday of which will last for one day only. The SFF will operate and be managed by Cater Express in partnership with Shinfield Parish Council. Each year the event will support 2 local charities to raise money for their important causes.

Cater Express has conducted a risk assessment of the proposed area of which the SFF can accommodate a volume of guests at 1,500 at a max capacity at any one time. Please see next slide for proposed floor plan.



The proposed floor plan is essentially not to scale and not in proportion to the volume of equipment, buildings and furniture. A more comprehensive, accurate and detailed floor plan will be created for record upon our events management team having conducted a thorough inspection.

Proposed Floor Plan



Our Staff

Our Professional uniformed staff are competent, experienced and are an invaluable attribute to the event.



Food

Cater Express will provide a variety of cooked foods, British Sourced and of the highest quality. We will cater for all dietary requirements.

**Halal, Kosher, Vegetarian, Vegan options available*



Drinks

We will provide a variety of drinks areas including Cocktails, bar drinks, Teas & Coffees, and non-alcoholic drinks.



Entertainment

There will be live bands, including singers & dance acts from Reading University for all the family to enjoy.



Other Facilities

Cater Express will provide toilet facilities and on-site guides to welcome guests to the event.



Charity Support

The SFF will provide areas for local charities to promote their cause and work. The event can be capitalised by local charities to fundraise and use the event as a platform to educate guests with the work their charity does.

let's work together



**The Edmund
Godson
Charity**

**The Bowyer
Family
Memorial
Trust**





HEALTH & SAFETY

Cater Express will provide all relevant health & safety measures and services including security, first aider response (St John Ambulance), and will follow all obligations to food hygiene regulations.

In conjunction with our H&S policies, Cater Express will apply for the mandatory Temporary Events Notice (TEN) of which local emergency services are made aware of the event including Police, Fire Brigade, Ambulance Services, and all Councils.

Cater Express holds all relevant insurances including Public Liability Insurance which will protect guests in the circumstances of relevance.

It is imperative to our team to ensure that Safety First is the priority of all our events, and we will ensure that all checks, procedures, risk assessments and mitigations are addressed to allow guests to enjoy the SFF with the security and safety they deserve.



Cater Express



Cater Express

Memories
are special moments
that tell our
Story





Cater Express **at your service**



WE  OUR
CUSTOMERS

AS SEEN IN
CLOSE UP
MAGAZINE



CLOSE UP

CELEBRITY
CRUSH
WE TALK TO
CATER EXPRESS
- THE LATEST
CELEBRITY CRAZE

GET THE
LOOK
RED CARPET
STYLE GLAM

THE
PROPERTY
SUPPLEMENT

INTERVIEW
WITH
ROSAMUND
PIKE

DON'T
SAY
I DO
WITHOUT
US!

MAMA
LIFE
MAKING
MOTHER'S
DAY SPECIAL

**JENNIFER
ANISTON**
SUPERSTAR
AND MEGA-BABE

MARCH 2020
closeupmag.com

When 'I Do' becomes AN EXPERIENCE OF A LIFETIME...

We find out why Cater Express is the UK's go to Wedding service.



*Cater Express
turns Wedding
dreams into reality*



The 5 star food from
Cater Express is out of this world!*

Mention the word "Wedding Planner" to any married couple and you will hear the name Cater Express. Edward W Shaw & Pamela Naidoo are the UK's most famous wedding planners and event specialists. But they don't just create events, they create unforgettable experiences. And because of this, they are much sought after and in high demand with an incredibly long waiting list, you will have to book them way in advance to get a spot with these experts.

In 2018 they created their company, Cater Express, specialising in events planning and introducing the notion of "the events and weddings designer" to the British market. Lovers of detail, Edward & Pamela are famous for adding a tailored touch to their events and taking care of every detail to ensure everything is just perfect. We met Edward and Pamela at their Chiswick, London Office to talk about why they are so popular and sought after by eager future weds.

"I think the essence of our success is to listen more and talk less. We understand that each couple has their own unique wedding dream and our job is to turn that dream into reality. We also have an incredible team of expert event specialists who are highly experienced at what they do with decades of experience".

"We listen to our client's plans and their hopes, digest that information and mould that abstract into practice. Our inspiration has come from us travelling to many beautiful places all over the world, from Venice to Paris, we draw on what we know can work in conjunction with what our customers are looking for."

I wanted to know a bit more about what made them different from every other wedding planner and event company.



Pamela Naidoo is the UK's Wedding Guru



*Renowned Wedding Planner Edward
W Shaw being interviewed by the press.*



*Incredible, unique
and creative decor*



Cater Express has a wide range of bars for every event

"Well, firstly, we are not just wedding planners, we are also event specialists that execute the whole job from beginning to end by providing all the necessary services from catering and mobile bars all the way to entertainment etc. One of the biggest challenges couples face is having to deal with multiple vendors for their big day and they turn to wedding planners to arrange the overall wedding detail and coordination for them. However, at Cater Express we are a one stop shop from assisting with the wedding planning plus executing all the services on the day. Weddings are stressful already, so we ensure we run the whole day seamlessly and provide all the services effortlessly".

"We take our clients big day very seriously; it is important to us to ensure that the bride and groom is not worrying about anything on the day apart from enjoying this special day with their close family and friends creating memories. Our main responsibility is implementing a smooth process that provides transparency, professionalism and a hassle-free relationship"

I was starting to wonder how much this would all cost, Cater Express is renowned for doing celebrity events including Ferne McCann, Floyd Mayweather Jr, Top Gear's James May, amongst many others.

"The sad truth of the industry is that some companies will charge customers a lot more because of the word 'Wedding'. This is quite sad really. Although we provide a premium service, we know that everyone's budget differs, that's why we feel it's essential to work with our clients closely to achieve their dreams, after all, everyone deserves a perfect wedding, it just doesn't have to cost the earth."

Cater Express has won several awards of excellence and your reviews all talk of an exceptional service. Why do so many couples choose you to plan and execute their big day?

"We are indeed very grateful for the constant demand! We believe that our approach is not from a business angle but more of a responsibility of scope that all comes down to one day, it has to be just perfect. At the same time, it needs to be affordable, reasonably priced and it must be in sync with what our clients have in mind for their magical day. I suppose we are easy to work with and we have the most amazing team behind us. Ultimately, our client's happiness is everything, that's what we work towards."

Tell me a bit about your award-winning food?

"Cater Express delivered everything I dreamed of and we really appreciate all the hard work you guys did. You made our day more special than we could ever have hoped for, thank you!"

- Lisa Clarke

"2 simple words, ingredients and Chef. We only provide the best of the best, our food is locally sourced, organic and supplied from Selfridges. It is cooked by our highly experienced team including one of our Chefs who is the private cook for David & Victoria Beckham."

I suppose that comes with a big price tag?

"Well, actually we provide a premium service at pretty much the industry standard average prices. That's why we stand out"

That is amazing. From what I've seen from your portfolio of events, you guys know how to create magic, I am simply blown

away looking at your past events. I can't believe you can literally do anything.

"We don't just do events; we create unforgettable experiences. We theme each Wedding as inspired by our clients and work towards their dream vision of the day, whether it's a Blossom Tree forest theme or a Winter Wonderland Christmas Wedding, we always go the extra mile to provide that necessary 'wow' factor that we know our clients and their guests will enjoy and remember for a lifetime".

Cater Express

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