LIVE EVENT MANAGEMENT

EAGLES FLY FEST

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1. INTRODUCTION AND PLANNING

Festivals play a massive part on our social and cultural roles and have been attracting tourists for decades since 1960's with festivals in the UK such as the Isle of Wight Festival. Glastonbury is also a massive UK Festival that has been going on for years since 1970. (Wikipedia, 2020). This portofolio will contain the site plans, marketing and promotion content, licence application, risk assessment, programme and budgeting plan.

The Event:
'Eagles Fly Fest' is a massive two-day festival that will be held at the heart of Claydon Estate in Buckinghamshire in September 4th which is a Saturday and September 5th which is a Sunday. The event will start at 9am on Saturday and finish at 10pm on Sunday. This event aims to showcase Albanian talented singers and rappers of the United Kingdom from the most successful ones such as Dua Lipa, Rita Ora to the smaller talents such as the band Hellbanianz, Slitta, Flip, Esmeralda, Keisi, Soze, Bok, Grido and so on. The headliner of the event will be Dua Lipa who over the years has received multiple accolades including three Grammy Awards, three Brit Awards, two MTV Europe Music Awards, one MTV Video Music Award, and an American Music Award. (Wikipedia, 2021). During the day, we will be having a range of music entertainment from stand-up comedies, famous Albanian writers in the UK and different family games. I am impassioned about this festival, as Albanians are people from a small country who have immigrated and have always strived for a better life and seeing their achievements inspires me. Our purpose is to enlighten others regarding our culture, celebrate our achievements and entertain our audience. Site Layout Appendix 6.

Demographics:
- Age: Infants- 60
- Gender: Female and Male
- Geographic: London, Buckinghamshire and all over the UK
- Status: Professional, working class/ middle class status
- Parental status: Parents of teenagers and babies 80% / No kids 20%
- The ideal costumer for this event would be a married couple with 2 teenager kids.

Phychographisc:
- Family orientated
- Newly married
- Young people who want to show off their possessions
- Old people who come with their grandkids
- Kind, loving people
- Interested in family traveling

Objectives:
- The capacity of this two-day event will be 3000 people per-day and we will have a maximum capacity of 1000 people camping. We are aiming to sell at least 2500 tickets by September 4th.
- Encouraging and stimulating youth culture from Albanian cultures. Demonstrating and displaying environmentally friendly technologies and techniques and various forms of religious expression.

- Offering high-quality traditional Albanian food for illegal immigrants that have not been able to taste it for years.
- Making a profit of at least £200,000 through ticket sales and sponsors and building a digital footprint for our next events.
- Gain a social media followers fanbase by approximately 1000 people, 3 months post-event

Ticket Pricing:
To sell the tickets we will be using the app Eventbrite which is a global self-service ticketing platform for live experiences that allows anyone to create, share, find and attend events that fuel their passions and enrich their lives. (Eventbrite, 2020).

	TICKETS	CAR PARK	CAMPING
ONE DAY P/PERSON	£65	£10	No stay over
TWO DAYS P/P	£130	£20	£20
GROUP TICKETS (2)	£200	£20	£30
EARLY BIRD	£50	£8 (IF ONLINE)	£15
UNDER 12	£30	FREE	FREE
INFANTS/TODDLERS	FREE	FREE	FREE
FAMILY OF 4	£250	£20	£50

Location:
Albanian community in Britain does not mind spending to entertain themselves however they are quite picky, and they have a high expectancy of the service they have paid for. I have taken different factors in consideration such as the size of the venue, the accessibility and the noise disturbance of the residents living nearby. Choosing the venue was one of the trickiest parts as I had to experiment and research different venues until I found the one that best suited my event. I initially chose a location in Greenwich, which could hold around 9000 people however I realised that it didn't fit well with the branding of my event and that It did not have everything I needed. After researching different venues, the venue that I chose is the Claydon Estate in Buckinghamshire which is also a well-known area for Albanian citizens as well as the distance is not far from London by car since the majority of Albanians drive. The venue is known for a very good location and far from residents that live there. I preferred to have a big venue so there would be a lot of space and it is easy to manage. (Evidence of reaching out to venue owners is found on APPENDIX 3).

Claydon Estate has over 170 acres of scenic parkland, charming walled gardens and an historic courtyard with a unique and inspirational setting where you can create memorable occasions and have an unforgettable experience. The nearest towns are Buckingham, Milton Keynes, Aylesbury and Bicester. It is a thriving, family-run country estate and has been the ancestral home of the Verney Family for over 400 years. The estate is 5000 acres and has open fields, parkland, woodland, lakes, formal gardens, with an 18th century courtyard. It also has excellent purpose-built access points. The max capacity of this location is 10,000 people and the location type is grass, big field and meadow. Over the years, the venue has maintained a great reputation and is known for holding events such as dog shows, festivals, filming, intimate gatherings, large gatherings, photoshoots, weddings, car club events and so on. There are no residents living nearby so noise disturbance would not be a problem.

The experience available is the Claydon Courtyard, holiday cottages, embers campsite, restaurant and independent retailers. It also has an indoor function room. This location is easy-accessible as it is less than 60 miles from central London. The nearest train station is Aylesbury Parkway which is 10 miles, Bicester Village and Bicester North which is 12 miles and Milton Keynes Central which is 16 miles. Areas include: Englands, Church Park, Lime Avenue, Pond Head and Warners. Previously, the largest event to date has hosted 10,000 visitors, and they will be welcoming Towersey Festival in 2021. It has several purpose build access points and excellent parking. (Claydon Estate Website, 2021).

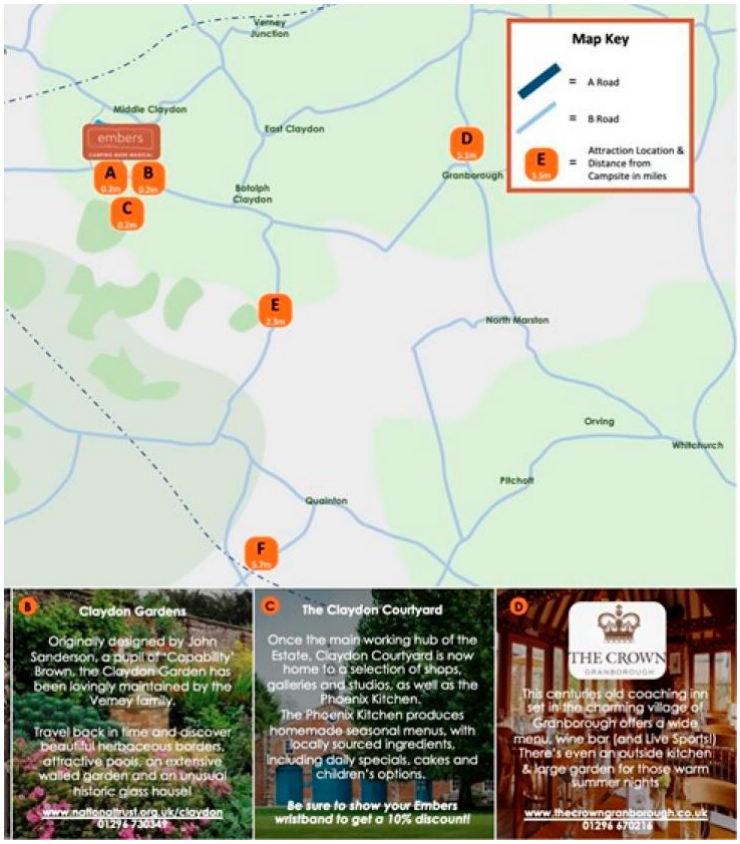
Venue contact details:
Phone Nr: 01296730252 Email: events@claydonestate.co.uk
Website: claysonestate.co.uk Point of contact: Jane Ward

(Claydon Estate, Buckinghamshire)

Accommodation and Camping:
Claydon Estate had two charming holiday cottages located in Claydon Estate's historic Courtyard. Courtyard Cottage and Brewery Cottage are both two-bedroom cottages, with enclosed gardens. If our attendees would like to book, they will have to use the website English-country-cottages.co.uk. Camping is located within Claydon Estate's parkland and provides a fabulous back-to-nature location with pre-pitched bell tents, fire baskets, wood fired pizzas, modern wash blocks and plenty of open space. Embers Camping is the company that Claydon Estate uses for their service and they offer great outdoor comfort and onsite food. The campsite is situated within its own secluded tree-lined setting within walking distance of National Trust Claydon House at the Claydon Estate. Naturally, you will find everything Embers is known for such as fire baskets included on every pitch for campfires. This place is dog free and also offers shower shacks, an embers onsite shop and onsite

activities. Embers bathrooms are kept meticulously clean and have flushing toilets and piping hot showers. However, our camping attendees will be advised to bring their own towels. The embers shop offers freshly ground coffee and camping essentials such as milk and snacks at reasonable prices. They have an ice cream freezer that sells ice cream in scoops and cones. Furthermore, they have hot food and beverages which will also be available to pre-order about 5 days before arriving on site. If for any reasons, our attendees would like to visit the local attractions there is plenty to do to keep them busy. There are local pubs to eco-farms for the kids, all within a short distance from the campsite.

(Embers Camping, Claydon Estate. Emberscamping.co.uk).



(Close Attractions to Claydon Estate, Site Map)

Stakeholders:
Stakeholders are an important part of the event as they help to grow, develop and maintain the business. They can affect an organisations actions and can defend, monitor, collaborate or involve. (Savage, Nix, Whitehead, & Blair, 1991). The main sources of revenue for a festival are financed by public money also offer a back entertainment three of charge. Ticket sales is the first most important source of revenue followed by the largest second source of revenue which our government grants. Vendors are also important stakeholders followed by corporate sponsorship and also direct merchandise. In conclusion, the main stakeholders for my business will be private company, suppliers, sponsors, the community, Government and the media.

Toilets:
'JB Event Facilites' would be the company that I have chosen to provide for the portable toilets. They specialise in supplying a superb range of toilets for hire for events ranging in size from just a handful of people to numbers in excess of 375,000. (JB Event Facilities, 2021). They own single unit toilets, champagne models, baby changing facilities and deluxe trailers. After I have split our capacity in 50/50 between male and female, I have chosen that I will hire 40 standard toilets, 4 disabled toilets and showers will be provided by Embers Campsite. The toilets will be located close to the event area, 3 minutes distance.

Contracts:
The safest precaution that we will take are contracts since everything must be put in writing, so our guests can be well informed. We will have contracts with all our members of staff, artists, and guests must agree to the terms and conditions before buying the ticket. Contracts might change to the need of the artist or any member of staff.

Programme and Line Up:
Finding the right artists for your line-up requires time, research and negotiation. (Bradshaw, 2018). We have made sure that the artists that we have chosen fits our event goals, costs, popularity and we are able to manage the requirements as well as they are easy to work with. We have carefully researched them whether in the past they have been crowd pleasers and what do their fans think about them. Some of the acts that we have also considered having, are emerging artists whom we want to give a chance of performing in front of crowds so they could gain new support and grow their fan bases. They will also celebrate their new releases so they could analyse how people would engage with them. We will make sure that their costs are covered, and the hotels have been booked beforehand. Since this is a new location, none of these artists have performed here before. On the contract artists must agree that they will help with promoting the event on their social media. They will each have their own individual leaflets with information and booking slots. All artists should arrive early on Saturday so they can get their sound checks which plays an important part as it foresees any technical issues that might possibly arise. The music acts have been carefully selected and will provide a diverse range of genres from old Albanian RnB to Modern Rap and Hip-Hop. The acts consist of two worldwide known Albanian pop artists, one pop band, one classic piano player and singer who will also sing the Albanian national anthem as well as 80's and 90's old RnB, solo artists, with the headliners Dua Lipa and Rita Ora. We will also have dancing groups that will do two different slots each day of half an hour of dancing. There will be three sets of different DJs.

Event Schedule:

Saturday:

TIME:	ACT	NOTES
9 AM – 3 PM	Pre-recorded Albanian Music	Chilled vibes throughout the day
3 PM – 3:55 PM	Tomorr Kokona	Piano player and singer, Classic Albanian Songs
4 PM – 4:55 PM	Esmeralda Lami	Pop/Modern Singer
5 PM – 5:30 PM	Eagles Dance	Dancing on stage
5:30 PM – 6:00 PM	BREAK	Toilet, food break.
6 PM – 7 PM	Dua Lipa	**Headliner**
7 PM - 8 PM	Soze	Solo Rap Artist
8 PM – 10 PM	DJ XOXE	RnB/ Traditional Folkloric songs
10 PM – 1 AM	DJ KRISTI	MODERN/ RAP SONGS

Sunday:

TIME	ACT	NOTES
9 AM – 2 PM	Recorded Pop Music	Dancy vibes
2 PM – 2:55 PM	Keisi , Flip	Pop/Modern Singer
3 PM – 3:30 PM	Slitta	Rap Artist
3:30 PM – 4 PM	BREAK	Toilet Break, Food Break
4 PM – 4:55 PM	Rita Ora	**Headliner**
5 PM – 5:30 PM	Eagles Dance	Street Dance
5:35 PM – 6:55 PM	Grido	Rap Artist
7 PM – 8 PM	DJ Gimi O	Folkloric mixed with Modern Music

Catering:
Since it is an Albanian event, we will make sure that we provide traditional Albanian food by having two vans from the company 'Albanian Food Delivery' which will cook different dishes on the day. Alcohol will stop serving on Sunday at 4PM, so it would give enough time for our audience to go home safely and securely. This company will supply food throughout the event, for breakfast, lunch and dinner. There will be options for vegan and vegetarian costumers. The company has hygiene training certificates and are well qualified for serving in big events. (Facebook: Albanian Food Delivery). Customers can also bring their own food and drinks however cooking will be strictly prohibited due to health and safety regulations. On the day, there will be different food and drinks promotion to get people to buy as much as possible.

2. BUDGETING

Budgeting is the most crucial part of our gig as it helps us calculate our ticket prices and knowing what we can afford and what not. It is a projection of expenses and income.

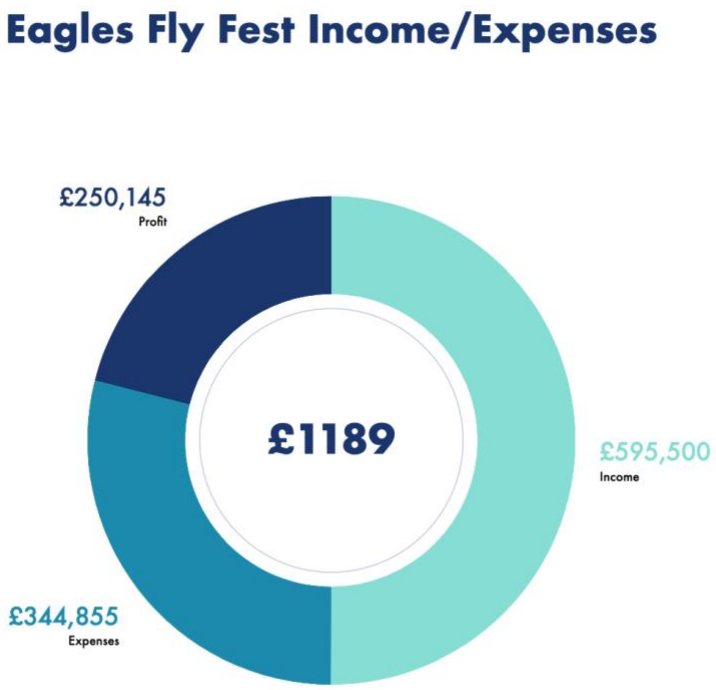
Expenditure:

CATEGORY/ITEM	PROJECTED BUDGET	ACTUAL SPEND	DETAILS/INFORMATION
Venue Hire	£10,000	£5000	Lime Avenue which holds up to 3,000 people/ 22 acres
Utilities	£15,000	£13,000	Electricity
Environmental	£1000	£1000	Fixing the grass, pre and post festival
Storage	£700	£1000	Refrigerators storage, Containers team
Insurance	£1500	£1350	Public and Employee liability insurance. £0.45 x 3000
Stages	£10,000	£10,000	'Outdoor Festival Hire Stage', stage lighting included
Toilets	£5000	£3000	JB Event Facilities
Freelancers	£5000	£4500	Different companies
Transaction fees ticket sales	£20,000	£24,000	Eventbrite, 3.5% overall + £1 per paid ticket
PRS & PPL	£5000	£7000	4%
Sound System	£1000	£1000	'Just Sm☺e' Company
Artist Fees	£100,000	£150,000	20% Booking agents
Marketing	£10,000	£10,000	Online and Offline
PR	£1000	£1000	Freelancers from Fiverr
Accommodation	£3000	£2000	2 night stay for artists and staff. (Travel and food not included)
Staff	£40,000	£50,000	Excluding Freelancers
Security	£6000	£10,000	Including Radios and CCTV monitors (Mitie Company
Waste Management	£10,000	£25,000	Gaskells Waste Matter Company
Signage	£1000	£700	YoDeck Company (Digital signage)
Premises Licenses	£1000	£1705	Buckinghamshire
Facilities	£3000	£3000	Diverse Equipment on the day
Fence/Gates	£1000	£600	BC Event Hire
WIFI	£1000	£1000	Event Wifi.com
Generators	£10,000	£15,000	Event Power Engineering
Camping	£10,000	£13,500	Embers Camping Company
Merchandise	£1000	£1000	Ratchet Clothing Nottingham

Income:

CATEGORY/ITEM	PROFIT	DETAILS/INFORMATION
Ticket Sales	£500,000	Estimate ticket sales 2500 x Approx £200 p/t.
Parking	£7500	500 cars x Approx £15
Sponsorships	£30,000	Advertising different brand logos
Merch	£5000	T-shirts, stickers, mugs
Brand Partnerships	£10,000	Clothing Brands for artists
Camping	£15,000	Embers Camping
Catering	£15,000	20% cut of all catering
Donations	£3000	For Albanian kids in need to send back to Albania
TV Deals	£5000	Albanian channels for the Festival to be broadcasted

TOTAL EXPENDITURE: £344,855
TOTAL INCOME: £595,500
PROFIT: £250,145



3. MARKETING

Undoubtedly, event marketing is a crucial part and has a massive impact on the event's outcome. A report by the Content Marketing Institute revealed that 75% of content marketers found in-person events to be the most effective content marketing strategy. (Caldecott, 2020). This increases our brand awareness, generates leads and boosts customer loyalty. Our event will heavily be promoted online, and social media will be highly effective.

Social Media:
The festival will be promoted under my own management company "Eagles Fly Music" since we already have built our customers and fan base. On Instagram we will have a unique highlight for our festival which will have the general event and contact information. We will be posting stories before, during and after the event as well as resharing our audience's stories where they have tagged us. We will also do live videos and keep our feed with engaging content. On Twitter we will have our unique hashtag Eagles Fly Fest. On Facebook we will be posting stories and creating highlights. LinkedIn will also play a massive part on our event marketing as we are also aiming for professionals to come down and join us on the day. We will use E-communications such as email marketing to send out information about our event. To create the logo that is found on APPENDIX 1 I chose the app called Canva. I also added the slogan which is 'Wild and Free' that also links back to the eagle. For the event I also wrote a press release which allows us to build credibility since it is a start-up event and spreading the positive word out to journalists and promoters could be a massive push to generate more sales. The media and consumers view press releases as a trusted source of data and information and the consumers across multiple demographics say brand trust is essential to buying. (Beard, 2020). See Appendix 4 for the press release.

Merchandise:
Selling merchandise at an event is a brilliant way of generating that extra revenue and making profit. (Ticket Co, 2020). We have chosen a wide selection of Albanian flag branded merchandise such as phone cases, playing cards, bags, stickers, mugs, hand fans, lighters, socks, T-shirts, hats, small pillows, key rings, wristbands, sunglasses, portable chargers and so on.

Extra Marketing before and on the day:
After ticket sales, we will send out personalised emails. We will use targeted social media platforms such as Instagram, Facebook and Twitter as well to sell tickets with. We will use our local radio, blogs and local Albanian stores for promotion such as the one in Kent, Barking and Wood Green. On the night, I will keep on chasing the local promoters and try to talk to as many artists and important guests as possible to make them all feel welcomed. I will make sure that there are people pushing the merch to get more sales. We are offering free merchandise for our disabled guests as well as our illegal immigrants. All of the artists must be promoting the event on their feed as well as story, 3 months pre-event, once in a week. The flyers have been done individually for every artist and their slots. The PR that we have hired will come with their own plan to help us grow. The event will be recorded and will be uploaded on YouTube after the video is edited properly. The main headliners are also allowed to go live during and after their performance.

4. HEALTH AND SAFETY

Event Safety:
Ensuring the health and safety of our audience, staff and artists is our primary focus. We are legally responsible and have a moral obligation to look after people that have come to be entertained. We will make sure that we will hold a good licensing and safety record so we can use it for our other events that we might want to put in, in the future. We will try to minimise the risk as much as we can not only for our audience, but for our contractors, staff and artists working on-site. To analyse this, we have used the guide and a template from HSE. A risk analysis is a process for comprehending the nature of hazards and determining the level of risk. It creates awareness of hazards, identifies who may be at risk and it prevents injuries and illnesses. (CCOHS, 2020). The *Management of Health and Safety at Work Regulations 1999* states that an employer must take reasonable steps 'for the effective planning, organisation, control, monitoring and review of the preventive and protective measures. A risk assessment must be carried out prior to the event in order to reduce the risk to the wellbeing of our people. Contractors and businesses are all required to submit their own risk assessments prior to the event as our risk assessment mostly covers a broad view of it. According to the Purple Guide, these are the main key points that we will be focusing on:

- Employees must ensure their own health and safety and that of others who may be affected by their work
- Event organisers and their contractors have a duty to ensure the health and safety of anyone working for them as a volunteer
- Preventing risk prevention and reduces accidents and near misses
- Preventing claims, fines, imprisonment and bad press for the event
- Employees must do a thorough investigation of the site to be used and liaise with other interested parties including local authorities, safety advisory groups and emergency services.
- Provide competent health and safety advice
- Control slipping, tripping, falling, crowd management, waste management, venue and site management, transport management, performers and media, emergency services, major accidents, noise and vibration, fire precautions, food, drink, water and electrical installations.

Risk Assessment:
As an event organiser, according to HSE I will be having a step-by-step process for controlling the health and safety risks caused by hazards in the workplace.

1. Identifying hazards
2. Access the risks
3. Control the risks
4. Record your findings
5. Review the controls

HSE

Health and Safety Executive

Risk assessment template

Company name: Eagles Fly Music **Assessment carried out by: Eva Dushaj**

Date of next review: 20/12/2021 **Date assessment was carried out: 20/03/2021**

What are the hazards?	Who might be harmed and how?	What are you already doing to control the risks?	What further action do you need to take to control the risks?	Who needs to carry out the action?	When is the action needed by?	D c n e
Slips and Trips	Artists, contractors, employers, costumers	• Work areas to be kept tidy and goods to be stored suitably • Equipment faults being reported to the manager • Staff cleaning up spillages • Using suitable cleaning materials • Good lighting • No trailing cables	Consider to change the floor surface in areas needed with hired wooden pavement.	Manager	20/06/2021	
Manual Handling	Stewards, contractors When moving heavy items	• Packing items in lighter sizes • Picking up heavy items while squatting and in the right form • Seeking aid when handling heavy items • Training staff how to lift heavily	Ensure that people don't pick up heavy items on their own	Contractors that are moving items around	20 weeks before the event	

What are the hazards?	Who might be harmed and how?	What are you already doing to control the risks?	What further action do you need to take to control the risks?	Who needs to carry out the action?	When is the action needed by?	D c r e
Contact with Hot Water and Hot Surfaces	Contracters, Staff, Kitchen Staff	• Staff must be trained on procedures of dealing with hot oils and surfaces • Staff to wear long sleeves and gloves when needed	'Hot Water' signage.	Kitchen Managers, Contractors Supervisor	2 days pre-event and last check on the day	
Food Handling	Kitchen Staff	• Using gloves and tools to handle food and not hands • Rising hands after food handling	Signs for stuff to wash and dry hands after use. Applying moisture	Kitchen Managers, General Manager	2 weeks before the event	
Contact with dangerous chemicals and hazardous substances	Cleaning Staff and costumers	• Drivers not allowed to leave engines running • First aid kits to be available including eye wash. • Rubber Gloves always used	Supervisor to monitor that safety equipment is being worn.	Supervisor and manager	Pre event and during the event	
Lighting	Poor lighting to going from the event to camping. Atendees	• Good quality lighting to be provided • Security to guide people • Checking that light unit are working properly	Supervisor to monitor security	Supervisor and security	During the event	

What are the hazards?	Who might be harmed and how?	What are you already doing to control the risks?	What further action do you need to take to control the risks?	Who needs to carry out the action?	When is the action needed by?
Force Majeure/ Weather Conditions	Staff Atendees	• Electric equipment to be covered by waterproof material in case of raining • Caution signs for wet areas • Emergency exits to be kept clear • Seating areas provided for hot weather	Supervisors and managers to carefully monitor the area and check live weather during the event	Supervisors Managers Security	Pre-event and During the event
Crushing/ Crowding	Atendees All Crowd Members	• Non Essential tents will be taken to avoid crowding • Security to keep on patrolling the place and ask to distance very crowded places	No further action needed	Supervisors Managers Security	During the event

5. STAFFING AND TEAM STRUCTURE

Staffing:
Moving on, for our event we will have two important teams divided in Team One and Team Two. The Team One Crew is the core management and Team Two Crew are the people that deal with the rest of the stuff. We will have a venue tech in place from a venue PA hire company that will be providing the instruments and the PA kit. The artists can bring their own microphones however, high quality microphones will be provided by us. The stage manager is the most important one that will stop the night from spiring out of control. We will also have a rider who will drop our artists and the staff who is sleeping over at the hotel. The tour manager will oversee everything and make sure people are on time. Security will carry out searches on the entry, patrol the place and ensure the health and safety of our attendees while looking out for any unusual behaviour. We will start reaching out to people from now as well as start setting the tasks to staff and different companies that we are working with. Myself, I will have the role of a creative director and the rest of the core management people will be the license manager, infrastructure manager, press manager, technical production manager and finance manager. Team Two Crew will be the Head Security, Waste manager, stage manager, costume manager, décor manager, lighting manager, site manager, production manager, bar manager and so on. We will also have 20 volunteers or event business students who will work with customer service and help out our core staff.

OFFICIAL COORDINATORS	HOSPITALITY	VENUE CORDINATORS
Volunteers	Kitchen Services	Programmer
Marshalls	Bar Services	Risk Manager
Stewards	Embers Camping	Waste Manager

PROMOTION	EQUIPMENT COORDINATOR	HEALTH AND SAFETY
Ticket Sales	Stage Crew	Police
Social Media	Production Manager	Ambulance
Marketing	Stage Manager	First Aid
Advertising	Transport	Security

Communication on-site:
Communicate to staff and audience is the most important factor that must be considered when putting out an event. As mentioned above, we have chosen Mitie Security as they come with their own radio equipment. We will be having pre-programmed video screen announcements, so people know what to do in case of an emergency. Staff and contractors must have sheets with the daily plan so they can follow it accordingly. Site supervisors must ensure that the staff mobile phones are working properly. Security radios must be linked to the event manager in case of an emergency. Camping and catering will have their own channel while others must be all linked to each other. It is advised that for small enquires, mobile phones must be used instead of radios. Emergency codes must be allocated such as Code-05 for First Aid, Code 1000 for Fire, Code 11 for staff Break and Code 99 for urgent emergency such as police, ambulance or bomb threat.

6. LICENSING

License:
Eagles Fly Fest would need a PRS and a PPL License for the recorded and the live music that is going to get played throughout the event. One of the most important licenses that we would need is Buckinghamshire County Council license which is a Premises license and can be found on APPENDIX 5.

7. CONCLUSION

In conclusion, this festival will be a great source of income and an unforgettable experience for our attendees. After the event we will send out a survey form so we can get some positive feedback or constructive criticism. We are planning to keep on doing the event and to make it memorable for everybody.

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9. APPENDIX

APPENDIX 1.

Logo created by me from (Canva)

APPENDIX 2 (Reaching out to venue owners)

Booking the venue

Eva Dushaj <evadushaj27@gmail.com> 2:56 PM (3 minutes ago)
to info

Hi there,

Hope this email finds you well.

I am an event manager based in London and we are planning to put on a two-day event with a capacity of 3000 people around the beginning of September.

Me and my team have been researching different locations and we came across Claydon Estate and we wanted to get some more information regarding the cost of the venue booking.

Is there any way we can maybe jump on the phone call to discuss it further?
Otherwise, I will be looking forward to hearing from you.

Kind regards,
Eva :)
Tileyard Ed

Reply Forward

Sent via form submission from *The Wild Meadow*

Name: Eva Dushaj

Email: eva.dushaj27@gmail.com

Message: Hi there,

Hope this message finds you well.

It might be an odd one, but I am doing my masters on events and wanted to use this event as planning one of my festivals (only theorytically) and was wondering if it would fit around 3000 people?

I would really appreciate it if you would reply,
Regards,
Eva :)

Rachel Baseby Mon, Mar 1, 4:31 PM
to eva.dushaj27@gmail.com

Hi Eva,

This isn't actually an odd one, as it's the 3rd enquiry like this that we've had in the last week!

In answer to your question, the site would take 3000, however we're only licensed for 2000.

Many thanks & good luck with your masters!

Rachel

Rachel Baseby

EPML

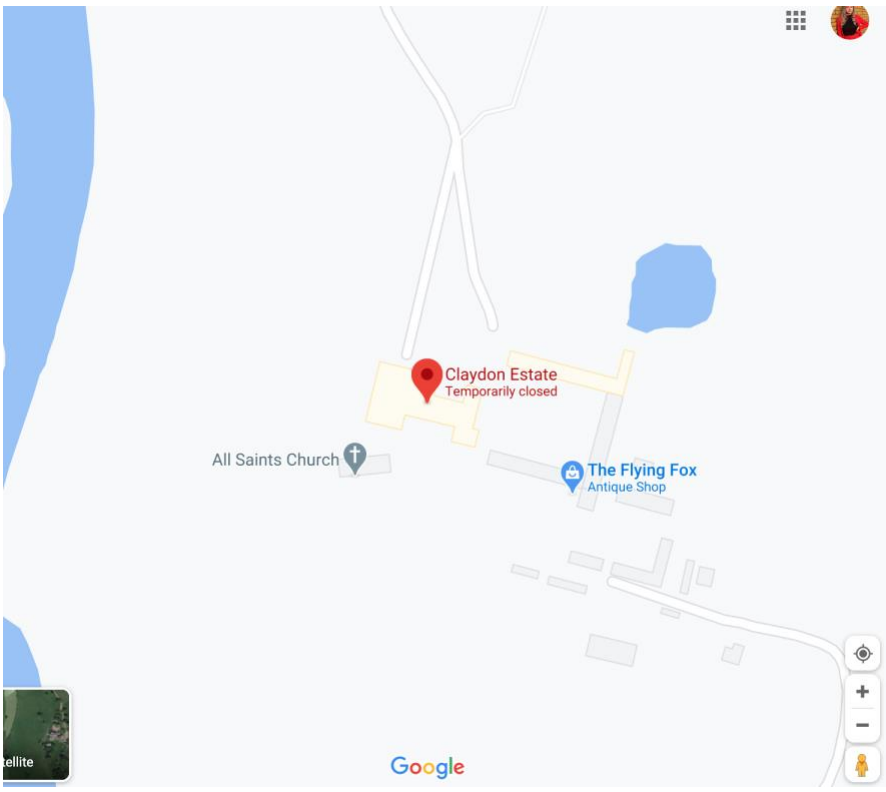
Event Production Management London

M: +44 (0) 7 939 55 1019
W: epmlondon.co.uk

THE WILD MEADOW KENT

APPENDIX 3 (Location on the map)

Excellently located, the land is in an enviable position, situated 26 miles from Oxford, 13 miles from Bicester and 7 miles from Buckingham.



APPENDIX 4 (Press release written by me).

FOR IMMEDIATE RELEASE **Company: Eagles Fly Music**

EAGLES FLY FEST: WEEKEND MUSIC FESTIVAL COMES TO CLAYDON ESTATE, BUCKINGHAMSHIRE ON 4-5TH SEPTEMBER 2021

[BUCKINGHAMSHIRE]–Claydon Estate is all set to witness its best two-day musical festival with spectacular performances of renowned artists. This musical festival has been organized to introduce Albanian talented singers, musicians, and rappers from the United Kingdom. You will witness some of the amazingly talented artists including DuaLipa and Rita Ora to bands like Hellbanianz, Flip, Esmeralda, Keisi, Soze, Boke, and many more. Apart from these amazing musical performances, the event also includes acts of stand-up comedy, plays, and different kinds of family games. Albanians are immigrants and have inspired many people from all over the world when it comes to showing dedication and sincerity for achieving success in life. It has always been a delight to look at these people and admire their hard-work in different fields of life.

To honor their sacrifice and their hardwork, this event has been organized with complete dedication. The venue of the event has a capacity of 3000 people each day with a maximum of 200 people camping. If you wish to purchase the tickets for the event, you can buy them from Evenbright application. The organizers have also arranged special arrangements for old people.

The music festival will be held in Claydon Estate, Buckinghamshire from 4th September (Saturday) to 5th September (Sunday). The musical event will start at 9:00 am on Saturday and will continue upto 10:00 pm on Sunday. The price of the tickets starts from £100 for adults, half the amount for children under 12 years and free for toddlers under 2 years. These prices are for one person/one day. Get a £20 discount for purchasing tickets from the whole event. You also get a special offer of £210 if you want to purchase the event as a family (includes a couple with children). £10/day would also be charged as parking expenses.

Do join and enjoy the best music festival of your life!

For more details, contact

APPENDIX 5: License complete.

Application for a premises licence to be granted under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We EVA DUSHAJ

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description CLAYDON COURTYARD BUCKINGHAM			
Post town		Postcode	MK18 2EY

Telephone number at premises (if any)	01296730252
Non-domestic rateable value of premises	£ 0.00

Part 2 - Applicant details

Please state whether you are applying for a premises licence as Please tick as appropriate

a)	an individual or individuals *	x		please complete section (A)
b)	a person other than an individual *			

i as a limited company/limited liability ☐ please complete section (B) partnership ii as a partnership (other than ☐ limited liability) please complete section (B) iii as an unincorporated ☐ association or please complete section (B) iv other (for example a ☐ statutory corporation) please complete section (B) c) a recognised club ☐ please complete section (B)

☐

d) a charity please complete section (B) ☐

e) the proprietor of an educational establishment ☐ please complete section (B)

f) a health service body please complete ☐ section (B)

g) a person who is registered under Part 2 of the ☐ please complete section (B) Care Standards Act 2000 (c14) in respect of an independent hospital in Wales

ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England ☐ please complete section (B)

h) the chief officer of police of a police force in ☐ please complete section (B) England and Wales

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or I am making the application pursuant to a ☑

statutory function or a function discharged by virtue of Her Majesty's prerogative ☐

☐

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr ☐	Mrs ☐	Miss ☑	Ms ☐	Other Title (for example, Rev)	
Surname DUSHAJ				**First names** EVA	
Date of birth 10/09/1998	I am 18 years old or over ☑			Please tick yes	
Nationality ALBANIAN					
Current residential address if different from premises address	446A LONGBRIDGE ROAD BARKING IG 11 9EA				
Post town				Postcode	IG11 9EA
Daytime contact telephone number	07475208926				
E-mail address (optional)	eva.dushaj27@gmail.com				
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)					

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY					
0	4	0	9	2	0	2	1

If you wish the licence to be valid only for a limited period, when DD MM YYYY do you want it to end?

0	6	0	9	2	0	2	1

Please give a general description of the premises (please read guidance note 1)
Eagles Fly Fest Festival will be held at the heart of Claydon Estate in Buckinghamshire from the 4th of September 2021 which is a Saturday and will end on the 6th of September 2021 which is a Sunday at 8PM. The capacity is 3000 people per day, each day and the theme is, gathering Albanian culture and Albanian artists. The location is easy-accessible and it will be marketed heavily online.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

3,000

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)	Please tick all that apply
a) plays (if ticking yes, fill in box A)	☐
b) films (if ticking yes, fill in box B)	☐
c) indoor sporting events (if ticking yes, fill in box C)	☐
d) boxing or wrestling entertainment (if ticking yes, fill in box D)	☐
e) live music (if ticking yes, fill in box E)	☑
f) recorded music (if ticking yes, fill in box F)	☑
g) performances of dance (if ticking yes, fill in box G)	☑
h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)	☐

Provision of late night refreshment (if ticking yes, fill in box I) ☐

Supply of alcohol (if ticking yes, fill in box J) ☑

In all cases complete boxes K, L and M

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	☐
				Outdoors	☒
Day	Start	Finish		Both	☐
Mon			Please give further details here (please read guidance note 4)		
Tue					

E

Wed			State any seasonal variations for the playing of recorded music (please read guidance note 5) Recorded music will be played by the DJs throughout the day to lift up the mood and keep the audience entertained. The playlists will be from Spotify and we will make sure that we get our PRS & PPL license.
Thur			
Fri			Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6)
Sat	12	00	
	11	00	
Sun	12	00	
	15	00	

D

Live music. Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	☐
				Outdoors	☒
Day	Start	Finish		Both	☐
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for the performance of live music (please read guidance note 5) Music will be amplified on the main stage which will also be located outdoors. No residents living nearby so there noise disturbance will not be a problem.		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat	12	00			
	23	00			
Sun	12	00			
	17	00			

M

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

To ensure the health and safety of our attendees and staff we have taken different measures into consideration. Full risk assessment has been completed and will be carried out pre-event and during the event. We are trying to minimize and prevent the potential danger as much as possible so our attendees and staff can focus on enjoying themselves our carrying out their duties safely.

b) The prevention of crime and disorder

Full search will be required at entry of bags and jackets so we could try to minimise risk as much as possible. Drugs, alcohol and other illegal substances will not be allowed on entry until they are bought on our premises. Close emergency services such as the police and the ambulance have been notified of the event in case of an emergency. 10 Mitie Security guards will also be level 3 First Aid Qualified in case of an emergency.

c) Public safety

Security will be in control to maintain the crowd control and the safe distance between the stage and the front row people. We will also have detective security who will walk around the toilets or places to spot any unusual behaviour or any illegal activity going on. Children must stay with their parents all the time. Fire safety and Fire Exit signage will be clear and described to the audience on stage before the event.

d) The prevention of public nuisance

Alcohol will not be served past 23:00 on Saturday and past 17:00 on Sunday so people could drive safely home. The stage is far from the Embers Camping area in case kids want to sleep early. There is no residents living nearby and the security will patrol the area every half an hour.

e) The protection of children from harm

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee. ☑
- I have enclosed the plan of the premises. ☑
- I have sent copies of this application and the plan to responsible authorities and others where applicable. ☑
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. ☑
- I understand that I must now advertise my application. ☑
- I understand that if I do not comply with the above requirements my application will be rejected. ☑
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15). ☑

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Declaration	☐	[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).
	☐	The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	Eva Dushaj	
Date	23/03/2021	
Capacity	3000	

Notes for Guidance

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. In terms of specific regulated entertainments please note that:
    - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
    - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
    - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
    - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
    - Live music: no licence permission is required for:
        - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
        - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
        - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
        - a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the

(b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
    - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
    - any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
    - any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
    - any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

3. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
4. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
5. For example (but not exclusively), where the activity will occur on additional days during the summer months.
6. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
7. Please give timings in 24 hour clock (e.g. 16.00) and only give details for the days of the week when you intend the premises to be used for the activity.
8. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
9. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
10. Please list here steps you will take to promote all four licensing objectives together.
11. The application form must be signed.
12. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
13. Where there is more than one applicant, each of the applicants or their respective agent must sign the application form.
14. This is the address which we shall use to correspond with you about this application.

15. **Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships**:

    A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

    - does not have the right to live and work in the UK; or
    - is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

Documents which demonstrate entitlement to work in the UK

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].

- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.

- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.

- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.

- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.

- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.

- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.

- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.

- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.

- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.

- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.

- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,

(ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
(iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
(iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

Original documents must not be sent to licensing authorities. If the document copied is a passport, a copy of the following pages should be provided:

(i) any page containing the holder's personal details including nationality;
(ii) any page containing the holder's photograph;
(iii) any page containing the holder's signature;
(iv) any page containing the date of expiry; and
(v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

Home Office online right to work checking service

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at https://www.gov.uk/prove-right-to-work) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

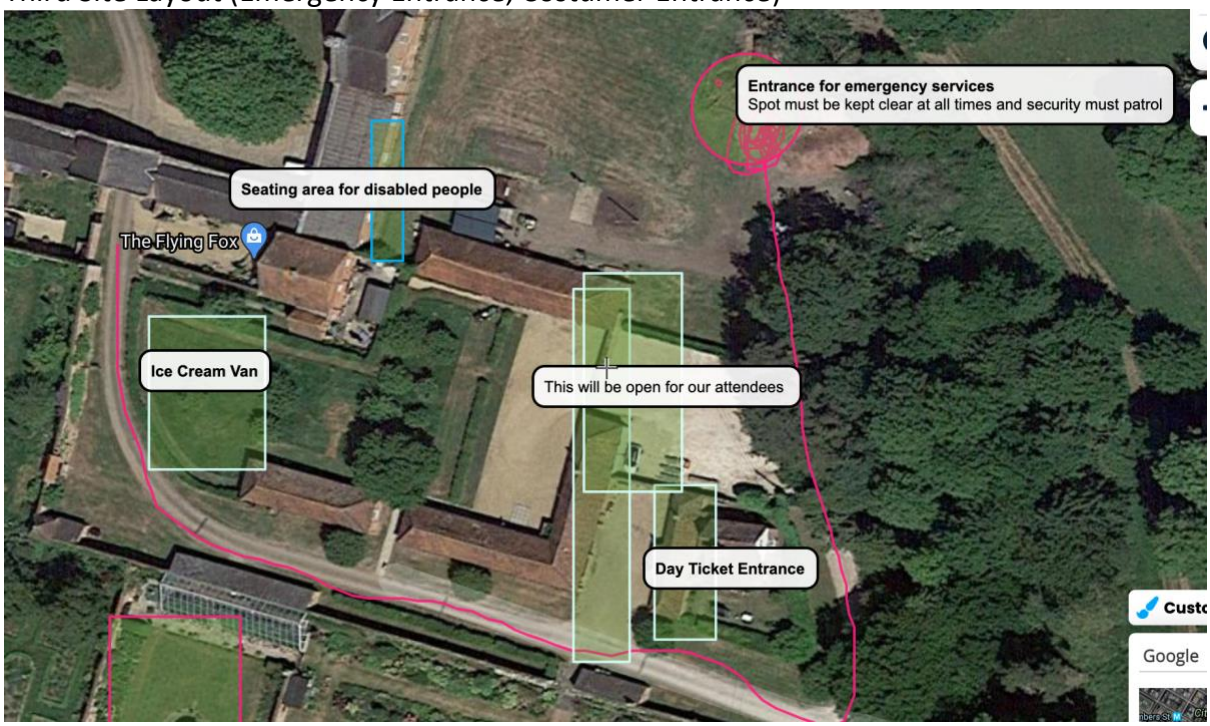
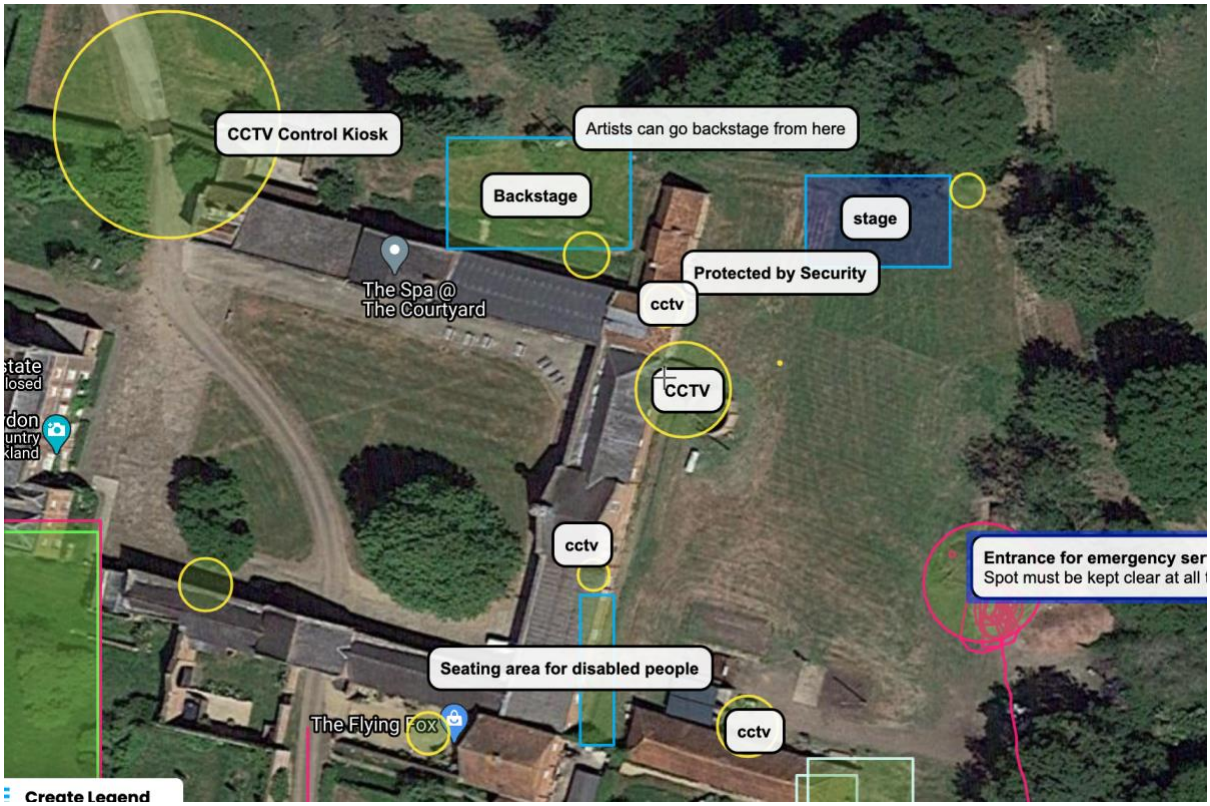
In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

APPENDIX 6 : SITE MAP AND LAYOUT (General Layout)

Second Site Layout (Catering and Kitchen Services. Outdoor Activities)

Third Site Layout (Emergency Entrance, Costumer Entrance)



Fourth Site Layout (CCTV kiosk and cameras added all around the location.)