



Jennifer Hukins

Student Number: 2020302

Creative Business Project

BMTY7006_LON

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Business and owner details:

Jennifer Hukins

Business name:

The Hub/Hub Sounds

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TBC

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TBC

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Section One

Executive summary

1.1 Business summary:

In a study published by the USC Annenberg Institute in 2020 the percentage of women executives across four key areas in the music industry was 0%. Furthermore, females represented less than one third of all performers, 12.5% of songwriters and 2.6% of producers with only 8 out of 1093 being women of colour. For those who do make it to producer positions 39% reported that they had been sexualised in the recording studio. In a decade where artificial intelligence is used for speech and image recognition, where NASA landed the Curiosity rover on Mars, where virtual reality is accessible to everyone and where we can order anything at the click of a button - we don't think this is good enough.

Change starts here - with The Hub - a safe community space that provides opportunities for those who are under-represented within the music industry, promotes mental well being, and empowers local communities.

Working with other independent businesses and freelancers, The Hub promotes diversity within the music industry by providing bookable sessions with industry specialists; from artist management, to music journalism and PR, Event management, tour management, radio plugging, artist and repertoire and much more giving individuals the confidence and knowledge needed to pursue their music careers. In addition, we will give users access to music lessons, photography workshops and broadcasting mentoring. The Hub will be a constant hive of activity, with a community space which allows users to come together 7 days a week as well as open mic nights and live music events. Any events hosted by The Hub will be in partnership with Birmingham LGBT. The Hub will have it's own in house recording studio and offer a complete management package provided by Hub mentors.

Though The Hub will be accessible to everyone, we will also offer a paid membership which will provide access to an online community, free webinars, discounts at local independent businesses, discounts on bookable sessions, free entry to Hub hosted events and an invitation to an annual 'Thank you' party.

There are a number of organisations and charities who are working to decrease the diversity gap within the music industry as there is such a demand for change. One organisation in particular offers similar services to The Hub through bookable mentoring sessions. They have support from the likes of the MOBO awards and PRS with Lily Allen and Emeli Sande being some notable advocates. In Birmingham Grrrl Groannn is also combating the lack of diversity in the industry through a downloadable magazine and a number of live events. There are a number of other organisations listed later on in the business plan.

The main advantage of The Hub is that it has a physical location which will be open to its members. Though some other organisations offer similar services, they only have administrative offices, and do not create the community atmosphere we envisage for The Hub. Our main disadvantage is the current lack of network and, of course, funding. We are confident that, with emphasis on the local community, neither of these disadvantages will hold us back for long.

Before opening our doors we aim to host a 4 day pilot event which will showcase all of the services The Hub will provide through a bookings system. The event will also have talks from industry specialists and finish with a live music event on the final evening. This will work both as a marketing technique and provide us an opportunity to gather real time feedback.

We will need to secure funding from the National Lottery in order to be able to proceed with our project. We expect that, within the first 12 months we will not break even but, by year 2 we will be in a much stronger position financially due to the investment into a recording studio. In the meantime, we anticipate an annual revenue of £2400 based on paid memberships, £29,000 based on fundraising campaigns and potential for an additional income of £2400 to be raised through advertising 'in store' and on our website.

In 5 to 10 years time we envisage numerous Hubs opening across the country following the success of the Birmingham branch. The hope is that The Hub will be able to host an annual event each year which will showcase the talent it has been working with behind closed doors as a means of promoting members whilst also raising additional funds for The Hub. By this point The Hub will be self sufficient due to in house fundraising, membership fees and royalties so will no longer need funding.

The future is bright for The Hub because we believe in its mission.

1.2 Business aims:

The business aims to create opportunities for those who are under-represented in the music industry by providing mentoring, workshops and networking in a safe and creative space.

1.3 Financial summary:

As previously mentioned, The Hub will require funding in order to start up initially, but there are various avenues open to us to help generate revenue in the long term.

We anticipate that The Hub will be in a deficit of £125,126 at the end of its first year of trading. However, we are optimistic that our business model is robust enough to ensure that we will begin to turn a profit by year 3 of trading.

Our main expenses will be spent on staff and rent. Potentially we could decrease the deficit number by choosing an alternative location, or having our staff on a part time basis. We will not be paying freelancers for their services so we will not need to budget for their salaries. However, they will be using our offices free of charge. The decision was made to offer this to encourage freelancers so that they bring people to us without the need for any extra advertising. While this could be seen as a wasted opportunity to gain more income, we feel that the long term benefits greatly outweigh any initial revenue.

Our main revenue streams in years 1 and 2 will come from national lottery funding with a conservative estimate of £30,000 over the two years. We have two crowdfunder campaigns planned for each year and will also provide donation points in The Hub. Internal fundraising is estimated at £900 in the first year and £2000 in the second. We are confident that we can surpass these figures once we are open.

Additional revenue will come from paid memberships and, with numbers of subscriptions planned to increase the longer The Hub is open, our estimate is that year one will see a minimum income of £4250. Our mark up on the membership is 140% which means that this level of income will cost us £2478.

We plan to sell various merchandise in The Hub which could earn us an additional income of £2418 should we sell out of all items.

We will also sell physical advertising space and online advertising space which could generate an additional revenue of £2400 based on two business buying spaces at £100 per month.

There is a cashflow forecast, income statement and sales and costs forecast provided within this business plan which provides a much more detailed breakdown for the period April 2022 into Autumn of 2024.

The reports attached do not yet account for income generated through the recording studio as although we are optimistic we will have this set up by year 2, the amount we can spend on the studio will depend on the success of The Hub in the first 18 months. It would not be possible to predict income from royalties as there are so many variables.

Elevator Pitch

1.4 Your business name:

The Hub/Hub Sounds

1.5 Strapline:

Diversity. Creativity. Opportunity.

1.6 Elevator pitch:

The Hub is the home base for a network of passionate, creative individuals who believe in the same goal - increasing diversity in the music industry. The Hub works closely with its local community in Birmingham, promoting independent businesses and freelancers while working closely with Birmingham LGBT.

We believe in supporting each other. That's why we have free mental health open circles which are available to everyone and supervised by trained counsellors.

We believe in creativity. Which is why our services involve music lessons, radio broadcasting workshops and photography workshops.

We believe in opportunity. Our bookable services are open to everyone regardless of gender, sexual orientation, religion or race because we think that's the way the world should be.

Section Two

Owner's background

2.1 Why do you want to run your own business?

I feel that there aren't enough opportunities for people like me to work within the music industry so I wanted to create opportunities for others whilst working for myself. I would like to be my own boss and to make a difference in the world.

2.2 Previous work experience:

I have experience in events management, both for live music events and for smaller one day photography events. I have experience in live radio broadcasting, research and development for live shows and for interviewing guests on air. I have a track record in team management and development in retail and hospitality settings. I have previously worked on a large scale project to set up a magazine style website where my role was to coordinate models, photographers, web developers, bands and videographers whilst managing social media platforms and ensuring that all administrative tasks were completed.

2.3 Qualifications and education:

I have a degree in Media Production obtained from Coventry University. I am currently studying for a Masters in Music Business with Tileyard Education.

2.4 Training:

I hope to complete training in first aid.

2.5 Hobbies and interests:

My hobbies are vast and vary from upcycling, to going to live music events. I have been hosting a radio show for 6 years with a local independent radio station and consider this to be the hobby that I am most passionate about as it has provided me with opportunities to discover new music and interview some of my favourite bands over the years.

Section Three

Products and services

3.1 What are you going to sell?

Initially we will be selling a service, but we hope that in the future we may be able to sell physical products as well as experiences. The physical products we will sell will be merchandise such as hats, T-shirts and tote bags.

3.2 Describe the basic product/service you are going to sell:

The Hub will provide a safe space which will bring creatives together. The Hub will provide free open circle sessions which will be available one night a week to start with. The Hub will be working alongside a number of freelancers who will provide services such as mentoring and workshops on industry fields. These freelancers will work out of an office space within The Hub. They will not pay any rent to use these spaces but will not be paid by The Hub either - they are free to charge as they see fit for their services and expertise. All sessions they provide will be booked through The Hub in person, online, or through the freelancers. Areas which the freelancers will cover include (but are not limited to) artist management, Music journalism, music PR, events planning and management, radio hosting and plugin, marketing, distribution and music photography.

The Hub will also have an 'in store' counsellor. Paying members of the scheme will be able to access free counselling sessions.

The Hub will host a number of events throughout the year such as open mic nights, art showcases, live music events and networking events.

In the second year of trading we hope to have a photography studio which can be hired out for the day. We will also have a number of merchandise items available to help to raise money for The Hub. The shop space will also be useful to creative individuals who have items they wish to sell.

In the second year of trading we hope that The Hub will house a recording studio. While members will be able to book sessions in the studio, the long term goal is to have The Hub provide a complete artist management package utilising the skills of the freelancers who are based in The Hub. Due to the network of individuals working in The Hub we will even be able to offer promotional images, music videos and a full marketing package in the run up to any release recorded by The Hub. The studio will operate under the trade name Hub Sounds.

3.3 Describe the different types of product/service you are going to be selling:

The service The Hub will be selling is a membership subscription. The subscription will entitle the member to free access to Hub hosted events, discounts at local independent businesses, access to an online community, discounts on any bookable sessions provided by The Hub residents and the option to gain three free months membership should they refer a friend. Members will also be invited to an annual birthday party, free of charge.

We plan on creating agreements with local businesses in order to be able to provide Hub members with discounts at local independent businesses. The businesses involved will get a discount on any advertising The Hub provides and they will also be able to receive the similar perks as our members - they will have access to the free webinars and will also be invited to the annual birthday party which will serve as a networking event for everyone as well as a celebration.

The success of The Hub depends entirely on its accessibility, so we will not be charging anyone entry to the building apart from when The Hub is hosting an event. People who chose not to have the paid membership will still be able to access The Hub but will miss out on all of the aforementioned discounts and perks.

The Hub will sell advertising space to local businesses - this will be both online and physically in the building. This will reinforce community ties, and allow us to generate extra income. The Hub will also sell merchandise on site. This merchandise includes T-shirts, caps, pin buttons and tote bags. Each item will have The Hub logo printed on it and retail prices will vary depending on the item. We have included a breakdown of costs of each item later on in this report.

Section Four

The market_

4.1 Are your customers:

Our customers are both businesses and individuals.

4.2 Describe your typical customer:

Our target audience is predominantly women, Black, Asian and Ethnic Minorities and anyone who identifies as LGBTQIA+ who has an interest in working within the music industry. We expect the age range of our typical user to be between 16-30 as the majority of our advertising will be done via social media, though The Hub will be open to all ages. The Hub's typical user will be someone who has limited experience, but is keen to learn more, network and contribute to a creative community. We expect that initially our users will be mostly based in Birmingham, though we hope to make The Hub accessible to people across the country.

We will aim to engage with local independent businesses in Birmingham and the West Midlands. The Hub will be able to offer them spaces to work from as well as advertising space. We expect the typical business to be independently run and owned with interest in promoting equality, music, community and social causes.

4.3 Where are your customers based?

Initially locally to Birmingham, but on a nationwide scale at 5+ years.

4.4 What prompts your customers to buy your product/service?

People will want to buy the service provided by The Hub as it's target audience is all too well aware of the lack of diversity within the music industry and they will be keen to show their support. Though there are a number of companies whose work is similar, none have a central building in which people can visit - this is key to the success of The Hub.

Users are interested in engaging with The Hub as it will promote a safe community space which promotes local businesses and musical artists. People will want to come and spend time at The Hub because of its atmosphere, and, perhaps more importantly, the manifesto of The Hub will be one which resonates with them.

The Location of The Hub is crucial to encouraging individuals to engage with The Hub, as it will be based in Digbeth, Birmingham, which has spent many years building up a reputation for one which supports independent businesses, social causes and has a thriving community.

Users will be interested in the live events hosted by The Hub as they will personally know those who will perform at these events.

4.5 What factors help your customers choose which business to buy from?

While there are a number of similar organisations who provide workshops and put on events to tackle the diversity issue, our research has shown that all but one do not have a physical building in which people can congregate throughout the year. People will want to use The Hub as they will not have to wait for the experience to come to them - they will be able to visit the building 7 days a week, 52 weeks a year.

4.6 Have you sold products/services to customers already?

No

4.7 Have you got customers waiting to buy your product/service?

We do not have people waiting to buy, but we have a number of individuals who are keen for the project to start as they would like to be involved as a freelancer and can see the potential in the project.

4.8 Additional information:

Other businesses will benefit from advertising space either on the website or through posters put up in The Hub. They will have to pay for advertising space but will be invited to any events that The Hub hosts in the interest of maintaining community relationships.

Section Five

Market research

5.1 Key findings from desk research:

According to the UK Music Diversity Report 2020 81.9% of those working within the music industry identified as heterosexual, 86% as having no disability and 75.4% as being white. Though the number of women in the music industry has increased, the balance is still at 48.8% to women, and 49.6% to men. This number decreased dramatically once after the age of 35, with men accounting for 77.3% in those aged over 65. Black, Asian and Ethnic minorities had a higher rate of employment in apprentice and intern levels(42.1%), with men again taking up more senior roles (80.1%). A similar picture was seen when comparing gender across career levels, with women accounting for 66.7% of apprentice and intern positions, and men accounting for 56% of senior positions. Women were much more likely to be working in unpaid positions.

5.2 Key findings from field research – customer questionnaires:

We intend on completing any field research at a 4 day event which will be held in April 2022. The Hub will host a pilot event which will provide sessions from those who are under-represented in the music industry. Attendees will be encouraged to answer a short survey at the event. Questions we will include are:

1. Would you visit a community hub aimed at providing this kind of experience all year around?
2. Would you be happy to pay a membership for this service if you could access it all year around?
3. Would you attend further events?
4. How do you think this service could be improved?

Social media platforms will also be used to gather data in particular we expect to use the Instagram stories feature to ask followers to click yes or no to questions. This will allow us to manage expectations for the pilot event as we will be able to gauge interest in certain topics, the number of people who plan to attend and topics we might have missed which people would be interested in.

5.3 Key findings from field research – test trading:

The pilot will provide much of our information here. As we anticipate that the event will cost £5000 there will be a fee to pay for those who wish to have one-to-one sessions or workshops and there will be a ticket fee for the live event on the final night. These are key measures of success as this is where we hope The Hub will make money once it is up and running so It's important to establish if people are willing to pay for these services.

We will be applying for funding for the pilot scheme, so any money made at the event will be reinvested in The Hub.

Section Six

Marketing strategy.

<u>What are you going to do?</u>	<u>Why have you chosen this marketing method?</u>	<u>How much will it cost?</u>
The Hub will host a 4 day pilot event which will host a number of seminars, music lessons, one-to-one sessions, workshops and a final live music event on the last night. Elements covered will include; Artist Management, Music Journalism and PR, Tour Management, Event Management and Promotion, Photography for live music, Music distribution, Music promotion, Marketing, Booking, A&R, Radio Plugging, Music production, Breaking into the Industry and record labels. All elements will be delivered by a variety of individuals, though there will be considerable effort to ensure that 80% will be of those who are under-represented within the music industry.	This will allow us to gather live data from those who sign up to sessions as well as provide us with an opportunity to speak with those who attend the event. We will be able to use the event as an additional marketing tool for The Hub as a preview to the services it will provide when up and running. The event will allow us to engage with guest speakers and, should the event prove a success, we hope that they will be encouraged to participate in future talks at The Hub, or even base their services out of the business premises.	For venue hire, licenses, 10 guest speakers and a marketing campaign we have budgeted £4344 but will allow for £5000 for any additional costs
<u>TOTAL COST</u>		£5000

	Item	Budget Cost	Actual spend	Notes
Operations				
	Venue Hire	3000		
	Licences	44		Tempoary Events Notice - £21 & premesis license - £23
Staffing				To pay each speaker an hourly flat rate for seminars
	Guest Speaker One	100		
	Guest Speaker Two	100		
	Guest Speaker Three	100		
	Guest Speaker Four	100		
	Guest Speaker Five	100		
	Guest Speaker Six	100		
	Guest Speaker Seven	100		
	Guest Speaker Eight	100		
	Guest Speaker Nine	100		
	Guest Speaker Ten	100		
Marketing				
	Flyers & printing	200		
	Social Media Campaign	100		
	TOTAL	4344		

We have budgeted for £100 per speaker as we anticipate an income from booked one-to-one sessions which will be chargeable based on the content the speaker is able and willing to provide at the time of the event.

There is a copy of the Schedule of Events(SOE) attached for the four days the pilot will run over and a list of personnel and their respective fields of expertise. This SOE will be made available to all speakers in advance of the event and provides us with a good starting point for creating promotional material to share in the run up to the event. We have included a three hour period on the final night of the polit for a live music performance from a number of local artists and a two hour space on the second night of the event where people can come to talk openly about their mental health. This item will be supervised by Jennifer Hukins and the counsellor we will be taking on as a full time employee of The Hub.

Schedule of Events

	Thursday	Friday	Saturday	Sunday		Guest Speaker One	Ella Gregg - 321 Artists	Artist Management
9:30 AM		Introduction to the days events	Introduction to the days events	Introduction to the days events		Guest Speaker Two	Danny DeReybekill - Brum Radio/BIMM	Music Journalism & PR
10:00 AM	Welcome Talk	Guest Speaker Three (GS3)	Guest Speaker Five (GS5)	Guest Speaker Seven (GS7)		Guest Speaker Three	Michael Owen - Rat Boy Tour Manager	Tour Management
11:00 AM	Guest Speaker One (GS1)	Workshop (GS3)	Workshop (GS5)	Workshop (GS7)		Guest Speaker Four	Ales Carr - Amplify Sounds	Radio hosting and plugging
12:00 PM	Workshop (GS1)	Music Lessons / One-To-Ones	Guest Speaker Six (GS6)	Music Lessons / One-To-Ones		Guest Speaker Five	Jemma Dodd - Pop Sins and Rock Sins	Music Photography
1:00 PM						Guest Speaker Six	Izzy Eddies - Madlands Media	Breaking into the industry
2:00 PM	Guest Speaker Two (GS2)	Guest Speaker Four (GS4)	Workshop (GS6)	Guest Speaker Eight (GS8)		Guest Speaker Seven	Meesha Fones & Anna Palmer - QUEEF Events	Event Management and Promotion
3:00 PM	Workshop (GS2)	Workshop (GS4)	One-To-One (GS5)	Workshop (GS8)		Guest Speaker Eight	Rita Dabrowicz - Vanadian Avenue	Working as an A&R Scout
4:00 PM	One-To-One (GS1)	One-To-One (GS3)	One-To-One (GS6)	One-To-One (GS7)		Guest Speaker Nine	Adamina Setnik - Robannas Studios	Recording music
5:00 PM	One-To-One (GS2)	One-To-One (GS4)	Guest Speaker Ten (GS10)	One-To-One (GS8)		Guest Speaker Ten	Jeremy Sylvester - Urban Dubz	Marketing and distribution
6:00 PM	Music Lessons / One-To-Ones	Guest Speaker Nine (GS9)	Workshop (GS10)	(SPACE FOR ADDITIONAL ONE-TO-ONES IF NEEDED)				
7:00 PM		Workshop (GS9)		Live Music Performances		Music Tutor	Vocals	Kom Sharma, Emily Tully
8:00 PM		Open Circle		Live Music Performances		Music Tutor	Guitar	Kaila Whyte, Meesha Fones
9:00 PM		Open Circle		Live Music Performances		Music Tutor	Piano	Dominka Blatt
						Music Tutor	Drums	Marcus Perks

We have also provided a GANTT Chart covering the period up to Pilot event and opening of The Hub in August of 2022. The chart gives a broad overview of the marketing strategy with some sections requiring further breakdown (i.e social media campaigns and crowd funder campaigns). The chart can be further broken down to individual days for certain items should this be necessary. Jennifer Hukins will be responsible for overseeing that items are completed by their specified dates.



Weekly GANTT Chart

The Hub

Pilot Event & Hub launch

Jennifer Hukins (Director)

Marketing event plan

13-Feb-22

START DATE

13-Aug-22

END DATE

Task ID	Task Name	Start Date	End Date	Duration (In Days)	13/2/2022	20/2/2022	27/2/2022	6/3/2022	13/3/2022	20/3/2022	27/3/2022	3/4/2022	10/4/2022	17/4/2022	24/04/2022	1/5/2022	8/5/2022	15/5/2022	22/5/2022	29/5/2022	5/6/2022	12/6/2022	19/6/2022	26/6/2022	3/7/2022	10/7/2022	17/7/2022	24/7/2022	31/7/2022	7/8/2022	14/8/2022
T01	Finalise funding	13/2/2022	13/02/2022	7																											
T02	Social Media Campaign	20/02/2022	14/08/2022	91																											
T03	Publish website	20/02/2022	20/02/2022	1																											
T04	Finalise SOE for day	27/03/2022	27/03/2022	1																											
T05	What is The Hub?' campaign	20/03/2022	14/08/2022	12																											
T06	Promotion of workshops	13/03/2022	14/08/2022	63																											
T07	Promotion of live event	13/03/2022	10/3/2022	28																											
T08	Open bookings	20/03/2022	14/08/2022	49																											
T09	Win free tickets camapign	27/03/2022	10/4/2022	2																											
T10	PILOT EVENT	14/4/2022	17/4/2022	4																											
T11	Posts of pilot event on socials	14/03/2022	7/8/2022	81																											
T12	Crowdfunder campaign	20/3/2022	14/8/2022	112																											
T13	Release promotional video	17/7/2022	17/7/2022	1																											
T14	Membership Campaign	5/6/2022	14/8/2022	77																											
T15	Sneak Peak' campaign	5/6/2022	14/8/2022	77																											
T16	Opening socials posts	29/5/2022	14/8/2022	63																											
T17	THE HUB OPENING	11/8/2022																													

Remarks:

Further details of all campaigns to be provided separatley

Section Seven

Competitor analysis

7.1 Table of competitors

<u>Name, location and business size</u>	<u>Product/service</u>	<u>Price</u>	<u>Strengths</u>	<u>Weaknesses</u>
Community Music The Brady Arts and Community Centre, London E1 5HU	Youth and community music organisation offering a diverse programme of course, live events and professional training. Offers foundation degrees.	Majority of the programme is free	Partners with some well known names. Offers programmes for free. Has a diverse team of industry professionals. The centre is open to the public Monday-Friday 9am-5pm. 5 minute walk from the nearest tube station. On site cafe.	Based in London so could be less accessible? Only open to the public during normal office hours. No on site parking.
Project Birmingham https://www.project-birmingham.co.uk/	Helps local creatives and Artists showcase their work and grow a community. Hosts events and projects bringing music, art, performance food and drink together.	No pricing displayed on the website	Links with the jewellery quarter and The Hare and Hounds, 300+ artists and 12 venues.	Hosts events, but doesn't have it's own HQ.
West Midlands Youth Music Network 9 Tanner St, London, SE1 3LE Reg Charity no 1075032	A national charity supporting young people's lives in music. Values equality, diversity and inclusion. Aims to equalise access to music. Provides grants and has it's own online community. Hosts a number of online events and offers a wide range of resources.	Free to join as a member and free events.	Has a nationwide presence, links with the national lottery and the arts council england. Offers funding.	Only seems to provide services for those under 25. Works out of an office which is not open to the public.
Grrrl Groannn	Digital record label which began its	£2 for the magazine, charges a	Has a strong online presence	Live events only? Doesn't have a

	life as a music collective dedicated to the representation of indie artists to help combat gender inequality in the music industry. Has published music magazines and hosts live music events.	fee for entry to its events though this varies.	through the website it is a little basic.	HQ which it works out of (believe there could be potential to have them work out of The Hub!)
Girls I Rate	Founded in 2016 to create opportunities of women in the music and entertainment industry. Provide access to mentors through a bookings system.	Sells merchandise which ranges from £15 to £45. Option to become a sponsor though pricing not listed.	Sponsors include MOBO awards, PRS, Island Records, Superdrug. Advocates include Lily Allen, Emeli Sande, Alexandra Burke, Naughty Boy.	Again works from offices, but no access to the public.

7.2 SWOT analysis :

<u>Strengths</u> The Hub is a physical building where people can visit which allows growth of a community. Access to the building will be free. No other similar service offered anywhere in the city or the Midlands. Creates opportunities not only for women, but specifically for anyone who is under-represented within the music industry.	<u>Weaknesses</u> Lack of 'well known' industry leading professionals to provide mentoring and workshops. Currently limited local connections. No venue confirmed as yet.
<u>Opportunities</u> Scope to expand on the current network. Team made up of individuals who are passionate about the music scene in Birmingham and about the creative community. HS2 network due for completion in 2026 - will make the city more accessible. Potential to create an annual event which showcases the individuals who use the hub - more scope for networking and opportunity to raise further funds.	<u>Threats</u> Starting small with limited funds could mean another business could provide the service much quicker. Other independent businesses may not be interested in collaborating. A lot is riding on people being willing to pay for the service after initial funding runs out.

7.3 Unique Selling Point (USP):

Unique Selling Point (USP)

The USP for The Hub is The Hub itself. Whilst community centres have been closing down over the years, this building will provide a space for people to come and learn from each other, make friends, network and assist in the growth of the local community.

The Hub will have a firm manifesto to tackle diversity in the music industry which it will promote openly and at every available opportunity.

The Hub will not exclusively engage in music related activities and will be open to creating relationships with charities and organisations who are also tackling diversity on a wider scale.

Section Eight

Operations and logistics__

8.1 Production:

There is little requirement for production as we intend to start The Hub on skeleton staff, in a building we will rent, with equipment we are happy to buy discounted or even second hand. The majority of our production will be when we start to produce merchandise to sell. There are a number of websites which provide t-shirt printing, so we will not need space for production, just to account for any spend to have any merchandise printed.

8.2 Delivery to customers:

We have considered implementing a physical membership card for paying members, but feel that this would be an unnecessary cost. Those who are paying members will receive the majority of their information through email.

Freelancers will be in charge of managing their own diary and bookings. They will provide workshops, one-to-ones or mentoring from their allocated space within The Hub.

The delivery of events will vary depending on the size and scale of the event. For the smaller open mic nights and art showcase we will be able to use The Hub and hire the necessary equipment. For these events people will buy tickets either online or in person at The Hub which they will exchange for entry to the event.

For larger scale events (which we anticipate to be at the 5+ year mark) We will need to consider logistics surrounding venue, cost, ticket price and transportation.

Merchandise will be available to buy in person at The Hub and will be advertised on the website and across social media.

8.3 Payment methods and terms:

Payment will be an annual subscription which can be paid monthly or annually. Subscription can be canceled at any time, but the user will lose the benefits of discounts and free entry to events.

Members will be able to pay via cash, PayPal or Direct Debit. The fee will be £3 per month. Members will be entitled to three free months should they refer a friend. The friend will not be entitled to such privileges until after this three month period.

Paying members will be entitled to free entry at Hub hosted events - they will need to show their welcome email which will contain their membership number in order to redeem this privilege. They will be required to do the same in order to receive any of the other perks as outlined previously.

Merchandise will be paid for at The Hub, via cash or card. We will consider making these items available to buy online in the future if it seems financially viable. In this case, buyers will be able to pay for their items with PayPal and debit card.

8.4 Suppliers:

<u>Name and location of supplier</u>	<u>Items required and prices</u>	<u>Payment arrangements</u>	<u>Reasons for choosing supplier</u>
Custom Tshirt printing London	50 tote bags - £2.18 per unit	Upfront payment of £109	Reasonable prices and fast shipping. London based and able to provide printing on totes, t-shirts and embroidery on caps.
	50 T-shirts - £2.78 per unit	Upfront payment of £139	
	25 caps - £1.34 per unit	Upfront payment of £33.50	

Everything Branded	1000 Badges - £0.30 per unit	Upfront payment of £300	Best prices we could find - different sizes available and London based.
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8.5 Premises:

The location of The Hub is to be confirmed, though we have found a number of vacant premises which would be appropriate size and location for The Hub. The full agents brochures for these potential premises can found in the appendix.

The sizes of the potential premises range from 170 square feet to 9044 square feet.

- Coventry Street, Digbeth - 4068 SQ FT - self contained over 2 floors - £25,000 PA
- New Bartholomew Street - 9044 SQ FT - 3 storey industrial unit - no rent shown
- Custard Factory, Gibb Street - between 170 SQ FT and 2832 SQ FT - ranging from £2975 PA to £52392 PA
- City Arcade - 1539 SQ FT - Three storey building in an arcade - £25690 PA including service charge

8.6 Equipment

		If being bought		
<u>Item required</u>	<u>Already owned?</u>	<u>New or second hand?</u>	<u>Purchased from</u>	<u>Price</u>
Computers x 3	No	Second Hand	TBC	£600
Office Tables x 3	No	Second Hand	Facebook Marketplace	£60
Office chairs x 3	No	New	Wayfair	£60
Chairs x 10	No	New	Ikea	£250
Stationary	Some	Some new, some second hand	Supermarkets	£200
Telephone	No	New	Argos	£30
Storage Equipment	No	Second hand	Facebook Marketplace	£100
Printer	No	New	Argos	£150
Bins	No	New	Ikea	£30
Internet Connection	No	N/A	TBC	£600
Kettle/Toaster/Micro wave	Yes	Second hand	Already Owned	N/A

8.7 Transport:

No transport will be required initially, though potentially long term we may need to consider transportation to events. We anticipate this will not be necessary for 3-5 years.

When a live event is planned there will be a transport management plan in place.

8.8 Legal requirements:

The business will be registered as a limited company with the Companies House at a cost of £12. Hub Sounds will be registered as a separate entity at a later date for an additional £12.

The business will have full liability insurance, a premises license and PRS licence. We have budgeted £2200 for both premises and PRS licences.

For one off events the business will ensure that there is a Temporary Events Notice(TEN) in place if necessary, a Noise Management Plan(NMP) and thorough risk assessments.

There will be risk assessments in place for the general day to day running of The Hub as advised by the Management of Health and Safety at Work Regulations 1999. These will be reassessed on a 12 monthly basis unless there is an incident which causes us to reconsider our policies.

There will be a health safety policy in place under the Health and Safety at Work Act 1974.. Though a policy is only required for businesses with 5 or more employees, and The Hub will not have this level of staff straight away, We feel that it would be responsible to ensure that there is a written Health and Safety policy in place. The H&S policy will be visible to all members of staff and freelancers.

Jennifer Hukins will be the appointed competent person and will ensure that all health and safety legalistes are adhered to. Within the second year of trading she will complete a first aid course, but in the meantime we will ensure that there are at least 2 fully stocked and easily located first aid boxes.

There will be a fire evacuation plan in place before The Hub opens, and staff members will be required to attend training on the evacuation process before opening day, then again once a year.

8.9 Insurance requirements:

The business will need public liability insurance.

The annual cost of public liability insurance is £187. This will include cover for claims made due to bodily injury and property damage, claims made due to trespass, nuisance and false arrest up to £2,000,000 with an excess of £250. This cover also includes claims made against the business arising from the death or bodily injury of an employee or volunteer, expenses incurred without prior written agreement to defend the business if the government or regulatory body brings any legal action arising from the death or injury of an employee up to £10,000,000. With this insurer there are options to add other covers such as legal protection and personal accident for an additional cost. Supposing we chose to have these added to the cover, the cost per year goes up to £453.

8.10 Management and staff:

The director will be Jennifer Hukins.
There will be two paid members of staff initially. In addition, there will be a number of freelance staff working from within The Hub.

<u>Freelance Staff</u>	<u>Permanent Staff</u>
Ella Gregg 321Artists Artist management	Jennifer Hukins BA in Media Production Director
Danny de Reybekill BIMM Institute, Brum radio Music journalism & PR	Peter Donnelley BA in Music Production Producer
Micheal Owen Rat Boy Tour manager Tour Management	Kristina Taylor MSc in Psychology Counsellor

Alex Carr Amplify Sounds Event management and promotion Jemma Dodd Photographer and editor at Pop Sins Photography for Music and Music Blogging Malicia Dabrowicz A&R and PR at Vanadian Avenue Masiy Neale Press at MadHaus PR QUEEF (Meesha Fones, Anna Palmer) Events management and promotion Girls At Bars Not for profit organization	
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8.11 Additional information:

We anticipate that we will need a team of volunteers to help maintain the services The Hub aims to provide. As yet, this team is undefined.

In 2 - 5 years time there will be a shop in The Hub which will require management, though we do not expect this to be busy enough to need a full time paid member of staff, we expect that this can be supervised either by freelancers or members of the volunteer team.

In 5+ years we hope to be able to provide food in a cafe setting. Our hope is that this will be provided by an independent food vendor who would already have it's own staff.

Section Ten

Financial forecasts

10.1 Sales and costs forecast

Monthly forecast														
	Month	8	9	10	11	12	1	2	3	4	5	6	7	Total
A	Month name	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Sales forecast														
B	Membership subscriptions	£300	£300	£300	£300	£300	£300	£300	£300	£450	£450	£450	£500	£4250
C	Retail Sales	£0	£0	£0	£20	£20	£20	£20	£20	£30	£30	£30	£40	£230
D	Advertising revenue	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2400
Costs forecast														
E	Membership Subscriptions	£175	£175	£175	£175	£175	£175	£175	£175	£262.50	£262.50	£262.50	£290.50	£2478
F	Merchandise printing	£0	£0	£0	£4.96	£4.96	£4.96	£4.96	£4.96	£7.14	£7.14	£7.14	£9.32	£55.54

E	<u>Assumptions</u> (e.g. Seasonal trends)	Printing costs are based on sales of one t-shirt and one tote bag until April, when we have added additional printing costs for an extra tote bag. This figure is an assumption, as the majority of retail stock will need to be bought in bulk. We expect that our membership number will grow over the lifetime of The Hub due to word of mouth, events we host and services we will provide. In turn, we expect that this increase in popularity and footfall will result in an increase in retail sales. We expect that demand over the Christmas period will diminish due to people spending time with their families, and could also expect less turnout over the summer months while people go on holidays, but this will not impact on sales as the membership is a monthly subscription.
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10.2 Income Statement

For the Years Ending [March 31, 2023 and March 31, 2024]

Revenue	2023	2024
Sales revenue	2500	2900
Service revenue	2,400	7,200
Grants	20,000	10,000
Fundraising	900	2,000
Total Revenues	25,800	22,100
Expenses		
Advertising	390	500
Cost of goods sold	1,425	3,092
Depreciation	0	225
Furniture and equipment	1,000	200
Insurance	200	200
Licences	2,000	2,000
Maintenance and repairs	500	500
Office supplies	2,000	1,500
Payroll taxes	606	1,080
Rent	25,000	25,000
Salaries and wages	42,000	64,000
Software	500	700
Utilities	5,500	5,500
Web hosting and domains	25	25
Total Expenses	81,146	104,522
Net Income Before Taxes	(55,346)	(82,422)
Income tax expense	14,936	9,920
Income from Continuing Operations	(70,282)	(92,342)
Net Income	(70,282)	(92,342)

Balance Sheet 10.3

Balance Sheet (Projected)

The Hub

	Beginning as of Aug 2022	Projected as of Aug 2023
Assets		
<u>Current Assets</u>		
Accounts receivable	-	£4,250.00
Inventory	£0.00	£2,420.00
Prepaid expenses	-	-
Grants	£20,000.00	£10,000.00
Total Current Assets	<u>£20,000.00</u>	<u>£16,670.00</u>
<u>Fixed Assets</u>		
Furniture & fixtures	£1,500.00	£1,500.00
Leasehold improvements	-	-
Rental of spaces	-	£3,000.00
Other fixed assets	£2,000.00	£2,000.00
(LESS accumulated depreciation on		-£750.00
Total Fixed Assets (net of	<u>£3,500.00</u>	<u>£5,750.00</u>
<u>Other Assets</u>		
Deposits	-	-
Advertising	£500.00	£2,000.00
Total Other Assets	<u>£500.00</u>	<u>£2,000.00</u>
TOTAL Assets	<u>£14,000.00</u>	<u>£24,420.00</u>
Liabilities and Equity		
<u>Current Liabilities</u>		
Interest payable	-	£5,000.00
Taxes payable	-	£15,000.00
Salaries	-	£42,000.00
Other current liabilities	£25,000.00	£25,000.00
Total Current Liabilities	<u>£25,000.00</u>	<u>£62,000.00</u>
<u>Long-term Debt</u>		
Notes payable to stockholders	-	-
LESS: Short-term portion	-	-
Other long term debt	-	-
Total Long-term Debt	<u>£0.00</u>	<u>£0.00</u>
Total Liabilities	<u>£25,000.00</u>	<u>£62,000.00</u>
<u>Owners' Equity</u>		
Shareholders Equity	-£11,000.00	-£37,580.00
Retained earnings	-	-
Total Owners' Equity	<u>-£11,000.00</u>	<u>-£37,580.00</u>
Total Liabilities & Equity	<u>£14,000.00</u>	<u>£24,420.00</u>

10.4 Cashflow forecast

Month		1	2	3	4	5	6	7	8	9	10	11	12	Total
A	Month name	04	05	06	07	08	09	10	11	12	01	02	03	
Money in (£)														
B	Funding from National Lottery Grant	10000	0	0	0	0	0	0	0	0	0	0	10000	20000
C	Income from membership fees	0	0	0	0	300	300	300	300	300	300	300	300	2400
D	Income from merch sales	0	0	0	0	0	0	0	20	20	20	20	20	100
E	Incomes from internal fundraising (crowd funder campaigns)	0	500	0	0	50	50	50	50	50	50	50	50	900
F	Income from advertising	0	0	0	0	200	200	200	200	200	200	200	200	1600
G	Total Money in (£)	10000	500	0	0	350	350	350	370	370	370	370	10370	25000
Money out (£)														
H	Rent	0	0	0	0	0	0	0	0	0	0	0	25000	25000
I	Salaries	0	0	0	0	1666	1666	1666	1666	1666	1666	1666	1666	13328
J	Service charge	0	0	0	0	0	0	0	0	0	0	0	3000	3000
K	VAT	0	0	0	0	0	0	0	0	0	0	0	5000	5000
L	Utilities	0	0	0	0	460	460	460	460	460	460	460	460	3680
M	Web and email hosting	0	0	0	25	0	0	0	0	0	0	0	0	25
N	Internet connection	0	0	0	50	50	50	50	50	50	50	50	50	600
O	Marketing & advertising	50	50	50	50	50	50	15	15	15	15	15	15	390
P	Insurance	0	0	0	200	0	0	0	0	0	0	0	0	200
Q	Licenses	0	0	0	2000	0	0	0	0	0	0	0	0	2000
R	Total money out (£)	50	50	50	2325	2226	2226	2191	2191	2191	2191	2191	35191	53073
S	Balance (£)	50	100	150	2475	4701	6927	9118	11309	13500	15691	17882	53073	
	Opening balance	10000	9950	9900	9700	7475	2774	(4553)	(13671)	(24980)	(38480)	(54171)	(72053)	
	Closing balance	9950	9900	9700	7275	2774	(4553)	(13671)	(24980)	(38480)	(54171)	(72053)	(125126)	

Section Eleven

Back-up Plan

11.1 Short-term plan:

To host a pilot scheme in April of 2022 and gauge success and interest off of this. Within 12 months of the pilot scheme at minimum we hope to have a small building leased which will be able to provide some counselling sessions and a small area which people can congregate in. We also hope to have at least one additional room which we can book out to freelancers to provide mentoring sessions on a rota basis.

Within 12 months of opening The Hub will have a small team of freelancers based in it's offices and we will be making plans to open a recording studio - Hub Sounds. At this point, we hope to have at least 100 paying members and good relationships with local businesses and charities.

11.2 Long-term plan:

The long term plan is to have Hub's set up in at least 3 cities including Birmingham. Ideally, the other 2 Hub's will be in Manchester and London and will run similar services to the flagship Hub. Each Hub will have it's own freelancers who are based at its location, but due to the network created each Hub will be able to swap freelancers if viable. Each Hub will support each other in promoting diversity in the music industry and mental well being. We hope to be able to offer more free counselling sessions to members with a bigger team of qualified counsellors.

The Hub will have it's own in house photography studio which will provide bookable workshops. The photography studio will be hireable at a day rate along with photographers should they wish to provide such a service.

The Hub will house Birmingham's leading independent radio station Brum Radio. This will encourage a wider variety of musically minded individuals into our space, and create a wider network of industry specialists. Brum Radio will use The Hub to host its own events in exchange for advertisement of The Hub.

Hub Sounds will operate as a small independent record label out of each location, hosting local live events regularly and coming together each year to host a larger annual event.

Hub sounds will create a diverse roster of artists covering many different genres and continue to reinforce The Hub's manifesto of promoting diversity. Hub sounds will offer a complete management package which will be available to everyone who records in the studio. The package will be provided by freelancers who are based within The Hub who will all work together on an artist's career. The intention is that Hub Sounds only ever operates as a small indie label, working with artists it truly believes in.

The Hub will regularly host small in-house events, such as open mic nights or acoustic nights. Annually The Hub will host a live music event, bringing together artists on the roster for Hub Sounds, local businesses and charities to celebrate the diversity within the city.

11.3 Plan B:

To host a pilot scheme in April of 2022 and gauge success and interest off of this. Should there not be as much interest as hoped, the plan is to host the event again the following spring in the hope that further networking and marketing can make the next event enough of a success for us to launch The Hub in the Autumn of 2023.

In the event of The Hub no longer being a sustainable option long term, we will instead operate as a host for networking events. The Hub will host 2 to 3 events each year which will function much like the pilot event. There is the option for The Hub to operate as an A&R/Promotions company as this would not necessarily require any office space and staff could work on a freelance basis. This would still give us scope to continue promoting diversity within the music industry provided all staff remain mindful of the business manifesto. We would be able to offer open mental health circles, potentially free of cost to the business, so that we could build a community first, then look into opening a hub further down the line.

Section Twelve

Reflective Summary

For the final submission of work for this course I decided to pitch an idea I had had for a project a few years ago. The project was initially aimed at improving mental health and community ties through a community 'hub' but I had never had the confidence to see it through, so I took this opportunity to see how viable the project idea was.

My first issue was with the service The Hub aimed to provide - how could I make it more relevant to the topics we had been learning about over the course of this masters? Through previous group projects I knew that there was a disparity between the number of women and men in the industry, and that the number of people from black and ethnic minorities was even worse, but it had never occurred to me to tackle this issue until I watched a BBC documentary - Musics Dirty Secrets: Women Fight Back. It was this that sparked the idea to incorporate the idea that The Hub would be a safe space for all. As I've mentioned throughout the business plan, organisations which are combating the issue of diversity are gaining traction and some have some massive support. However, whilst they were all working on creating opportunities for women, none had a communal space which emphasised community and promoted safety. So, there it was, the spark that started the fire. I believe, in order for a business to be successful, people need to truly believe in it and what it's trying to achieve. As a newbie to feminism, and a rookie social justice warrior, this was perfect. This was something I was passionate about. This is how I could make a difference in the world.

I spoke with family and friends about the idea for this business long before the assignment was set, and through my passion they too became excited by my idea. Through these discussions I came up with the idea of running a one week pilot event to gauge interest. The pilot was initially scheduled to take place in the summer of 2022 and last an entire week. However, once I sat down to figure out costs for this, I realised the difference in price between a 4 day event and a 6 day one. The event hinged entirely on whether or not I could get funding and after much research I was confident that I could secure at least £5000 from National Lottery funding (the application of which has been submitted!). I also decided that the event might be more successful if I didn't hold it in the middle of the school summer holidays when most people might be away with their families. The decision was made to move the event forward to April with the intention of opening The Hub in August. This meant there would be 4 months to coordinate any feedback from the event and provide ample time for promotion. It was important to me that the event be child friendly, even though my target audience wasn't necessarily children - how could I claim to be truly accessible and available to everyone if people needed childcare every time they wanted to attend one of my events?

Though I have applied for funding I did struggle to find options that I may be eligible for. There are hundreds of grants available, but surprisingly not so many specifically for community minded projects. Should my application be declined I will be unable to go through with the pilot scheme unless I can come up with another way of raising some money or changing the ethos of the project altogether which is just simply not an option.

Unfortunately, I cannot disclose any feedback from the pilot event for obvious reasons. Once I had my lineup of speakers confirmed and schedule of events in place I felt confident that I could provide a worthwhile experience for everyone who attended. However, I also feel terrified at the prospect of actually going through with the whole thing! What if it works and I actually end up running my own business?!

Other students on the course were creating online forms for each of us to fill in as part of their market research. From what I could gather, their business proposals were for online streaming platforms and artist management. At the time I didn't feel that surveys would be useful for me, but I think perhaps they would have given me insight into the potential success of the project and could have given me the opportunity to initiate

conversations with people who might have been interested in getting involved. In hindsight, I think I missed a great opportunity to gather market research and to start shouting about the project. However, this doesn't mean that I can't put together an online survey in the near future. The surveys my peers shared with me varied, and gave me some ideas on how I could structure my own research. I think feedback like this would be great to take to the bank for a loan for example, as my pilot scheme has not yet happened. After putting my figures together, I think it might be wise for me to consider approaching a bank for a business loan, and in this case I will be assembling online surveys to gather feedback which I could present in a business plan,

The first major challenge in putting together this business plan was the financial reports. I hate maths. With a passion. I find myself easily flustered when it comes to numbers, so imagine my disappointment when I realised I needed to provide several sets of figures! After the initial panic, and thanks to a lot of help from google, I began to get my head around fiscal terminology. I perhaps made a rookie error in starting off with my cashflow forecast as I hadn't anticipated the amount of things I would need to consider paying out for. My cashflow forecast was the one spreadsheet which was altered numerous times. In future, I think perhaps it would be wise to leave this one until last! I was also completely disheartened to discover that my business would be in a loss of over £100,000 by the end of its first year.

While I have left these figures in place, in hindsight I would be looking to do things differently. I didn't want to skimp out on anything and the result of that seems to be a business that might not be financially viable. There are a number of things I could do to reduce this cost. For example, I could start off with a much smaller unit, and while it wouldn't be in the ideal location, a change that simple could save the business over £20000 in its first year. I could also consider having my counsellor on a part time basis rather than paying for a full time salary. Obviously, these are short term fixes as I am incredibly stubborn and will not compromise on the integrity of the project in the long term.

Another issue I had noticed when critiquing my business plan was that I had not accounted for a salary for myself. Presumably, should I approach a bank, they will want to know why and I will not have a reason to offer them. I had not considered how I would physically afford to make the project work. I assumed that I would be able to continue working in my current employment to make sure that I could still pay all of my bills, but in reality I would want to be working out of The Hub full time in the future. The issue here is that this is an additional expenditure to add to my costs which, considering the deficit the business would be in after year 2, does not seem like a wise move to make. Perhaps my own salary and position is something that I need to reconsider on a regular basis. In light of my realisation I believe the best course of action would be to reassess the financial position of the business at more regular intervals than I had initially planned, perhaps doing a complete overhaul of financial forecasts once every 3 months. Potentially I may need to come to terms with the fact that I cannot sustain a salary for myself, and therefore compromise on just paying for the two members of staff.

My next challenge came again when I attempted my costs and pricing strategy table. I had never before considered that there might be a cost to me in providing my membership service! It was at this point that I really needed to consider what I was offering to my members, and whether or not I could actually afford to provide the service I was offering. After some research I learned that mailouts were free with Mailchimp, so I wouldn't have to pay for newsletters to be sent out, and assuming that my ticket prices were no more than £5 and I was hosting no more than three events a year, I could assume that the cost to the business was only £15 per year. I was shocked that this meant my markup was 140% but, after battling with my cashflow forecast I knew I couldn't afford to lower my membership price. I conducted some research into membership perks to provide inspiration and brainstormed what I thought would make for a tempting membership package for the price I was asking. I believe that my final package is comprehensive but also has scope to evolve. The only issue I may have is that I will need to negotiate with local independent businesses and freelancers in order to secure the discounts that I am offering so there is the potential that I may have to reconsider membership perks. I haven't

yet considered a back up plan. As my paid membership scheme is the main source of income for the business, I have left a lot to chance. Should I be unable to provide the service I have promised, I could lose a lot of interest quite quickly. My action plan is to be confirmed. I believe I have enough research to be able to reconsider the package, and perhaps in the future once the business is more well established I may be able to add in these discounts.

Upon reading back through my business plan I realised that there were some things which I hadn't properly explained or perhaps researched enough. I mention offering free webinars, but don't provide any detail on how I would provide these. I also discuss the idea of offering advertising space to local businesses, but provide no research to support how I came to this cost. Should I take this plan to a bank for funding, I could remove the mention of free webinars, but I feel that I would need to engage in further research into the advertising cost as it has the potential to generate a sizable revenue.

Finally, I have realised that the biggest issue facing the success of The Hub is probably my own stubbornness. Because I believe so strongly in the ethos of The Hub and have a very specific idea in mind, my unwillingness to compromise could see the business fail before it even gets off the ground. However, I believe that my awareness of this is a great start - at least I know what I will need to tackle as a business owner if I want to be successful!

To sum up, The Hub is something I am incredibly passionate about. I had never previously considered the logistics in making the idea come to life, but after putting my numbers together my confidence in the project has waned. As I have mentioned, there are a number of things I could do differently to cut costs but I am unsure as to whether or not this would be enough. I would be devastated to see this project fail as I believe it has its place in Birmingham and in the music industry as a whole. Moving forward, I will reconsider my financial information to see if I can save money whilst not compromising on the integrity of the project. I am confident that my back up plan is a solid one, so should all else fail I will continue to work on the project without the physical building.

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Appendix

Site Map for Pilot Event

- a) Original site plan

Company name: The Hub

Assessment carried out by: Jennifer Hukins

Date of next review: Sept 2021

Date assessment was carried out: Sept 2022

		SEVERITY						DEFINITION OF LIKELIHOOD CAUSES
		Multiple Death/Major Injuries	Single Death Life Changing Injury	Specified Injury/hospital transfer	'7 day' Injury	Minor Injury	None	
		10	8	6	4	2	1	
LIKELIHOOD	Certain 10	100	80	60	40	20	10	Has happened before and is expected to happen on this occasion
	Very Likely 8	80	64	48	32	16	8	Has happened before and is very likely to happen on this occasion
	Probable 6	60	48	36	24	12	6	Has been known to occur before and is likely to happen on this occasion >1/10 Chance
	Possible 4	40	32	24	16	8	4	Has been known to occur before but no reason to suggest that it will happen on this occasion <1/50 chance
	Unlikely 2	20	16	12	8	4	2	Has been known to occur before but no reason to suggest that it will happen on this occasion <1/100 chance
	Very Unlikely 1	10	8	6	4	2	1	Has never happened before and there are no reasons to suggest it will happen on this occasion

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?	When is the action needed by?	Severity (S) x Likelihood (L) = Primary Risk
Crowd Management - evacuation procedures and overcrowding	Staff and members of the public	Training for all staff in advance of the event. Allocated appointed person to oversee crowd management.	Consider hiring stewards to monitor the event depending on funding secured.	Prior to 14th April 2022.	2x4=8
Manual handling	Staff may be injured should they use incorrect methods when setting up and breaking down	Individual risk assessments for those needing to move heavy equipment. Training given to all staff in advance of the event and policies in place to deal with any injury which may result in incorrect manual handling. Only trained staff to be involved in any manual handling. Trolleys to be used in the event of larger items which we do not anticipate for the pilot event.		By 14th April	4x4=16
Slips, trips and falls	Staff and visitors could trip up steps throughout the main venue space or trip on the small slope to the entrance of the building.	Slopes and steps clearly marked with high visibility tape and signs where possible. Adequate lighting throughout. First aider available in the event of any serious injury and policy in place to deal with any incidents which may require hospitalisation.	Hiring of services such as St Johns Ambulance to deal with any serious injuries. Again, this will be subject to funding.	by 14th April	4x4=16

Weather Issues	Visitors waiting outside could be subject to weather extremes when waiting to gain entry.	Admit all guests in a timely manner to avoid any long queues outside.	Consider hiring marquees or alternative outdoor cover to provide shelter for those waiting to gain entry to the building.		2x4=8
Equipment failure/Electrical Fault	Staff and members of the public may suffer serious and potentially fatal burns or shocks.	All electrical items to be PAT tested by a competent person in advance by The Warehouse and certificates to be shown to the event organiser in advance. Any additional electrical equipment required for the event (particularly for the live music event) should also be PAT tested and further proof of safety provided. Electrical equipment to be stored safely and away from any water, or areas which may cause damage to the equipment.	Consider hiring a competent person to complete PAT testing of all equipment on the day before the event.		8x2=16
Children and people with special needs	Members of the public	There will be a lost child policy in place which all staff will be aware of and a policy to assist with any person with special needs should they require assistance. In terms of accessibility, the event will be held on the ground floor and consideration has been made to ensure that all sessions can be accessed without the need for using steps.	Check CBS status of all members of staff as all may come into contact with children whether lost or for one to one sessions.		1x2=2
Fire Safety	Staff and members of the public could suffer serious or fatal injury due to burns or smoke inhalation	The Warehouse has its own fire risk assessment but The Hub will complete its own Fire risk assessment in advance of the event. There will be an evacuation plan in place which all members of staff will be trained in. Emergency exits will be clearly signposted and all exit routes will be kept clear at all times. There will be a procedure in place for transporting injured people to hospital and a first aider on site to deal with any minor injury.			10x2=20
Music - noise pollution	Members of the public, staff and local residents	Keeping the live music event to a limited 3 hour period to reduce the risk of damage caused by long	Consider implementing a noise management plan. Allow for local residents and staff to have the		2x2=4

		term noise exposure. Contact to be made with local residents in advance of the event informing them that there may be an increase in noise during the period of time over the live music event. Warnings provided to ticket holders and staff in advance of the event that there will be live music.	opportunity to voice any concerns in advance of the event. Consider making ear plugs available at the event.		
Medical Emergency	Members of the public and staff	First aid point provided and clearly signposted. Two first aiders appointed in accordance with The Event Safety Guide.	Consult on plans for medical emergency cover with local NHS ambulance trust		6x2=12
Public Disorder	Staff and members of the public if caught up in incidents of disorder	Staff trained to spot potential trouble makers, defuse tension/situations etc throughout. Staff trained in procedures for re-entry and crowding. Meetings with The Warehouse in advance of the event to discuss plans for any incidents of disorder. Monitoring of numbers at entry. implementing a challenge 25 policy to ensure that alcohol is not served to anyone underage (although this will be the responsibility of staff hired by The Warehouse)	Consider hiring SIA trained staff to monitor the event. Consider consulting with local police in advance.		6x2=12

THE WAREHOUSE
ALISON STREET
DIGBETH
B5 5TH

The Hub

CREATING
DIVERSITY IN
THE MUSIC
INDUSTRY

**FREE
ENTRY**

**APRIL 14TH - 17TH
10AM - 7PM**

LIVE SESSIONS FROM INDUSTRY
SPECIALISTS INCLUDING
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+ MUSIC JOURNALISM & PR
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Premises Options

**pennycuick
collins** CHARTERED
SURVEYORS



TO LET

Suitable for a Range of Commercial Uses

SUBJECT TO PLANNING

New Bartholomew Street, Birmingham, B5 5QS

Rental Offers Invited

9,044 sq. ft (840.19 sq. m)

www.pennycuick.co.uk
0121 456 1700

LOCATION

The property is an industrial unit with a roller shutter entrance on both Bordesley Street and New Bartholomew Street, with the addition of imminent local development the local area is set to increase in quality significantly.

The Digbeth area of Birmingham is seeing significant development with the planned HS2 project bring business and investment to the area.

DESCRIPTION

The property comprises a three-storey former warehouse building of brick construction. Access is via a steel roller shutter loading doors, one from Bordesley Street and one from New Bartholomew Street. A further pedestrian access is provided from New Bartholomew Street via a steel roller shutter.

The property may be suitable for alternative uses subject to planning consent.

FLOOR AREA

The total gross internal area is 9,044 Sq. ft (840.19 sq. m).

RENT

Rental offers invited.

LEASE TERMS

The accommodation is available by way of a new lease for a term of years to be negotiated between the parties. All leases are to be contracted out of the security of tenure provisions of the landlord and tenant act 1954. The leases will incorporate frequent rolling break options in favour of the landlord.

BUSINESS RATES

Not yet separately assessed.

UTILITIES

The tenant will be responsible for payment of all utilities costs to the accommodation.

LEGAL COSTS

Each party is to be responsible for their own legal costs.

SERVICE CHARGE

The landlord may operate a service charge in respect of the upkeep of common parts.

VAT

All figures are exclusive of VAT which may be charged at the standard rate if applicable.

EPC

D - 91

VIEWING

Strictly by prior appointment:

Richard Bache

richard.bache@pennycuick.co.uk

Jack Summers

jack.summers@pennycuick.co.uk

SUBJECT TO CONTRACT

July 2021

Information last 1807: Pennycuick Collins Chartered Surveyors (and their joint agents where applicable) for themselves and for the vendors or lessors of this property whose agents they are, give notice that (a) these particulars do not amount to, nor amount to any part of, an offer or contract; (b) none of the statements contained in these particulars should be relied on as statements or representations of fact; (c) therefore all prospective purchasers or tenants must satisfy themselves as to their accuracy; (d) neither the vendor nor lessor of this property, nor Pennycuick Collins Chartered Surveyors, are in any way responsible for any statement in a representation (written or otherwise) made as to the state or condition of this property or its suitability for the intended use; (e) the prospective purchaser or tenant should satisfy themselves as to the accuracy of such statements for their own purposes.

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SIDDALL JONES
COMMERCIAL PROPERTY CONSULTANCY

The Custard Factory, Gibb Street, Digbeth, Birmingham, B9 4AA



TO LET

Creative Office and Studio Space from £297 PCM

From 170 ft2 / Flexible Lease Terms

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T: 0121 638 0500

The Custard Factory

Gibb Street, Digbeth, Birmingham, B9 4AA

DIGBETH

Overview

- The Heart of Digbeth's Creative and Digital Community
- Flexible Rental Terms
- Rentals from £297 PCM
- Meeting Space / Conference Rooms
- On Site Bars and Restaurants
- Staffed Front of House Reception with Tenant Break Out Areas
- Bike Storage / Car Parking
- Lift Access

Location

Digbeth is ever evolving. Situated to the east of the second city, old industrial sprawl and the winding canal network provide the perfect, rich backdrop for big ambitions. This is truly an area to make your business stand out. What was once Birmingham's industrial heartland has been transformed into a thriving, creative community with plans afoot for new public plazas alongside state-of-the-art residential, commercial and leisure spaces to inspire a new generation.

Digbeth is undergoing radical regeneration thanks to new infrastructure projects such as HS2 and the Midlands Metro extension. Proposed new commercial and residential developments will put Digbeth at the heart of Birmingham's new travel links - all ready for a new wave of residents to enjoy Digbeth's unique atmosphere. With over 7,000 units now enjoying planning consent, there's never been a better time to choose Digbeth.

Description

It all started with Alfred Bird inventing his world famous Bird's Instant Custard right here in B9. Carrying on this trend (and also created from a secret recipe), The Custard Factory today hosts fairs, festivals and gigs plus corporate and private events.

Throw a stick in Digbeth and you're nailed on to hit an independent store, place to eat or thriving indie business. Pop into The Framers for, wait for it, fabulous picture frames. Or call in at Ridding & Wynn - purveyors of firey and curiosities. Baked in Brick serves award winning pizza and Chance Encounters mixes board games with great food. Digbeth Dining Club needs no explanation. Ghetto Golf is an inspired, urban take on golf. Oh - and that's not even the half of it. Come, stroll, lose yourself.

Home to tech companies, media agencies, makers, and creators. Data centres, film production companies, broadcast studios and post-production spaces.



Birmingham, Unit 4 City Arcade, 24 Union Street, B2 4TX

Retail Premises – Leasehold



TENURE

The Landlord may consider the following:

- (i) A periodic tenancy subject to six months notice by either party, or
- (ii) A Tenancy for a term of three years less one day, or
- (iii) A five-year lease (or multiples thereof).

RENT

Offers are invited in excess of £23,000 per annum.

SERVICE CHARGE

Approximately £2,890 per annum.

RATES

The information supplied by the Valuation Office Agency is as follows: -

Rateable Value £22,000

Interested parties should verify this information with the local rating authority.

EPC

D90

LEGAL COSTS

Each party are to be responsible for their own legal costs.

VIEWING

All viewings by prior appointment through this office. Contact Karen Foster on 0121 643 9337.

CONTACT

Charles Warrack
Email: charles.warrack@johnsonfellows.co.uk

LOCATION

The premises are situated on Union Street in the heart of the city's central shopping and commercial area.

Nearby is the newly refurbished House of Fraser department store, and Martineau Place, which provides a mix of retail and food outlets including Sainsbury's and Gap.

A number of well established retailers are located on Union Street, such as Superdrug, Greggs, Milleks and W H Smith.

The city centre is excellently served by public transport with New Street, Moor Street and Snow Hill rail stations located nearby, and in Corporation Street there are numerous bus stops for services providing links to many parts of the city.

DESCRIPTION

The accommodation includes a main ground floor retail together with a first floor ancillary sales area and basement.

ACCOMMODATION

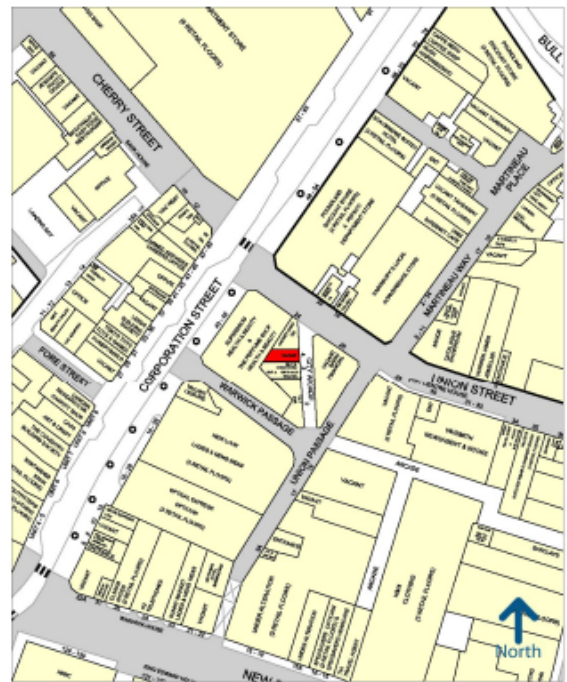
Ground Floor Retail	74.14 sq m	798 sq ft
First Floor Retail	32.24 sq m	347 sq ft
Basement	36.60 sq m	394 sq ft



johnsonfellows.co.uk

Johnson Fellows, Chester House, 163 Newhall Street, Birmingham B3 1SW
Email: info@johnsonfellows.co.uk Fax: 0121 643 4007

0121 643 9337



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LEASE FOR SALE

LEISURE/GAMING LOUNGE



**6 COVENTRY STREET, DIGBETH
BIRMINGHAM, B5 5NY**

4,068 SQ FT (377.9 SQ M)

- PROMINENT LOCATION
- PREMIUM APPLICABLE
- SELF CONTAINED LEISURE PREMISES
- FLEXIBLE TERMS

LOCATION

The premises benefits from a frontage on Coventry Street close to its junction with Meriden Street. The property is located within the Digbeth area of the city which offers easy access to Birmingham City Centre and the Inner Ring Road. The main Aston Expressway (A5M) is circa 2.1 miles north, which provides direct access to Junction 4 of the M6 motorway.

DESCRIPTION

The property is a two-storey self-contained terraced industrial unit which has been converted into a gaming lounge. The property benefits from a glazed shop front, a mixture of carpet & laminate flooring, suspended ceilings, fluorescent strip lighting, LED light panels, light points, gas central heating, extraction canopy and kitchen and WC facilities. There is a metal roller shutter to the front of the premises, which provides access.

ACCOMMODATION

AREA	SQ FT	SQ M
Ground Floor	2,457	228.3
First Floor	1,611	149.6
TOTAL	4,068	377.9

PLANNING

Interested parties should contact Birmingham City Council Planning Department on 0121 303 1115.

SERVICES

We are advised all main services are connected to include mains gas, water and electricity.

Mason Young Property Consultants has not checked and does not accept responsibility for any of the services within this property and would suggest that any in-going tenant or occupier satisfies themselves in this regard.

ENERGY PERFORMANCE CERTIFICATE

Details available upon request.

TENURE/RENT

The property is available at a rent of £25,000 per annum, subject to contract. Terms to be agreed.

A premium of £30,000 is sought in respect of the fixtures and fittings. Stock at value. Further details are available upon request.

BUSINESS RATES

Interested parties are advised to make their own enquiries to Birmingham City Council on 0121 303 5511.

MONEY LAUNDERING

The money laundering regulations require identification checks are undertaken for all parties purchasing/leasing property. Before a business relationship can be formed, we will request proof of identification for the purchasing/leasing entity.

VAT

We understand that the property is not elected for VAT.

LEGAL COSTS

Each party to be responsible for their own legal costs incurred during this transaction.

VIEWING

Strictly by prior appointment with sole agents, Mason Young Property Consultants.

CONTACT DETAILS

Aljamaid Fataouli BSc (Hons)
Tel: 0121 285 3535
Mob: 07929 410 481
Email: af@masonyoung.co.uk

Elton Sogood
Tel: 0121 285 3535
Mob: 07940 805 512
Email: es@masonyoung.co.uk



T: 0121 285 3535
F: 0121 285 3536
W: masonyoung.co.uk
E: info@masonyoung.co.uk

6 Warstone Mews
Warstone Lane
Jewellery Quarter
Birmingham
B18 6JB

Property Management: Mason Young Property Consultants for information and for the vendors or lessors of the property, whose agents they are, give notice that: 1. These particulars do not constitute any part of an offer or contract. 2. All statements made in these particulars are to the best of our knowledge and belief and are believed to be correct. However, any intending purchaser or tenant should satisfy themselves as to the accuracy of the statements made in these particulars as to the property or as to the statements made in these particulars. 3. The vendors or lessors do not make or give or warrant that the property is free from any other persons in their employment has any authority to make or give any representation or warranty whatsoever in relation to this property.

Temporary Event Notice

Section 1 of 9

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

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This is the unique reference for this application generated by the system.

Your reference

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☐

Yes

☒

No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

Jennifer

* Family name

Hukins

* E-mail

jenniferhukins@gmail.com

Main telephone number

07850298714

Include country code.

Other telephone number

☐

Indicate here if you would prefer not to be contacted by telephone

Are you:

☒

Applying as a business or organisation, including as a sole trader

☐

Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

Is your business registered in the UK with Companies House?

☐

Yes

☒

No

Note: completing the Applicant Business section is optional in this form.

Is your business registered outside the UK?

☐

Yes

☒

No

Business name

The Hub

If your business is registered, use its registered name.

VAT number

-

NONE

Put "none" if you are not registered for VAT.

Legal status

Private Limited Company

Continued from previous page...

Your position in the business

Director

Home country

United Kingdom

The country where the headquarters of your business is located.

Business Address

If you have one, this should be your official address - that is an address required of you by law for receiving communications.

Building number or name

91

Street

Rawlings Road

District

Smethwick

City or town

County or administrative area

West Midlands

Postcode

B67 5AD

Country

United Kingdom

Section 2 of 9**APPLICATION DETAILS** ([See also guidance on completing the form, general notes and note 1](#))

Have you had any previous or maiden names?

☐ Yes☒ No

* Your date of birth

17 / 11 / 1987

dd mm yyyy

Applicant must be 18 years of age or older

National Insurance number

JK079693B

This box need not be completed if you are an individual not liable to pay UK national insurance.

Place of birth

Birmingham

Correspondence Address

Is the address the same as (or similar to) the address given in section one?

☒ Yes☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name

91

Street

Rawlings Road

District

Smethwick

City or town

County or administrative area

West Midlands

Postcode

B67 5AD

Country

United Kingdom

Additional Contact Details

Are the contact details the same as (or similar to) those given in section one?

☒ Yes☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail

jenniferhukins@gmail.com

Telephone number

07850298714

Other telephone number

Section 3 of 9**THE PREMISES**

I, the proposed user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry out a temporary activity at the premises described below.

Give the address of the premises where you intend to carry on the licensable activities or if it has no address give a detailed description (including the Ordnance Survey references). [\(See also guidance on completing the form, note 2\)](#)

* Does the premises have an address?

☒ Yes ☐ No

Address

Is the address the same as (or similar to) the address given in section one?

☐ Yes ☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

☒ Neither ☐ Premises licence ☐ Club premises certificate

Location Details

* Provide further details about the location of the event

The event will take place in The Warehouse - a multi-purpose building with office space, a shop space and a restaurant area set over two floors.

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, give a description and details below [\(see also guidance on completing the form, note 3\)](#)

The event will take place on the ground floor of The Warehouse which is where the restaurant space is situated along with a radio studio, three additional spaces and toilet facilities.

Describe the nature of the premises below [\(see also guidance on completing the form, note 4\)](#)

Continued from previous page...

Describe the nature of the event below [\(see also guidance on completing the form, note 5\)](#)

The event will have a number of workshops and one to one sessions taking place in the smaller rooms, while taster talks will take place in the restaurant space. There will be music lessons taking place in the smaller rooms or in the larger space depending on the number of bookings. On the final night of the event there will be live music taking place in the main restaurant space.

Section 4 of 9**LICENSABLE ACTIVITIES**

State the licensable activities that you intend to carry on at the premises

(see also guidance on completing the form, note 6):

- ☐ The sale by retail of alcohol
- ☐ The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club
- ☒ The provision of regulated entertainment
- ☐ The provision of late night refreshment
- ☐ The giving of a late temporary event notice

(See also guidance on completing the form, note 7).

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event.

(See also guidance on completing the form, note 8).

Event Dates

There must be a period of at least 10 working days between the date you submit this form and the date of the earliest event when you will be using these premises for licensable activities.

State the dates on which you intend to use these premises for licensable activities

(see also guidance on completing the form, note 9)

Event start date

14 / 04 / 2022
dd mm yyyy

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

Event end date

17 / 04 / 2022
dd mm yyyy

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock)

11:00 - 22:00

(see also guidance on completing the form, note 10)

Continued from previous page...

State the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers

499

Note that the maximum number of people cannot exceed 499.

(see also guidance on completing the form, note 11)

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both

(see also guidance on completing the form, note 12):

- ☐ On the premises only
- ☐ Off the premises only
- ☐ Both

Section 5 of 9**RELEVANT ENTERTAINMENT** [\(See also guidance on completing the form, note 13\)](#)

State if the licensable activities will include the provision of relevant entertainment. If so, state the times during the event period that you propose to provide relevant entertainment

There will be a live music performance on the evening of 17/04/2022 with a proposed start time of 19:00 and a finish time of 22:00. There will be music lessons taking place throughout the duration of the event and while these will not be amplified we expect that they will cause some noise.

Section 6 of 9**PERSONAL LICENCE HOLDERS** [\(See also guidance on completing the form, note 14\)](#)

Do you currently hold a valid personal licence? ☐ Yes

☒ No

Section 7 of 9**PREVIOUS TEMPORARY EVENT NOTICES** [\(See also guidance on completing the form, note 15\)](#)

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice? ☐ Yes

☒ No

Have you already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or
b) Begins 24 hours or less after the event period proposed in this notice?

☒ No

Section 8 of 9**ASSOCIATES AND BUSINESS COLLEAGUES** [\(See also guidance on completing the form, note 16\)](#)

Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?

☐ Yes

☒ No

Has any associate of yours already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or
- b) Begins 24 hours or less after the event period proposed in this notice?

☐ Yes

☒ No

Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?

☐ Yes

☒ No

Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or
- b) Begins 24 hours or less after the event period proposed in this notice?

☐ Yes

☒ No

Section 9 of 9**CONDITION** [\(See also guidance on completing the form, note 18\)](#)

It is a condition of this temporary event notice that where the relevant licensable activities described in Sections 4 and 5 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

This formality requires a fixed fee of £21

DECLARATION [\(See also guidance on completing the form, note 19\)](#)

- THE INFORMATION CONTAINED IN THIS FORM IS CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF. I UNDERSTAND THAT IT IS AN OFFENCE:
- (I) TO KNOWINGLY OR RECKLESSLY MAKE A FALSE STATEMENT IN CONNECTION WITH THIS TEMPORARY EVENT NOTICE AND THAT A PERSON IS LIABLE ON SUMMARY CONVICTION FOR SUCH AN OFFENCE TO A FINE OF ANY AMOUNT; AND
- (II) TO PERMIT AN UNAUTHORISED LICENSABLE ACTIVITY TO BE CARRIED ON AT ANY PLACE AND THAT A PERSON IS LIABLE ON SUMMARY CONVICTION FOR ANY SUCH OFFENCE TO A FINE OF ANY AMOUNT, OR TO IMPRISONMENT FOR A TERM NOT EXCEEDING SIX (6) MONTHS, OR TO BOTH.

☒ Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name

* Capacity

* Date / /
dd mm yyyy

[Add another signatory](#)

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
 2. Go back to <https://www.gov.uk/apply-for-a-licence/temporary-event-notice/birmingham/apply-1> to upload this file and continue with your application.
- Don't forget to make sure you have all your supporting documentation to hand.