

Portfolio 2:

1 Day Live Event at Tileyard – Tribe x Mad Noise Music



By Tracey Kasongo (1908253)

Live Music & Event Management (SBTY7005)

Discipline Tutor: Natalie Smith

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Introduction

Event Management Planning

The group received a brief to produce a 1-day live event at Tileyard Studios. Once this was received the group then began to share ideas on what it should consist of, this part of the exercise was important as it allowed the group to brainstorm and identify aims and objectives for the event. We wanted to ensure that the event would have achievable goals i.e. *need for the event* so once the ideas were finalised we chose a name, theme, picked a specific date and location, analysed what tools and techniques we would use to make the project easier to manage and oversee.

Once all the above information was understood, we then began to conduct some market research for instance, to identify whether there were any conflicting events on the same day or week plus pull on our resources for help. I had the idea to collaborate with a friend who owns an event management company who had put on several free and paid events within the past year. We had discussed holding an event that focused on music from emerging artists, social element thus involving the community and the opportunity for professionals to network. I also mentioned that Tileyard Impact worked with local youths and so it would be a good idea to get them involved. The group came up with the idea to have a Q&A panel discussion in between performances in addition to networking opportunities. As an artist manager, I nominated myself as a guest speaker due to having experience within the sector and therefore no costs would be incurred. One of the artists I managed was also put forward as a guest speaker; he would talk about his start and journey in the industry which would be in connection with the panel discussion '**Music Matters: How to navigate the music industry?**'

The date set for the event is **Thursday 21st May 2020**. We took into consideration public holidays and other major events occurring that same week. The We Are Festival was scheduled on Saturday 23rd May 2020 as was the popular musical show, Wicked. Whilst enquiring about using Two Tribes Brewery, Jared (Manager) stated that Fridays and Saturdays were open to the public and their 'money making days' so there may be some difficulties in arranging an event on those days and suggested mid-week was preferable. As they work with Tileyard Education, he also suggested there may not be a hire fee if the event has activities favourable to the Tileyard community. We also wanted to ensure there was enough time to plan the event so a suggested 8 – 10-week timeframe to plan, apply for any licenses (TEN), obtain staff (if required), confirm participating guest schedules, source vendors, sponsorships and security.

The group decided to curate an '*Event Strategy Sheet*', a template we downloaded from Eventbrite; a U.S.-based event management and ticketing website for local events, to stay on track and provide an overview of the event should it be requested for external sources. These will depict event audience and USP, event marketing timeline, responsibilities and metrics; refer to *Appendix A*.

Meeting Minutes

We had a total of 6 - 7 meetings from the initial briefing. The meetings were constructed to ensure we met our objections and followed actions plans set out for each stage of the event planning, see *Appendix B*. Our minute meetings were taken by one of our delegated group members who typed them up and passed them around once finalised. We then began to organise the team strategically and breakdown the project into categories and assign each category to a member of the group. For example, if there were 8 key tasks then each member would be assigned 2 balanced tasks which was considered an effective way to organise the checklist. According to Quinn (2013), having a systematic

operation in planning and organising events is crucial, this will help solve any problems that may arise. The group suggested we use a project management software, Basecamp, which is 'widely used for real-life communication and provides a way for teams to keep track of priorities and actionable items' with the ability to be used on any mobile devices as seen in *image 1*. Although there several software's like Basecamp such as Trello and Asana that are equally suitable the reason, we chose basecamp because some of the group members previous encounter with it and once implemented it was easy to use. The software would be useful to manage workload, complete activities, communicate live by updating information and documents, collaboration, file sharing, scheduling and report any changes. This will allow each member of the group to stay up to date with each other's tasks (job sharing) i.e. in case of sicknesses, unforeseen circumstances each task had a jobsharer that could pick up on crucial elements in case that person was off for the day or week.

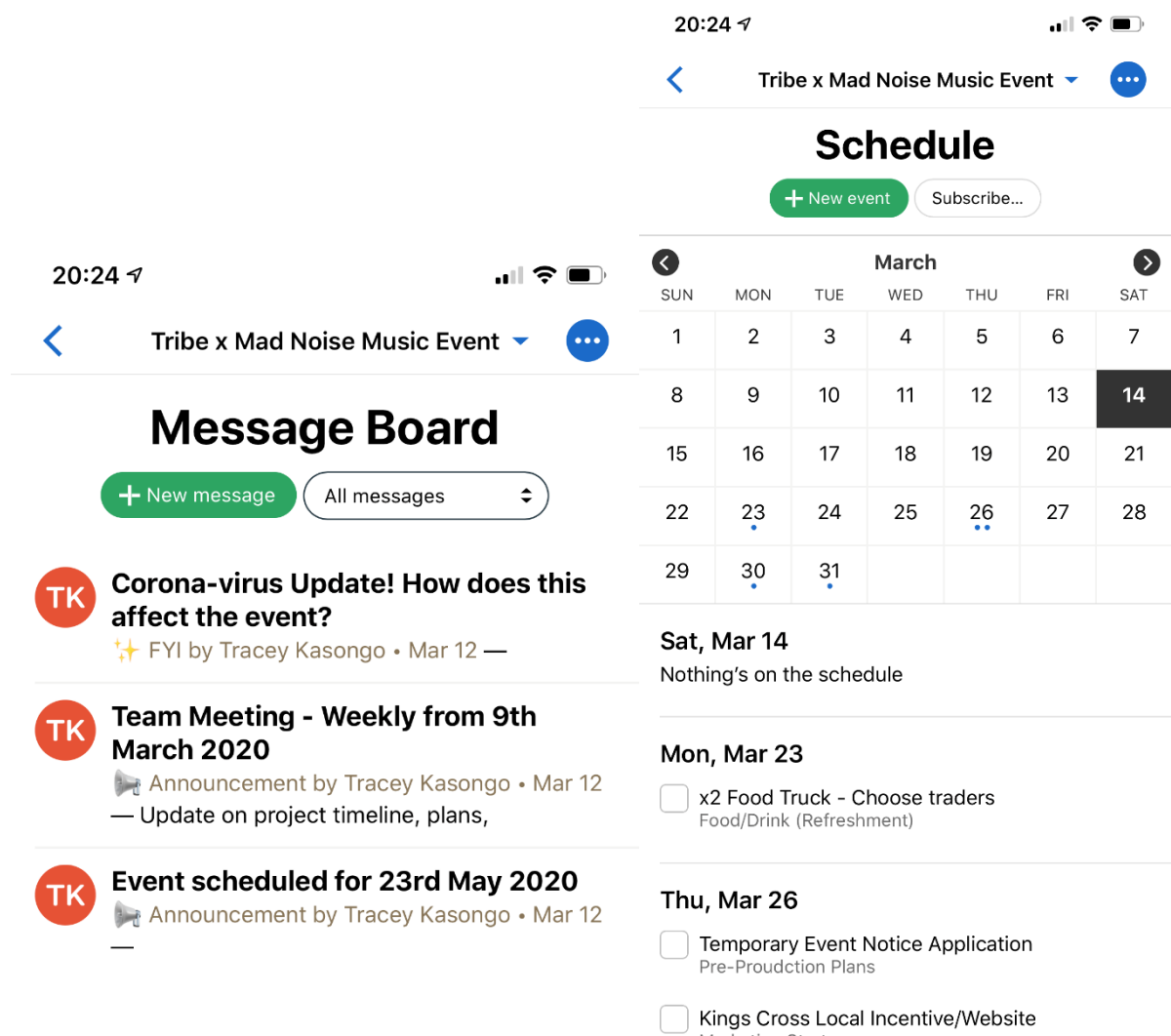


Image 1: Basecamp Mobile Notifications, Two Tribes X Mad Noise Music (2020)

Once all the basis for event preparation (plan, budgets, timelines, staff and sponsorships) was covered we began with the promotion and marketing strategy to help sell the event, raise awareness and increase the number of attendees.

Budgeting & Sponsorships

The budget was estimated by Kay, Tribe - partner organiser from figures accumulated from past events. They had done a similar event last year and estimated costs in the region of £750 - £1000. Some of the budget was offset from collaborations and sponsorships, i.e. with Tileyard Impact involved we were able to acquire the venue for no fee (£0). We also agreed that any monies made at the bar would therefore not be split and the venue would retain 100% of proceeds. Due to using a venue that sold their own alcohol we chose not to have sponsorships from other alcoholic companies. We therefore reached out to companies around Tileyard and Kings Cross that would be interested in offering tools or discount codes for attendees. Companies such as PRS, CD Baby, Universal Music, Urban Development and more.

As this event is about education and networking there is no monetary gain from this, we have worked with our partners to ensure the message is relayed through marketing and promotion initiatives. This event is about giving back bridging gaps in the local community, involving the youth and the opportunity for those at the Tileyard community to network as well as support a good cause. Once all the basis for event preparation (plan, budgets, timelines, staff and sponsorships) was covered we began with the promotion and marketing strategy to help sell the event, raise awareness and increase the number of attendees.

Date	Expenditure	Location	Cost			
03/12/2020	Food Truck	Two Tribes	£230			
3/14/2020	Guest Speaker	Two Tribes	100			
3/15/2020	Venue Hire	Tileyard	0			
3/15/2020	Goody Bags	Tileyard	£70			
3/16/2020	Eventbrite	n/a	£0			
Budget Example	Outgoings	Budget	£1,000			
		Spent	£400			
		Balance	£ 600.00			

Licensing

Planning a public event has several procedures that need to be checked, including obtaining a license from the relevant authority, in our case, Islington. Council. However, after liaising with Two Tribes, they confirmed that they had a premise license that allowed the consumption of alcohol and thus a Temporary Event Notice would not be required. This was one of our first questions for working with Two Tribes as some venues do not have the appropriate licence and therefore a TEN would be necessary. We also made the decision to not serve alcohol or food after 10pm in order to avoid obtaining additional licenses. Although the venue has a capacity of 200+ (including the outdoor space) we estimated a turnout of 100 – 120 people due to the type of event we curated. According to the Eventbrite blog (2016), 'a Temporary Event Notice (TENs) is often the most cost-effective and straightforward way to cover an event under the Licensing Act 2003, but it does have its limitations'. Nonetheless, as the event had elements of live music and public performances it was necessary to get a permit from the [Performing Rights Society \(PRS\)](#).

There are also time limitations for submitting these applications i.e. 10 working days for TEN, no less than two months for a premise license so it is important to bear this in mind when booking a venue. As well as fees associated i.e. fee for a TEN application is £21.

Other licensable activities include food & performance of music as entertainment which can be seen above. After considerable research from the team and a discussion with Two Tribes Manager Jared we decided to provide food/refreshments for the event so we contacted [Kerb](#) to recommend any suitable local food traders. We finally decided on 2 in order to offer a variety of options and cater to dietary requirements of the audience.

Food Trucks:

1. The Mac Factory
2. Only Jerkin

The group investigated insurance for the event as part of the contingency plan, after some deliberation we decided there was no need to purchase it for the type of event we were conducting. The venue chosen has insurance as well as the food truck businesses, so it was a matter of ensuring a health and safety plan, exit plans in case of a fire etc and security if any problems were to arise. See *Appendix C* for images of the venue, outdoor space for creating a H&S plan.

Staffing

We estimated a total of 2 bar staff (provided by the venue), the team working on the project was a total of 8 from the companies involved. A total of 2 interns and 2 security staff provided by Tileyard studio. The interns were students who wanted to get involved in events management and worked an average 1.5/2 days a week for 2 months (expenses were covered; LLW). We decided to manage effectively using basecamp as detailed above in 'meeting minutes' – this allowed staff to communicate live, share docs and files and to keep on track with how the event was progressing. It also created a schedule of checklists to ensure no tasks was left uncompleted.

Programming – Timetable

See below programming for event:

Programme –

- 5pm – 10pm – Event Duration
- 5pm – 7pm – Network – Arrival Drinks (DJ plays between then)
- 7pm – 7.30pm – Panel Discussion
- 8pm – 9pm – Performances
- 9pm – 10pm – After performance drinks, networking opportunities
- 10pm – 11pm – Event Done, breakdown, cleaners, removal of equipment

Technical rider for performance & panel discussion was also taken into consideration. As the event is not of a huge magnitude, we suggest a hand-held microphone, batteries, backline, monitor, AV, amplifiers, speakers, Apple laptop for performance and for the discussion x5 cordless or individual mics, x5 chairs, auto mixer, camera for live recording.

Marketing

We looked at different ways to market the event, we talked about the content it offered, guestlist vs ticketing (even if it was a free event), what platforms to use and reach of audience. According to Ash & Huggins Christy (2016), it is key to consider the content you're producing and sharing and equate that with the best platform i.e. if we're sharing images or live stories then Instagram would be the best fit. If we're wanting to engage then Twitter would be the best platform and so forth. As Tribe is an event company, we enlisted all communication or enquiries be directed to their team.

I spoke to Tileyard Impact director, Wizdom who also confirmed to us that he would use their social media platforms to promote the event as well.

"I think this event goes hand-in-hand in what we do here at Tileyard Impact and we'd be happy to get involved any way we can in order to help the youths get a head start in music"

Wizdom, Tileyard Impact (2020)

We also ran a social media campaign to increase following and engagement, those who followed the tribe Instagram account, hashtag #TribeMusicMatters and shared with their followers would receive a goody bag and the end of the event. Some of the things included were discounts code for platforms such as Spinnup, x1 free code for PRS events, leaflets from music companies at Tileyard on information about business & legal contacts to help attendees get started.

Social Media Platforms:

- 📱 Instagram – tribe.wearetribe, live stories, post event photos
- 📱 Twitter
- 📱 Facebook – paid social ads

Ticketing:

- 📱 Dice – highlight event
- 📱 Eventbrite Flyer – See *Appendix D for PDF; for GIF Flyer – [please click here](#)*

Other:

- 📱 Radio – highlight event during DJ segment
- 📱 Podcast
- 📱 Blog posts – company websites (Spinnup, PRS, Tileyard Impact)

Outcome of Event

The objective for this project was to create a 1 day media-cross cultural event, the partners involved were a events management company which is a platform for emerging and developing artists, a music management company (Mad Noise Music) and Tileyard Impact - the work experience programme from the Tileyard studios, taking young people from local estates, schools and colleges and introducing them to real work creative industry projects This increases their experience and networks while introducing them to the creative environment.

So, the idea was to have all these companies work together, in providing an educational stance to those involved on the Tileyard impact programme as well as give the community the opportunity to come together. In addition to this, guests were treated with a performance from emerging artist, [Lord Isaac](#), music industry panel discussion and food/drinks.

The event was attended by over 80% of people who had signed up via Dice (ticketing platform), the platform gives event organisers an overview of the number of signees, names etc this was key in terms of analytical overview, estimating cost per head, calculating space and security presence.

It was also crucial to obtain post-event reviews for future reference, debrief with team, data collection and analysis of the event. Robinson & Dickson (2010) in their book state it is important to conduct a post event evaluation to assess the event's success against your initial goals and objectives. We also suggested to send thank you notes or emails to attendees and sponsors in order to maintain relations for future events.

Personal Reflective Summary

I personally enjoyed this project as I had been thinking about putting on an event for quite some time. With the help of my peers and friends, I was able to pull on my resources and relationships with those at Tileyard. I oversaw the marketing strategy as this is where my experience lay. I was also responsible for the programming and promotion of the event. Generally, the planning and organising of the event ran quite smoothly and we incorporated some effective techniques and software quite early on and so there wasn't much miscommunication as far as collaborating goes. I would say that some members were happy to be delegated whilst others wanted more responsibility so this can sometimes be difficult to manage particularly when you're running on a timescale. As we knew what the event was about, we carefully planned out these action plans so on a week-by-week basis we covered all elements, found solutions to problems that arose and devised a marketing strategy on trend with the content we developed. Though there were times, we often had to wait a while for questions to be answered, from vendors or the venue which could be time consuming to the project. Nonetheless, as we had given ourselves 8 – 10 weeks we did not feel as though there was a time constraint.

Contingency Plan

It is always useful to think of a contingency plan when planning events especially if Plan A does not work out. The 'what to do' questions were created by the team to ensure all base for the event was covered if for instance the following was to occur – these would be *hypothetically* answered.

- **Weather adverse – what happens if it starts raining?**
- **What happens if there is a fire?**
- **Health & Safety – where do we go or what is the meeting point in case of an emergency?**
- **What to do if people show up and they didn't register for the event, do not have a ticket?**
- **What is curfew? Can we get everyone offsite as soon as the event ends?**
- **What to do if someone falls ill, gets sick?**
- **What to do if the performer cannot perform?**
- **What to do if there is a public health scare? Postponement?**

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Appendix A



Event Strategy Sheet

“If you fail to plan, you are planning to fail”.

	Need Our attendees want:	Solution Our attendees will love our event because:	Unfair advantage No other events have:	Unique value proposition We're different because:
Event Name: Tribe x Mad Noise Music Date: 21st May 2020 Location: Two Tribes Brewery & Taproom Purpose: Education, Networking	Real discussion in the landscape of music Networking Opp Entry point to Tileyard Community Gateway to music - internships, mentor, volunteer	Educational Purpose Networking Opportunities Mentorship Collaboration Opportunities Potential for reoccurring event Offers from sponsors	Free ticketed event with those involved, PRS, Hart Media etc Networking Entry point in music Local community efforts	Giving back to community, not charging a fee
Audience Our ideal attendee is:	Channels We'll reach our customers by:	Key Metrics The things we have to measure are:	Costs Our major costs will be:	Revenue We'll make money by selling:
18 - 35 years old Music professionals Trainees on Tileyard Impact Emerging Artists Mid-level Artists Local Community at Tileyard Public - anyone interested in getting involved in music	Social Media: Instagram Facebook Twitter Radio Podcasts Company, blog posts	Post event evaluation Turn out & interest - possible for next event to be ticketed Social Media Insight Reach of Audience	Refer to budgeting sheet	Refer to budgeting sheet - this particular event was non-profit

Appendix B

Meeting Notes – Week 1	Subject: Tribe x Mad Noise Music	Participants:
Refer to Basecamp for action plans assigned to each person	Date: 9 th March 2020	Tracey, Holly, Max, George
	Venue: The Vinyl	

Agenda:

1. **6 - 10 weeks before the event**
2. Establish the event goals and objectives
3. Select a date and choose a venue
4. Get cost estimates and create a budget
5. Identify speakers and/or entertainers
6. Seek out and contact sponsors or partners for the event

Meeting Notes – Week 3	Subject: Tribe x Mad Noise Music	Participants:
	Date: 19 th March 2020	Tracey, Holly, Max, George
	Venue: The Vinyl	

Agenda: 3 - 6 weeks before the event

1. Promote the event through the appropriate channels; for e.g. social media, radio, TV, newspapers
2. Establish the audiovisual plan and equipment needed with your AV provider
3. Finalise arrangements for speakers and/or entertainers
4. Confirm if the venue requires any permits and confirm access for guests such as parking

Meeting Notes – Week 5	Subject: Tribe x Mad Noise Music	Participants:
	Date: 24 th April 2020	Tracey, Holly, Max, George
	Venue: The Vinyl	

Agenda: 2 weeks before the event

1. Send reminders to the attendee list
2. Follow up with sponsors or event partners
3. Release announcements about VIPs or keynote speakers to the media

Meeting Notes – Week 7	Subject: Tribe x Mad Noise Music	Participants:
	Date: 13 th May 2020	Tracey, Holly, Max, George
	Venue: The Vinyl	

Agenda: 1 week before the event

1. Do a final registration check of names
2. Brief your team and volunteers about their event duties
3. Finalise the seating plan
4. Inform the caterer of final numbers
5. Make copies of any speeches, videos or presentations
6. Identify where photo opps and interview opportunities will be
7. Promote the event through the appropriate channels; for e.g. social media, radio, TV, newspapers

8. Establish the audiovisual plan and equipment needed with your AV provider
9. Finalise arrangements for speakers and/or entertainers
10. Confirm if the venue requires any permits and confirm access for guests such as parking





Fire escape
Keep clear
No parking





Two Tribes

TRIBE X MNM PRESENTS

MUSIC MATTERS: A PANEL DISCUSSION

*Current landscape of the music business,
where do you go from here?*

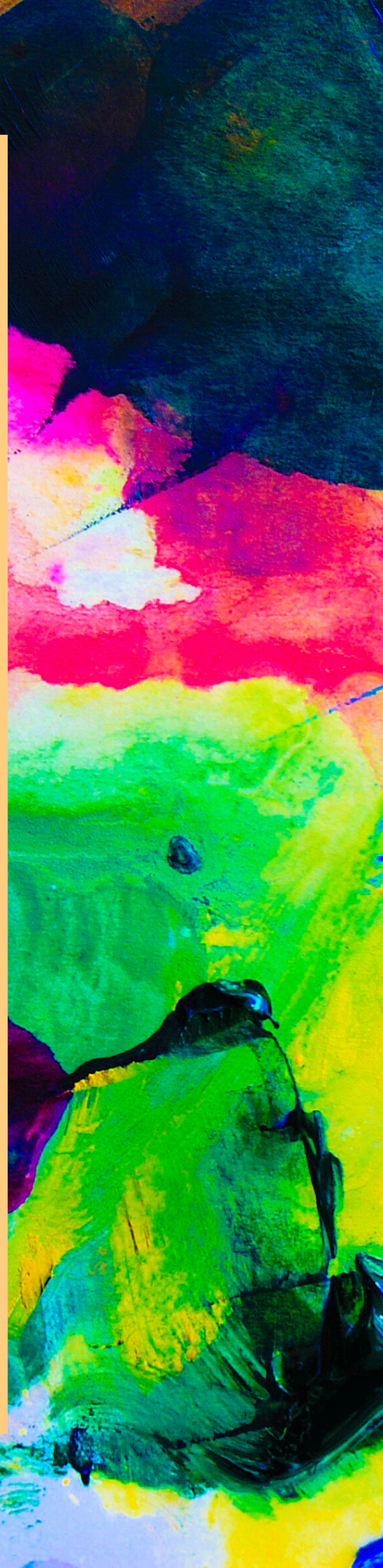
21 MAY 2020

5:00–10:00 PM

TWO TRIBES BREWERY, KX

*Admission is free, please get your tickets
via Dice or Eventbrite, Special PA, arrival
drinks and food trucks by Kerb.*

Do not miss out!



COME JOIN OUR TALK.

'How to navigate the music industry'



Our panel will be a open discussion on all things related to artists and professionals in the music business, current state of the landscape; what does that look like for *you*!

Guest Speakers:

Tracey Kasongo (Mad Noise Music)

Lord Isaac (Artist)

Harrison Seward (Spinnup)

Ben Wynter (PRS)

Jo Hart (Heart Media)



Contact us at info@tribe.co.uk for more information.

Appendix E

Tribe x Mad Noise Music Event

TK Invite some people

Message Board

TK Corona-virus Update! How does this affect the event?

TK Team Meeting - Weekly from 9th March 2020

TK Event scheduled for 23rd May 2020

To-dos

Staff

- ☐ List of responsibilities/checklist
- ☐ Delegation to staff
- ☐ Pay

Pre-Proudction Plans

- ☐ Temporary Event Notice Application  Mar 26
- ☐ Food Vendor license
- ☐ Prepare an event safety plan
- ☐ Audience profile

Docs & Files


google_TT.JPG


Twotribes.jpeg


Google Project Attachments

Campfire



Chat casually with the group, ask random questions, and share stuff without ceremony.

Schedule

 **Mon, Mar 23**

- ☐ x2 Food Truck - Choose traders Food/Drink (Refreshment)

 **Thu, Mar 26**

- ☐ Temporary Event Notice Application Pre-Proudction Plans
- ☐ Kings Cross Local Incentive/Website Marketing Strategy

Automatic Check-ins



Create recurring questions so you don't have to pester your team about what's going on.

[Change tools \(add Email Forwards\)](#)

Project Activity

?

+ New list

To-dos 0/48

View as... ▾

0/3 completed

● Staff

- ☐ List of responsibilities/checklist
- ☐ Delegation to staff
- ☐ Pay

0/5 completed

● Pre-Production Plans

- ☐ Temporary Event Notice Application 📅 Mar 26
- ☐ Food Vendor license
- ☐ Prepare an event safety plan
- ☐ Audience profile
- ☐ Access to event

0/5 completed

● Post-Production Plans

- ☐ Take down of any build up
- ☐ Settle Invoices, if any
- ☐ Team Meeting - identifying issues, areas of improvement
- ☐ Content from the event - social tagging, website, f...

0/11 completed

● Questions for Arianna (Events Assistant)

- ☐ Restrictions of land - Islington Council Planning
- ☐ Noise Control/Curfew
- ☐ Site plan of space
- ☐ Ticketing - Free guest list on Dice 📅
- ☐ ...

0/10 completed

● Logistics

- ☐ Sound + additional Equipment
- ☐ Weather - consider outdoor area
- ☐ Toilets x2 located at the space - is that enough for 100 ppl? 📅
- ☐ Site planning - utilisation of outside s...

0/3 completed

● Food/Drink (Refreshment)

- ☐ Brewery/Wine/Soft drink served at bar
- ☐ x2 Food Truck - Choose traders 📅 Mar 23
- ☐ Options for allergies, Vegan, Vegetarian, GF

0/4 completed

● Event Programme

- ☐ Artists/DJ Confirmed
- ☐ Performances Timetable 📅 Apr 6
- ☐ Before & After showcase programme
- ☐ Other activities

0/5 completed

● Marketing Strategy

- ☐ Social Media Promo
- ☐ Invites
- ☐ Websites/Mailing List
- ☐ Tileyard Community/Companies
- ☐ Kings Cross Local

0/2 completed

● Brand Sponsorship

- ☐ Partnership with educational organisations? Internships in Music 📅 Mar 31 🚫 Tracey K.
- ☐ Food Vendors 📅 Mar 30 🚫 Tracey K.



PREMISES LICENCE SUMMARY

LICENSING ACT 2003

Premises licence number	LN18113-081117
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Date of original grant*	8 November 2017
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**An Annual fee associated with this licence is to be paid annually on the anniversary of the original grant date.*

Postal address of premises, or if none, ordnance survey map reference or description

TWO TRIBES BREWING
UNIT 4, TILEYARD ACORN PRODUCTION CENTRE
103-105 BLUNDELL STREET

Post town	London	Post code	N7 9BN
Telephone number			

Where the licence is time limited the dates

Not Applicable

Licensable activities authorised by the licence

For the ground floor

- The provision of regulated entertainment by way of:
The performance of plays
The exhibition of films
The performance of live music
The playing of recorded music
The performance of dance
- The provision of late night refreshment
- The sale by retail of alcohol

The times the licence authorises the carrying out of licensable activities

- The provision of regulated entertainment for the performance of plays:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the exhibition of films:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the performance of live music:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the playing of recorded music:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	00:00
Saturday	11:00	to	00:00
Sunday	11:00	to	23:00

- The provision of regulated entertainment for the performance of dance:

Monday	11:00	to	23:00
Tuesday	11:00	to	23:00
Wednesday	11:00	to	23:00
Thursday	11:00	to	23:00
Friday	11:00	to	23:00
Saturday	11:00	to	23:00
Sunday	11:00	to	23:00

- The provision of late night refreshment:

Friday	23:00	to	00:00
Saturday	23:00	to	00:00

- The sale by retail of alcohol:

Monday	12:00	to	23:00
Tuesday	12:00	to	23:00
Wednesday	12:00	to	23:00
Thursday	12:00	to	23:00
Friday	12:00	to	00:00
Saturday	12:00	to	00:00
Sunday	12:00	to	23:00

To permit an additional two hours on New Years Eve

The opening hours of the premises:

Monday	11:00	to	23:30	
Tuesday	11:00	to	23:30	
Wednesday	11:00	to	23:30	
Thursday	11:00	to	23:30	
Friday	11:00	to	00:30	the following day
Saturday	11:00	to	00:30	the following day
Sunday	11:00	to	23:30	

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

On and Off Supplies

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence

Two Tribes Brewing Ltd
28 Forth Avenue
Hove
BN3 2PJ

Registered number of holder, for example company number, charity number (where applicable)

03860428

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Justin Hutton
175 Queens Park Road
Brighton
BN2 9ZA

State whether access to the premises by children is restricted or prohibited

No restrictions

Islington Council
Public Protection Division
222 Upper Street
London
N1 1XR
Tel: 020 7527 3031
Email: licensing@islington.gov.uk