



INDEPENDENT PROJECT

BY SAM GOODFIELD

ABOUT ME

Hey, I'm Sam Goodfield, the creator and presenter of this presentation.

I have worked within the events sector for around 10 years, with experience in many sub-sectors of the industry. I have worked along side many large scale events, alongside theatre, night time and grass root hospitality.

Generally, i have worked events in the role of Public Safety, working both on the ground and in control rooms.



(Wilkins, 2024)

BACKGROUND

Grass Root Venues have recently seen a decline in economic viability, with many GMV's closing on a weekly basis (Kelly, 2024). The cost of Living Crisis has hit venues and the hospitality sector harder, being underfunded and with little government support (Taylor, 2024). The Music Venue Trust, an organisation supporting GMV's have recently put a large push on saving venues, and recently purchased the Bunk House (Music venue Trust, 2024). However, Swansea has multiple GMV's that are all in a dire financial situation, including Hangar 18, Sin City and Hippos.

Sin City is the Largest GMV in Wales

Its evident, that the largest target market in Swansea is students. Swansea Council research suggest that between 2021 and 2022 there was 29,965 students studying full time in Swansea (Swansea Council, 2024). However, there is limited events that intice students, with only 2 main student events, Sin Savers and GWA Wednesdays.



(Wilkins, 2024)

ABOUT SIN CITY

Sin City is the largest GMV in South Wales, owned by Gary Lulham. The venue started back in 2006, opening on New Year, partially owned by SUSU. In 2010, the venue ownership was transferred to SUSU. In 2015, the venue was purchased by Gary Lulham (Lulham, Quelch and Neil, 2024).

Sin City's main student nights are Sin Savers, hosted every thursday and Hustle hosted on Tuesdays.



(Wegow, 2024)

OBJECTIVE

1

Promote the struggling GMV sector to Students, ensuring the need of GMV's to the music production community can be sustainable

2

Create a student led event, promoted to students in Swansea. Reduced box office fees, reduced drink prices.

3

Create a sustainable business plan for hosting events as a 3rd party promotor, that will entice students to attend, and ensure GMV's can make a sustainable turn-over from our events.

(theunsignedguide, n.d.)

SCOPE

1

Use of student promoters to Promote the event, with financial incentives for ticket sales. Creating a community of attendees, increasing free advertisement for the event.

2

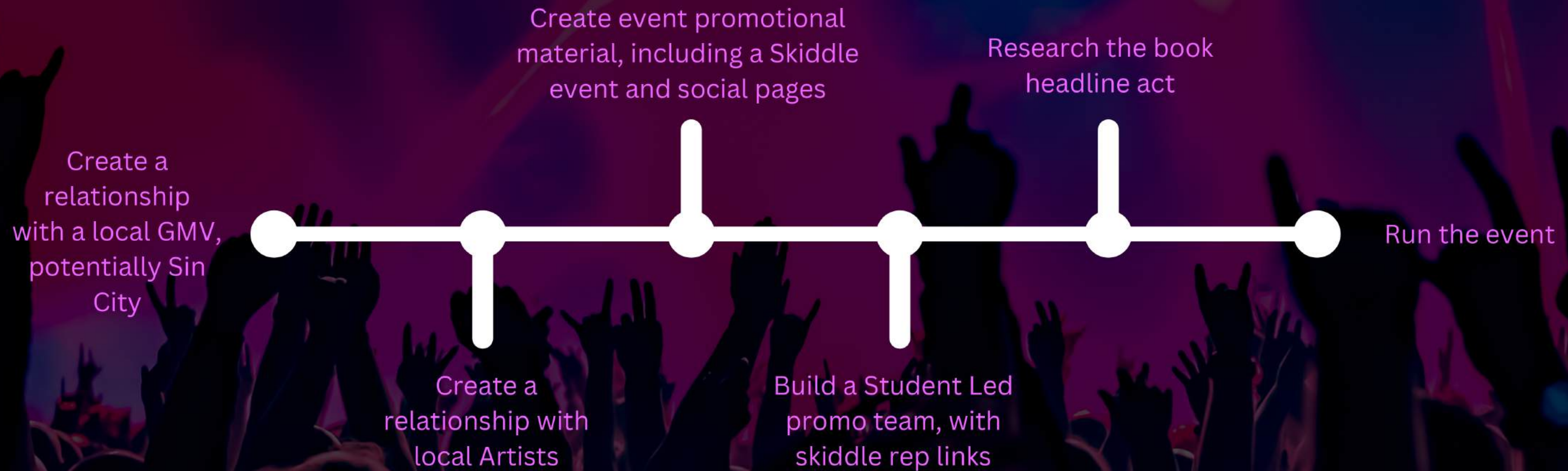
Create a platform for up and coming DJ's and Artists, providing a reduced cost in agent fees, while allowing up and coming artist to get recognised.

3

Create a good relationship with local venues, to ensure profitability for both the promotor and the venue.

(Dalling, 2024)

TIMELINE



WORK PLAN ACTIVITIES

CREATE VENUE RELATIONSHIP

Creating a relationship with a local GMV, potentially Sin City, to provide the venue that will have economic benefits to both the promotor and the venue.

CREATE A MARKETING PLAN

Create a plan to ensure ticket sales, including but not limited to using comission based ticket sales through ticketing reps. Utilising a platform such as Skiddle, to ensure easy ticket sales and promotion.

CONDUCT PRIMARY RESEARCH

Using online platforms, such as Facebook, to create an easy to use Poll for students to vote on the type of event.

CREATE FINANCIAL PLAN

Create a planning document, detailing the costings, and the potential profits from the event. Including but not limited to, income from ticket sales and ticket sales forecasts.

CREATE A RELATIONSHIP WITH ARTISTS

Creating a working relationship with local DJ's and Artists, including but not limited to the SUSU DJ Society and local house DJ's.

RESOURCES

1

Health and Safety, including but not limited to: First Aiders, First Aid Equipment and Fire safety equipment

2

Booking and Permissions, including; Licensed venue, PRS/PPL, Ticket Sales, Accreditation and Door Staff.

3

Budget, including a breakdown of costs for Venue, Marketing, Insurance, Equipment and hire.

4

Staffing Requirements, such as Security Staff, agency staff and bar staff.

(Resource Centre, n.d.)

(Bunkhouse Bar Swansea, n.d.)

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