

TILEYARD EDUCATION

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LIVE MUSIC & EVENT MANAGEMENT
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Under the Moon Festival

Under the Moon is a new 2 ½ day music and entertainment festival held at Larmer Tree Gardens near Salisbury. The theme of the festival revolves around the moon and the universe as the festival will take place from 1st – 3rd August 2020 which coincides with the full moon on 3rd August. Set in a beautiful and mysterious environment, the vision of the festival is to draw the attendees into a world full of amazing live music, stories about the universe, relaxation, wellness and joy, so that every guest leaves feeling recharged, happy and at peace. With UK artists such as headliner Lianne La Havas, Sivu and Art School Girlfriend and international artists such as Norwegian artist Moyka and the Polish duo Rebeka, the festival showcases a broad variety of sounds within a wide range of genres such as indie pop, electronica, folk, singer-songwriter, alternative rock, ambient electronic sounds, jazz and more. Furthermore, it is extremely important to me that Under the Moon nurtures the local community and showcases local artists and bands. I will elaborate on how this will be targeted later within the essay. Other entertainment includes a silent disco and silent dancing classes, a market with local arts and crafts products, yoga and meditation, face paint and henna, five themed bars, a wishing tree, mysterious characters walking around the garden and many more. The festival is open to all ages, however attendees under 18 must be accompanied by an adult.

Tickets are available as one-day tickets or weekend passes. Concession and family passes are available. All prices are listed on the pricing list. (See Appendix 1) All tickets include standard camping until the next day. The festival site must be vacated by 11am. Luxury Camping, Caravan Parking, Car Parking and Shuttle Service can be purchased at an extra charge.

The Venue – Larmer Tree Gardens

Choosing a fitting venue is extremely important for carrying out a successful festival. Some of the most important criteria are size, location and accessibility. Furthermore, surrounding residents and wildlife need to be considered as well as access to water and electricity. These categories are not exclusive. However, if all of them are carefully thought out the site should provide a good area to hold a festival.

When choosing the size of a venue, it is important to consider the following factors:

- At least 2m² per person in front of the stage
- At least 4m² per person at the rest of the venue
- Camping Space
- Parking Space
- Backstage Area (Including Management Tents, Staff Catering, Toilets, Changing Area, Truck Parking, etc.)
- Evacuation Route and Space

The site I chose is Larmer Tree Gardens which is located within the natural landscape of Cranborne Chase. Originally designed as pleasure grounds for 'public enlightenment and entertainment' in 1880 by General Augustus Pitt Rivers, the site offers a beautiful Victorian garden suitable for live music, entertainment and refreshment and is surrounded by fields that offer spacious grounds for further entertainment as well as camping, parking and back stage area. (Visit Wiltshire, 2020) The site is home to two further festivals, the End of the Road Festival with a capacity of 15,000 which is held in September and the Larmer Tree Festival with a capacity of 5,000 which is held in July. (End of the Road, 2020) (Larmer Tree Festival, 2020) The site is therefore perfectly equipped for a festival of the dimensions of Under the Moon.

The site does not pose any unusual risks such as open water, proximity to factories or open train tracks and is therefore very suitable for families with children. There are no immediate neighbors which eliminates the risk of receiving noise complaints. There are no animals on site but as the site is located within nature and fields there presumably is a high number of wild life living in the area. The site prohibits open fires and I have deliberately decided to forbid any fireworks for the protection of the environment and surrounding wildlife. In addition to the welfare of animals, eliminating pyrotechnics also reduces the risk of firework induced injuries and fire during the event.

The site is easily accessible and connected via a road which provides access for construction vehicles and emergency vehicles.

There are four emergency exits which are each 1.2m wide or more. The ground is mostly even, which allows an average rate of 100 people reasonably exiting per minute per gate during an evacuation. (Purple Guide, 2020) At a maximum number of 3,500 people on the grounds at one time, this should allow the site to be fully vacated within less than 8.75 min. As there are children present and some people might be under the influence of alcohol, evacuation time might take slightly longer. This should still allow for everyone to leave the festival grounds in case of emergency within 10 minutes or less.

The location is easily reachable for festival attendees. The closest towns are Salisbury, Poole and Bournemouth which all have train stations and bus stations. A non-stop train ride from London to Salisbury takes less than 1:30h. We will provide shuttle buses from the train stations to the festival site. For people travelling by car or camper van it is a 2-hour drive from London via A354.

I created a map for guests to find their way around the festival site and to find important points such as toilets, drinking water stations and campsites quickly. (See Appendix 2) The map also clearly showcases the emergency exits and first aid tent.

Health and Safety

Putting on a 3,000 people capacity event brings many health and safety risks with it. To make sure that I considered all of the potential health and safety challenges and not oversee any hazards, I obtained the Purple Guide to help me discover which elements I need to consider when writing the Health and Safety plan for Under the Moon. According to the guide, the following areas need to be considered:

- Venue & Site Design
- Resilience activities for events (Contingency & Emergency Planning)
- Medical
- Communication
- Transport Management
- Working at Height
- Temporary Demountable Structures
- Fire Safety
- Electrical & Lighting
- Barriers & Fencing
- Crowd Management
- Special Effects
- Waste Management
- Noise
- Sanitation
- Campsites
- Information & Welfare
- Food, Drink & Water Provision
- Safeguarding Children & Young People
- Dealing with Crime & Disorder
- Unmanned Aircraft (Drones)
- Staff Welfare
- Coping with the Weather
- Insurance

(Purple Guide, 2020)

A big part of Health and Safety is to conduct a thorough risk assessment that looks at all the potential hazards, their severity and likeliness and then to implement measure to either prevent the hazard from happening or decrease the severity of the impact. (see Appendix 4) To rate the degree of harm of each hazard I used a table that ranks risk in three categories – green, yellow and red. (see Appendix 5) (HS Direct, 2016) Since this is the first festival I am planning and making mistakes within the risk assessment could lead to catastrophic consequences, I decided to also engage the services of the safety advisory group ‘What No Safety?’ which is based in Salisbury. They offer Health and Safety Consultancy advice, assistance and mentoring as well as risk assessments and documentation. (What No Safety?, 2020)

Licensing

According to the Licensing Act 2003, any event that sells alcohol, serves alcohol to members of a private club, provides entertainment, such as music, dancing or indoor sporting events and/or serves hot food or drink between 11pm and 5am needs to apply for a license prior to the event happening. (Legislation.gov.uk, 2003) Under the Moon fulfills three of the four criteria and therefore needs to be licensed by the council. In this case, the responsible council is Wiltshire Council. The only event application form that can be found online for the Wiltshire council is a Temporary Event Notice (TEN). (Wiltshire Council, 2020) Unfortunately, a TEN only applies for events with an attendance of 499 people or less. (Gov.uk, 2020) Obviously, this does not match the size of Under the Moon. I therefore had to get in touch with the council in person regarding the event. I drafted an email that contains most of the information that a TEN form includes such as my address and the address of the venue as well as the most important information about the event such as number of attendees, dates, times during which licensable activity takes place and more. (see Appendix 6)

Local Involvement

Developing close connections with the local communities is very important to me when putting on this festival. I do not want the festival to intrude the environment but instead involve the local citizens as much as possible. To make sure that locals get a chance to buy tickets, I will reserve 500 tickets for people living in Salisbury, Poole, Bournemouth and surrounding areas.

Local Stores and Artists

Furthermore, I want to create opportunities for the local shops and artists. At the festival Milky Way Market, we will host market stalls that offer all kinds of products from local sellers.

Band Competition

The UK music scene is one the biggest and most vibrant in the world. While some of the biggest artists come from the UK, there are also a large number of very talented, unsigned, small musicians and bands. I want to create a platform for some of these smaller, local artists to showcase their talent. To get local musicians involved, I will run a competition in Salisbury prior to the festival. Phase one of the competition is artists sending in a video of two original songs being performed live. A jury will select 15 artists and invite them to play a 25-minute live set at the Avon Brewery Inn in Salisbury as phase two of the competition. The live shows will take place on three different evenings. The same jury will be present at all three shows. Only after the three shows were held, they will choose 5 acts that will each receive a 25-minute performance slot at Under the Moon. The artists will be notified within one week after the third showcase. They will also receive free tickets to the festival and drink and food vouchers.

Prize Draw

The second phase of the competition will be a ticketed event open to the public. With each bought ticket, the audience attendee will automatically be entered into a price draw to win one of 5 luxury tent stays and weekend festival ticket for two. They will also be notified within one week after the third showcase.

Promotion

Since this is the first time that Under the Moon festival will take place, it does not have an existing fan base yet. The promotional aim therefore is to attract a new audience. The marketing plan will focus on three areas: online marketing, local community-based marketing and promotion around London. I have also prepared a press release which we will send out to local newspapers and event sites. (see Appendix 7)

Online Marketing

Online marketing is one of the most important promotional strategies as almost everyone uses the internet and social media of some kind. The target audience for the online campaign are followers of the artists that are performing at the festival such as Lianne La Havas, who has an already well-established fan base in the UK as well as followers of the “End of the Road Festival”, the “Larmer Tree Festival” and other music festivals in the UK with similar music styles. We will also create an engaging, easily accessible website that provides all the information around the festival.

Local Community-Based Marketing

I already mentioned some of the elements of our local promotion in the previous chapter ‘Local Involvement’. To attract attention from local citizens we will spread posters, banners and flyers around Salisbury, Poole and Bournemouth as well as at the ticket office of Larmer Tree Gardens. The poster contains important information about the festival such as name, date, location and some of the artists. (See Appendix 8)

Word of mouth publicity must not be underestimated as well. With the involvement of local musicians and shops we are hoping to attract their families, friends and customers.

Promotion around London

As the festival is easily accessible from London, we are also targeting London based music fans and festival goers. We will hang posters and banners at different locations and tube stations in London with our main target audience being 18-45-years-old.

Conclusion

Planning a festival of this size is a very fun and rewarding, yet also incredibly difficult task, as many components need to be considered carefully. Within this assessment I decided to focus on presenting the story, aim, venue choice, health and safety assessment, licensing and promotion of the Under the Moon festival. However, to successfully put on a festival further elements such as budgeting, team management, creative management, Human Resources and sustainability need to be considered. Still, this portfolio should give a good overview of what Under the Moon festival is and some of the challenges it brings.

Appendices

Appendix 1) Price List

Ticket Type	Price
Standard One-Day	£ 50
Standard Weekend	£ 80
Concession (Children between 13-17, Students, Retired) ¹ One-Day	£ 40
Concession (Children between 13-17, Students, Retired) ¹ Weekend	£ 65
Child (Between 5-12) ² One-Day	£ 15
Child (Between 5-12) ² Weekend	£ 25
Small Child (Under 5) ³ One-Day	£ 0
Small Child (Under 5) ³ Weekend	£ 0
Car Parking One-Day	£ 10
Car Parking Weekend	£ 15
Caravan Parking ⁴ One-Day	£ 25
Caravan Parking ⁴ Weekend	£ 40
Luxury Camping ⁵ One-Day	£ 150
Luxury Camping ⁵ Weekend	£ 250
Extra Bed per night	£ 20
Extra Duvet per night	£ 10
Extra Pillow per night	£ 5

1 Concession Tickets can be purchased separately but ticket holders under 18 will only be allowed on festival grounds if they are with an adult.

2 Tickets for Children can only be purchased with a standard ticket.

3 Children under 5 are free. You must still acquire a free ticket. Tickets for Small Children can only be purchased with a standard ticket.

4 There is no access to water and electricity for caravans. Toilets and phone charging facilities are free of charge on site.

5 Sleeps up to 4 people. 2 single beds including pillows and duvets included. Access to exclusive shower and toilet facilities. Find more info [here](#).

Appendix 2) Festival Map



Appendix 3) Festival Map Legend

Under The Moon Festival - Legend



Appendix 4) Risk Assessment

Type of Hazard (A-Z)	Severity/ Likelihood	Who might be harmed and how might they be harmed?	What are you already doing?	What needs to be done?
Collision of Structure	12	Structures can collapse due to extreme weather or poor assembly and can cause serious harm to artists, staff and festival attendees.	All structures are assembled by professionally trained staff and signed off as safe. Furthermore, weather will be monitored and precautions will be taken if needed.	

<i>Covid-19</i>	12	Everyone is at risk as Covid-19 can easily be transmitted and cause mild to severe health problems.	During the pre-production period all employees are working from home and meetings are held via video call.	Acquire insurance that covers event cancellation due to viral infections and other epidemic diseases.
<i>Drug Use</i>	20	Drug Users might suffer from severe health issues and worst-case - fatality. Other festival attendees might get in contact with drugs, be drugged or assaulted by drug users. Security guards might be endangered by having to deal with people who are not of clear mind.	There will be a thorough bag and safety check upon entry to festival grounds. Festival attendees who violate against the no drug policy might be removed from the site and fined.	
<i>Electrical Danger</i>	10	Staff working with electrical equipment and festival attendees may suffer severe electric shocks from faulty equipment which might be fatal.	Thorough inspection and PAT Testing of all electrical equipment by qualified personnel. All electrical equipment and infrastructure is installed by qualified staff. Only certified personnel has access to power supplies which all have circuit breakers installed. Electrical equipment must be rated for outdoor use.	
<i>Fire</i>	10	Everyone is at risk if an unexpected fire breaks out. The fire itself is a hazard as well as the smoke.	There will be sufficient emergency exits which will allow for the site to be vacated quickly. There is a detailed emergency plan in place on which each member of staff is briefed on. Special code language on radio is made clear	Before the beginning of the festival there will be a practice emergency evacuation drill.

			to every member of staff. The site is easily accessible for emergency vehicles.	
<i>Flooding</i>	3	Floods can cause damage to equipment as well as create health and safety hazards such as slippery grounds and deep puddles.	Weather will be monitored and precautions will be taken if needed.	
<i>Food Safety and Hygiene</i>	6	Food safety and hygiene is important for everyone and can cause health issues if neglected.	All groceries are delivered from a reliable source. All food vendors are registered and receive food hygiene training.	
<i>Gas Safety</i>	5	Poor maintenance of pipes can lead to leaks and buildup of gas. This increases the risk of an explosion.	Professional personnel to identify all potential gas hazards. Evacuation plan in place.	
<i>Human Failure</i>	6	Human failure can affect just one person or large groups of people.	Sufficient break times and sleep times for staff to prevent clumsiness due to fatigue and exhaustion. Every major decision to be confirmed by second person before putting into action. Failures that could risk the health and safety of people need to be reported.	
<i>Lightning Strike</i>	4	A lightning strike might damage equipment or worst case set off a fire.	The same as fire + weather will be monitored and precautions will be taken if needed.	
<i>Mass Panic</i>	10	If a mass panic arises everyone is at risk of suffering from shock to physical injuries and worst-case fatality.	There will be enough ground space in busy places such as in front of the stage (2m ² per person)	

			Emergency exits are clearly marked. There will be security guards and stewards present in front of the stage and other areas of risk.	
<i>Medical Emergency</i>	8	A member of staff or festival attendee might unexpectedly fall ill.	There will be medical staff with CPR training and first aid equipment present. An ambulance can easily access the site.	
<i>Noise Damage</i>	3	On site staff and festival attendees might be exposed to high levels of volumes which might cause hearing damage.	Ensure that noise limits are known and followed. All staff will be provided with ear protection. Staff in very noisy environment will be rotated with quieter environments.	
<i>Slips, Trips and Falls</i>	6	Staff or artists might trip over cables and other gear. Festival attendees might fall or slip, especially in the dark, if they are drunk or if it is rainy and the ground is slippery.	All loose cables and equipment will be secured with e.g. tape. A first aid tent with qualified medical staff is present.	
<i>Smoke and Fogs</i>	2	Smoke and Fogs can decrease visibility and make tasks for workers harder and more dangerous. Workers might be less visible to construction vehicles.	Workers will be equipped with high visibility gear. Drivers of construction vehicles will take extra care when driving. Torches will be provided.	
<i>Terror Attack</i>	10	A terror attack creates a danger for everyone.	There will be a thorough bag check upon entry to the festival site. Local authorities will be made aware of the event happening. All	

			staff members will be briefed on the emergency plan.	
<i>Vehicle Movement (Construction)</i>	6	Construction vehicles create risk for all workers present.	Streets and vehicle routes will be clearly marked. Drivers of construction vehicles are fully trained.	
<i>Vehicle Movement (Public)</i>	6	Pedestrians might be hit by festival attendees driving to the event.	Car parks and streets are clearly marked and well lit. Pedestrian paths are separated from vehicle routes. There will be shuttle buses running frequently to and from train and bus stations in Salisbury, Poole and Bournemouth.	
<i>Working at Height</i>	10	Contractors and staff may be harmed by construction workers working at height. The worker might fall or drop something and endanger staff on the ground.	Workers at height will be equipped with correct safety harnesses and helmets and will be trained. Other workers on the site will be equipped with high visibility clothes and protective helmets.	

Appendix 5) Risk Severity – Likelihood Table

Likelihood	Severity				
	Trivial	Minor Injury	Over 3 Day Injury	Major Injury	Incapacity or Death
Highly Unlikely	1	2	3	4	5
Unlikely	2	4	6	8	10
Possible	3	6	9	12	15
Probable	4	8	12	16	20
Certain	5	10	15	20	25

Appendix 6) License Application Letter

Email: Dear Sir or Madam,

I am writing to you as the project manager for an upcoming music festival for which I would like to apply for a premise license. The festival will take place at

Larmer Tree Gardens, Tollard Royal, Salisbury, Wiltshire, SP5 5PT

from 1st to 3rd August 2020 with a capacity of 3000 guests plus a maximum of 500 staff.

The build and break period will take from 30th July 2020 to 4th August 2020.

There will be on-site camping and alcohol will be served on the premise from 11:00 until 01:00 on the premises only. Regulated entertainment such as live music will take place from 11:00 until 00:00.

I currently do not hold a personal license and have not given any previous temporary event notices within the same calendar year.

I would be very grateful if you could aid me through the application process. I am happy to provide any documentation needed such as Risk Assessment, Health and Safety Plan, Event Management Plan, proof of ID etc.

I am looking forward to hearing back from you.

Kind regards,

Helena Loehner

Appendix 7) Press Release

Under the Moon Festival is a 2 ½ day music and entertainment festival coming to the beautiful Larmer Tree Gardens near Salisbury. With UK artists such as headliner Lianne La Havas, Sivu and Art School Girlfriend and international artists such as Norwegian artist Moyka and the Polish duo Rebeka, the festival showcases a broad variety of sounds within a wide range of genres such as indie pop, electronica, folk, singer-songwriter, alternative rock, ambient electronic sounds, jazz and more. Furthermore, it nurtures and showcases local talent. It takes place from 1st to 2nd August 2020 with the option to camp until 3rd August.

Follow the enchanting music and get lost in the mystical Gardens while the full moon watches over you.

There is much to explore. There will be live music on two stages all day. Just make yourself comfortable and listen. Leave reality behind and dance your everyday stress away in our silent disco or dive into the Black Hole Tent with our amazing DJs. Have a cocktail or beer at one of our 5 themed bars. If you feel like taking a breath, chill out in our relaxation district where you can do yoga and meditation at the Venus Relaxation Tent or look up at the moon and leave all your cares behind in one of the hammocks. If you feel like pampering yourself, we offer organic face mask treatments. If you want to go a bit fancier, we have makeup artists offering face paint,

henna and hair styling. For those who love shopping, Milky Way Market will give plenty to explore. All sorts of things from local artists and shops can be found.

If you are looking for something special, join us Saturday night for our full moon dance and music ceremony or make your deepest wish come true by hanging a star on the wishing tree. There's also lots to do for our little guests. At Constellation Playground kids can run and play all day or have a go at making their own celestial themed arts and crafts. All around the festival grounds mysterious characters can be seen. Why don't you follow one and see what they're up to?

Tickets are available from £ 50 for a standard one-day ticket and £ 80 for a standard weekend ticket. Concession and family tickets are available.

All one-day tickets include camping for the night. The camp site must be vacated by 11 am the following day.

Address:

Larmer Tree Gardens

Tollard Royal

Salisbury

SP5 5PY

How to get here:

Sat Nav Directions

Sat Nav will take you the wrong way. Instead download the below app [here](#) and just search for the three words.

what3words

/// submerge.port.popular

Parking Info

Parking Tickets can be purchased online or cash. No cards accepted at the parking space. There is an atm available.

Parking is at own risk. The festival organizers will not accept liability for any accidents, damage or loss incurred.

Train

Salisbury (Wiltshire) and Gillingham (Dorset) www.qwr.com.

Coaches and Shuttle Buses

If you are arriving by train or coach, we offer Shuttle Services from the train and bus stations in Salisbury, Poole and Bournemouth. Book via [Tuned in Travel](#) from £15 per person.

(Tuned in Travel will offset every Tuned in Travel passengers carbon footprint through a donation to Energy Revolution)

Taxi

A one-way fare from Salisbury during the day is around £40 – £50, costs will vary. Prices go up in the evening, and could be around £70.

Local companies include:

Value Cars: 01722 505050

City Cabs: 01722 505055

All the Sevens: 01722 777777

Car Share

Car share is a perfect way to start your festival early by having fun travelling with other festival-goers! It also saves money and reduces your carbon footprint.

Try [gocarshare](#) or [liftshare](#).



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