Jordan Lazarus
1706407

Portfolio: Organisation of Event at Tileyard Studios

Live Event Management
BMTY7005

Tutor: Natalie Smith

As a team, for this project, we were briefed to produce a "one-day cross media cultural event at Tileyard Studios in March 2018". After a couple of what we called 'Brain Dump' sessions early on, in which we spilled out any, and every idea we had in our heads, we had decided roughly what we wanted the event to be. We discovered that the date that had been specified for the event, March 21st, was the day after the spring equinox and therefore sought-after ways to incorporate that into our idea. The name 'Sprung' was debated and the whole team seemed to like it. Thus, in order to ensure we did not have a conflict we checked to see if anyone had registered the name as a trade mark, as well as checking for other, similar events of the same name. After confirming the name was a sound choice, we took to social media outlets to secure handles for Instagram, Facebook and Twitter, for use in the future promotion of the event. Similarly, we obtained the web domain, 'sprung.life', and I built and set up a spring-themed holding page with a 'coming soon' notice and an email signup form (*Appendix A*), as well as email accounts for the domain.

The original date specified in the event brief was the 21st March 2018. When starting the project, we were working towards this date, however, in order to deliver our event to the overall standard that we wanted, we realised that this date was too ambitious and decided to push the date back to some point in late spring or early summer. This at first was disappointing to us as we liked the fact the event date was close to the equinox and we could fit our theming around it. After discussion however, we came to the conclusion that the theming would still be relevant and that there were other connotations to the name that could be explored and incorporated. Themes surrounding youthfulness, rebirth and new beginnings, are all ones we are looking to explore with this project through choice of programming, venue decoration/theming, and choice of associated organisations to involve.

The venue for the event, that we have been kindly given the use of by Tileyard, lies within the studio complex and consists of a courtyard, which is used day-to-day as a car park for surrounding offices, an indoor space known as 'The Gallery', and a bar/café known as the Vinyl Café, all of which are interconnected as seen in *Appendix B*. Tileyard Studios is right on the border of the London Boroughs of Camden and Islington but falls under the Islington Authorities for the matter of licensing. The Vinyl Café already holds a premises license which can be seen in *Appendix C*, however this only covers the Café itself, and will not be applicable to the outside area and the gallery (Islington Borough Council, 2017). In order to use these spaces for live music, and for the sale of alcohol should we want to, we need to apply for what is known as a Temporary Events Notice or TEN. This is a notice issued to the licensing authority stating that you intend to carry out licensable activities on unlicensed premises on a temporary basis. You also need one if you wish to carry out licensable activities on premises that hold a premises licence, that fall outside of the schedule of operations specified on the licence. The notice can only be used for events whose capacity is under 500 people including staff and the authorities must receive the notice no later than 10 working days before the date of the event. *Appendix D* is a completed TEN for the event (GOV.UK, 2017). In reality, we may choose to split the premises and apply for one TEN for the Courtyard and another for the Gallery. This will increase the capacity to across the entire site, however the gallery is not large enough for the maximum amount of people allowed under a TEN, so it may be the case that we set the maximum capacity as 200 for the Gallery on the notice.

We would however need to have staff situated between the areas with clickers to ensure the maximum capacity is not exceeded. In order to manage the number of people on the premises as a whole we will be ticketing the event.

There may be opposition to the TEN with respect to the noise level, as the premises are in central London and, though not in the immediate vicinity, the sound could travel and potentially disturb local residents. In order to combat this, we will be observing a curfew of 2300 for amplified music, and will monitor the audio level so that it remains within reasonable bounds for the duration of the event. Another challenge we have faced with this event, is that it is being run in a location with lots of offices and recording studios in the surrounding buildings so, in respect of the people working in the Tileyard community, we will only begin playing amplified music after 1800, when the majority of the offices have closed for the day. The event, however, is scheduled to begin at 1200, so we will be putting on other activities during the day. We will of course be using time during the day to set up structures and equipment for the evening, and in addition, we hope to use the daytime for activities based around health and wellbeing. We hope this will be good for brands wishing to sponsor the event that have products that fit in with this idea. We plan on bring food vendors onto the site to supply catering to the event after 1800. We originally wanted to be able to provide food during the daytime, but after discussion with the Vinyl Café who also serve food during the day, we agreed to start selling food at a later point in the day to prevent a business conflict. We wanted to ensure that the people who operate the café are happy with how the event is run, as we want to use the bar in the evening to supply drinks to the event.

When we initially began the project, I suggested to the team that we manage our tasks using the online management tool, Trello. In the early stages I used the tool in meetings to quickly note down points for consideration at a later stage. It is an incredibly useful tool as I could set up a team of users within Trello who are all able to view and edit its content. The Trello boards that I created in the early stages can be seen in *Appendix E*. This made it easier to hone the idea and to have more productive meetings by refining the points of discussion. In our later meetings, we began to record more formal minutes of the meetings some of which can be seen in *Appendix F*.

We have been given no upfront capital to work with in order to put on this event, and therefore we are challenged to acquire everything we need to put on the event successfully for free or by sponsorship of some kind. We have been given the venue, free of charge which is a huge advantage, as well as connections to businesses within the Tileyard community. We hope that, in order to help fund the event, we will be able to secure sponsorship from businesses. We have begun to piece together a 'deck', a document that will be used to tell potential sponsors, and even artists, what the event is, and the idea behind it. It aims to answer the 5 Ws - the Who, What, Why, When and Where, to try and convey the idea for the event. When it is completed, it will feature 'packages' that businesses can sponsor for i.e. one package could include the business' logos on all flyers, to feature the company's product and two social media posts directed at the business' social media pages or website, in exchange for a monetary sum. And, in return for this, the company gains exposure in the Tileyard community – a professional community, revered in creative arts, especially the music business, which could be a market they want to tap into.

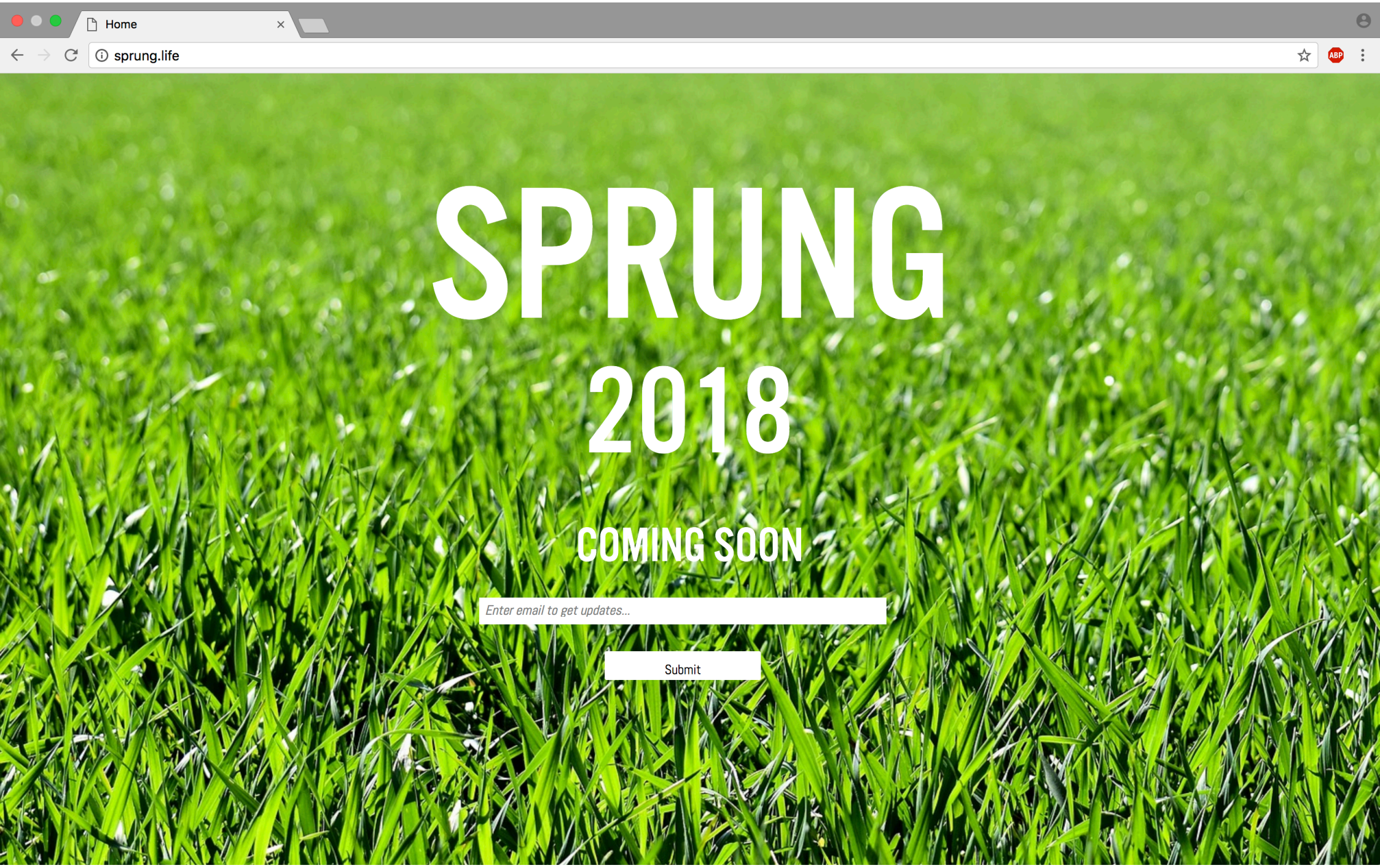
I pieced together an initial draft of the deck with details on what the event is about, addressing the 5 Ws. It is not completed with sponsorship packages yet, but it gives a feel of what the event will be and provides some details, which can be seen in *Appendix G.* Initially we wanted to put the event on for free, but still ticketed, but this idea is now under review and we may decide to charge a small nominal ticket price to aid in producing some capital for the event, as there are some things that would need to be paid for with cash, such as the TENs.

We met with Milly McGregor, the Head of Operations at Tileyard, in early December to ask questions and get some advice on running an event at Tileyard as she is very frequently responsible for organising similar events in the same space, such as parties for the community (minutes in *Appendix H)*. She was very helpful in advising on specific points of concern for us on what we are and are not allowed to do, specific information on utilities available on site such as toilets and electrical power, and advice on how best to lay out the site to reduce disturbance to the neighbours. For example, we wanted to block off the road as an extension of the site so that we could have more space on the site, but Milly advised that it would be under control of the council and therefore, not only very inconvenient for those trying to access the complex during the day, but also very costly. She also managed to introduce us to a member of Islington Borough Council responsible for licensing.

The layout of the site during the daytime is yet to be decided, as access to offices will still be required during the day, but I have drawn a rough plan of how the area will be fenced off and where structures could be positioned on site in *Appendix I*. We have also discussed a contingency for the event of rain, which is always a possibility with typical English weather. A combined brewery and music venue is set to open in the Tileyard Complex, and would offer an excellent back up venue in case of bad weather. We also hope we will be able to obtain sponsorship from them for the event as they won't have been in Tileyard for very long, and will hopefully be looking to make their mark in the community.

Our current university commitments and looming event date have lead us to push the date of the event back, to allow more time to organise the event to a high standard. While this is not ideal, we were still very much in the planning stage, and we had not yet reached a juncture at which we were advertising the event to the public or even actively seeking sponsorship. However, we have made good headway in our initial planning and hope that we will be able to fulfil our ambitions for this project. We are looking to approach charities such as UK Youth Music, who are Tileyard's charity partner, to support their work, and hope they will be able to provide us with volunteers who would be able to act as stewards for the event, and to collect cash donations. The original event date coincided with UK Youth Music's 'Give a Gig' week and we originally hoped we could make this event a part of that, but unfortunately, we are not able to work to this date any longer.

Appendix A


Home
sprung.life
SPRUNG
2018
COMING SOON
Enter email to get updates...
Submit

Appendix B


41 Tileyard Rd
London, England
Google, Inc.
Street View - May 2017
Gallery
Vinyl Café
Outside Area
(Courtyard)
Google
Image capture: May 2017
© 2018 Google
United Kingdom
Terms
Report a problem

Appendix C

Licence Registers Details

Licence for	Vinyl Cafe, Ground Floor, Unit 6a Tileyard Studios, Tileyard Road, Islington, London, N7 9AH
Applicant	Tileyard Studios Cafe Ltd
Licence Type	Premises Licence
Licence Date	27th July 2015

Licence Conditions

Annex 1 - Mandatory conditions 1. No supply of alcohol may be made under the premises licence- a)

Representation

Operating Schedule

Activities	Recorded Music Facilities for Making Music
Location	Ground floor
Max Number	
	Hours
Sunday	10:00 - 23:00
Monday	10:00 - 23:00
Tuesday	10:00 - 23:00
Wednesday	10:00 - 23:00
Thursday	10:00 - 23:00
Friday	10:00 - 23:00
Saturday	12:00 - 22:30

Activities	Alcohol Cons. ON Premises Alcohol Cons. OFF Premises
Location	ground floor
Max Number	
	Hours
Sunday	10:00 - 21:00
Monday	10:00 - 21:00
Tuesday	10:00 - 21:00
Wednesday	10:00 - 21:00
Thursday	10:00 - 21:00
Friday	10:00 - 21:00
Saturday	10:00 - 21:00

History

Transaction	New
Date	27th July 2011
Status	New Issued

History

Transaction	Transfer
Date	1st August 2013
Status	Transfer Issued

History

Transaction	Annual Fee
Date	19th August 2015
Status	Annual Fee Issued

History

Transaction	Variation
Date	15th March 2016
Status	Variation Issued

History

Transaction	Variation Of DPS
Date	16th July 2015
Status	Variation Of DPS Issued

History

Transaction	Transfer
Date	16th July 2015
Status	Transfer Issued

History

Transaction	Variation
Date	4th September 2015
Status	Variation Issued

History

Transaction	Variation Of DPS
Date	3rd March 2017
Status	Variation Of DPS Issued

History

Transaction	Change of Address/Details
Date	21st August 2017
Status	Change of Address/Details Issued

Appendix D

ISLINGTON

Islington
Temporary Event Notice
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Form errors

Some data entered into this form is invalid. Please resolve before continuing.

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	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	SPRUNG	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	Jordan
* Family name	Lazarus
* E-mail	jordanlazarus@me.com
Main telephone number	07930 264550
Other telephone number	

Include country code.

☒ 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.

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Continued from previous page...

Your Address

Address official correspondence should be sent to.

* Building number or name	43
* Street	Billy Lows Lane
District	
* City or town	Potters Bar
County or administrative area	Hertfordshire
* Postcode	EN6 1UX
* 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 / 1994 (dd / mm / yyyy)

Applicant must be 18 years of age or older

National Insurance number: JZ592608A

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

Place of birth: Welwyn Garden City

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	43
Street	Billy Lows Lane
District	
City or town	Potters Bar
County or administrative area	Hertfordshire
Postcode	EN6 1UX
Country	United Kingdom

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Continued from previous page...

Additional Contact Details

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

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.

(•) Yes ( ) No

E-mail: jordanlazarus@me.com

Telephone number: 07930 264550

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?

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.

( ) Yes (•) No

* Building number or name: The Gallery

* Street: Tileyard Road

District:

* City or town: London

County or administrative area: Islington

* Postcode: N7 9AH

* Country: United Kingdom

* 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

* Premises licence number: 000013206

Location Details

* Provide further details about the location of the event

The event will be taking place with the Tileyard Studios complex, incorporating the Vinyl Cafe (which already holds a Premise Licence), an indoor space, known as The Gallery and the courtyard which connects them.

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Continued from previous page...

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 area we wish to use at this address will be restricted to the Vinyl Cafe itself, the Gallery (an indoor space in an adjacent unit), and the car park/courtyard. This area lies off the highway that runs through the Tileyard complex and will be the only part of the site that will be used for the event. We will be fencing off the entrance to this area to restrict entry with the landowner's permission.

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

The premises is a complex of business units used as recording studios and offices day to day. The Gallery is an events space located within one of the business units. The car park/courtyard is surrounded by the business units on three sides with the entrance to the car park on the fourth side. The Vinyl Cafe is located on the ground floor of one of the units and faces onto the courtyard.

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

The event is an all-day cultural and live music event. We intend to have a range of performances across the three areas with amplified live music to be performed on a stage situated in the courtyard after 6pm.

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 21 / 03 / 2018 (dd / mm / yyyy)

Event end date 21 / 03 / 2018 (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.

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Continued from previous page...

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock) (see also guidance on completing the form, note 10)

1200-0000

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

499

Note that the maximum number of people cannot exceed 499.

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

We intend to provide unamplified music between 1200 and 1800 and amplified live and recorded music between 1800 and 2300.

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

Provide the details of your personal licence below.

Issuing licensing authority: Hertsmere

Licence number: PER-1042

Date of issue: 22 / 09 / 2015 (dd / mm / yyyy)

Any further relevant details:

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Continued from previous page...

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?	○ Yes	◉ 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

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ISLINGTON

Islington
Temporary Event Notice
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Form errors

Some data entered into this form is invalid. Please resolve before continuing.

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

You must check the box for this declaration

* I understand that it is an offence:

You must check the box for this declaration

* (i) to knowingly or recklessly make a false statement in connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to level 5 on the standard scale; and

You must check the box for this declaration

* (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both

You must check the box for this declaration

☒ 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: Jordan Lazarus

* Capacity: Event Organiser/Applicant

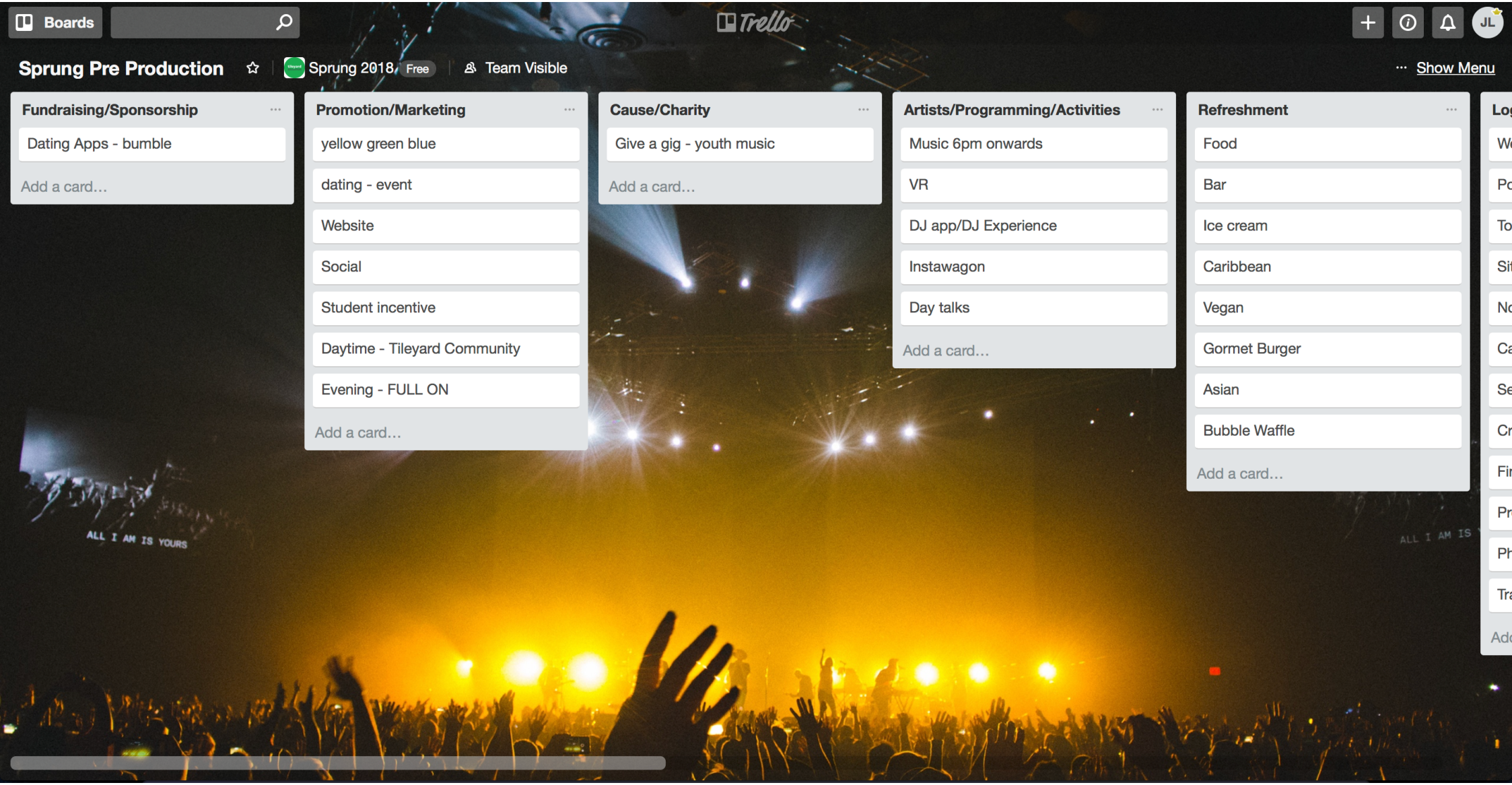
* Date: 01 / 03 / 2018
dd mm yyyy

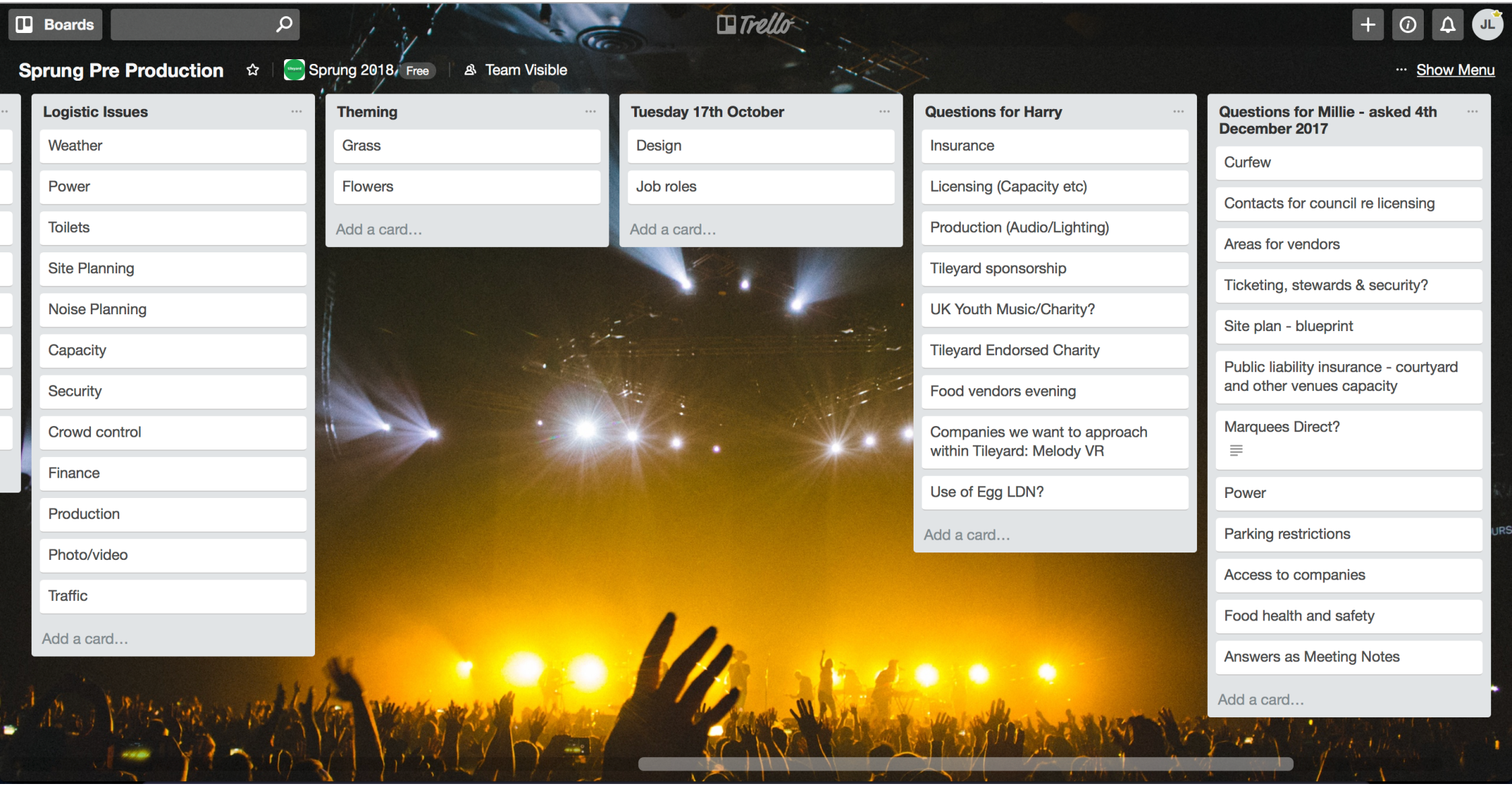
Add another signatory

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/islington/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.

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Appendix E


Boards
Trello
JL
Sprung Pre Production
Sprung 2018
Free
Team Visible
Show Menu
Fundraising/Sponsorship
Dating Apps - bumble
Add a card...
Promotion/Marketing
yellow green blue
dating - event
Website
Social
Student incentive
Daytime - Tileyard Community
Evening - FULL ON
Add a card...
Cause/Charity
Give a gig - youth music
Add a card...
Artists/Programming/Activities
Music 6pm onwards
VR
DJ app/DJ Experience
Instawagon
Day talks
Add a card...
Refreshment
Food
Bar
Ice cream
Caribbean
Vegan
Gormet Burger
Asian
Bubble Waffle
Add a card...
ALL I AM IS YOURS


Boards
Trello
JL
Sprung Pre Production
Sprung 2018
Free
Team Visible
Show Menu
Logistic Issues
Weather
Power
Toilets
Site Planning
Noise Planning
Capacity
Security
Crowd control
Finance
Production
Photo/video
Traffic
Add a card…
Theming
Grass
Flowers
Add a card…
Tuesday 17th October
Design
Job roles
Add a card…
Questions for Harry
Insurance
Licensing (Capacity etc)
Production (Audio/Lighting)
Tileyard sponsorship
UK Youth Music/Charity?
Tileyard Endorsed Charity
Food vendors evening
Companies we want to approach within Tileyard: Melody VR
Use of Egg LDN?
Add a card…
Questions for Millie - asked 4th December 2017
Curfew
Contacts for council re licensing
Areas for vendors
Ticketing, stewards & security?
Site plan - blueprint
Public liability insurance - courtyard and other venues capacity
Marquees Direct?
Power
Parking restrictions
Access to companies
Food health and safety
Answers as Meeting Notes
Add a card…

Appendix F

Meeting Minutes Week 6	Subject	SPRUNG
	Date/Venue/Time	Tuesday 7th November UWTSD London Campus
	Attended: Apologies:	Jordan, Colin, John, Denis, Aaron, Desiree, Temuulen, Elizabeth
	Next meeting:	Tuesday 14th Nov UWTSD London Campus after class

Agenda:

1. Deck design and layout
2. Deck content
3. Sponsorship
4. Funding
5. Budget
6. Charities
7. AOB

John outdoor stage of music - no longer a fest
private v public party v webplace event
notting hill -John hierarchy can operate politics
apply to council
shrink it down to eve night?
glorified version of Tue jam
egg
sit down with Lucy & Harry to clarify what is feasible
229 Mar 22 and 21 do as networking

No	*Agenda Item*	*Discussion*	*Action*	*Deadline*
1	**Deck design and layout**	Jordan WO	Jordan to finalize and send a screenshot to fbook group	Fri 10th Nov
2	**Deck Content**	We are going to need 3 decks- same info throughout except the last slide is different ● 1 for artists/talents	everyone to look through the doc and annotate https://drive.google.com/open?id=1R62aKJwrRRI0eg_KI9qxFKcqMJKEOy6hv9XgRjsBVa4	Fri 10th Nov

No	Item	Comment	Action
		• 1 for sponsors focus on sponsorship packages • 1 for partners focus on values		
3	**Sponsorship**	Lead by Denis and Desiree and John assists • Where we send it to • Template email • Personalize to connections • Initial point of contacts at TY suggested by Harry – contact first and see what we can get • Bigger brands might need more time – depends on what we ask for	everyone to go over the list and add 1st and 2nd degree contacts https://drive.google.com/open?id=1ShASbXWyai2pdAaVaX3RN9n_EuiOWUSO0bTm95ePZ7Y	Sun 12th Nov
4	**Funding**	• Go through the list and prioritize by deadlines, spec recruitments, etc.	Colin, Eli and to create a list and send status update	Fri 10th Nov
5	**Budget**	• Aaron and Desiree have templates for festivals	Aaron to upload the online template and WO the budget accordingly Desiree to share a template version	Fri 10th Nov
6	**Charities**	• How to get them involved • Fundraising team like to be part of our fest by exchange of promotion	Temuulen and Eli to work on a list of charities	WO
7	**AOB**	• Individual pictures to be taken this week • Sprung business cards?	Jordan take pics	

Meeting Notes Week 5	Subject	SPRUNG
	Time/Date/Venue	Monday 30th October Tileyard
	Attended: Apologies:	Jordan, Colin, John, Denis, Desiree, Temuulen, Elizabeth Aaron
	Next meeting:	Tuesday 7th Nov UWTSD London Campus after class

Agenda:

1. Project plan introduced to Harry

Agenda Item	Discussion	*Action*
Project plan introduced to Harry (plan attached)	● New Wellness opens in Dec – Harry can out us in contact with Joy Could do wellness talks –talk around a product that would lead to a workshops ● Liaise with re food to create a healthy menu related to the event Food to be at the courtyard - the road cannot be blocked /need to check permission blocking parking spaces on the courtyard ● New brewery opens – could do a Sprung beer ● Dating – needs branding ● Contacts suggested by Harry: https://www.breakingfourth.com/ creating VR films onsite TY http://melodyvr.com/ Paul is a mate of Harry's https://ysp.org.uk/ https://www.helpmusicians.org.uk Steve Melhuish http://www.rnib.org.uk/ largest collection of audio books for the blind how to experience culture/go to a gig if u can't see https://www.prsformusic.com/ http://www.artscouncil.ie/home/ https://www.icmp.ac.uk/ https://www.wacarts.co.uk/ http://www.urbandevelopment.co.uk/ - everybody in on Wednesdays ● collaborate with art students, musicians ea. set up a track to relax – ● Harry suggested an idea to put the stage facing Vinyl instead at the end of the courtyard ● Agreed that we need to cover the courtyard for the event	

Appendix G



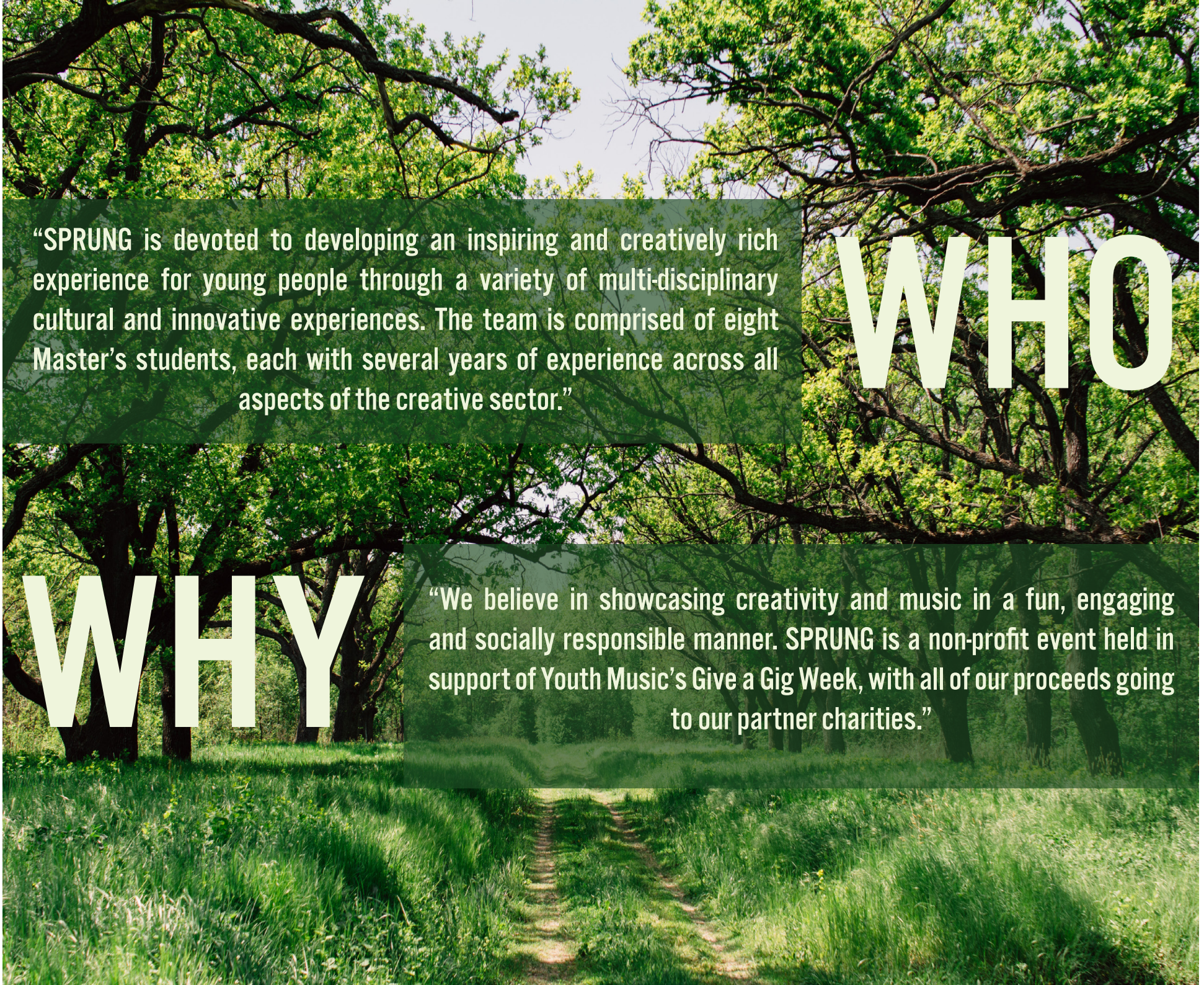


WHAT

"SPRUNG is a free all-dayer focused on experiences rooted in creativity, culture and lifestyle.

Based at Tileyard Studios in Kings Cross, London, the event will span the entire day and evening on Wednesday 21st March 2018. The programme will see up to 1000 guests spread across three purpose-built event spaces, including a spacious courtyard with outdoor main stage.

While thrilling live performances will be at the heart of the event, with both the best of Tileyard's emerging talent on show and a surprise headline act, we will showcase everything from pioneering virtual and social experiences to fresh comedy, street fashion, and cross-cultural culinary experiences."


WHO
"SPRUNG is devoted to developing an inspiring and creatively rich experience for young people through a variety of multi-disciplinary cultural and innovative experiences. The team is comprised of eight Master's students, each with several years of experience across all aspects of the creative sector."
WHY
"We believe in showcasing creativity and music in a fun, engaging and socially responsible manner. SPRUNG is a non-profit event held in support of Youth Music's Give a Gig Week, with all of our proceeds going to our partner charities."

AUDIENCE

“SPRUNG aims to nurture a welcoming and inclusive environment that is free and open to all. Our primary audience are students and young professionals taking the next step in their lives and careers. We are carefully selecting our sponsors and partners in order to ensure that their brand, vision and company direction aligns with our own.”



Appendix H

SPRUNG MEETING NOTES

OPERATIONS MEETING

Date
Monday 4th December 2017

Present
Millie - Head of Operations @Tileyard, Colin, Jordan, Aaron, Denis, Temuulen, Jonathan, Desirée (note-taker)

Apologies
Elizabeth

Introduction by Millie
Explained her role within Tileyard as Head of Operations, also involved in events, licensing, planning, negotiating prices with vendors etc.

Louis and Joe manage the calendars at Tileyard and have booked out March 21st for the Sprung Festival.

She is currently doing the Christmas party this year and will therefore develop a template we can use as a checklist for March 21st.

Millie walked through the considerations for the event which include the following:

- Licensing
- Will the Cafe be involved
- Health and safety
- Staffing for the event
- Toilets - a certain number is required in relation to number of guests
- Security - should we use a private security company or not
- Electrics - can it handle our requirements including lighting
- Staging - the ground is sloped, we may have to pay extra to level the ground
- Parking - for delivery vans etc
- Access to buildings in load up and pull down
- Costs - budgets and deposits
- Audience - who is the target audience and number of people expected
- Ticketing - It can be tricky or easy. Are we going the online or DIY route? Can work with Ticket Fairy
- Are we targeting under 18s? We'll need a different brief for security and bar restrictions

- Staffing - We don't want to be the staff so we need to outsource and possibly use temp agencies. Millie recommended Secure On site (security agency). They have worked with Tileyard in the past and know the site and the staff. Bar staff: we can negotiate pay for the staff or perhaps negotiate drink sales to cover bar staff costs
- Cloakroom - need a secure cloakroom for 200 ppl with coverage all night
- Food - food stalls or cafe staff catering?
- Volunteers - good way to get in extra staff, work for free for a few hours and then enjoy the night and then work again. Can ask around, Lucy was able to get volunteers for a previous Tileyard event
- Engineers for lighting and music - deliver, set up, operate and pack it down and take it back. Need at least 2x ppl.
- Set up - Staging. Hire in and install or install in-house?
- Photographer/videographer - give them a brief/list, post high quality photos throughout the night on social media. Don't get anyone who'll do it for free. Pay £50-100 to get a complete pack of shots of the event. The delivery and execution should be professional when the contract is a paid one.
- Sponsorship - it's hard. There are many things brands want in return. Small and big companies are similar in the value they seek from their sponsorship investment. Aim for mid-level companies with regards to companies who can give products for a branding opportunity. Example Halo, lighting company - they need something in it for them. Install a step and repeat photo wall as it's great for PR. Can get brands to sponsor a bar and collect biz cards to help them build leads/database. Find relevant brands for the event. Work with them and don't be too cheeky. Ask how can we work together. State that we have value in our brand and network and highlight our relevance to them
- Extra - do we need decorations?
- PR - Run before and after the event. Go to the press, newspapers, free mags Stylist etc. Press kit - quick, slick and mention the bigger things we will do.
    - **Questions & Action for Milly: Do you have a list of contacts at the free publications who we can send our press release to?**
    - **Are there any limitations on the press release and what it can contain? Is there a boilerplate that must be added to our press kit?**
    - **Can you confirm/send around w.c 11th December please?**
- Marketing - email address of targets, do social. Be careful with targeted ads. Think carefully and be aware of target ticket price and be realistic. For example if targeting young people, ticket price could be £10 with a free drink
- Face to Face/Community outreach - go to gigs of people who are similar to our line-p and get chatting to people to invite them. It will help with our professional and business networking efforts. People who are at gigs are likely to go to another gig. Twitter is a bit dead. Instagram works and Facebook is useful.
- Trick - divide up the work. Play to our strengths. Stick to what we know. Use spreadsheets especially to manage the budget. Also try to save money. Amazon is our best friend as well as Poundland. Delegate the roles. Work with people and not against them. Don't stubbornly stick to our guns.
- Keep it simple but of high quality - don't chuck everything at everyone. Be careful of sensory overload - don't throw everything at people. Do it traditionally - give them a

decent time on stage. Go for a headliner who typically sells out 100-150 capacity venues and then get support acts who sell out to smaller numbers capacity venues
- The boring things the most important
- The most

Team Questions & Answers

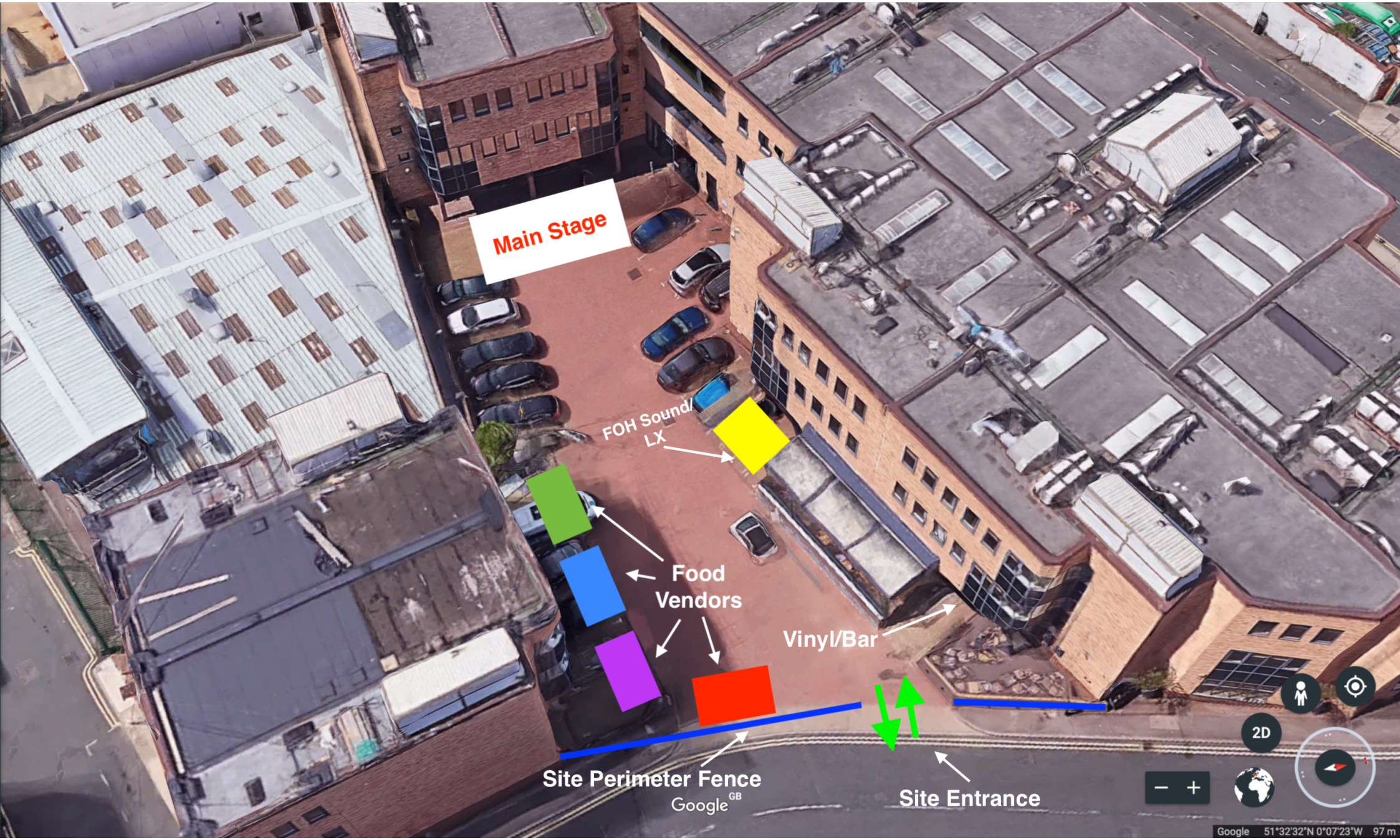
- What time is curfew? 11pm. Getting a TENs. Islington council is difficult. Council contact is Neil. 5-10 working days is required to apply for TENS before live date. Have had lots of complaints for live music outside.
    - Action: Milly to double check if we can apply for a TENs more than 10 days before the live date
- Last NHM networking event was under a marquee due to the cold and sound complaints
- Milly recommended no live, amplified music outside due to sound complaints logged with the council in September
- Expect just over 50% of invitees to turn up
- Set up for this week's Christmas party: background music will play the in marquee and DJs will play in Vinyl. Sound has to be at a reasonable level and this is down to the neighbours and is therefore subjective
- Pre 11pm, unamplified music is possible. But because of recent noise complaints it might be tricky. A marquee may help...
- NHM is a workplace event and not a public event so that it's not too much of an issue
- Ticketing may help to manage numbers and comply with TENs
- Cost of marquees approx - £3,500-5,000 - posh with interiors. Basic - £1,000. Costs are in weighting of tent, delivery and transport
- We have until end of Feb before worrying about the TENs
- Is there a site plan? Milly does not have one. But there is a parking plan. Can use Google Maps if needed
    - **Action for Milly: To share parking plan with the team to use to start mapping out the courtyard for the event - to send w.c. 11th December**
- Parking restriction - ask Millie and Louis to talk to tenants on our behalf. Desirée to support by meeting tenants also
- Meet the guys from Jump Off - they run events. Really good at creating viral YouTube videos - good at ads and marketing. Car wrap promo, flying a drone, lots of promo/publicity
    - **Action for Milly: Introduce us to the guys from the Jump Off so that we can arrange a meeting to discuss the event with them - w.c. 11th December**
- Sprung pitch - we need to be clear with our aims, what are we doing, why, who are we aiming for to attend the event for our sponsorship document
- Sponsorship - be friendly and co-operative at all times, negotiate but be careful because word spreads when brands have negative experiences. Have everything in place.
- Colin highlighted securing participation from Relentless, Sinitta and Megaman from So Solid Crew

- Millie suggested we speak with Relentless and ask for their inputs on other complementary partners and connect with them. Typically go local for sponsorship, eg. Matt Snowball, John Emery's (already get a Tileyard discount), Two Tribe brewery. Can get two alcohol brands on the same bill but offer separate bars and different set up ie a cocktail bar on one side of the space and place a beer bar at another location of the site.
- Aaron asked if Vinyl has been okay with bringing in external drinks brands in the past. Millie said yes. Vinyl have generally been okay when what's available for free is limited and therefore people will still need to go to the bar to buy alternative drinks ie soft drinks, wine etc. Ask Tommy and Chris for suggestions for food pop-ups. They maybe able to get mates rates.
- Vendor locations - 3 sockets, 1x 3 phase: opposite the cafe, 2x 32 single phase, 1x 16 single phase and one regular phase. Also have 2 separate circuits in the gallery - 13 amp sockets. Never needed a generator. Sigala has DJ'd in the courtyard with full lights with power from the gallery
- Electrical contractor: John is the facilities manager. On site from 7.30am-3pm
- PLI covers private parties. Millie took out event insurance for the previous event for 500 ppl. With walk ups the policy maybe different. Does the TENs cover merch or jewellery or pop up shops. Private property for a public event.
    - **Action for Milly & the team: Look up whether we need a license to sell merch outside on a private property**
    - **Action: for Milly: Confirm if we can get insurance for over 499.**
- Cafe is covered for TENs up to 11pm. Need a TENs for the courtyard for selling and a TENs for the Gallery for sales and music playback
- Capacity was controlled by security using a clicker and also using a guestlist
- For Tileyard 5: it's always good to underestimate, for example the Gallery TEN covered 250 people and Cafe 250 people and a Courtyard TEN was not required. Natural flow is accounted for on the site and average numbers per location is taken into account
- Speak with Jon Saunderson regarding the marquee and staging. For the last NHM event, Jon had the marquee owner's son band play and the owner offered free beer during their performance. Plus Jon plugged the company on stage
- Sponsorship - offer 3 tiers of sponsorship, eg £1k total, spend £150 on the placement of their branding on signage and marketing materials and keep the rest for the event
- Remember: need a couple of security guards to make sure people are not in the road. It's a public road and costs £3k to close the road off
- Tip: have an entrance and exit to keep people off the road
- Have used fencing - ie Harris fencing with black covering and fairy lights
- Jordan mentioned changing the orientation of the stage which may help with sound issues
- Millie mentioned as the area in front of Vinyl is 10m wide, and estimates that only 6m will be available for the crowd if the stage is 4m. Jordan suggested we need review the layout of the courtyard again to explore the possibility. Milly suggested that the position may help with the sound issue however that needs to be explored.
- A TEN should cover health and food safety if we use a food company from an organisation like Kerb as their partners should have health and safety certification

- First aiders are not legally required at the event but are highly recommended. Lucy, Jamie and Louis are certified first aiders.
    - **Action for the Team: Reach out to St Johns Ambulance to find out the process for them to be on site at the event w.c 4th December**
- Clean up: do think about how this will be done. The council asked Millie about this. Provide plenty of bins
- Tip; for the daytime public event - don't use the big names of residents on the ads or public communications. They don't like it as it's their place of work. However it's a selling point to use in sponsor/partner proposals and pitches
- Suggested sponsor: flyers, step and repeat walls - Karen @ Key Production
    - **Action for the Team: Desirée to speak with Karen about possible sponsorship for printed materials w.c 11th December**
- Outreach to Tileyard residents to participate in the eco art installation - Milly suggested face to face contact to pitch and make the request. Connect with people at social events such as networking events etc. Emails are not as effective.
    - Action for the Team: Work with Lucy and Louis to introduce us to people to ask for their contribution/participation.

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Appendix I


Main Stage
FOH Sound/
LX
Food
Vendors
Vinyl/Bar
Site Perimeter Fence
Site Entrance
Google GB
2D
Google 51°32'32"N 0°07'23"W 97 m

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