

Melodies Meadows

BMTY7005 – Portfolio 1

Live music and event management

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Isabella Coakley

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Executive Summary

This portfolio is a compilation of the Planning and prior management of the small indie folk festival Melodies Meadow taking place at Frogmore Fields in North Herts. Chronicling the festival's conception, planning, management and applications. Highlighting the personal involvements and experiences which correlated to the document evidence strategies alongside the practical elements of festival management from venue to licencing.

Event Planning & Management

Concept

The region of North Hertfordshire has a rich history of hosting small festivals with different themes, ranging from world music to cover bands. However, since the pandemic, the area has seen a significant reduction in the number of smaller family-oriented indie folk festivals. As a result, there is a gap in the market, and this festival is aiming to fill this space by providing a festival experience that caters to families who are looking for a fun and safe event.

The festival will be a two-day event, offering overnight camping at the venue, giving families the chance to immerse themselves in the festival atmosphere. To ensure that the event is family-friendly, there will provide a dedicated tent with a small stage for children's entertainment.

In addition to musical performances, there will be a wide variety of food options. The towns of the North Hertfordshire area frequently host successful food festivals with high turnouts, making it an essential aspect for festival attendees.

Overall, the Meadow Melodies Festival hopes to create a unique experience that caters to families and other festival-goers who are looking for a fun, safe, and inclusive event. By filling the gap left by the reduction of smaller family-oriented indie folk festivals in the North Hertfordshire area.

Venue

As the Event Manager and promoter were inexperienced in managing a festival and were working individually on the project, finding a venue that provided the necessary space and had the staff and infrastructure with experience in holding festivals and the requisite licenses and relationships was critical.

In the North Hertfordshire area, the team was able to identify a specific venue that met these requirements and more in Frogmore Hall. Working with Frogmore's event team the range of services that the venue would be able to provide for the event includes sound, light and staging, street food vendors, event staffing, bars, hospitality, power, generators, traffic management, toilets and waste management, security and marshalling, health and safety, and on-site accommodation.

Having access to these services can significantly reduce the burden on the event team and help them to focus on other critical aspects of the festival. The services would be managed jointly between the on-site team and the management of Meadow Melodies. Additionally, the opportunity to bring in other vendors or services that the team feel may better reflect the festival's aims.

With the venue's experience in hosting festivals, it would be easier to navigate any challenges that might arise during the event. The venue would have established

relationships with local authorities, vendors, and other stakeholders, ensuring that everything runs smoothly.

Entertainment

The entertainment for Meadow Melodies will be found through a careful selection process that prioritizes Indie Folk artists who have a strong local following and an engaging live performance. To ensure a diverse and dynamic line-up we will be accepting applications from artists of all backgrounds and experiences via our website. In addition, we will be working closely with local music industry booking and management agencies alongside reaching out to artists we believe to be up-and-coming talent in the North Hertfordshire area.

Event management

Stakeholders

As stakeholders in the forthcoming festival, both the on-site management team and the promotional team share a vested interest in the event's success. Effective management is key to the success of any event, and this festival is no exception. However, given that the on-site management team receives their payment in advance, the promotional team has a greater financial and time investment in the festival's success.

Therefore, the success of the event relies heavily on the promotional team's ability to effectively market and sell tickets. This involves successfully targeting the right demographic audience, booking suitable artists, and ensuring the event runs smoothly on the day. Any failure in these areas could result in financial losses and significant damage to the team's reputation.

In addition, stakeholders such as the audience, sponsors, and business partners also have a substantial stake in the success of the festival. As a first-time festival, the expectations are unknown, and stakeholders with a financial investment in the event will be hoping for a successful outcome. While refunds can be covered under the event's insurance policy (protectivity, 2023), lost time and reputation cannot.

Finally, any company partnering with the festival for sponsorship or a presence at the event is putting their brand image at risk. A poorly managed or poorly attended festival could reflect negatively on the sponsoring company and damage its brand reputation. Therefore, all stakeholders must work together to ensure the festival's success and mitigate any potential risks.

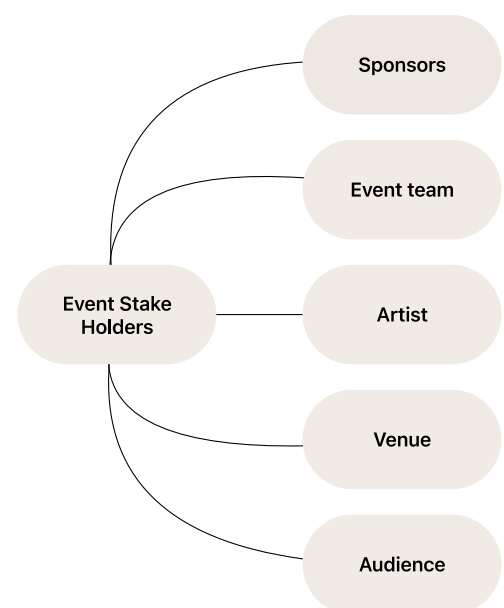


Figure 1 Event stake holders

To achieve the success of the festival, all stakeholders, including the on-site management team, the promotional team, the audience, and partnering companies, need to work closely together. The on-site management team should provide regular updates on logistical considerations such as security, health and safety, and any potential problems, while the promotional team should work to engage with the festival's audience through a multi-faceted marketing strategy.

Partnering companies should also be actively involved in the festival's success. They can provide financial and logistical support, sponsorships, and a presence at the event. In return, the festival provides partnering companies with an excellent opportunity to promote their brand to a captive audience. The festival can create bespoke packages to cater to the specific needs of partner companies, including promotional materials and branding opportunities.

Overall, effective communication and collaboration between all stakeholders are essential to ensure the success of the festival. By working together and mitigating any potential risks, the festival can provide a unique and enjoyable experience for all attendees and create a lasting positive impact for all stakeholders involved.

Financing

The Event Manager had an initial budget of £200,000 personal investment money, this would cover upfront costs so that the event did not need to involve applying for bank loans against a new and unknown quantity. That said it would be hoped that not only would this investment be recouped through ticket sales but a profit of at least another 50% would be made to make this a viable future event.

The initial budget would in the main be spent on the venue hire of £175,000, with a small outlay of £5,000 on leaflets, posters and social media advertising. This left an emergency fund of £20,000 for advance artist payments (as some artist contract to receive a percentage of payment before appearance), and unexpected costs (The Pick and Gather, n.d.).

The large outlay of £175,000 completely covered all basic festival costs, staff, site, communications, staging etc, and gave experienced management with all licences in place.

As a business start-up festivals find it hard to get sponsorship, bank loans and local community funding for the first event. Once an event is established financials and documented evidence are available to support any applications.

However, as the festival was being held at Frogmore the site's reputation carried some weight and small sponsorship could be sought among the local business community.

Pre-selling tickets means that the budget can be managed before the event and the event size tailored up or down according to the attendance expected and finances come in before the event start.

Vendors invited to pitch at the festival for food, and beverage would pay in advance £400 for the weekend and vendors of merchandise £200. The venue recommended 12 food and beverage vendors and an unlimited number of merchandise vendors. This would give an income of £9,800 if twenty merchandise vendors attended. The festival would also have its own merchandise sales point, retailing clothing and objects branded with the festival logo, to add to this income.

The maximum number of attendees at the festival could be 3,000 but how that would break down financially is difficult to predict accurately as there are a variety of ticket prices for age and group details. For example, a child day ticket at £25, an adult weekend camping ticket at £100 and a family weekend camping ticket (2 adults and 2 children) is £240. If 1,000 family tickets are sold that would give the site 2,000 adults out of the 3,000 permitted and an income of £240,000. With another possible 1,000 adult tickets available to create further finance.

Licences

An important factor in the decision to site the festival at Frogmore was the legal infrastructure already in place (GOV, 1986). As an established venue not only were the staff and management experienced in festival running but the local authority worked with them regularly so had established a relationship based on trust and experience. Licensing and permits were in place and just needed to be updated with relevant information about the 'Meadow Melodies event (see appendixes). St John's Ambulance had teams available, local traffic signage is permanently displayed as a site of leisure and historic interest.

The fire brigade was aware of onsite water access and vehicle access/egress. North Hertfordshire Council were notified of the dates and details in the Event Notification Form and the Event Management Plan which were approved. Hertfordshire Police were sent a Police Awareness form (herts police, 2023). Again because of the reputation of the site from previous events, these authorities were comfortable with our requests and no issues arose. All forms were completed with the Event Manager taking joint responsibility with the Frogmore Team Manager.

Risk assessments

To ensure the safety of all attendees, a full risk assessment has been conducted prior to the event, identifying potential health and safety concerns. Measures have been put in place to mitigate these risks, such as conducting a thorough fire risk assessment (HMSO, 2007) and ensuring the police are informed of the event. Additionally, St John Ambulance will be present on-site throughout the event to provide immediate medical attention in case of any emergencies. These measures will help ensure the safety and well-being of all attendees at the event.

Child Safety

Ensuring the safety of children is a top priority as the event will be marketed as a family-friendly occasion, children of all ages are anticipated to attend alongside their parents. To ensure child protection and that they have adequate supervision any child under the age of 16 will have to be accompanied by an adult over 21 to gain entry with age verification at the gates of entry to ensure this. With this at entry, each guardian will be given a wristband which they can fill in their details and put onto their child's wrist, ensuring in the case of a lost child the stewards will be able to contact the child's guardian.

While the Frogmore site has a permanent children's playground and woodland education centre there will be extra entertainment specifically aimed at children. All people involved in this are to be DBS checked, parents will not be allowed to leave their children unattended but the child will all wear festival bracelets with parental contact information in case of emergency. A small tent with low staging will be set up for storytelling sessions. These will be run by a local independent bookstore that will use this as self-promotion, they are bringing in members of a local drama group and 2 local children's book authors to run a number of sessions throughout the weekend. Other entertainments include a magician who will give two 30-minute performances each day, face painting and a craft creative session each day. These will all come at a cost to the budget (£3,000 has been allocated to this) and will be free to festival visitors.

Staffing

Frogmore Hill has established relationships with various staffing companies. These companies specialize in providing event staff for large-scale events such as festivals and can assist with the recruitment, training, and management of staff. This means that we can rely on the expertise of these companies to ensure that we have a professional and well-trained team of staff working to help manage the festival's various aspects, including security, traffic management, and health and safety. Moreover, Frogmore has its on-site team that is experienced in handling festivals and events, and they will be available to provide support and assistance throughout the entire festival. Additionally, we will work with local vendors to provide a wide range of food and beverage options to festival-goers. We will also hire volunteers to help with various tasks such as ticketing, cleaning, and set-up

Noise pollution

One significant concern of this event is noise pollution, and we take measures to minimize the impact on the local community. Throughout the event, sound pressure levels are consistently monitored, and stewards are positioned throughout the festival site to ensure that noise levels do not exceed the permitted limits. Additionally, the positioning of loudspeakers is directed away from local housing where possible, and the curfew for amplified music in outdoor arenas strictly adheres to prevent noise nuisance to the public. To address any noise complaints from the public, a point of contact is established at the event. Local residents are notified of the event in advance, and any concerns they may have can be brought forth to the management team at a local council hearing. Our commitment

to ensuring the safety of attendees and minimizing the impact on the local community is a vital aspect of our event portfolio.

Event Execution

Marketing

The Marketing plan involves various channels of communication, including social media, advertising, and public relations. The aim is to create a buzz about the festival, generate excitement among potential attendees, and ultimately drive ticket sales.

The first step in the plan is to establish a strong brand identity for the festival. This will involve the logo, tagline, and a brand voice that is consistent across all channels. The logo will be used on all marketing materials, including posters, flyers, and social media posts. The tagline will communicate the essence of the festival and what attendees can expect. The brand voice will be friendly, upbeat, and enthusiastic, reflecting the fun and celebratory nature of the event.

Social media will play a significant role in promoting the festival. The festival will have dedicated social media pages on all major platforms, including Facebook, Twitter, and Instagram. These pages will be updated regularly with news about the festival, including line-up announcements, ticket sales, and other updates. In addition, the festival will use social media advertising to reach a wider audience, targeting people who are interested in music festivals and live events.

Another key element of the marketing communication plan is public relations. The festival will work with a PR agency to secure coverage in local and national media outlets. This will include press releases, interviews with festival organizers, and features on the festival in music and entertainment publications. The aim is to generate buzz and excitement about the festival, as well as to establish it as a major event on the festival calendar.

The festival will use a range of traditional advertising methods to promote the event. This will include posters, flyers, and billboards in key locations, as well as radio and TV ads. These ads will be designed to create a sense of excitement and anticipation, highlighting the key features of the festival and encouraging people to buy tickets.

Local shops, leisure centres and sites such as libraries will be targeted for posters and leaflet displays. Lastly, the festival will produce a range of merchandise such as t-shirts, water bottles, posters and playing cards which will be sold on-site during the festival and online



Figure 2 Festival Logo

before and afterwards to increase brand loyalty and add to the sense of inclusion. This will also have the advantage of bringing in another source of income.

Ticketing

We aim to ensure a smooth and hassle-free ticket-purchasing process for attendees while maximizing revenue for the festival organizers. Our proposed ticketing strategy includes different ticket categories for attendees of different age groups, early bird ticket sales, and a secure and reliable ticketing platform.

To cater to the diverse age groups attending the Melodies Meadows Festival, we propose different ticket categories for attendees of different age groups. The festival will offer day tickets and weekend tickets for attendees. Day tickets will allow entry to the festival for a single day, while weekend tickets will allow access to the festival for the entire weekend.

Categories based on age:

18+: These tickets will be available to adults over 18 years of age at a standard price.

14+: These tickets will be available to attendees between 14 and 17 years of age at a discounted price.

4-13: These tickets will be available to children between 4 and 13 years of age at a further discounted price.

Infants: Children under the age of 4 will be granted free entry to the festival.

Early Bird Ticket Sales:

To incentivize early ticket purchases and create hype for the festival, we propose an early bird ticket sales strategy. Early bird tickets will be available for a limited period at a discounted price before the standard ticket prices come into effect.

This strategy not only encourages early ticket purchases but also helps generate revenue for the festival before the actual event. We propose that early bird ticket sales should be available for a period of 4 weeks before the festival.

Family Ticket:

To cater to families attending the Melodies Meadows Festival, we propose a family ticket option. This ticket will allow entry for two adults and up to three children between the ages of 4 and 13. The family ticket will be available at a discounted price compared to purchasing individual tickets for each family member.

Ticketing Platform:

To ensure a smooth and reliable ticket purchasing process, we propose using a secure and reputable ticketing platform such as Eventbrite or Ticketmaster. This will allow attendees to purchase tickets online from the comfort of their homes or mobile devices.

The chosen ticketing platform will have features such as mobile ticketing, real-time inventory management, and secure payment options. These features will ensure a hassle-free ticket purchasing process for attendees and efficient management of ticket sales for the festival organizers.

Appendix

Appendix One – North Herts Police Awareness Forms

Review

Please check all of the details below are correct before submitting your form.

^ Your details

[Change](#)

Your details

Title

Miss

First name

Isabella

Surname

Coakley

Email address

isbellacoakley@gmail.com

Phone number

07852135124

Organisation name

Meadows Melodies

^ Event details

[Change](#)

Event details

Date of the event

13/07/2024

Start time

09:00

End time

23:59

If your event is due to take place over several days, please give more details below

Music festival to take place over the the course of the 13th and 14th of July

Event address or location details

Frogmore Hill, Nr Watton-at Stone, Hertford, Hertfordshire SG14 3RR

Roughly how many people are you expecting to attend?

3000

Please describe your event and any planned activities

Family camping festival, over 2 day weekend , in the grounds of Frogmore hall, Hertfordshire.

Guidance for event organisers

On this page you'll find information and advice around the responsibilities of event organisers and the police at public events.

Organisers' responsibilities

In addition to carrying moral and social responsibilities, organisers have civil, common and criminal law responsibilities.

You may be liable for the consequences when things go wrong, particularly if there are issues in the planning or control of an event.

It's important for you to be aware of the provisions of the [1986 Public Order Act](#) .

Failing to give the police advance notice of the date, time and venue/route of a procession; changes to these details without updating the police or other involved agencies; or failure to comply with changes, conditions or prohibitions set by the police may constitute criminal offences.

Locations

The use of certain locations for assemblies (including the places people will need to use to get to and from the gathering) require permission from the relevant authority.

Send confirmation of permissions to police as soon as possible before the event.

Safety

One of the main responsibilities of an event organiser is the safety of the people taking part, as well as for those in any way affected by it.

This responsibility extends to avoiding damage to property, fear or alarm to the public, or disruption to the local community.

Ensuring public safety at a public event is not the first responsibility of the police.

Police are responsible for maintaining the peace, preventing breaches of the law and taking action against people breaking the law.

Travel

If possible, encourage people attending an event to use public transport to get to the assembly point and when leaving the event.

It's a good idea to provide information about what transport options are available.

Other guidance

Vehicles or animals should not be involved in processions. The use of vehicles can increase the risk of injury to the people involved and animals can often become overwhelmed by large crowds and panic.

People should not be allowed to leave a procession to distribute leaflets.

If you're intending to present a petition, you'll need to let the police know as special arrangements usually need to be made with the recipient.

Ideally collections shouldn't be made during processions. However if money is to be collected, you may need to [apply for a licence](#).

If banners are to be used it's sensible to design them with a hole to reduce the risk of danger when they're used in high winds.

Control the use of PA (public address) systems so you don't disturb the local community.

Ensure that children under the age of 16 are accompanied by an adult and are kept away from any roads on the edges of procession routes where there might be traffic.

You should consider making provisions for first aid.

Appendix Two – St John Ambulance Medical cover

Request first aid cover for your event

Event Enquiry form

Region

South East

This field is required.

Previous step

Next step

Event Enquiry form

Event details

Event Title

Meadow Melodies

Event Date

07/16/2024

Time your event commences

09:00 AM

When does your event finish

12:00 AM

Time you would like us to start

08:00 AM

When do you want our cover to finish

12:00 AM

Event Address Line 1

Frogmore Hill, Nr Watton-at Stone, Hertford

Event Address Line 2

Hertfordshire SG14 3RR

Event Town

Nr Watton-at Stone

Event County

Hertfordshire

Event Postcode

SG14 3RR

Related website

Tell us a bit more about your event. Please include any relevant details, such as if the event is ticketed, or if alcohol will be served.

Family camping festival, over 2 day weekend, in the grounds of Frogmore hall, Hertfordshire. No funfair rides, inflatable's or pyrotechnics, mainly due to cost and safety, also not fitting with the aesthetic of old fashioned family countryside camping.

Site contact name

Isabella Coakley

Number of somebody we can contact at the event on the day

Isabella Coakley

Event access/directions

Please add any access or direction information

Event Enquiry form

Event Facilities available to St John Ambulance

Will free refreshments be provided?

No

Access to toilet facilities?

Yes

Drinking water available

Yes

Parking available?

Yes

Emergency exit available?

Yes

Does your event license require you to have a doctor present?

Yes

Name of nearest hospital

Lister Hospital

Are there any other on-site facilities, for example, a first aid room?

First Aid tent

Please provide details of any other organisation(s) involved in the medical/ first aid provision for this event:

Your details (person making booking)

Company Name

Meadow Melodies

Customer Address Line 1

191 ickneild way

Customer Address Line 2

Customer Town

letchworth

Customer County

hertfordshire

Customer Postcode

sg64tt

Contact Name

isabella coakley

Customer Email Address

isabellacoakley@gmail.com

Customer Daytime Phone

07852135124

Appendix Three – COVID Guidance Questionnaire

**EVENT ORGANISERS COVID GUIDANCE QUESTIONNAIRE (POST 21ST JULY 2021)**

It is a legal requirement for the Event Organiser to undertake a suitable and sufficient Risk Assessment and put in place control measures to manage the Event risks, including COVID-19.

Local authorities continue to have the power to place public health restrictions on businesses in cases where there is a serious and imminent threat to public health posed by COVID-19.

Deadline for the submission of this questionnaire **AND** your Event Risk Assessment is **four weeks prior to the start of the Event**. If you fail to meet this deadline, the Environmental Health Officer / Safety Advice Group (SAG) may advise that the Event is to be stopped or restrictions / requirements placed upon it.

Before completing this questionnaire, please refer to **Section 5** for **further important information / guidance**.

1. EVENT INFORMATION	
Name of Event:	Description of Event: Family camping 2 day music festival
Location: Frogmore Hall Hertfordshire	Date(s): 13/14 July 2024
Duration: 2 days	Opening / Closing Times: 8am Saturday to *pm Sunday
Event Organiser Name: Isabella Coakley	Contact No: Email: IsabellaCoakley@gmail.com
Health and Safety Persons Name: Patrick Glass	Contact No: Email: PGlass@gmail.com
Who is responsible for COVID controls? Not currently applicable	Contact No: Email: IsabellaCoakley@aol.com
Who is the Event insured with? ~~Events Management Insurance~~	Policy No: EVM405235 Expiry Date:
Owner / Occupier Name: Isabella Coakley	Contact No. 07842788654 Email: IsabellaCoakley@gmail.com
Other Persons involved in Managing the Event: Frogmore Site management team	Contact No. 01920 455603 01920455603



	Email: PGlass@gmail.com
District Council:	North Herts DC
Expected No of Attendees:	2,000-3,000
Has This Event Been Held Before?	NO



2. LAYOUT PLAN OF EVENT							
a. Using the following list as an aide memoir, put a (X) beside each that you have considered and will include on your plan.							
b. Attach a clear plan of the event ensuring you include the areas you have considered in (a):							
Reception:	x	Key Signage Points:	x	Key Information Points:	x	Marquees:	x
Exit and Entry Points:	x	Screens:		Canteens:		Travel Routes:	x
Number of Rooms:		Barriers:	x	Kitchens:		Smoking Areas:	x
Number of Floors:		Staff Zoning:	x	Lifts:		External Buildings:	x
Area Shared with Other Business?		Frequent Touch Points:		Stairs:		Parking Area:	x
Wash Hand Basins:	x	Hand Sanitising Points:	x	First Aid Facilities / Ambulances:	x	Disabled Parking:	x
Toilet / Bathrooms:	x	Ventilation:		Fire Extinguishers:	x	Disabled Facilities:	x
Showers:		Tables / Chairs:		Fire Assembly Areas:	x	Propped Open \ Doors:	
Storage Areas:	x	Stalls / Venders / Type:	x	Air Ambulance Landing Area:	x	Animals Area:	
Inflatables:		Amusements:		One Way Systems:		Marshall Points:	x
Further Facilities:							
QR Codes:							



3. DETAILS OF STAFF, VENDORS, CONTRACTORS OTHER COMPANIES ATTENDING ETC			
Don't forget, you will also need the Agency / Contractor Risk Assessments / Insurance for the Event activity.			
Category:	Number of Persons Employed by the Event Organiser in this Capacity	Agency / Contractors Business Name and Number of Persons in this Capacity	Number of Volunteers in this Capacity
Management		4	
Supervisors		4	
Health and Safety Advisors		1	
Administration		4	
Catering Staff		Self employed vendors 20	
Bar Staff		Self employed vendors 20	
Waiting Staff		none	
Front of House Staff		none	
Security		20	
SIA Staff /Door Supervisors		4 Frogmore security	
Electricians		2	
Stage and /or Marquees Installers etc		Frogmore staff	
Performers		12 artists with support staff	
Singers		As above	
DJs		3	
Vendors		Food 20, drinks 20	
Supervising Attractions		0	
Cleaners		40 volunteers	
Car Jockeys		5 volunteers	
Delivery Drivers		As required	
Others (Specify)			



3. EVENT MANAGEMENT <i>If the question is not relevant, please enter 'N/A'</i>
4.1 What are your arrangements for Managing and Supervising the Event? Planned event management through the Frogmore Team who have experience and are permanently on site
4.2 Detail how your COVID secure policies and procedures will be implemented, monitored and enforced on site. No longer applicable
4.3 What Health Screening do you intend to undertake for those identified in Section 3? <i>This should include those who may have travelled from restricted / lockdown areas and if they need to quarantine after travel from abroad. Any questionnaire should be attached.</i> No longer applicable
4.3 What Infection Control measures do you have for sick staff, contractors, attendees etc No longer applicable
4.4 How will infected / symptomatic individuals be managed? No longer applicable
4.5 Contact information is recommended via use of the QR Codes system. No Longer applicable Where are the QR Codes positioned? IF QR Codes are not used, how will the contact details be obtained, stored and how long kept for? How will you manage this information for multiday events? What are your proposals if contact details are not provided or refused?
4.6 Contingency Plans: What are the communication arrangements on site and off site? Staff communication via Telecoms, messaging and radio mics system



How can crowds be controlled in an emergency and in adverse weather conditions?
Experienced on site staff and security. Information posters at entrances and main pathways

4.7 What are the First Aid / Medical facilities and who is providing them? three St Johns Ambulance teams plus Frogmore site First Aiders

4.8 How will Staff arrive at the event? ~~ie.~~ public transport, car sharing, mini-bus, coach etc
Most staff drive to event and have separate staff parking, ~~Frogmore~~ Mini Buses will ferry artists and staff from stations when required

4.9 What overnight arrangements are in place for staff, performers, contractors, attendees etc?
Off site at local Hotel for those not camping.
All attendees are camping

4.10 What are the Car Parking arrangements? (include one-way systems, marshalling arrangements, speed restrictions etc and ensure they are marked out on the **Layout Plan**).
See site map for established routes managed by Frogmore staff

4.11 What controls are in place for safe exiting of the site considering mass exodus, speeding cars, drunken behaviour etc?
Clear ~~signage~~ security and parking ~~marshalls~~ established routes.

4.12 Are the start / finishing times staggered for Staff, Contractors, performers, vendors, attendees etc? If YES, please provide times.
Frogmore staff setting up stages and large tents for events and on site managements on the 8/9/10th July 2024, Vendors can arrive and set up from midday to 9pm on the 12th July.
Artist sound checking throughout the 12th July.

4.13 Please provide details of any staff Rotas / shift patterns / staff bubbles:

4.14 As shown in separate application ~~ie.~~ Frogmore Hall

4.15 How will Security Stewards / Marshalls be protected from the risk of coronavirus transmission?

Optional mask wearing

4.15 What measures are in place to control COVID 19 when searches are being undertaken by security? Not applicable



4.16 Please provide training and /or instruction details of the following, not applicable
a. COVID controls for management, marshals, stewards, security etc b. Cleaning and disinfection c. Wearing, donning and removal of PPE / face masks
4.16 What measures are in place for dealing with or removing people whose behaviour is adversely affected by alcohol or drugs? Trained and experienced full time staff from Frogmore Hall team are security team with direct contact with Hertfordshire Police
4.18 If you have people working in enclosed spaces, what controls have you put in place to ensure adequate ventilation? Standard Health and Safety

4.19 Are face masks required? If so, for who, and in which areas? How is this communicated? Will face masks be available to purchase / FOC? 4.20 No longer applicable	
4.21 How will you control crowded areas / pinch points in high risk areas? (If using barriers, what type is to be used?) Consider:	
Entrances	Open fields with Marshalled tents
Exits	As above
WC's	Four banks of ten temporary toilets
Washing Facilities	Within toilet facilities
Security / Marshalls	Supplied by site
Staff Rest Area	Frogmore Hall itself and staff tents and facilities within the festival arena
Bar Personal	All vendors
Tables / Seating etc	All vendors alongside food court areas, otherwise grassland
Tills / Payment Sites	tickets – pre event only- not available on site
Food Vendors	Food court area
Merchandise Stalls	Shopping village area



During Performances	Security team and ~~marshalls~~
After Show Parties	Open camping ground,
Attractions	Two main stages
Smoking Areas	Four designated smoking areas, monitored for fire risk purposes.
Fire Assembly Points	Clearly designated on signage within the site
Site Pinch Points	Two main roads from site being used as a one way system one entry, one exit
<i>Other:</i>	
4.22 If a one-way pedestrian flow is to be used, explain how this will work and be supervised. Not needed	

4.23 What type of WC's will be used and how many? How and when will they be cleaned between use?
Four blocks of ten toilets plus staff facilities at Frogmore Hall, Cleaning team part of Frogmore Hall permanent staff.

4.24 How many Hand Wash Basins are available? Confirm provision of the following at each one:
Each toilet has hand washing facilities with paper ~~towels~~, bins, liquid soap, hand sanitiser and running water.
Receptacles for used paper towels Liquid soap Running water Hand sanitiser

4.24 Cleaning and Disinfection Arrangements:

(Disinfectants tested to BSEN 14476 is suitable for enveloped viruses such as Coronavirus.)

Do you have a cleaning schedule? Yes hourly for the duration of the festival.

a. State what cleaning chemicals and equipment will be used:

COSH standard products as specified by Frogmore hall management team

b. What method of disinfectant will be used that is suitable for coronavirus.:



4.31 Any other controls / information you wish to add: Details if YES:	NO
5 FURTHER IMPORTANT INFORMATION	
5.1 This document: - Has been designed to help you to capture the relevant COVID information you will need for your <u>Events Risk Assessment</u>, and is to be returned with the Risk Assessment ASAP. Any support documentation is to be listed in Section 6, referenced and attached. (Remember, the deadline is four weeks prior to the Event) - Is generic and all may not be relevant to you. It is your responsibility to ensure that any information you give is true and accurate. If a question is not relevant, simply put 'N/A'. 5.2 When completing the questions, you must take account of: - The people working at or supporting the event, those who you expect to attend including level of attendance overall, at any one time and vulnerabilities / disabilities. - Others who may be affected by the event, even if they are not attending (adjacent business's / domestic dwellings, livestock etc) 5.3 Testing: It is recommended that staff and attendees are tested prior to the event and consider how results are communicated. You may wish to have a vaccination policy which allows entry to the Event. 5.4 For the latest guidance: The Purple Guide https://www.gov.uk/guidance/working-safely-during-covid-19/events-and-attractions and https://www.hse.gov.uk/coronavirus/working-safely/index.htm	

6 DETAILS OF ATTACHED SUPPORTING DOCUMENTS		
Events Organisers Questionnaire Ref	Document Name:	Relevant Page No / Section:
Site map	Map of site,	3
Festival layout	Planned layout of event	3



Food Plan	Vendor contact list and power water etc requirements	4
Stage order	Artist running order by stage	4
Stage ~~reg~~	Artist performance requirements	4
Site Management	Emergency plans/ site security	6
St Johns	St Johns ambulance agreement	6
EVM Insurance	Event insurance Documents	1
Frogmore	Contract with Frogmore Hall for Meadow Music Festival	1
NHDC	NHDC event permission license	1
Completed by: Isabella Coakley..... Printed Name: ...Isabella Coakley.....		Date Completed: 20/3/2023..... Event Manger Job Title:

Appendix Four – North Herts District Council Event Management Plan

Event Management Plan

Title of Event:	Meadow Melodies Festival
Location of Event:	Frogmore Hall, Hertfordshire
Date of Event:	13th and 14 th July 2024
Contact Details of Event Organiser	Isabella Coakley isabellacoakley@gmail.com 07852135124



Version	Date	Author
One	10/03/2023	Isabella Coakley



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2. Plan, Aim and Objectives.....	
3. Event Management Structure.....	
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14. Waste Management.....	
15. Toilets.....	
16. Catering.....	
17. Lost Children Policy.....	
18. Insurance.....	
19. Emergency Contact.....	

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1. Event Description

Family camping festival, over 2 day weekend, in the grounds of Frogmore Hall, Hertfordshire.

No funfair rides, inflatables's or pyrotechnics, mainly due to cost and safety, also not fitting with the aesthetic of old-fashioned family countryside camping.

2. Plan, Aim and Objectives

To establish if a festival of this kind could be profitable, popular with the public and franchisable to create further festivals around the UK in the same model.

3. Event Management Structure

As this is the first festival of its kind run by the Manager/promoter, Frogmore Hall was chosen as the venue because it includes a complete complement of experienced staff, infrastructure and logistics. The venue is known by the local authority, police, St John's Ambulance and food/beverage vendors. Once the concept had been discussed the Frogmore Hall team activated their established arrangements giving the promoter/manager options for arrangements and budgeting purposes. Using an established facility in the way, lessened the risk of mistakes and increased the possibility of public trust creating higher ticket sales.

The event will be run by the Promoter/manager Isabella Coakley in conjunction with the Frogmore Hall Event team who are paid a flat rate.

4. Licensing Requirements

North Hertfordshire District Council require an Entertainment licence specific to the event.

5. Crowd Management

The event is aimed at families with young children peacefully camping and attending music stages, reading and other outdoor entertainments, the maximum attendance will be 3,000 adults.

6. Emergency Procedures

As all staff will be part of the established Frogmore Hall Team they are trained at the Hall in advance and experienced.

7. Road Traffic Management

No road closure is required, Frogmore Hall has regular events throughout the year and issues are not anticipated. Police will have been notified and gate marshals will be in a position to direct traffic.

8. Local Police Presence

Police have been informed of the festival jointly by the Frogmore Hall management team and Manager promoting Isabella Coakley on 20th March 2023.by the public order act of 1986

9. Severe Weather and Event Cancellation

Cancellation of the event and refunding of tickets is covered by the insurance taken out by Event Manager/Promoter as is a public liability with EVM Insurance. Any issues arising with the site Frogmore Hall are covered by Frogmore Hall's's insurance.

10. First Aid/Medical Provision

All senior staff at Frogmore Hall are First Aiders, a request has been made to St John's ambulance for three teams to attend and provision has been made for them on site.

11. Fire Precautions & Equipment

In accordance with Government regulations a Fire Safety, Risk Assessment will be completed by the Frogmore Hall Team

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12. Media

The event will be advertised locally through shops, libraries, notice boards and family-friendly venues. Online via Instagram, facebook, Frogmore Halls event site and performing artists' social media.

13. Noise Management

All sound systems will be managed by Frogmore Hall contractors who have experience on-site. All systems are capped to a suitable noise level according to the local council's requirements

14. Waste Management

Clean-up both during and after the event is handled by the site management team who have specialist equipment for mass waste management and a large staff in place to support this. The public is encouraged to 'leave nothing behind and be countryside aware during the course of the festival. Private contractors will collect the waste once it is collected after the festival and that cost is incorporated into the event budget.

15. Toilet Provision

Within the Festival area, there will be four blocks of toilets each containing 10 toilets and 10 sinks with soap dispensers and bins. Each toilet block contains one larger easily accessed disabled designated toilet.

16. Catering

Please provide details of food vendors i.e. including tea/coffee, food and ice-creams

17. Lost Children Policy

All children will be ~~wristbanded~~ and parental contact details during the festival are held in case of emergency, parents will be given leaflets detailing the missing child procedure as well as information posted throughout the site on notice boards. All relevant staff will have completed DBS checks

18. Insurance

EVM Insurance documents attached for Festival Promoter Manager and separate venue insurance supplied by Frogmore Hall Management (copy attached)

19. Emergency Contact

See attached Management and staff roster details.

Please send your completed form to SAG@north-herts.gov.uk along with any supporting event documents attached, we will then circulate these to the Safety Advisory Group for their information. The Safety Advisory Group may contact you if they have any questions about your planned event.

Thank you on behalf of the North Herts Council

Appendix Five – North Herts District Council Event Notification Form

NORTH HERTFORDSHIRE
DISTRICT COUNCIL

NHDC EVENT NOTIFICATION FORM

Please fill in this form with as much information as you can if you intend organising an event within North Hertfordshire. This form is used to update an event diary and notify the Safety Advisory Group of forthcoming events.

IMPORTANT: The role of the Safety Advisory Group is to offer advice to event organisers and help them identify their legal duties. The group does not issue any approvals for events nor does the group have the power to stop, limit or place restrictions upon any event. This is without prejudice to the Council or other agencies acting under their own legal powers.

The legal responsibility for the health, safety and welfare of an event lies with the event organiser(s). The event organiser(s) is also responsible for ensuring that the necessary permissions are applied for and obtained before the event.

Event description	TWO DAY FAMILY MUSIC FESTIVAL		
Who will be the event organiser	Management team and staff, public, performers and food and ~~herverage~~		
Contact address	Event manager Isabella Coakley	Post Code	
Contact telephone number	07852135124	Email	
Where do you want to hold your event	Frogmore Hall Estate Hertfordshire		
Date(s) when you want to hold your event	13 th and 14 th July 2024		
Start Time	9 am	Finish Time	9pm
		Time Site Arrival / Vacated	
Is the event free? No If No will you be selling tickets? Yes prior to event not on the door			
How many people do you think will be attending?			
At any point in time	Maximum 3000	Throughout the event	Maximum 3000
Do you intend to use the following?			
Highway Directional Signs	No (If Yes County Council approval will be needed)		
Site Banners / Posters	No		
(If Yes you may need approval from the land owner, please contact NHDC for advice)			
Will the event include any of the following:			
Animals	No (If Yes please provide details)		
Fireworks / Pyrotechnics	No		
Fairground Equipment	No		
P.A System	1st Qtr	2nd Qtr	3rd Qtr 4th Qtr
			Yes (If Yes please we may need a sound management plan) see attached
Motor Vehicles	No (If Yes please provide details)		
Live / Recorded Music / Entertainment	Yes see attached (If Yes please provide details)		
Generators	Yes (These must be diesel powered)		
Marquees / Stages	Yes		
Barrier Fencing	Yes		
Toilets	Yes		
Alcohol	Yes from licensed vendors (If Yes please provide details)		

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Arrangements for the collection and disposal of waste / litter in place litter: **Yes already in place with site management team**

Stewarding / Security **Yes**

On site caterers **Yes**

Bonfire **No**

Barbecue **No** (If **Yes** how will it be fuelled) – gas bottles **Yes / No / Other**

First Aid **Yes site staff first aid team and St Johns ambulance team** Page 1 of 2

Inflatables e.g. Bouncy Castles **No**

Lost Children Point **Yes**

NORTH HERTFORDSHIRE
DISTRICT COUNCIL



NHDC EVENT NOTIFICATION FORM

Emergency Services (Fire / Police / Ambulance)

Have you contacted any of the above about your event: **Yes see attached Police form**
If **Yes** please provide details below.

Other information I have enclosed see all attachments

- a) Certificate of Public Liability - Evidence of Public liability insurance limit of indemnity £5 million (or increased as necessary based on your risk assessment. Events on land will require a limit of indemnity of £10 million)
- b) Site Plan showing entrances, exits, marquees, tents, stages and other structure and/or areas of use
- c) Programme of the event
- d) Event Management Plan
- e) Waste Management Plan
- f) Risk Assessment

Other Permissions:

I have applied for or will be applying for the following (please see the NHDC website for further information):

Premises License	No
Temporary Event Notice	Yes
Land License (to use NHDC land)	No
Land Owners consent (other than NHDC)	Yes
Road Closure	No

Is there anything else that we have not asked for about your event that you think that we should know at this time? If so please give details below.

I accept that the information provided on this form, is to the best of my knowledge, accurate.

Signed: Isabella Coakley

Position: Event
Manager Promoter

Date: 20/3/2023

Please return the completed form to:

Mrs Lorrae Hunter
Safety Advisory Group Project Officer
North Hertfordshire District Council
Council Offices
Gernon Road
Letchworth
Herts. SG6 3JF

Phone: 01462 474528

Page 2 of 2

Or return by email to: lorrae.hunter@north-herts.gov.uk

Appendix Six – Festival Risk Assessment

Event Name:	Melody Meadow	Date:	16/17 July 2024	Venue:	Frogmore Feilds
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(1) Activity / Area of Concern	(2) Hazards Identified	(3) Persons at Risk	(4) Current Risk Factor (high, medium or low)	(5) Actions to be Taken to Minimize each Risk	(6) New Risk Factor (high, medium or low)
SITE MANAGEMENT:					
Public Entrance / Exit	Frogmore Site Security	Members of the public and staff	Medium	Long established and trained team of 20 Marshals working shifts to cover entrance and exit roads onto the public highway, Large directional signage, tarmac road surface.	Low
Emergency evacuation procedure	Fire; Terrorist attack; Storm	Members of the public, event staff, performers and vendors	High	Permanent site staff trained in procedure in place for emergency evacuation - to include methods of egress; designated assembly points; marshals; information boards for public all directed by the Frogmore Hall events team who run annual rehearsals.	Medium
First Aid	Minor injuries – insect bites, heat stroke, general accidents, emergency treatment such as stroke /heart attack	Members of the public, staff, performers and vendors	Medium	Three St Johns ambulance teams will be on-site for the duration of the festival, all Frogmore Hall managerial staff are first aiders, a helicopter landing area for a serious emergency with Air Ambulance and 18 miles from nearest hospital (Lister, Stevenage)	Low
Care of children	Lost children	Members of the public – children	Very high	identified "lost children" point. Identifiable marshals all DBS checked. All Children wear wristbands with parents' contact details. PA system in place (essential for large events). Leaflets are given to parents on the arrival of procedures and detailed on notice boards around the site.	Medium
Toilet provision	Not enough toilets	for Members of the public, staff, vendors, and performers	Medium	Staff toilets in the main Hall, and four banks of toilets in Festival fields, each bank contains ten toilets one of which is a disabled toilet. Each toilet has running water, a sink, hand soap, and rubbish bins.	Low

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Car Parking	Injuries caused by moving vehicles	Members of the public – especially children, staff, vendors, and performers	Medium	Designated signed parking areas. Drive to be kept clear to allow access for emergency vehicles. Mandatory 5 mph speed limit enforced by signs. The one-way traffic system is in place. Car parking is supervised by identifiable marshals wearing high visibility jackets carrying mobile radios to summon assistance from Control. First Aiders and ambulance on site. Specially designated area for disabled parking. Frogmore Hall team vehicles are suitable towing vehicles available to remove vehicles from the site in the event of very wet ground conditions	Low
Risk of fire	Burn or smoke injuries	Members of the public especially people with disabilities and children/staff/event participants/contractors	Medium	Fire risk assessment attached. Frogmore Hall staff trained for emergency fire safety routines. No bonfires or barbeques are allowed at the festival. Festival fields are a clear distance from woodlands, smoking is in only four designated areas. Rubbish bins are frequently emptied. Fire safety notices are on every notice board in the festival arena and camping grounds. Water main hydrants are marked on-site and inspected by Hertfordshire Fire Service. Access roads are kept clear with moving traffic only.	Low
Very wet weather on the day	Vehicles unable to get off the grass; public slip over; ground damaged	Members of the public, staff, performers and vendors	Medium	In the case of severe bad weather the event would be cancelled and the Frogmore Hall team would have the final decision. For sudden showers and muddy ground, the site has large areas of hard standing for the food and beverage area so there is no risk of bogging down vendor's vehicles. The same for all four banks of toilets. All music equipment for the stages is undercover. Public car parking is on the higher and slightly sloped ground so rarely gets waterlogged. In event of the festival closing once started, announcements would be made over the tannoy to the public and all staff informed to go into a slow evacuation procedure according to the Frogmore directive.	Low

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Strong winds	Falling trees or debris; marquees lifting/blowing away; other flying or rolling objects	Members of the public, staff, performers, vendors and equipment	High	Organiser together with their appointed person for Health & Safety to monitor weather forecasts and actual weather for the event – if strong winds or gusts are likely to exceed 30mph then the event must be cancelled or postponed by the event organiser due the risks involved. The Festival ground is away from the woodland area and as such is not sheltered so Frogmore Team is very aware of the risk and takes the above precautions.	Low
Litter	Litter or other debris generated by the event	Future of the site, Public, performers, staff and vendors	Medium	Multiple bins all signposted throughout the site, all emptied and monitored throughout the festival. Signage to encourage the public to dispose of rubbish responsibly. Frogmore Hall team monitor the site throughout the festival for issues, after the festival experienced trained staff have a standard clean-up procedure and rubbish is collected by a private waste management company is included in the festival costs.	Low
Working with children	Ensuring children are protected	Children/people working with children	Medium	All Frogmore Hall Management and marshals are DBS checked. As are all artists and performers working directly with children, such as the Story Tent team and face painting team. Missing children details as above First Aid for children as above.	Low
Crowd management (marshals)	Pinch points; Over-crowding; Potential conflict re-entry to event	Members of the public – senior citizens/children / disabled people	High	PA system in place. The appropriate number of identifiable marshals on site, with the radio system. Marshals are to be fully briefed prior to the event. The organiser of the event must have trained/experienced marshals wherever controlling entry to an event, as this causes potential conflict.	Medium
Public Address (PA) System	Cables catch fire or electrocute	Members of the public/staff	Medium	Check cables prior to the event. The circuit breaker in place. All electrics are checked by a qualified electrician.	Low
	Trip over cables	Members of the public/staff	Medium	Cable covers/ management system in place, no exposed cables	Low

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Moving vehicles	Injuries caused by moving vehicles	Members of the public/competitors	Medium	Vehicle movement kept to a minimum. Arena isolated by barriers to keep the public away from moving exhibits. A mandatory 5 mph speed limit is enforced by signs and identifiable marshals carrying mobile radios to summon assistance from Control. First Aiders & Ambulance on site. If possible, ensure all vehicles are on site before the event.	Low
ACTIVITIES:-					
Face Painting	Allergy to paints	Members of the public - children	Medium	All performers working with children to be DBS checked and have public liability, see attached. Clear signage for face painting regarding allergies (patch tests available) Experience staff and first aid point adjacent to child entertainment area.	Low
Catering – food / drink	Food poisoning	Members of the public, staff, performers, vendors'	Medium	All food and beverage vendors to be established business with food hygiene certificates from North Herts Council displayed at the point of sale and supplied to Frogmore hall in advance. Power supplied to vendors from permanent fixtures is regularly checked by electricians. Fresh drinking water and cleaning stations are also permanent fixtures in the food area. All vendors are to carry fire safety equipment in their vehicles. Food components are listed and allergy information is available at all points of sale.	Low
	Allergic reaction	Members of the public – especially children	Medium		Low
	Fire	Staff/members of the public	Medium		Low
Barbeque-	Fire hazard/burns (people/property/ trees)	Members of the public especially children	High	Barbeques and bonfires is not permitted on site and Marshal's patrol all areas to ensure this does not happen	Medium
	Food uncooked	Anyone consuming food	High		Low
	Ingesting fire lighting products	Children	Medium		Low
Pets	Dog health/injuries Heat exhaustion Dog faeces	Dogs, public, staff, vendors and performers	Low	No pets are permitted on site and Marshals at the gate ensure this policy is maintained	Low

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Children's entertainer	Molestation/abduction	Children	Medium	Children are not to be left alone at any time during the festival even when with entertainers. All children are to wear wristbands, and All entertainers are to be DBS checked.	Low
Marquees	Guy ropes/stakes trip hazard	Public, staff, performers	Medium	Established practice within Frogmore Hall team, Fire Assessment is done, Insurance cover sees attached with EVM Insurance and Frogmore Hall insurance for public liability as well. All walkways in the area avoid guy ropes which are brightly coloured for awareness and roped off.	Low
Music	Noise pollution	Public, staff, performers, vendors, neighbouring area to Frogmore Hall	Medium		Low
Archery	N/A	N/A	N/A	No archery allowed	N/A
Bight lights, Lasers and Fireworks	Bright lights affect/distract aircraft pilots	Pilots Members of the public	Medium	Frogmore Hall is away from any usual flight paths, stage lighting is directed downwards not up. Field lighting is low voltage.No lasers or fireworks will be used.	Low

I hereby confirm that I will fully comply with this Event Risk Assessment and agree to obtain all the necessary permission and licences required.

Name of person completing Risk Assessment (printed) Isabella Coakley

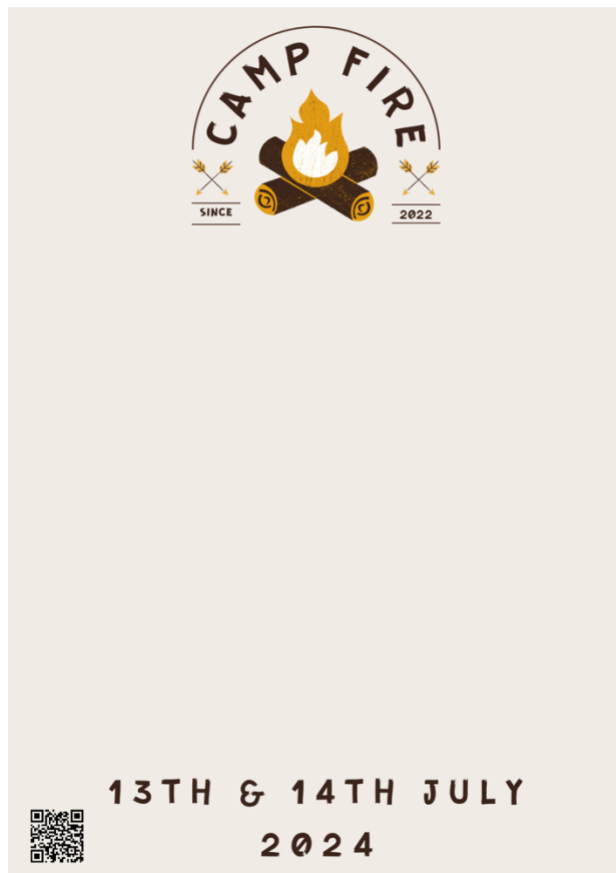
Organisation: Meadow Melodies Festival Position: Owner / Manger

Signature: Isabella Coakley Date: 10/3/2023

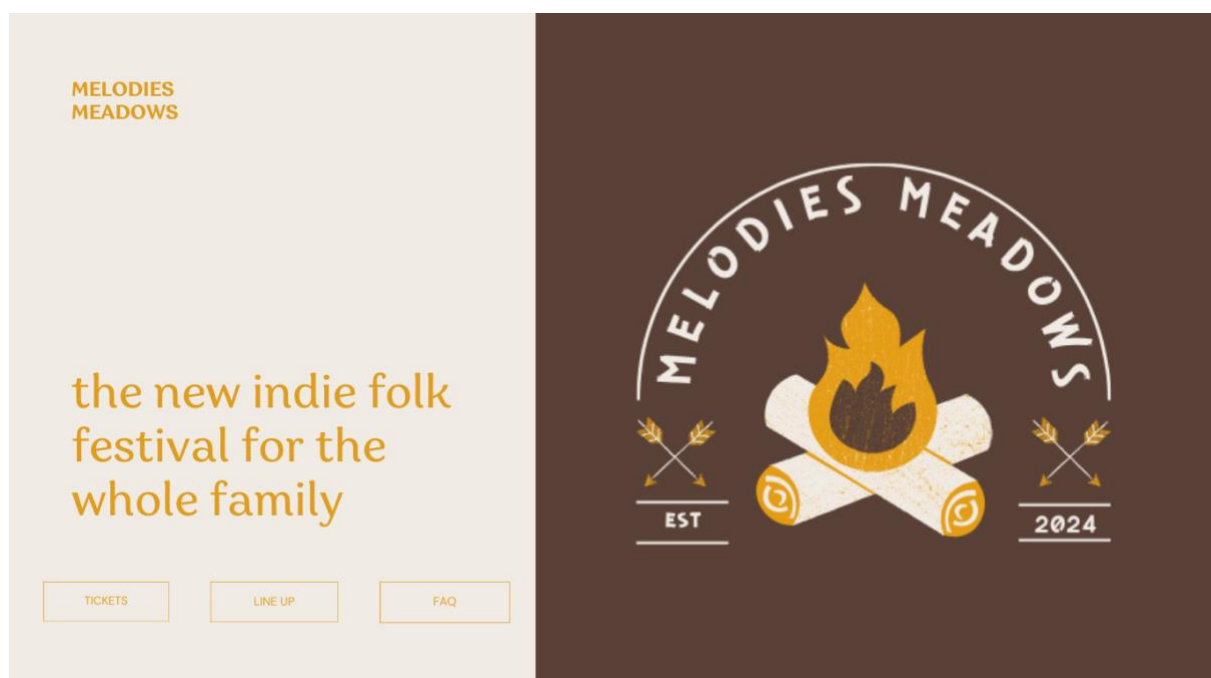
Appendix Seven – Map of the Site Concept



Appendix Eight – Posters concept



Appendix Nine – Website concept



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