

LIVE MUSIC & EVENT MANAGEMENT PORTFOLIO 1

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1.Introduction

2. The idea

2.1 Brand and vision

2.2 Line up and dates

2.3 Location (setting)

3. The planning

3.1 Accessibility and public transportation

3.2 Area layout

3.3 Ticketing

3.4 Budget

3.5 Licensing

3.6 Safety

4. Promotion of the event

5. Event Management Plan

6. Appendix

6.1 Appendix 1 (Site plan)

6.2 Appendix 2 (Premises Licence)

6.3 Appendix 3 (Tariff LP)

6.4 Appendix 4 (Festival poster, merch)

6.5 Appendix 5 (Budget sheet)

1. Introduction: The event and the 5 W's

FUTURA FESTIVAL is a two-day music festival held in May in Hambleden, UK. The festival aims at promoting and showcasing new and exciting pop music, redefining what the genre sounds like through innovative artists.

Why: Encourage and promote new and exciting pop music, showcase new artists that preserve their authenticity, reunite music lovers.

What: A 2-day music festival held in the UK countryside of Hambleden.

Who: The target audience will mainly be composed by young adults, students and teens, mostly in the 17-35 age range, but it is open to everyone who shows curiosity and passion for music discovery.

When: 20-21 May 2022

Where: Hambleden, Culden Faw Estate.

2. The idea

2.1 Brand and vision

The first step towards the organization of the festival was brainstorming, in which the primary thought on which I tried to focus was the reason behind the event itself, in other words, what we were going to offer to the audience or which cause we wanted to support. Being an artist myself, I have always been very intrigued by music discovery, a concept which is nowadays concretized in the live dimension through the so-called 'showcase festivals' such as SXSW or Great Escape. I thought it could be a great idea to bring that discovery factor to a more traditional festival format, which could be centered around one main stage instead of a whole city. Our focus would be innovative and fresh pop artists, all united by a strong independent sense of their art and expression. The name of the festival, FUTURA, highlights this sense of discovery and portrays the vision promoted by the event. (see APPENDIX 4)

As stated before, the name of the event portrays the sense of innovation and freshness that the festival hopes to bring on the scene. Following this, a color scheme of blue and green (which represent the colors of the natural location) was reinterpreted in a bolder, fluorescent version. The festival poster, which represents the primary means through which the festival brand will be presented to the audience, features the 'Forward' symbol, which again underlines the innovative goal of the event. This color scheme is also used for festival bracelets and passes, festival merch and flyers. Examples of festival merch are shown in APPENDIX 4.

2.2 Festival line up and dates

The festival lineup reflects the vision of the festival and represents-obviously- the focus of its purpose. We tried to maintain a balanced lineup in terms of artists' gender, and to showcase some of the best emerging names of the current pop scene by including different countries of origin.

- BENEE (NZ)
- ARLO PARKS (UK)
- BOY PABLO (NO)
- BIIG PIIG (UK)
- STILL WOZZY (US)
- SEGA BODEGA (SCT)
- RALPH CASTELLI (US)
- REMI WOLF (US)
- HOPE TALA (UK)
- SAM EZEH (SE)

The brand vision continues in the dates chosen for the event, which will be held on the weekend of 21-22 May 2022, earlier than the traditional festival season. We thought that these early dates could reflect the festival's ambition to communicate as a 'visionary' festival, while strategically performing better because of

the less competition with other UK festivals. We also wanted the festival to be held in Spring, both because of the weather and because of the symbolism of the season, which depicts the rebirth of nature.

2.3 The location

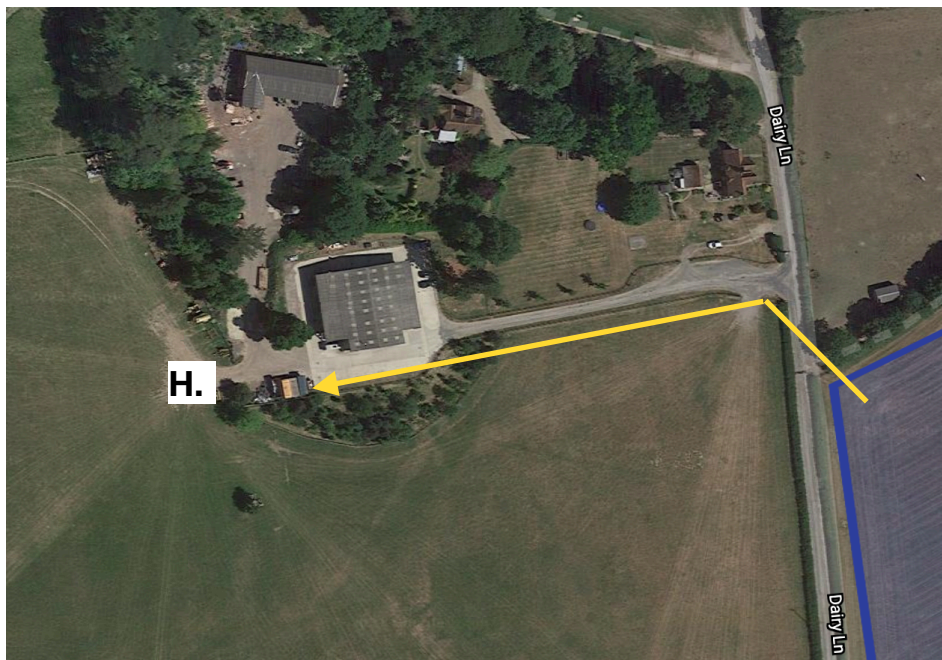
After having defined the concept behind the festival, the first step was to find a suitable location. The event had to be set in the countryside, but we ideally wanted the location to be reachable from at least two main UK cities and to be connected both through public transportation and road links. The search started through a website, “Borrow my garden”, which offers various countryside location options around the UK. Finally, we found The Culden Faw Estate, located on the boundaries of Berkshire, Buckinghamshire and Oxfordshire. The location offers different areas to hire, and for our main area, we decided to hire “The Showground”, made up of 58 acres of pasture. The venue gives off a fresh vibe while at the same time offering the audience its beautiful and calming natural surroundings.

3. Planning

3.1 Accessibility of the site (entrance + transports)

While representing an idyllic natural area, the venue benefits from proximity to road and rail links. The site is indeed reachable from London (through M4) in an hour’s drive and it is only 40 minutes from Oxford (through A4074) by car. The site is also linked to central London through rail (GWR to Hereford) and bus (850 to High Wycombe), which stops right at the front of the estate.

In terms of entrances, we located the main entrance on the east side of the site (*H on the map below*). This will constitute both the entrance and exit of the festival and will be constantly monitored by security, who will help manage the flow of people. The pedestrian entrance has a width of 9 meters, and will therefore be divided into two lanes going in opposite directions, one for the entrance and one for the exit. The yellow line represents the path the people will follow from the exit of the parking to the main entrance.



For the parking, the entrance (K. on the map) is located on the south side of the area, while the exit (U. on the map) on the north. The entrance measures around 9 meters, and it will therefore be divided into two lines that will however follow the same direction, in order to facilitate the flow of cars or coaches.



Below there is a table of the planned timetable for the entrance of the festival and the parking.

	OPEN	CLOSE
ENTRY	3 PM	11.30 PM
NOISE CURFEW	-	11 PM
PARKING	3 PM	12 PM

3.2 Area layout (stage, food, toilet, merch)

The site map (See APPENDIX 1) shows with more precision the areas that we intend to hire and use for the festival and the consequential distribution of the main stage, the food area, the merch area and the toilets. We decided to exclude the south area of Culden Faw Estate (situated below the Thames) and organize the festival around The Showground area, while reserving the site on the right of Dairy Ln road for the parking. The area meant for the festival itself covers around 44 acres and has a perimeter of 1.9 km. The main stage is placed in front of the entrance. On the right side, we have the toilets, while on the opposite side we can find the food and the merch area, strategically placed near the entrance. We thought that this disposition could encourage the audience to stop for some merch before or after the shows. The merch table could also keep the audience busy between each set, together with the food and drink area that will remain open for the entire duration of the festival.



Legenda

- A. STAGE
- B. BACKSTAGE
- C. MERCH
- D. FOOD AREA
- E. TOILETS
- F. PARKING

The showground presents a noise curfew at 11 pm, therefore these are the timetable for the main stage. We calculated around 20-30 mins for the set stage between each act.

Stage hours

HOURS	DAY ONE	DAY TWO
3.30-3.50 pm		Hope Tala
4.10-4.40 pm	Sega Bodega	Sam Ezeh
5.00-5.40 pm	Remi Wolf	Ralph Castelli
6.15-7.00 pm	Boy Pablo	Puma Blue
7.30 - 8.20 pm	Still Woozy	Biig Piig
8.50 - 10.15 pm	BENEE	Arlo Parks

These are the timetable for food trucks and merch tables.

Merch, Food/Drink Area

	OPEN	CLOSE
MERCH TABLE	3 PM	10.40 PM
FOOD TRUCKS	3 PM	10.00 PM

For the parking, we decided to use the area located on the right, which presents three main entrances and has a perimeter of 1,32 km. With 23,6 acres of space, we calculated that this area could fit around 2100 cars, around 80 cars per acre (Source: <https://ag.tennessee.edu/cpa/Information%20Sheets/CPA%20222.pdf>).

Please see APPENDIX 1 for the complete site map.

3.3 Ticketing

We chose to sell the tickets through the DICE website, a ticketing app that prevents ticket fraud and scalping (reselling tickets for a higher price). DICE is a UK app that was developed in 2014 but only recently has started to become very popular among listeners and music lovers. Other than the higher level of safety that it provides, the app represents a good choice because it can help to promote the event through its channels and networks and target it to the people who are most likely to be interested in it. In case of a canceled event, DICE guarantees an immediate refund with no further procedures to deal with. If you need to return a ticket for personal reasons, the app offers your ticket to the first fan of the DICE waiting list, processing a refund in 5-10 working days in the case someone decides to take your place. Selling tickets through this app also allows us to monitor our audience and to better understand it for future editions of the festival, as the service provides data on the tickets sold and the people that attended the event.

For purchases, refunds and information people will need to download the DICE app, which is available through App Store (iPhone users) or Google Play (Android users). On the day of the event, people will be asked to show the QR code of the ticket at the entrance, with no need to print or bring a paper ticket.

Tickets can be purchased in two versions: a full festival ticket and a one-day ticket. Both the versions will be available on Early Bird sale, and later on general sale. The Early Bird ticket sale will open together with the announcement of the festival, which we programmed to be around September 2021. We did not want to announce and present the festival too early, since it is a new event that people could potentially forget about if they come in contact with too soon on the year. We also thought about offering a free festival tote bag to

the first 300 purchasers of a full-festival ticket: this would represent an encouragement for all the potentially interested people and the festival could also benefit from indirect promotion from the audience itself.

By keeping the prices relatively low, we decided not to offer further discounts on the ticket prices. This decision was taken with reference to the target audience we want to address. We expect our community to be mainly composed of music lovers, who would be hopefully willing to spend money on a music festival because of the value they usually assign to these events. Below there is a table that shows the ticket prices. For tickets over £10, DICE charges a 10% inside service fee and a 3% inside payment processing fee. This means that for every ticket sold in general admission, we will receive £67.5 for a one-day ticket and £103.5 for a full festival ticket. For early bird tickets, we will receive £58.5 for a day ticket, and £94.5 for a full festival ticket.

	EARLY BIRD	GENERAL ADMISSION
ONE DAY FESTIVAL TICKET	65 £	75 £
FULL FESTIVAL TICKET	105 £	115 £

Having no certainty about how many and which type of tickets we will sell, we can only do a rough estimate of a possible sale. We expect to sell the majority of the tickets (2000) on general admission, while around one third (1000) during early bird sale. Presumably and in both cases, the majority of the sales will be full festival tickets. This is an approximate division of expected tickets' sale:

Early bird full festival: 700 tickets

Early bird one day: 300 tickets

GA full festival: 1500 tickets

GA one day: 500 tickets

As stated before, the first 300 purchasers of a full festival ticket will receive a tote bag from the festival merch, which costs around 1£. A full breakdown of incomes and expenses is shown in the budgeting of the next chapter. The DICE percentage has already been calculated.

3.4 Budgeting

Income

As shown from the budgeting sheet (*Appendix 5*), the income would come mostly from ticket sales, food and drinks. We estimated to sell all the tickets and almost all the tote bags (1000/1200). The food vendors will have to pay a pitch in order to sell their products on the festival site, and we calculated that this will be around £300/each for the weekend. For the income of the bar, we estimated an alcohol consumption of two drinks per person per day (around 15 £), but we excluded around 300 people that could be non-alcohol drinkers or drivers. The calculation is shown below and it takes into account the previous estimate of the ticket sale.

1500 + 700 people (full festival) = **2200** x £30 (£ 15 x day) = £ 66,000 alcohol sales (8800 units)

500 people (one day attendees - 300 people) = 500 x £ 15 = £7500 alcohol sales (1000 units)

Total revenue projection amounts to £ 358900,00

Expenses

The most relevant expenses are constituted by artists' fees, stage hire and staff. For venue hire, we directly contacted the manager of Culden Faw Estate, who confirmed the price of £7000 per weekend. The staff will be composed of a total of 33 people plus 20 volunteers. Every member of the staff (bar, general staff, box office, etc) will be paid 10 pounds per hour. Below there is a breakdown of staff expense.

- Bar Staff. 140 pound x 8 people = 1120
- Box Office 140 pounds x 3 people=420
- Parking 180 X 2 people=360
- Staff (Stewards, runners, production assistants etc) 200 pounds x 20 people=4000

The stage, lighting and sound will be provided by outdoor stages (<https://www.outdoorstages.co.uk/>), a London based festival production company. The package we chose offers the following:

- 12m x 9m outdoor stage with the option of 6m side panels for advertising
- Touring spec sound & lighting system for up to 10,000
- Crew & technicians

Included is a large format d&b Audiotechnik PA system, ran & controlled by amps/system controllers, fully digital Midas mixing desks for both FOH & for stage monitors with technicians. We need to add an extra £5,850 for the stage build crew and the staging transport.

For the fencing, we calculated a need of around 900 barriers (each is 2.3 meters wide) to cover the perimeter of the site (almost 2km). The price amounts to £18,675 (<https://fenceuk.co.uk/checkout/cart/>). For outdoor furniture (Beer tables & benches set) we calculated 350 sets, for a total price of £ 8050. Each set can host up to 7 people. The furniture will be provided by <https://www.furniturehireuk.com/festival-furniture-hire>.

For marquees and tents, we will need approximately 2 small tents for the bar area and a bigger one (300 people capacity) for the backstage area. Based on this site (<https://alternative-stretch-tents.co.uk/>) we estimated a total of 3600 £ (1800 x 2) + 3600 £ (backstage).

Backline hiring for two days will amount to circa 1250£. Prices are calculated on two days of the festival and based on Bandshophire and Prestige Sound & Light brochures.

- 1x Yamaha Full drum kit (£120)
- 3x Fender guitar amps (£150)
- 1xAmpegSVT bass amp (£70)
- 1xAmpegSVT3 bass amp (£70)
- 12xMicrophones for voice, amps (£360) + Drum Microphone Kit (£90)
- XRL (£60), Loudspeakers and Audiomulticore Cables (£300)
- 5xKey stands and 4xguitar stands (£50 + £40)

Other expenses include water and energy suppliers, staff catering, licenses and PRS/PPL percentage, portable toilets and waste disposal. For water use, we intend to work with Frank Water, a charity that works with local partners to deliver sustainable solutions to water and sanitation issues in the poorest countries in India. The organization currently collabs with seven UK festivals by providing chilled filtered water, and all profit is donated to their charity. They also reduce plastic use since they provide sustainable bottles. In return for a fixed fee, Frank Water will provide free refills to all festival-goers.

We will need around 35 portable toilets, each costs £50 for a total of £1750. Below there is a projected budget sheet for FUTURA Festival. **Please see APPENDIX 5 for the detailed budget sheet.**

3.5 Licenses

There are a series of documents that need to be provided before an event can be organized, confirmed, and then announced.

In particular, the 2003 Licensing Act constitutes the main indication, providing a scheme for licensing premises used for the sale of alcohol, entertainment or late-night refreshment. The premises license is the necessary document required for any premises offering licensing activities, and it allows the holder to carry on specific activities (sell alcohol and late-night refreshments, provide entertainment like live music) for a specific location. Regarding the sale of alcohol, the license needs to indicate the DPS (Designated Premises Supervisor), the person who will take responsibility for the sale of alcohol and authorize other members of the staff to do so. The premise licenses do not have an expiry date, while the other ones need an annual fee to be paid in order to remain valid. I contacted the Culden Faw Estate in case they already had a premises license, and they informed me that I would need to acquire one, so I applied for it. Hambleden is under the council of Buckinghamshire. The license application can be found in APPENDIX 2.

Other than a premises license, we also need a music license from collecting societies. In order for the songs to be performed in front of an audience, permission of the copyright owner is needed. According to the UK government site, the license is called 'TheMusicLicense' and it is obtainable by submitting an application on the PPL PRS website. The cost of the license is calculated depending on various elements, such as:

- Number of events per year (in this case 1)
- Event capacity (in this case 3000)

From June 2018, festivals and concerts where popular music is played and a fee of admission is charged, are licensed by PPL PRS under Tariff LP. The events are licensed through a royalty payment, which is calculated as a percentage of gross receipts.

Within 30 days of the event, we are also required to provide information regarding the setlist of the event, the writers and the duration of works used at the event and accounting for each gross receipt using a standardized template. The application process for Tariff LP goes through a website application for TheMusicLicence on the PPL PRS website. The application is shown in APPENDIX 3.

3.6 Safety and risk assessment form

As stated in the license application form and as the general premise for the carrying out of the festival, safety must be classified as a priority goal of the event. Even though it is not possible to fully prevent or forecast what could go wrong, we are responsible to make plans for effective response and reduction of harm. The first step in this direction is completing a risk assessment form, a tool used to identify and control the possible risks that could take place at the event. This is also legally required by the Management of Health and Safety (Workplace) Regulations 1999. In order to carry that out, the activities and equipment that will be involved in the festival need to be listed, and the potential hazards relating to them must be identified. For each hazard, we also need to identify who could potentially be affected by it, being it the audience, staff, artists etc. Finally, we can write down what are we doing about it and what we could potentially do to manage the risk even further. The likelihood of the risks occurring is another criterion that can be noted down. Below is a risk assessment form completed for FUTURA Festival. The form is completed by following a common template.

What are the hazards?	Who might be harmed?	What are we doing to manage the risk?	Can we do anything else ?	Risk rating
Overcrowding, crowd crush, congestion in queues	Audience, staff	The festival site area is wide enough to host around 5000 people, while the total of tickets sold would be a maximum of 3000. Entrances and exits are indicated by signs. Entrances and exits measure the right width in order for the audience to safely enter and exit the festival.	Carry out a crowd safety planning. Add more emergency exits, place more staff who can monitor and redirect crowd flows.	
Fire burns, possible injuries from smoke inhalation, collapse of structures (see next one)	Audience, Artists, Staff	No fire policy and no pyrotechnics will be allowed on site. Food vendors will have to follow the guidelines for fire protection equipment (available for consultation on NCASS website). Staff members will constantly monitor the situation and be in sudden contact with authorities in case of fire.	Firefighting equipment such as extinguishers will be located on the site, all members of the staff will receive a basic training on how to initially try to manage the fire.	
Structural collapse (weather, bad stage erection or maintenance, audience behaviour)	Staff, Artists, Audience	Stage will be built following CDM regulation. Stage and all the site structures will be subjected to safety checks for each day of the festival to ensure weather and structural resistance. Audience will be placed and kept at a safe distance from the stage through crowd barriers and stewards.	Monitor weather forecast for possible thunderstorms, heavy winds or rain. Be prepared to evacuate people.	

Slips, trips, falls	Mainly staff	Stage ramps, steps and handrails will be signaled through lights or spike tape. Wires on stage will be marked and kept in order.	Signal stage ramps and backstage routes with cartels. Assure that the stage floor and the work site is kept in functional conditions (no wet floor, loose wires etc)	
Hearing damage	Staff, Artists, Audience	Artists and Staff will be provided with earplugs. Audience will be located far enough from the stage to prevent damage from the monitors. The audience area will maintain a max sound level of 107dB. Possible risky areas will be signaled.	Prohibit access to non-authorized people to the areas where hearing damage is possible.	
Electrical shock or burns	Mainly Staff, Audience	Electrical equipment must be PAT tested. Generators and electrical areas must be signaled and isolated, possibly fenced. Temporary supplies need to be installed by competent personnel.		
Injuries from working at height	Staff	Ladders and height structures must be positioned in a secure manner. Method statements of contractors need to be checked for safe system of work before the festival.		
Vehicles crash, workers and audience struck by vehicles	Staff, Audience	All vehicles entrances and exits will be directed and monitored by staff members. The parking and all the parking stewards will be clearly signaled through lights and Hi-Vis Jackets.	Subject the area to temporary speed limits.	

Terrorism	Staff, Artists, Audience	ID documents and bags will be checked at the entrance of the festival. The festival area will be fenced and monitored to ensure no one would enter the site without permission.	Train festival staff to deal with a terrorist attack. Manage to get people to emergency exits faster without creating panic.	
Food poisoning	Staff, Artists, Audience	Assure that all food on site is prepared in hygienic conditions and meets the health standards. Food vendors need to be registered with their Local Authority.		

Not only it is important to prevent and control these risks as a matter of public safety, but also because of their huge consequences on the event in terms of costs. The direct and indirect costs of an accident can account for the loss of business, asset damage, bad reputation, extra wages and legal costs. All of this would have repercussions on the future edition of the festival. It is particularly important that the first edition does not allow any kind of accident and concrete risk to prevent negative associations. f

4. Promotion of the event

We plan to invest around £7000 for the event's promotion and marketing. The marketing strategy will include:

Social media

We are going to create an official Instagram account for the festival and run targeted ads. The ads will target a male and female audience in the age range of 17-35, based in London, Oxford and Reading. We are going to create a festival hashtag #FuturaFest to help increase the event's popularity and encourage social media shares. In addition to this, we will request the artists to announce their participation in the festival at least three months before the event's day. We believe that this alone-considering the popularity of the artists-could act as a powerful promotional activity.

Posters and flyers

We plan to hang festival posters in specific locations around London and distribute flyers to small shops such as record stores or selected clothing shops. The poster design can be found in APPENDIX 4.

SEO

We want to optimize Google search for the event by using Keyword Planner and a specific set of words (FuturaFest, UK festivals, Summer Festivals etc) to foster Google results to direct people to our festival.

5. Event Management Plan

1. Mission Statement

We want to create a new space to discover the best emerging and exciting artists and promote pop music in a natural, idyllic setting.

2. Event Outline

FUTURA Festival aims at showcasing the best emerging pop music in the world. Our event will be held at the site of The Showground, which is part of the Culden Faw Estate, Hambleden. The site is constituted by a meadow of 58 acres, located near the river Thames. The event will take place on 20 and 21 May 2022. The official opening will take place at 3 PM. The following activities will be available to the ticket holders between 3PM and 11pm.

- Food and merch stalls
- Live music

3. Aims and Objectives

This plan provides a complete event document in order that all the individual organizations who will be participating in the event clearly understand both their own roles and how these roles interact with other contributors.

The main objectives are:

- to provide a successful, safe, enjoyable event
- to consider and plan for possible problems
- to identify trigger points for implementation of emergency procedures

4. Event Management Structure

- Event Manager
- Site Manager and Deputy Event Manager
- Stewarding Coordinator
- Safety Officer
- Medical and First Aid Provision

Major Incident Emergency Management Team

- Event manager
- Site Manager and Deputy Event Manager
- Stewarding Team

5. Emergency Procedures

If the event management team considers that an emergency is to be declared, instructions will be given to the event visitors by the Event Manager using the PA system or a megaphone.

6. Evacuation Plan

In case a controlled evacuation of the main event area is required, then the following procedure will apply.

- Stewards take positions
- On stage announcement made by the event manager

- Crowd will be directed to the exits and crowd flow will be managed to ensure no crowd crush takes place

7. Severe Weather and Event Cancellation

Weather forecast will be constantly checked to ensure no severe weather is due. The event will be postponed in case of severe weather.

8. First Aid

We destined a budget of £5000 for police and ambulance, who will assist us for the duration of the event.

9. Precautions and Equipment

For the festival site (stage, parterre): four water-type extinguishers, one dry powder extinguisher on each side of the stage, one light duty fire blanket. For the backstage area: three extinguishers. For food and drink area: three extinguishers. All the staff will be instructed on how to communicate and manage an emergency situation through appropriate fire and safety procedures.

10. Communications

The event staff and security will have access to handheld radios. The stage PA will be used for safety or emergency announcements if needed. A back-up system utilising a battery-powered megaphone will be used if the main PA system fails.

11. Staffing

For this event we will require 8 people for the food and drink area, 3 people for ticket box and entrance check, 2 people for the parking, 20 people for staff (runners, stewards, production, assistants) and 20 volunteers.

12. Waste Management

We reserved £9000 of the budget for waste disposal. Rubbish bins will be located on the festival site. During the festival days and after, the whole area will be inspected to remove litter items.

13. Toilets

We reserved £1750 for portable toilets. Total units will be 35. Toilets will be located on the right side of the festival site, opposite to the food and merch area.

14. Catering

Food and drinks will be available from the food trucks on site. We estimated a total of 10 stalls.

15. Lighting

Lighting will be provided by Outdoor stages company together with stage and sound service.

16. Noise Management

The site has a noise curfew at 11 PM and is located away from private residencies. All amplified music will stop at 10.15 PM. The audio levels will be constantly kept at a maximum of 107 dB.

17. Floor Management

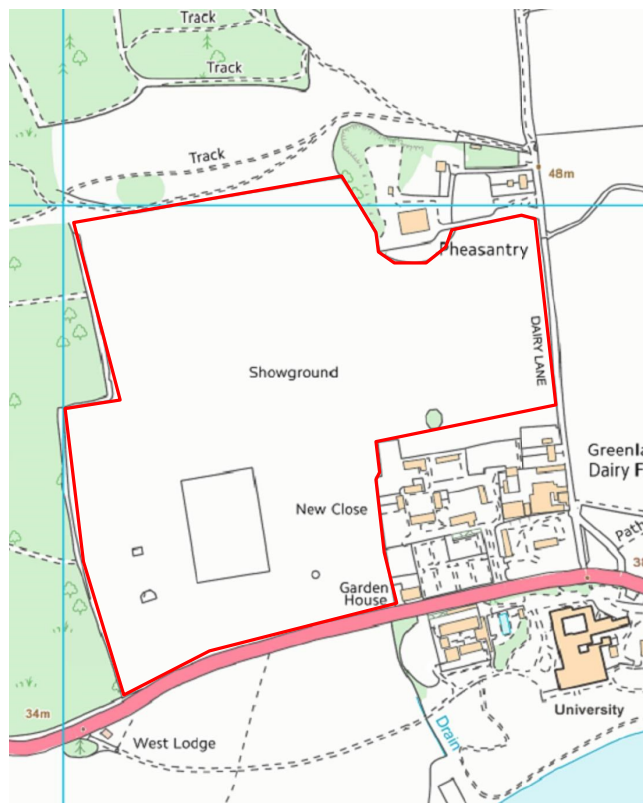
- Total staff will be composed of 33 people plus 20 volunteers. Police and ambulance are not included in this estimate.
- Security will be split into different areas of the site, such as entrance, stage and backstage area and site borders.
- The debunk of the event will be operated by staff and volunteer

APPENDIX 1

Site map (Festival area + Parking area)



Site map (Festival area - The Showground)



APPENDIX 2

Premises Licence



Buckinghamshire
Application for a premises licence
Licensing Act 2003

For help contact
licensing.wyc@buckinghamshire.gov.uk
Telephone: 01494 421222

* required information

Section 1 of 21

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 This is the unique reference for this application generated by the system.

Your reference 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

* Family name

* E-mail

Main telephone number Include country code.

Other telephone number

☐ 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.

Continued from previous page...

Your Address

Address official correspondence should be sent to.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [Next >](#)



* required information

Section 2 of 21

PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

- ☒ Address ☐ OS map reference ☐ Description

Postal Address Of Premises

Building number or name
Street
District
City or town
County or administrative area
Postcode



* required information

Section 3 of 21

APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- ☒ An individual or individuals
☐ A limited company / limited liability partnership
☐ A partnership (other than limited liability)
☐ An unincorporated association
☐ Other (for example a statutory corporation)
☐ A recognised club
☐ A charity
☐ The proprietor of an educational establishment
☐ A health service body
☐ A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
☐ A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
☐ The chief officer of police of a police force in England and Wales

Confirm The Following

- ☒ I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
☐ I am making the application pursuant to a statutory function
☐ I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative



* required information

Section 4 of 21

INDIVIDUAL APPLICANT DETAILS

Applicant Name

Is the name the same as (or similar to) the details 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.

First name

Giulia

Family name

Fontana

Is the applicant 18 years of age or older?

☒ Yes

☐ No

Current Residential 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

Flat 5

Street

Treadway Street

District

City or town

London

County or administrative area

London

Postcode

E26QW

Country

United Kingdom

Applicant Contact Details

Are the contact details the same as (or similar to) those 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.

E-mail

giuliafontana0001@gmail.com

Telephone number

+393450433131

Other telephone number

0309900387

* Date of birth

07

dd

/

06

mm

/

1996

yyyy



Buckinghamshire
Application for a premises licence
Licensing Act 2003

For help contact
licensing.wyc@buckinghamshire.gov.uk
Telephone: 01494 421222

* required information

Section 5 of 21

OPERATING SCHEDULE

When do you want the premises licence to start? / /
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end? / /
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.

The premises which will be used for the festival is constituted by two fields. The first one is called The Showground, which is part of the Culden Faw Estate. This meadow will be used as our main festival area, in which the stage, the food trucks, the merch and the toilets will be placed. On this field will also occur alcohol selling. The other field which will be used is the area at the right of Dairy Ln, which will be used as a parking.

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

< Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) Next >

* required information

Section 6 of 21

PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

Will you be providing plays?

☐ Yes ☒ No

< Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) Next >

* required information

Section 7 of 21

PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Will you be providing films?

☐ Yes ☒ No

< Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) Next >

* required information

Section 8 of 21

PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

Will you be providing indoor sporting events?

☐ Yes ☒ No

< Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) Next >

* required information

Section 9 of 21

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

Will you be providing boxing or wrestling entertainments?

☐ Yes ☒ No

< Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) Next >

Continued from previous page...

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Music will be amplified.

State any seasonal variations for the performance of live music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

The activity will occur on May 20 and May 21, starting from 15:00.

Non-standard timings. Where the premises will be used for the performance of live music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

[< Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [Next >](#)



Buckinghamshire
Application for a premises licence
Licensing Act 2003

For help contact
licensing.wyc@buckinghamshire.gov.uk
Telephone: 01494 421 222

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Section 10 of 21

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will you be providing live music?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start
Start

End
End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

TUESDAY

Start
Start

End
End

WEDNESDAY

Start
Start

End
End

THURSDAY

Start
Start

End
End

FRIDAY

Start
Start

End
End

SATURDAY

Start
Start

End
End

SUNDAY

Start
Start

End
End

Will the performance of live music take place indoors or outdoors or both?

☐ Indoors ☒ Outdoors ☐ Both

Where taking place in a building or other
structure tick as appropriate. Indoors may
include a tent.

* required information

Section 11 of 21
PROVISION OF RECORDED MUSIC
See guidance on regulated entertainment
Will you be providing recorded music?
☐ Yes ☒ No
< Previous 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 Next >

Section 12 of 21
PROVISION OF PERFORMANCES OF DANCE
See guidance on regulated entertainment
Will you be providing performances of dance?
☐ Yes ☒ No
< Previous 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 Next >

* required information

Section 13 of 21
PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE
See guidance on regulated entertainment
Will you be providing anything similar to live music, recorded music or performances of dance?
☐ Yes ☒ No
< Previous 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 Next >

Section 14 of 21

LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

☒ Yes
☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Continued from previous page...

Will the provision of late night refreshment take place indoors or outdoors or both?

☐ Indoors
☒ Outdoors
☐ Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

The activity will consist in food and drink (also alcohol) vendors. The food trucks will be placed outdoors in the main field (The Showground)

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of late night refreshments at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

< Previous
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
Next >

Section 15 of 21

SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start 15:00

End 22:40

Start

End

SATURDAY

Start 15:00

End 22:40

Start

End

SUNDAY

Continued from previous page...

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name

First name

Giulia

Family name

Fontana

Date of birth

07 / 06 / 1996
dd mm yyyy

Enter the contact's address

Building number or name

Flat 5

Street

Treadway Street

District

City or town

London

County or administrative area

London

Postcode

E26QW

Country

United Kingdom

Personal Licence number
(if known)

Issuing licensing authority
(if known)

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

Section 16 of 21

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

[< Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [Next >](#)

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Section 18 of 21
LICENSING OBJECTIVES
Describe the steps you intend to take to promote the four licensing objectives:
a) General – all four licensing objectives (b,c,d,e)
List here steps you will take to promote all four licensing objectives together.
A risk assessment form will be carried out, together with an Event Safety Plan. The festival site will be constantly monitored by staff members and security guards, both will be in contact with local authorities and ambulances if needed.
b) The prevention of crime and disorder
In order to prevent crime and disorder, the entrances will be monitored by the staff and only tickets holders will be granted entrance. Each entrance will be checked and monitored before being approved and a ID document will be required. A bag check of every attendant will take place. The following items will not be allowed: weapons of any kind, explosive materials, illegal substances, outside food or beverage, glass objects. The festival and the parking area will also be constantly monitored by our security staff, which will be in contact with the local authorities in case of emergency.
c) Public safety
In order to maintain public safety, a series of actions have and will take place. A risk assesment form has been compiled, and it will be carried out to prevent and minimize possible risks. The site area, the parking area and all the entrances have been calculated to enable enough space to prevent any tipe of overcrowding and crowd crush between participants. Entrances and exits (standard and emergency ones) will be clearly indicated by signs and by members of the staff who will conduct the participants in the correct direction when the festival ends and starts. The festival site will be fenced and delimited, while the space between the stage and the audience will be enough to prevent any type of accidents. Two security guards will be placed in this space to monitor the event and that the interaction between fans and artists happen in all safety. Crowd safety barriers will be placed to delimit the audience space. The staff will monitor the audience' wellbeing as well as the public behaviour to assure that no harmful action will take place. In case of need or medical assistance, a member of the staff will soon provide help by contacting the local ambulance. In case of a general emergency, the message will be communicated to the audience through the screen on stage and the monitors, as well as by the staff members.
d) The prevention of public nuisance
The site is part of Culden Faw Estate, which consists in 3500 acres of beech woods, pastures and parkland. There are not many private residences around the area, which is almost completely part of the estate, which will be notified of the event. The festival site, The Showground, is placed 2km away from Hambleden, the nearest centre. The whole area has a noise curfew at 11 pm-midnight, so the shows at the festival will end by 10.15 pm, while the parking will close at midnight, enabling the people to exit the site in time.
e) The protection of children from harm
No children under 16 will be allowed entrance without an adult. No alchol will be sold to anyone who won't be able to provide an ID document stating his adult age (18+). Staff members will constantly be monitoring audience behaviour to prevent harmful actions. Staff members will be available to help in case any harmful situation will take place.

APPENDIX 3

Application for Tariff LP (music licence)



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Live Music Venue



11-50





I understand that my personal data will be processed in accordance with the [PPL PRS privacy policy](#)

SEND

APPENDIX 4

FESTIVAL POSTERS



FESTIVAL MERCH



APPENDIX 5 - BUDGET SHEET

EVENT / SHOW INFORMATION					
Event / Show: FUTURA Festival			Date: 20.21 May		
Venue / City: Hambleden (UK)			Time: 3 pm - 10.30 pm		
Address: 10 Greenlands Farm, Dairy Ln			Venue Capacity: 3000		
INCOME	Quantity / Item	Price		10 % DICE Commission	Net Gross
GA Ticket ONE DAY	500	67,50 £	33,750,00 £	Already calculated	33,750,00 £
EB Ticket ONE DAY	300	58,50 £	17,550,00 £	Already calculated	17,550,00 £
GA Ticket FULL	1500	103,50 £	155,250,00 £	Already calculated	155,250,00 £
EB Ticket FULL (FIRST 300 WITH TOTE BAG)	300	93,50 £	28,050,00 £	Already calculated	28,050,00 £
EB Ticket FULL (NO TOTE BAG)	400	94,50 £	37,800,00 £	Already calculated	37,800,00 £
Total Ticket Revenue:					272,400,00 £
INCOME	Quantity / Item	Price		Notes	Net Gross
Food Vendors	10 food trucks	300,00 £	3000,00 £		3000,00 £
Merch	000 (estimate of 200 not sold)	10,00 £	10,000,00 £		10,000,00 £
Alcohol sales	9800	7,50 £	73,500,00 £		73,500,00 £
Total Ancillary Revenue					86,500,00 £
TOTAL REVENUE					358,900,00 £
TALENT EXPENSES	Performance Fee	Other Costs (Hotels and Catering)		Notes	
Artist 1 - BENEE	45000,00 £		420,00 £	Artist + band/staff are a tot of 4 people	
Artist 2 - ARLO PARKS	15000,00 £		420,00 £	Artist + band/staff are a tot of 4 people	
Artist 3 - REMI WOLF	5000,00 £		420,00 £	Artist + band/staff are a tot of 4 people	
Artist 4 - STILL WOZYZ	10000,00 £		420,00 £	Artist + band/staff are a tot of 4 people	
Artist 5 - BOY PABLO	15000,00 £		420,00 £	Artist + band/staff are a tot of 4 people	
Artist 6 - BLIG PIIG	5000,00 £		315,00 £	Artist + band/staff are a tot of 3 people	
Artist 7 - SEGA BODEGA	5000,00 £		315,00 £	Artist + band/staff are a tot of 3 people	
Artist 8 - HOPE TALA	2000,00 £		315,00 £	Artist + band/staff are a tot of 3 people	
Artist 9 - SAM EZEH	7000,00 £		420,00 £	Artist + band/staff are a tot of 4 people	
Artist 10 - RALPH CASTELLI	1000,00 £		315,00 £	Artist + band/staff are a tot of 3 people	
TOTAL TALENT EXPENSES	110000,00 £		3780,00 £		113780,00 £
SHOW EXPENSES					
<i>All costs below are estimates; these will be finalized into actuals at time of settlement.</i>					
Element:	Quantity	Cost:		Notes	
Venue hire		7000,00 £		Includes 2 days of set up and breakdown of the event	
Stage/Lighting/Sound		16000,00 £		Provided by outdoor stages	
Backline hiring		1250,00 £			
Stage build crew and transport		5280,00 £		Provided by outdoor stages	
Fencing and barriers	900	18675,00 £		900 barriers (2.3m) for 1.9 km of perimeter	
PRS / PPL		14356,00 £		4% of gross receipts	
Security - Police and Ambulance		5000,00 £			
Staff - Bar	8	1120,00 £		8 people. Shift: 3 PM - 10 PM (10 pound per hour)	
Staff - Box Office	3	420,00 £		3 people. Shift 2 PM - 9 PM (10 pound per hour)	
Staff - Parking	2	360,00 £		2 people. Shift: 2.30 PM-11.30 PM (10 pound per hour)	
Staff - Full Time workers / Runners	40	4000,00 £		20 people + 20 volunteers Shift 1.00 PM - 11 PM (10 pound per hour)	
Alcohol supplies		35000,00 £		Estimate	
Water		17000,00 £		Provided by Frank Water https://www.frankwater.com/ (Estimate)	
Portable Toilets	35	1750,00 £		35 portable toilets (50 £ each)	
Electricity		30000,00 £		Estimate	
Waste disposal		9000,00 £		Estimate	
Catering for staff		1980,00 £		33 people x 30 pound per day (lunch, dinner + drinks)	
Premises Application & License		200,00 £			
Marquees and backstage tents	3	7200,00 £		For bars and backstage area	
Outdoor furniture for food area and merch	350	8050,00 £		350 beer and tables sets	
Merch production	1500	1500,00 £		1 pound x tote bag, production of 1500 tote bags	
Festival posters, artworks and design	20	1000,00 £		Artworks will be designed by friends	
Marketing		7000,00 £		Promo and Press	
Photographers		1500,00 £		750 x day	
Insurance		100,00 £		Can range from 66 £ to 300 £	
TOTAL SHOW EXPENSES		194,741,00 £			194741,00 £
EVENT SUMMARY					
Total Income		358900,00 £			
Total Expenses		308521,00 £			
NET		50379,00 £			

BIBLIOGRAPHY & ONLINE RESOURCES

- Estimating the number of Parking Space per Acre, The University of Tennessee, Institute of Agriculture, <https://ag.tennessee.edu/cpa/Information%20Sheets/CPA%20222.pdf>
- Tariff LP guide, https://pplprs.co.uk/wp-content/uploads/Tariff-LP-Guide-2019_v2.pdf
- NCASS - Fire precautions for mobile caterers <https://www.ncass.org.uk/resources/legal-compliance/fire-precautions-extinguishers-law-for-mobile-caterers-and-catering-businesses/>
- Risk Assessment Form LRB https://democracy.bristol.gov.uk/documents/s18352/Additional%20Information%20LRB%202018%20-%20Event%20Risk%20Assessment%20V1_1.pdf
- <https://www.stages.co.uk/festival-and-concert-stages>
- Portable toilets cost for hire <https://www.checkatrade.com/blog/cost-guides/portable-toilet-hire-cost/>
- The Show must go on, Environmental Impact Report and Vision For the Uk Festival Industry, http://www.powerful-thinking.org.uk/site/wp-content/uploads/The_Show_Must_Go_On_Nov-2015.pdf
- Bandshophire https://www.bandshophire.co.uk/backline-equipment-hire/?gclid=Cj0KCQjwo-aCBhC-ARIsAAkNQivdWZL8DVynFrVDISHwO06ktW4G6aH2Y8O6229DVAjKUtn88ykkWn4aAob5EALw_wcB
- Prestige Sound & Light <https://prestigesoundandlight.co.uk/>