



Prepared by:

Nathan Johnstone

Student Number:

2104271

Module Title:

Live Music and Event Management

Module Code:

SBTY7005

Assignment Title:

Portfolio 2

Lecturer Name:

Natalie Smith

Table of Contents

Introduction	2
Management Planning	3
Roles & Responsibilities	3
The Creative Process	6
Project Meetings.....	12
Budgeting	12
Programme	15
Venue.....	23
Licensing	22
Staffing	22
Marketing	25
Floor Management.....	26
Event Management Plan	26
Site Plan	31
Conclusion.....	31
Bibliography.....	34

Introduction

Our team have created a one day music festival at Tileyard Education titled Dockyard Presents: A Drop in Ocean. This one-off event is designed to bring people together within the music business, education & student community and performers to present a day of events to highlight the need to make decisions that affect the environment in a positive and sustainable way.

An example of how the industry can directly impact the environment is in the sale of hard products such as vinyl, cd's and merchandise. Vinyl records for example are continuing to increase in sales. Sales of vinyl records were 22 times greater in 2020 than 2007 with sales increasing from 210,000 to 4.8 million. (BBC, 2021)

With UK sales of recorded music revenue growing by 3.8% in 2020 (BPI , 2021) the impact to the environment is profound. Plastic waste is becoming a major problem. Every year 8 million tons of plastic waste finds its way into the oceans. With estimates that it takes at least 400 years for plastic to breakdown the world's oceans are in crisis. (National Geographic , 2019)

Dockyard Presents will bring together a number of bands, artists, guest speakers and eco-friendly merchandise producers and industry professionals to highlight these issues and bringing these issues to the surface with a series of events throughout the day.

Management Planning

Our project team consists of Samantha Harling, Ben Morling and myself; Nathan Johnstone with roles and responsibilities divided amongst the team as follows:

Roles & Responsibilities

-

Site manager (Nathan) • Floor management (crowd control/capacity) • Staffing (security/bar staff etc...) • Create event sitemap	Marketing/PR (Ben) • Social media strategy • Email marketing • Brand Partnerships • Writing press release •
Finance manager (Samantha) • Budgeting • Programming	Event manager (Nathan) • License • Health & Safety • Event management plan

The team used a number of tools to communicate, track progress and manage expectations throughout the project.

- A shared Google drive was set up for the project with each of the team contributing their input into a central drive for ease of access and transference of data.

+

New

My Drive

Computers

Shared with me

Recent

Starred

Trash

Storage

3.31 GB of 15 GB used

Buy storage

Search in Drive

Shared with me

Tileyard Day Event

Planning

Now you can block people in Drive

To prevent people from sharing unwanted files with you, right-click a file they've shared with you, and choose **Block**. [Learn more](#)

Files

Name

Venue Enquiry

Tileyard General Risk Asses...

Tileyard Fire Risk Assessme...

TEN application.doc

Team Roles.docx

PROGRAMME.docx

EMP Dockyard

- We also utilised Slack, a project management system that allowed us to exchange ideas, chat virtually and collate data for the final project.

4

Event management...

Threads

Mentions & reactions

Slack Connect

More

Channels

creativeideas

general

live-event

merch-ideas

partnerships

props-setup

random

Add channels

Direct messages

Slackbot

Nathan Johnstone you

Ben

Ben, Samantha Hannah

Samantha Hannah

Add teammates

merch-ideas

set the channel description: Ideas for merchandising, Ocean Vinyl, Cards

Monday, June 28th

Nathan Johnstone 9:02 PM

<https://www.reuters.com/world/uk/all-washed-up-furloughed-londoner-finds-fortune-thames-2021-06-28/>

Reuters

All washed up: furloughed Londoner finds fortune in the Thames

Furloughed from her job and confined to London by coronavirus lockdowns, Flora Blathwayt founded a business based on rubbish she retrieves from the muddy banks of the River Thames.

Jun 28th (69 kB)



Here is the link for the card business lady.

Flora Blathwayt

<https://www.bbc.co.uk/news/entertainment-arts-57572663>

BBC News

How vinyl records are trying to go green

With sales up, some labels and artists are trying to make vinyl more environmentally friendly. (124 kB)



Here is the link for Ocean Vinyl. I thought this was really interesting, especially the fact Vinyl is more sustainable than streaming in some cases.. I think this could be a really and cool message..

Send a message to #merch-ideas

B

I

</>

Aa

@

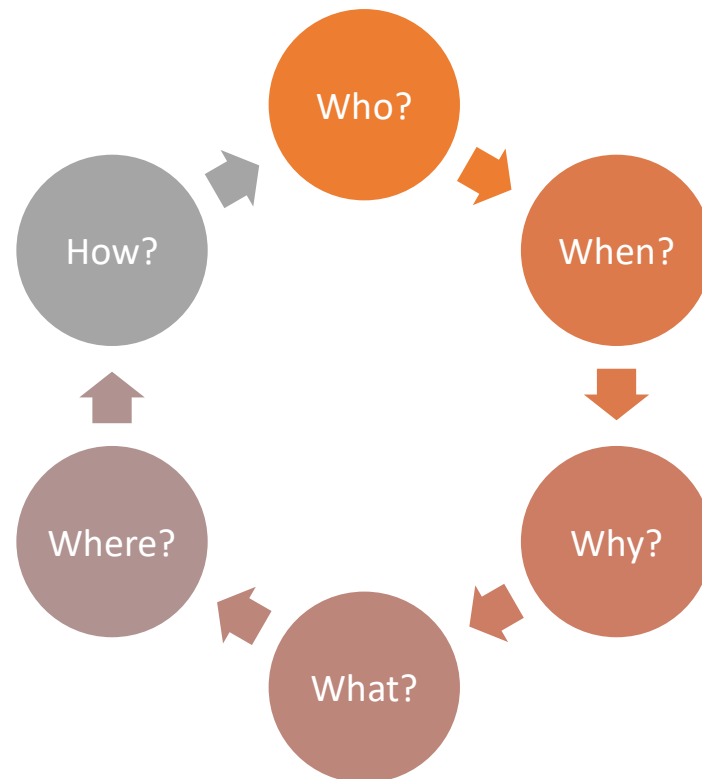
5

- In addition to these systems we also used Whatsapp as we were often in a position where we had to communicate whilst commuting or from our places of work.

The Creative Process

We used our project meetings and the tools mentioned earlier, such as Slack to brainstorm ideas in regard to themes, events throughout the day and more practical aspects such as the event management plan and health and safety considerations.

The first step we took was to follow the 5W's process.



The following example demonstrates how we applied this approach to the Dockyard Presents project:

<u>5 W's</u>
What? • Sea-themed event highlighting to the younger generation (students at Tileyard) the impact to the world's oceans of contamination. • Creating a space for emerging artists to become more environmentally conscious and meet environmentally focused brands to create partnership opportunities • Fundraising element to help combat the issue and raise awareness • Partnership opportunities for the brands and students ○ Ocean vinyl EP pressing opportunity ○ Route One (or other) brand partnership opportunity ○ Partner with ocean conservation charity to work with - Stalls for charities/activists to network and host talks (in Vinyl Cafe?)
Why? • Networking musicians/artists with environmentally conscious brands, providing them opportunities for collaboration • Raise awareness of the impact of our actions on the oceans to inform younger generations (students at Tileyard) and encourage them to develop good habits
Where? • Tileyard campfire • vinyl cafe? • Establish location

When? September - Freshers week to target new influx of students and avoid colder months (early in term)
Who? - Targeting younger generation of students to be examples for the next generation or musicians/artists (both writers and business students) - Local/national environmentally focused music/arts/fashion brands who are open to partnerships - Ocean focused charities/activists

The next stage of the process was to create individual mood boards and then come together as a team to recognise the common themes and ideas and decide upon the aspects that we would concentrate on as a team.

Below are the mood boards we pulled together and discussed.

Samantha's Mood Board

Dockyard Event:

What's the ocean got against the music industry?

CATWALK



- * Sea Friendly Merch showcase*
- * Speeches by successful eco-friendly entrepreneurs / musicians*
- * Live art exhibition parade - recycled materials sea themed*

SONG-WRITING COMPETITION

SPEECHES

PHOTO POINTS

PLASTIC PLEDGE POOL

SCREENINGS

The Event

- A networking day between sustainable merchandise providers and students.

Objective

- To inspire Tileyard students who are entering the music industry to make sustainable choices and help to reduce the use of plastics in the industry.

How?

- Inspirational speeches from successful, eco-friendly entrepreneurs & musicians
- Having the opportunity to enter into a song-writing competition for a chance to win a limited merch run with an eco-friendly provider and perform to a label.
- Through expressional artwork, including posters with quotes from famous musicians who are conscious of climate change / reducing plastic, sea themed sculptures.

Musician Jack Johnson Wages War on Ocean Plastic

PHARRELL WILLIAMS' SET TO SAVE THE OCEANS WITH G-STAR RAW JEANS SPUN FROM TRASH

Bob Dylan, Beyonce, Ed Sheeran, Coldplay, Mumford and Sons, Maroon 5, Pharrell Williams and Beck, are among the array of international artists that have contributed to Artists Project Earth's (APE) "Plastic Oceans Album".

* Pharrell Williams Jack Johnson, Jeremy Loops posters and what they are doing *

recycled sea themed art

upload photo with hashtag to be in for a chance to win a merch voucher

*write a pledge on plastic & throw it into a big paddling pool, visual aid of damage *

* Projecting climate change music videos *

* info on music industry and climate change *

Event Ideas

Talks

- @ Vinyl Cafe
- Invite music industry/label executives to give a talk on different environmentally friendly initiatives in order to highlight opportunities (including label guy who set up the Ocean vinyl initiative)
- Invite Environmentally friendly brands (Patagonia, Route One etc) to discuss brand partnerships, initiatives and how fashion and music can combine to play its part
- Invite Nick Mulvey (ocean vinyl EP) and other artists who have run environmentally focused initiatives to give their experiences



Plastic waste wave entrance - focal point



dockyard presents

A drop in the ocean

Songwriting competition

Invite students to submit demos to a sea/environment themed brief prior to the event
Finalists will be announced and perform their song live at the event
Invite industry A&R's covering a number of genres to form a panel to judge the entrants
Partner with an environmentally conscious brand to offer a limited run of collab merch to the winner (see ocean plastic sock brand)



Live art

Have a live art piece created during the event in the campfire - auction it off for charity at the end

- Steve Mcpherson - London-based artist using ocean plastic materials

environmental pledge

- Invite attendees to write their pledge on a small piece of plastic and add to a paddling pool
- Highlighting the big impact small actions can make (loads of plastic in the pool by the end)

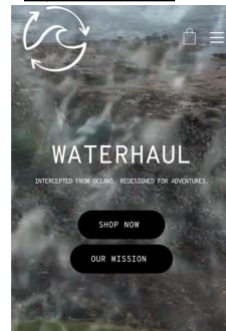
Sharp's Brewery teams with Havas London and musician Nick Mulvey to highlight unsustainable production practices in music



Sharp's Brewery is working with musician Nick Mulvey to make music that will protect British coastlines from plastic pollution and help reduce single plastic usage. The Cornish Brewery and Mercury Music Prize nominee have today released the first track pressed onto a record made from recycled plastic, which has been washed up on Cornish beaches.



Waterhaul.co another Cornish company see recycled products made of recycle materials such a sunglasses
<https://waterhaul.co>



These images are taken from Fleet Foxes latest album, Shore – we could use similar sea themed images for different aspects of the festival to tie the whole them together?



Universal Music imprint Mercury KX/Decca Publishing has today unveiled its latest – and most surprising – new artist: Keynvor. Released in collaboration with creative agency Havas London and Cornwall-based brewery Sharp's, Keynvor's first single, Preservation – which features up-and-coming composer Sebastian Plano – is [available to stream and download now](#). But Keynvor is like no other artist. Taking its name from the Cornish word for 'ocean', Keynvor – pronounced 'cain-vor' – is the Atlantic Ocean. And the track itself helps the under-threat ocean fund its own protection as Sebastian Plano and Mercury KX will donate 100% of their share of streaming income and permanent downloads of the track to the Cornish marine conservation charity Surfers Against Sewage.

The article above shows the link between this incentive and London based businesses and therefore, a strong link to Tileyard.



Ideas for imagery we could use?



Nathan's Mood Board

Through going through this process we were able to start pinning down the overall theme of our event and to hone in on the specific aspects of the message we wanted to convey.

Project Meetings

The team held a number of project meetings throughout the process with each meeting being minuted in order that we held a complete and concise record of the works being undertaken. Minutes are attached in **Appendix A**.

As the project progressed, we adapted the roles that we were each undertaking with myself supporting in regard to budgeting and Samantha picking up the licensing role for example. We found this approach worked and allowed the team to remain agile and focussed on delivering the goal.

On reflection, I found it extremely challenging in terms of balancing project commitments and meeting in balance with my commitments in my day job. The Whatsapp approach worked well for conversations on the move and Google Drive was useful for storing information. I think as a team we would have all liked to have tracked our progress more through Slack in order to ensure we were all heading in the right direction in terms of completing our tasks. However, I feel that we did pull together as a team and supported each other well in completing the project overall.

Budgeting

As highlighted earlier, the team decided to move various roles around within the team and I elected to take the responsibility for piecing together the budget working with Samantha. We used the internet to obtain guideline prices and made several enquires in regard to prices based on size of venue and numbers of attendees as appropriate.

Samantha established three options in regard to budgeting to allow for contingencies for various scenarios should we need to reconsider our plans for the event.

These options are as follows:

Budgeting plans - Samantha

PLAN A - The plan is to partner with Tileyard, asking them to consider covering the costs of the non-profit event, in order for us to use their site to provide an educational and networking event for their students. Contact was made via The Gallery booking enquiry form. Negotiations and conversations and still yet to be had, so we decided to put together a contingency budget and plan.

PLAN B - Without the support of Tileyard, we would need to find a grant of £3000 in order to make the event possible, leaving us with an approximate profit of £212.59. More research needs to be done on what grants are available via The Arts Council, Business Angels and other funders.

PLAN C - Alternatively, another solution would be to take the Vinyl Café out of the equation. This would make the event viable on ticket sales, although the 'value for money' appeal of the event may decrease without the food tasting and café element. I created a template for the budget, Nathan added what he had researched and I checked through and added any missing sections. We discussed ticket prices together, offering Tileyard students and staff a discounted price. I felt Nathan and I worked well this way; I was presented with the core ideas and then helped to fine-tune them. The budget is a working progress.

The below email was sent from Samantha to Tileyard via the enquiries process in regard to securing the hire of the venue.

****** Please note, this is a quote for the purposes of an MA student assignment, we would appreciate a response but at this time, it is not an actual enquiry *****

We would like to know the cost to use The Gallery, The Vinyl Cafe and the outdoor space (parking area) between the venues. We plan to shut this area off for an event for 430 Tileyard students and staff.

We would need a PA and microphone for guest speakers in The Gallery.

A Stage, PA and sound tech for the outdoor area.

Staff for service in the Vinyl Cafe (we would like to bring in a chef to cook a special menu for the event).

We would like security and bar staff if they are available (please let us know).

The event would be used for an educational and networking event for students, about reducing the amount of plastic in the music industry and protecting our oceans.

We plan to run a competition for students to win a limited run of eco-friendly merch, invite inspiring eco-friendly guest speakers within the industry and have nautical themed bands playing during the day.

We do not plan to make a profit from this event and would like to know if Tileyard would be interested in covering our costs and partnering with us in order to put on this educational event for their students? If not, please send us a quote for how much it would cost to hire the space and what additional licenses we would need to apply for.

Thank you,

Samantha

Programme

Doors open - 10:00

Doors Close – 18:00

	Vinyl Cafe	'The Pier' Stage (outside)	'The Dry Dock' Stage (in the Gallery)
10:00			
10:15		Shanty band – set 1	Networking
10:30			
10:45			
11:00		Eco-merch catwalk and talk - brand 1	Guest speaker 1
11:15			Networking
11:30	Vegan Food Tasting		
11:45		Pirate band - set 1	Guest speaker 2
12:00			Networking
12:15			
12:30		Eco-merch catwalk and talk - brand 2	
12:45	Vegan Food Demo Cook		
13:00			
13:15			
13:30		Shanty band - set 2	Guest speaker 3
13:45			Networking
14:00			
14:15		Song Writing Competition Intro	
14:30		Finalist 1	
14:45		Finalist 2	
15:00		Finalist 3	
15:15	Vegan Food Tasting	Finalist 4	
15:30		Finalist 5	
15:45		Finalist 5	Guest Speaker 4
16:00		Winner Announced	Networking
16:15		Live eco friendly graffiti artist	
16:30			
16:45		pledge pool competition announcement	

17:00	Vegan Food Demo Cook		
17:15		Pirate Band – Set 2	Guest Speaker 5
17:30			Networking
17:45			
18:00			

Live Eco Friendly Graffiti artist	• A graffiti artist will create a piece of work inspired by the themes of the day • Prints will be available of the work of art for visitors to purchase • We will arrange for art to be printed on shirts/merchandise on request.
Pledge pool competition Inspired by K-Flay, an American artist who released ‘Not in California’ highlighting environmental issues. (SubStream Magazine , 2019)	• Pick a piece of recycled plastic from the Dockyard stall • Write a pledge on the back (examples given at the stall) e.g. I will say no to plastic straws / I will take re-useable water bottle to gigs. • Write your name and number on the back of your pledge • Throw your pledge into the pledge paddling pool and add to the visual art representation of the ocean plastic crisis • 5 pledges will be picked out and read. Each person will win a Dockyard water bottle made from recycled ocean plastic.
Song-writing competition	• Information will be marketed and released 2 hours before the event via Dockyard, Tileyard and boosted social media posts. • Send in a song inspired by ocean preservation / the ocean plastic crisis to enter the competition

	• 5 finalists will be invited to perform the track and one other original song at the event, in front of a panel of label A&R personal. • The winner will get a limited run of ocean-friendly merch and studio time to record their single.
Inspirational posters of Eco-Conscious Artists and Quotations	Installation of posters across the site with inspirational quotes that encourage the business and industry leaders to think about sustainable matters especially plastics, will help to enforce the theme and concept of the event. For example G-Star Raw a clothing brand co-owned by Pharrell Williams that makes clothes from re-cycled materials recovered from the Ocean. (G-Star Raw, 2021) These posters will make suggestions, provide tips and ideas about how the industry can improve their impact to the environment. Jack Johnson is a key activist in this area for example he insists that no plastic is used for his events (Plastic Pollution Coalition , 2017) and this is the type of data we would look to promote.
Playlists for background music	Music from these artists as well as the music from the artists promoted by our speakers will feature in a themed playlist for the day including: • Keynvor • Nick Mulvey • Jack Johnson • Pharrell Williams

Proposed Speakers

Invitees	Role
Artist Project Earth (2021)	Speaker
Surfers Against Sewage (2021)	Speaker
Sharps Brewery (2021)	Speaker / artist sponsor
Havas London (2021)	Speaker
Rapanui Clothing	Speaker / merch brand sponsor

Making Waves Clothing (2017)	Merch brand sponsor
Tileyard Music (2021)	A&R representative, label – recording studio package
Artist	Eco-Friendly Graffiti Artist

Guests will be initially contacted via email and then a follow up phone call by Samantha . The initial contact will include a pitch deck (see **Appendix D**). Each guest speaker, merch brand and record label will also be asked if they would like to sponsor the event. For £500 they can have their logo and name on all of the social media marketing and posters. We have accounted for 3 sponsors within our budget plan. When considering our guest speakers for the day, we wanted to strike the right tone and balance to ensure that we kept the content interesting, topical and entertaining.

We wanted to invite speakers along who had already started along the journey of releasing music and merchandise in a sustainable manner. One of the speakers and potential sponsors that I played a particular part in bringing to the festival was Sharps Brewery. They had recently worked with Nick Mulvey from Portico Quintet on a joint project with Sharps Brewery to release his single In The Anthropocene on Ocean Vinyl, a high quality playable record made entirely from recycled plastic from beach combing the south coast. All profits from this venture went to Surfers For Sewage. (BBC, 2021)



Bringing Surfers For Sewage to the Dockyard Presents festival along with Sharps Brewery presented a fantastic opportunity to highlight the ability to create vinyl records in a more sustainable manner and also, hold a debate in regard to the potential argument for making a hard product over and above streaming, where data-centres store data and consume a high level of energy to stream music as opposed to the carbon and energy used in producing a record which in many cases, will be handed down from generation to generation.

Additionally, we invited Havas, a London based digital agency, who worked with Cornish based group Keynvor on a project where their music promoted by Sharps Brewery with bottles of Atlantic Pale Ale have QR codes printed on the label that would take the listener straight to Spotify to hear the music. Again, all proceeds from this project were donated to Surfers for Sewage. (Surfers For Sewage , 2018)



Bringing these speakers together would create a stimulating and interesting debate. We would also look to book Keynvor to perform on the day as a potential slot, in Shanty Set 2.

Licensing

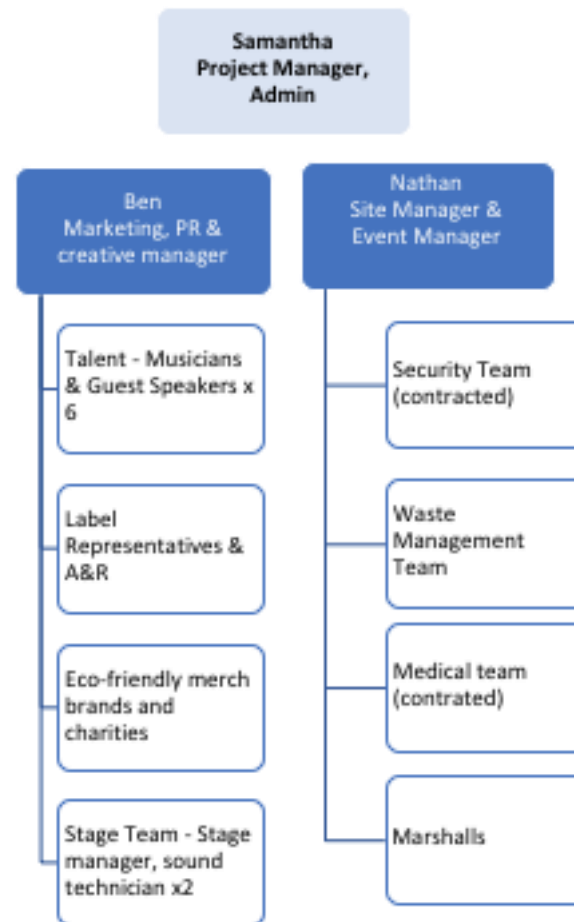
The capacity for the days events has been based on a calculation of approximately 430 people with a split of 150 for the interior part of the building and 280 people for the external area of the event. For events less than 500 persons a Temporary Events Notice (TEN) is required. (Gov.uk, 2021)

Appendix F Provides a copy of the Temporary Events Notice (TEN)

Staffing

Within the budget we had accounted for the following:

2 x Bar Staff
2 x Cleaning Staff
4 x Marshalls/Security Staff
1 x Stage Manager
2 x Sound Technicians



Even though we have a medical team shown in the organogram it was decided that due to the relatively low attendance of circa 430 people, having adequality trained first aid professional such as the Marshall/Security guards provision would provide sufficient cover. This was based on the fact that guidance states that having 4 trained first aid trained staff is suffice for an event of this size and nature . The screenshot provides information from a calculator that demonstrates the requirement is low risk.

J - PROFILE OF DEFINITIVE CARE

Choice of A&E departments | 

K - ADDITIONAL HAZARDS (choose all that apply)

- ☐ Carnival
 ☐ Parachute display
 ☐ Helicopters
- ☐ Street theatre
 ☐ Motor sport

L - ADDITIONAL ON SITE FACILITIES (choose all that apply)

- ☐ Suturing
 ☐ Plastering
 ☐ X-ray
- ☐ Psychiatric / GP facilities
 ☐ Minor surgery

Your Event Risk Score

12

Score Conversion Table

SCORE	FIRST RESPONDER	AMBULANCES /PERSONNEL	DOCTOR	NURSE	NHS AMBULANCE MANAGER	SUPPORT UNIT
< 20	4	0/0	0	0	0	0

Marketing

The team discussed several ideas and concepts for the events logo. Ben had the role of designing the final image and as a group we discussed how we wanted to create an image that was representative of the issues we wanted to highlight and the connection to music and the environment. An initial idea is shown below alongside the final image that the team decided on.



Initial Logo Design



Final Logo

Appendix C provides detail of additional marketing material and artefacts created by Ben.

Floor Management

The following Event Management Plan defines roles, responsibilities and control of risks identified for the event. The role of Floor Manager was given to me due to my background in Facilities Management, management of Health and Safety and my experience in managing operational teams.

Event Management Plan

Dockyard Presents: A Drop in the Ocean

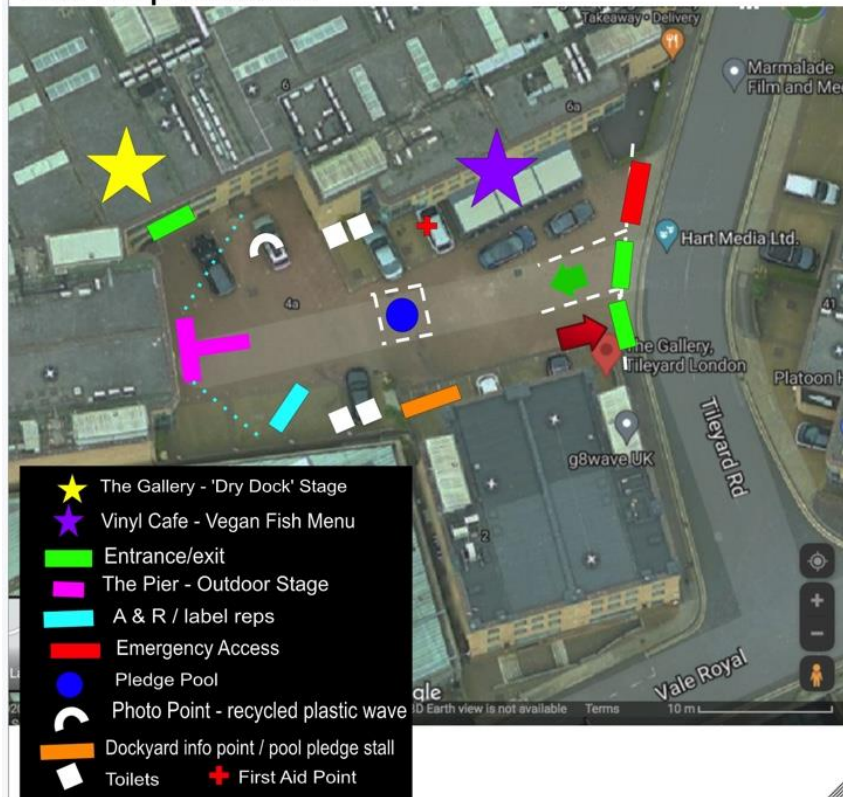
Mission Statement - Samantha	Dockyard's mission is to protect both the future of music and the future of the ocean; by eliminating the use of plastic in the music industry. This is done by educating and inspiring people who are entering the music industry. Dockyard encourages people to make sustainable choices by organising networking and showcasing events between eco-friendly brands, record labels and artists. These events also include guest speakers (eco-friendly industry entrepreneurs and musicians), incentives (songwriting competitions to win a limited run of merchandise) and career opportunities (the chance to perform in front of labels and A&R). The purpose of these events is to get people on the same boat, to facilitate partnership opportunities, get artists spreading the word about the change that needs to be done and to highlight how the music industry is contributing to the current problem that the ocean is facing.
Event Outline - Samantha	A one day, 430 capacity, cultural, networking and educational event, held at Tileyard London; encouraging existing businesses and those entering the music industry to make more sustainable choices and reduce the amount of plastic in our ocean.
Aims & Objectives - Samantha	• To create a space for emerging artists to become more environmentally conscious

	• To provide networking opportunities between emerging artists, environmentally focused brands and labels • To celebrate art and an eco-friendly culture
Management Structure - Samantha	<pre> graph TD Samantha[Samantha Project Manager, Admin] Ben[Ben Marketing, PR & creative manager] Nathan[Nathan Site Manager & Event Manager] Samantha --- Ben Samantha --- Nathan Ben --- Talent[Talent - Musicians & Guest Speakers x 6] Ben --- Label[Label Representatives & A&R] Ben --- Merch[Eco-friendly merch brands and charities] Ben --- Stage[Stage Team - Stage manager, sound technician x2] Nathan --- Security[Security Team (contracted)] Nathan --- Waste[Waste Management Team] Nathan --- Medical[Medical team (contracted)] Nathan --- Marshalls[Marshalls] </pre>

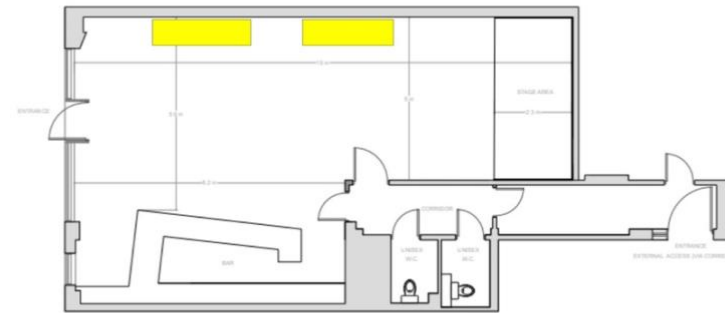
Emergency Procedures - Nathan	In the event of an emergency, the Event Manager or team member will utilise the PA system on the stage to communicate instructions to visitors
Evacuation Plan - Nathan	In the event of an evacuation security/ marshals will coordinate visitors with communications being provided via the PA system by the Event Manager or team member as appropriate.
Weather / event cancellation - Nathan	The met office will be monitored 7 days prior to the event to check for potential weather issues. The Event Manager will consult with the team to ensure that any issues raised due to inclement weather are discussed and alternative plans agreed and implemented as appropriate. The Tileyard Facilities Management team will be consulted in regard to drainage and to ensure that programmed maintenance is up to date.
First Aid / Medical - Nathan	Summary Guidance provided with The Purple Guide suggests that we will require 4 first aiders for this event. There will be a clearly signed First Aid Point for those persons requiring attention. The position will be manned by a trained first aider. Please see Appendix B for risk assessment including medical information.
Fire - Nathan	Summary Please see Appendix for C fire assessment.
Communications - Nathan	All members of the event management team will have use of radios with separate channels for cleaning, security, catering, maintenance. There will be a designated channel for the management of incidents and emergencies. The event organisers will liaise with the local authority and emergency services to make them aware of the event.
Waste Management - Nathan	Waste receptacles will be placed within and around the exterior of the venue. Separate waste streams will be available to facilitate recycling. Waste bins will also be placed towards the entrance to the event with appropriate signage in place to indicate waste recycling points. Staff and volunteers will be at hand to manage staff throughout the event.

Toilets - Nathan	As the event will be serving alcohol throughout the day, capacity requirements increase by 13%. We have therefore accounted for 6 toilets throughout the day serving an event capacity of 430 plus staff. With two toilets inside the building 4 additional toilets will be bought in for the day to facilitate the increase in demand. The attached site plan provides locations for additional facilities.
Catering - Samantha	A registered chef will run the Vinyl Cafe. Refreshments will be available throughout the day and also available from the bar in The Gallery area. The chef will be required to have a Food Safety Management System (FSMS) in place, based on Hazard Analysis Critical Control Point (HACCP) principles (The Purple Guide, 2021)
Lighting - Samantha	The event will take place from 10:00-18:00 on 18 th September 2021. Sunset will be at 19:10 that day (suntoday, 2021) so there will be no need to hire lighting for the event.
Noise- Nathan	Ensure the event equivalent continuous sound level (Event Leq) in any part of the audience area does not exceed 107 dB (A), and the peak sound pressure level does not exceed 140 dB. Members of the public are prevented from getting closer than 1m (or 3m for more powerful systems) from speakers. Warnings provided to the public with in advance with tickets and by signage at the entrance.

Site Map Outside



Inside



Merch stands

Emergency vehicle access will be via a separate entry point with a width of 5 metres wide in accordance with The Purple Guide (2021). The layout within the courtyard area has considered spacing and flow to ensure there is a minimum risk of congestion or obstruction, such as the case of Love Parade in 2010 (Mukerji, 2012). Security Guards will be positioned at exit and entry points to monitor visitors and check valid entry to the venue.

Conclusion

Ultimately the process of planning this event was very rewarding. The challenges of working remotely from the rest of the team once again presented difficulties that were hard to overcome, however the use of Zoom, Google Drive, Slack and regular communication helped. I felt that we allowed each member of the team to have input and worked to our strengths whilst recognising our weaknesses.

The process of planning the event in a space we collectively didn't fully understand was problematic but utilising the knowledge we had and online maps we were able to ascertain the necessary information to define our concept and vision.

Certainly, the idea and theme whilst now fully evolved, is I believe, a strong one. When thinking about the future of music, performance and our impact to the environment, it is important that anyone in any line of work now considers their impact in an ever changing world. The music industry is driven by passion and the possibility of pressing these key issues and imbedding them into every aspect of the creative process seems to be a vital requirement.

In terms of my role within the team, I believe that my experience and background in Facilities Management proved beneficial for the group and indeed playing to our strengths enabled us to build a fully formed vision. However, in contrast I felt as though I would have liked to have been involved more with the creative aspect of the project but appreciate that our tight deadlines and demands made this impractical.

Bibliography

BBC, 2021. *How vinyl records are trying to go green*. [Online]
Available at: <https://www.bbc.co.uk/news/entertainment-arts-57572663>
[Accessed 13 July 2021].

BBC, 2021. *How vinyl records are trying to go green*. [Online]
Available at: <https://www.bbc.co.uk/news/entertainment-arts-57572663>
[Accessed 13 July 2021].

BPI , 2021. *UK recorded music revenues grew 3.8% in 2020*. [Online]
Available at: <https://www.bpi.co.uk/news-analysis/uk-recorded-music-revenues-grew-38-in-2020/>
[Accessed 13 July 2021].

Gov.uk, 2021. *Temporary Events Notice (England and Wales)*. [Online]
Available at: <https://www.gov.uk/temporary-events-notice>
[Accessed 13 July 2021].

G-Star Raw, 2021. *Raw Responsibility*. [Online]
Available at: https://www.g-star.com/en_gb/raw-responsibility-sustainability
[Accessed 3 July 2021].

Mukerji, H. &, 2012. *Crowd disasters as systemic failures: analysis of the Love Parade disaster*. [Online]
Available at: <https://epjdatascience.springeropen.com/articles/10.1140/epjds7>
[Accessed 15 July 2021].

National Geographic , 2019. *The world's plastic pollution crisis explained*. [Online]
Available at: <https://www.nationalgeographic.com/environment/article/plastic-pollution>
[Accessed 13 July 2021].

Plastic Pollution Coalition , 2017. *Behind the Scenes of Jack Johnson's Plastic-Free Summer Tour*. [Online]
Available at: <https://www.plasticpollutioncoalition.org/blog/2017/7/19/how-jack-johnson-tours-plastic-free>
[Accessed 3 August 2021].

SubStream Magazine , 2019. *K.Flay Continues Her 'Solutions' Story With "Not In California" Video*. [Online]
Available at: <https://substreammagazine.com/2019/09/k-flay-not-in-california-video/>
[Accessed 15 July 2021].

Surfers For Sewage , 2018. *The Atlantic Ocean makes waves in the music industry*. [Online]
Available at: <https://www.sas.org.uk/news/atlantic-ocean-makes-waves-music-industry/>
[Accessed 15 July 2021].

Burnley Canal Trust. (2021). 'Event Safety: Event Management Plan'. Gov.UK. [online]. Available at:
[https://www.burnley.gov.uk/sites/default/files/BBC Event%20Safety Event%20Management%20EXAMPLE.pdf](https://www.burnley.gov.uk/sites/default/files/BBC%20Event%20Safety%20Management%20EXAMPLE.pdf)

London Borough of Enfield. (2021). 'Event Management Plan Template and Guidance Notes'. Gov.uk. [online]. Available at:
<https://new.enfield.gov.uk/services/leisure-and-culture/parks-event-management-plan-and-guidance-leisure.pdf>

Suntoday. (2021). 'Sunrise Time, Sunset Time, September 2021'. In Suntoday. [online]. Available at: <https://www.suntoday.org/sunrise-sunset/2021/september.html>

Health and Safety Executive. (2021) 'Noise' Gov.uk(Online). Available at:
<https://www.hse.gov.uk/event-safety/noise.htm>

Appendix A

MEETING 4

Date: 29/07/2021

Time: 19:00

Attendees	Samantha, Nathan, (Ben was unable to attend).
Method	Zoom call
Agenda	• Amend Roles • Finalise Details

SINCE THE LAST MEETING

- Everyone researched their roles and started putting things together.

ROLE AMENDMENTS

Due to individual personal circumstances and issues, we have decided to re-adjust the roles so they are more manageable for the team and we can work to our strengths.

Roles

Project manager (Samantha)

- Ensure all aspects of the event planning is on time and running to deadlines
- Taking meeting minutes + making sure meetings stay on-topic
- setting agenda for meetings
- Set up Zoom call etc... - NATHAN

Finance manager (Samantha)

- Allocating budget - NATHAN AND SAMANTHA

- Budgeting and making sure everything fits within that -NATHAN AND SAMANTHA
- Programming

Site manager (Nathan)

- Floor management (crowd control)
- Staffing (security/bar staff etc...)
- Create event sitemap and calculate capacity - SAMANTHA

Event manager (Nathan)

- License - Temporary Events Notice - SAMANTHA
- Health & Safety - risk assessment
- Event management plan - NATHAN AND SAMANTHA

Creative Director (Ben)

- Ideas/5 W's/concept
- Branding
- Wristbands/tickets

Marketing/PR (Ben)

- Social media strategy
- Email marketing
- Brand Partnerships - SAMANTHA (IDEAS)
- Writing press release

EVENT AREAS (change due to campfire area being far from The Gallery)

- **Total capacity of event** - 430 (400 tickets available plus 30 guests)
- **The Gallery** - 150 cap, used as networking space and the stage for guest speakers

- **Outside the Gallery Area** - 280 capacity (see site map calculations of effective area) Pier stage for live acts and competition, A&R and label, photo point, pledge pool
- **Vinyl Cafe** - for vegan food fish alternative menu (bring in chef rather than have stalls)

BUDGET IDEAS

- propose the event to Tileyard to pay for, to educate their students and for a freshers experience?

Links from Samantha

FOR EVENT MANAGEMENT PLAN TEMPLATE :

https://www.burnley.gov.uk/sites/default/files/BBC_Event%20Safety_Event%20Management%20EXAMPLE.pdf

FOR LICENSING INFO FROM THE LOCAL COUNCIL :

<https://www.islington.gov.uk/libraries-arts-and-heritage/arts/events-funding-and-space/organising-an-event/licences-and-permissions>

- general help and support to each other

-

NEXT MEETING: Sunday, time TBA

MEETING 3

Date: 04/07/2021

Time: 15:00

Attendees	Samantha, Ben, Nathan
Method	Zoom call
Agenda	• Discuss exact Tileyard location • Assign roles • Dial in concept. Present our own mood boards and decide on which elements we are going to include

SINCE THE LAST MEETING

- Everyone created mood board with their ideas and shared on the drive

MOOD BOARD PRESENTATION

Nathan

- To link with London, Universal and Decca Publishing teamed with Cornish Band Keynvor (Cornish for Ocean) to produce Preservation. 100% share of streaming income to Cornish marine conservation charity - Surfers Against Sewage. In collaboration with Havas London and Sharps Brewery. Nick Mulvey also worked with them to make recycled ocean plastic vinyls - **Potential guests from labels that care about conservation / artists and brewery to sell drinks.**
- Waterhaul - another Cornish Company that uses recycled ocean plastic to make merch and clothing e.g. sunglasses

Ben

- Plastic wave - entrance, photo point, focus point
- Vinyl Cafe - use for talks
- Speakers - highlight opportunities for upcoming artists by music industry and label executives, opens up networking conversations for students. Sustainable brand reps for merch. Nick Mulvey and other artists which focus on ocean environmental initiatives.
- Songwriting competition - students drop demos sea / env theme brief, win merch run. A&R's to judge, finalists perform on the day.

- Environmental pledge in paddling pool
- Live artist Steve McPherson, ocean plastic artist.

Samantha

- Multi-purpose catwalk stage - the Pier for speeches, merch cat-walk, live music, environmental coordinators at festivals.

BRANDING AND NAME IDEAS

Name of the event - 'Dockyard Presents: A Drop in the Ocean' - doesn't cover the word music but could assume people would know as its at a music university. Focused on branding and logo to bring music into the story. Logo ideas- headphones made of recycled plastic

ASSIGNED ROLES (FLEXIBLE)

Project manager (Samantha)

- Ensure all aspects of the event planning is on time and running to deadlines
- Taking meeting minutes + making sure meetings stay on-topic
- setting agenda for meetings
- Set up Zoom call etc...

Site manager (Nathan)

- Floor management (crowd control/capacity)
- Staffing (security/bar staff etc...)
- Create event sitemap

Creative Director (Ben)

- Ideas/5 W's/concept
- Branding
- Wristbands/tickets

Marketing/PR (Ben)

- Social media strategy
- Email marketing
- Brand Partnerships
- Writing press release

Finance manager (Samantha)

- Allocating budget
- Budgeting and making sure everything fits within that
- Programming

Event manager (Nathan)

- License
- Health & Safety
- Event management plan

ACTION POINTS

- **Start looking at our roles and working towards them**
 - **Check-list of what you need to do - Nathan**
 - **Schedule for the day - Samantha**
 - **Pitch Deck and Logo - Ben**

•

NEXT MEETING: 18:00 Tuesday 6th July

MEETING 2

Date: 28/06/2021

Time: 19:00

Attendees

Samantha, Ben, Nathan

Method

Zoom call

Agenda

Discuss Natalie's feedback

- Firm up the 5 w's
- Assign Roles
- Decide on event name
- Establish target demographic

SINCE THE LAST MEETING

- Decided to use Google Drive to share large files and minutes
- Using Slack and ClickUp for discussion points and ideas on different topics
- Zoom for video call meetings

NATALIE'S FEEDBACK

- Maybe too many things going on, how will it all work and fit together? The networking and the environmental issues
- Firm up the 5 W's , who is the audience? Tileyard students / businesses / people who want to make a change
- Why hold the event at Tileyard

THE 5 W's

We went through the what, when, why, where and who's and Ben made a document for us and put it on the drive.

EVENT DETAILS

- Tie in the networking element with the sea theme - Dockyard Presents: Caught in The Net
- We decided to put on the event in freshers week to get new students and emerging artists / business people on board with making environmentally conscious choices.
- To inspire business students through talks by environmentally friendly entrepreneurs and charities - inspirational eco-friendly businesses / charity speakers to motivate business students
- Audience / target demographic : Tileyard Business and producer students
- Invite bands with an eco theme / talk about environmental sea issues - e.g KEYNVOR
- Idea to have live music and food outside & speakers and stalls inside

PEOPLE WE MAY LIKE TO INVITE

- Some marine conservation charities in the area (London) for potential partnership with musicians and to invite to the event.
- Eco- local business people who want to tell their story - e.g. Flora Blathwayt, a resident of London, falls in the same category of creative entrepreneurs. She has set up a business that incorporates her art and passion for the planet. During the lockdown, she started using small pieces of plastic waste to design trendy cards.
- Labels
- A&R

IDEAS OF GUESTS-

- Surfer's against Sewerage - <https://www.sas.org.uk/>
- Sea Shepherd Uk - <https://seashepherduktrading.org/>
- Food waste influencers involved - someone like Max La Manna doing a zero waste cooking workshop? - <https://bit.ly/3wSB3Lj>
- Route One – reps sustainable clothes
- Vegan food vendors – fish alternatives

ACTION POINTS

- Each person a mood board / some ideas onto the drive to present at the next meeting

-

NEXT MEETING: 20:30 Thursday 1st July

MEETING 1 Date: 23/06/2021 Time: 20:00

Attendees	Samantha, Ben, Nathan
Method	Whatsapp Voice call
Agenda	Discuss initial theme ideas of day event at Tileyard

THEMES & IDEAS

What?

- Sea themed event – Inspired by the documentary Seaspiracy that people are talking about at the moment.
- Multi-media – interactive elements, recycled fashion (merch), art, music, networking, quotes from documentary, posters, cat walk of fashion, stalls, vegan food / fish alternatives.
- Everyone encourage to create their own sea themed outfits out of recycled materials and the best dressed gets a prize
- Educational & raising awareness of the environment and how to help.
- Live music – sea themed
- Ideas for the name of the event – Dockyard, Somers Town, Smoke on Water Festival, Sea-Piracy
- Vegan food vendor – fish alternatives
- Food waste influencers involved - someone like Max La Manna doing a zero waste cooking workshop? - <https://bit.ly/3wSB3Lj>

When?

- TBC

Why?

- Promoting recycling , raise awareness of environmental issues
- Networking event where musicians / labels / clothing ranges can meet (music/art/fashion combine for a good cause)

Where?

- Tileyard site – perhaps the Campfire section?

Who?

- Route One – reps sustainable clothes
- Volunteers from Tileyard students - Actors / challenge / game / pledges / interactive element / get involved. Each get a reward for helping out?
- A&R – Jamie from Tileyard / label / Tileyard music / Armada / Others (multi-genre panel)
- Establish target demographic
- Live band

ELEMENTS

- Large paddling pool **where people can write pledges to the sea on plastic and throw them in.**
- **Catwalk** for eco-friendly merch makers to show off their ranges – check out Route One who have a number of environmentally friendly filters
- **Photo-point** - Cat-walk open for photo point for people to take photos of their own recycled outfits and upload / tag the event.
- **Live artist** - Eco-friendly graffiti artist/environmentally conscious artist to attend the event and create a piece throughout the event and auction it off at the end to raise money for a environmentally-focused charity
- **Competition to win brand partnership** - Find an environmentally friendly brand that would be up for partnering with an artist. Start a competition (demo drop) before the event where artists write a theme / promo song for the company and the winner gets a brand partnership inc. limited run of merch and the song used in brand/charity marketing material (see - <https://bit.ly/3vRPttL> & <https://bit.ly/3xTpFyR>). The finalists could be invited to perform their song at the event and A&R panel would judge
- **Stage, live music** - Live music, sea themed? Pirate band I think – JollyRoger ;)
- **Decoration** – recycled plastic art of sea animals etc.

ACTION POINTS

- Email Natalie with draft idea about event to see what she thinks – Samantha
- Book in a second meeting to discuss methods of communication between the group and assign roles
 - Research eco-friendly merch brands

AGENDA FOR NEXT MEETING

- Decide on name of event
- Establish best method of communication and project management tools
- Assign roles

Appendix B

General Risk Assessment

Event Name:	Dockyard Presents: A Drop In The Ocean	Date:	18 September 2021	Venue:	Tileyard
--------------------	--	--------------	-------------------	---------------	----------

(1) Activity / Area of Concern ie: what is taking place as part of the event?	(2) Hazards Identified ie: what can cause harm?	(3) Persons at Risk ie: who could be harmed by the hazard?	(4) Current Risk Factor (high, medium or low) ie: determine the level of risk	(5) Actions to be Taken to Minimize each Risk ie: what action can you take to lower the level of risk	(6) New Risk Factor (high, medium or low) ie: risk factor after action taken to minimize the risk
<u>SITE</u>	MANAGEMENT: -				
Public Entrance / Exit	Risk of injury at public entrance / exit	Members of the public	Medium	Entrance / exit constructed to allow easy access for disabled people. Entry supervised by identifiable security/marshals carrying mobile radios to summon assistance from Control. First Aiders & ambulance on site. Catering outlets must be located away from entry or exit points Number of security/marshals for the event = 4	Low

Emergency evacuation procedure	Fire; Terrorist attack; Storm	Members of the public	High	Procedure in place for emergency evacuation - to include methods of egress; designated assembly points; security/marshals; information boards for public; Procedures in place for contacting emergency services are contacted and by whom in the event of an emergency.	Medium
First Aid	Minor injuries –, general accidents	Members of the public	Medium	Provision of adequately trained First Aid cover. Number of qualified First Aiders to be present for event = 4	Low
Toilet provision	Not enough toilets	Members of the public	Medium	Toilets located inside the venue with additional temporary toilets located in the main courtyard area consisting of 1 x male, 2 x Female and 1 x disabled toilet This calculation is based on 6 toilets for 450	Low
Risk of fire	Burn or smoke injuries	Members of the public especially people with disabilities and children / staff / event participants / contractors	Medium	A Fire Risk Assessment for the event has been put into place including consideration for fire exit routes, fire fighting equipment and control of flammable liquids, gasses and point of ignition.	Low
Very wet weather on the day	Danger of slips and trips	Members of the public	Medium	In the event of extreme weather consideration will be given to cancel the event if surfaces are deemed to be unsafe to walk on. All surface drainage will be maintained in accordance with the site maintenance plan so as to reduce the risk of blocked drainage	Low
Strong winds	Falling trees or debris; marquees lifting/blowing away; other flying or rolling objects	Members of the public / staff	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 event will be cancelled or postponed due the risks involved.	Low

				The building will be visually checked for signs of loose masonry or fixtures prior to the event.	
Litter	Litter or other debris generated by event	(Complaints from) Members of the public Parks Division staff	Medium	Litter will be picked up and pre-arranged and undertaken by event organiser/volunteers immediately after the event	Low
Use of companies/ operators to provide any service as part of the event (eg: concessions or merchandise sales)	Various	Various	Medium	All suppliers will provide Risk Assessments and Method Statements as appropriate and will be validated by the event management team	Low
Crowd management (Security/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. Appropriate number of identifiable Security/marshals on site, with radio system. Security/Marshals to be fully briefed prior to event. All Security staff will be SIA trained and will be expected to manage and reduce conflict at egress and entry points to the event.	Medium
Public Address (PA) System	Cables catch fire or electrocute	Members of the public / staff	Medium	Check cables prior to event. Circuit breaker in place. All electrics checked by qualified electrician.	Low
	Trip over cables	Members of the public / staff	Medium	Cable covers/ management system in place, no exposed cables	Low
Moving vehicles	Injuries caused by moving vehicles	Members of the public / competitors	Medium	Vehicle movement kept to minimum. Arena isolated by barriers to keep public away from moving exhibits. Mandatory 5 mph speed limit 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

<u>ACTIVITIES:-</u>					
Catering – food / drink	Food poisoning	Members of the public	Medium	Organiser to ensure caterers are registered with their local authority re Food Hygiene Certificate etc. Food handlers must have access to hot water and soap, or if this is not possible then anti-bacterial wipes must be provided and used. Catering outlets must be located away from entry or exit points Clearly display ingredients or possible contamination by ingredients eg “This product contains nut oil” etc	Low
	Allergic reaction	Members of the public – especially children	Medium	Fire extinguishers mandatory in all catering units.	Low
	Fire	Staff / members of the public	Medium		Low
Cash Collectors	Risk of theft / injury to cash collectors	Competitors / members of the public	Medium	All cash collection points to have mobile radios. Fully instructed inconspicuous persons carrying mobile radios to summon assistance if necessary to make regular collections from cash collection points. Cash to be removed to secure area for counting and subsequent banking. Police notified of event	Low
Music	Noise pollution	Local residents / Event attendees / Staff on site	Medium	Ensure full compliance with all Noise/Music conditions.(CDC). Work with Environmental Protection Team (Noise Control) to ensure full compliance and prevent noise pollution.	Low

				Provide to the PC & Events Manager the name of a nominated noise control person and their mobile telephone number;	
Bight lights, Lasers and Fireworks	Bright lights affect/distract aircraft pilots	Pilots Members of the public	Medium	Ensure that the Civil Aviation Authority's document CAP 736 "Guide for the operation of lasers, searchlights and fireworks in UK airspace" is fully complied with (document available on the CAA website) No additional exterior lighting planned due to the event finishing by 1800hrs when there will still be adequate natural light,	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)

Organisation: Position:

Signature: Date:

Appendix C

Fire Risk Assessment

Event Name:	Dockyard Presents: A Drop in the Ocean	Date:	18 September 2021	Venue:	Tileyard
--------------------	--	--------------	-------------------	---------------	----------

(1) Activity / Area of Concern ie: what is taking place as part of the event?	(2) Hazards Identified ie: what can cause harm?	(3) Persons at Risk ie: who could be harmed by the hazard?	(4) Current Risk Factor (high, medium or low) ie: determine the level of risk	(5) Actions to be Taken to Minimize each Risk ie: what action can you take to lower the level of risk	(6) New Risk Factor (high, medium or low) ie: risk factor after action taken to minimize the risk
<u>SITE</u>	MANAGEMENT: -				
Sources of ignition	Risk of ignition	Members of public/Staff	High	Ensure all sources of ignition are correctly stored and away from sources of heat. All potential fuels to be identified and recorded. Regular patrols will be in place to monitor the overall safety and governance for the site throughout the event. All staff will be equipped with Radios to ensure communication is in place. Suitable fire extinguishers will be located by fire exists and at specified locations in the main courtyard. Extinguishers will include Co2 and Water.	Medium

Public Entrance / Exit	Risk of injury at public entrance / exit	Members of the public	Medium	Entrance / exit constructed to allow easy access for disabled people. Entry supervised by identifiable security/marshals carrying mobile radios to summon assistance from Control. First Aiders & ambulance on site. Catering will be located away from entry or exit points Number of security/marshals for the event = 4 Adequate signage will be in place displaying exit routes. Emergency lighting is in place within the Tileyard facility to assist in the safe egress of individuals in the event of a fire.	Low
Emergency evacuation procedure	Fire; Terrorist attack; Storm	Members of the public	High	Procedure in place for emergency evacuation - to include methods of egress; designated assembly points; security/marshals; information boards for public; Procedures in place for contacting emergency services are contacted and by whom in the event of an emergency.	Medium

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)

Organisation: Position:

Signature: Date:

Appendix D

Marketing Management Group Pitch



The event...

Dockyard takes over Tileyard's Gallery, Vinyl Cafe and outdoor space for a day of environmentally-conscious networking, live music and opportunities



Sponsorship options

£250+ - Livestream sponsorship
Sponsor the livestream of aspects of the event and have your logo and branding incorporated across the video livestream, plus the opportunity to crosspost the livestream on your social media channels, in addition to the Dockyard and Tileyard social media channels (price dependent on)

The Team



Project manager
Samantha



Creative Director, Marketing
Ben



Site manager, Event Manager
Nathan

Why Sponsor the event?

430
Put yourself directly in front of 430 music students who are the next generation of trendsetters and influencers

   **20K+**
Reach over 20,000 engaged followers across the Tileyard and Dockyard socials

Sponsorship options

£500 - Main sponsor package
As the main sponsor of the event, your brand name will exclusively be listed as presenting the event, and your logo and branding will be placed across all promotional materials and marketing communication. You will also receive a post across Dockyard and Tileyard socials profiling the sponsor

£200 - official sponsor package
As a sponsor of the event, your logo will be placed across all promotional assets and marketing communication

 0044 7710 433 080

 info@benmoring.co.uk

 dockyardevents.co.uk

Contact Us

RECYCLED WRISTBANDS (Fabric with Bamboo Lock)



Dockyard Presents Press Release.



DOCKYARD TRANSFORMS TILEYARD LONDON FOR A DAY OF ENVIRONMENTALLY CONSCIOUS NETWORKING AND LIVE MUSIC

Event date: Saturday, September 18th / 10:00am – 18:00pm

Ticket Link: >> INSERT LINK <<

DOCKYARD launch their first event, and no better place to drop their anchor than at the bustling music hub that is **Tileyard London**. **DOCKYARD** aim to educate the next generation on important environmental messages through bringing together current and future influencers, who have the power to make change happen.

Their first event will combine a host of young musicians, environmentally conscious brands and experts in the field, for a day of networking and live music that is guaranteed to make sure the eco-friendly message is at the forefront of the minds of each attendee.

Initiatives will run throughout the day, ranging from **ocean-themed songwriting competitions**, where **major label A&R's will give the best entrants an opportunity to record and release their music**, to **brand partnership opportunities with fashion companies at the forefront of environmentally friendly manufacturing**. Guest speakers will also be in attendance, to raise key issues and impart their wisdom onto the next generation of artists.

These musicians may already be aware of the change that is needed, but this event aims to inspire them with stories of creative concepts and initiatives already being utilized. With this knowledge, they can do what artists do best; Be creative and innovative to take this message forward, and pass on the lifestyle changes needed to the impressionable fans in numbers that can make a real difference.

On launching Dockyard, and the vision for the events series, project manager Samantha said; "XXXXX"

-- END --

**** Notes For Editors**

Event location:

The Gallery, Vinyl Café & Outdoor space
Tileyard London
Tileyard Road
London
N79AH

Ticket Price: £5

Assets

Download logo: <https://bit.ly/37kARsZ>

Download text logo: <https://bit.ly/37A12w5>

Appendix E

Event: Dockyard Presents: A Drop in the Ocean

Date: September 2021

Dept.	Item	Projected Budget	Actual Spend	Details	Added by
VENUE / SITE					
	The Gallery Hire	£1,500.00		https://hirespace.com/Venues/London/81618/The-Gallery-Tileyard-London	Samantha
	Vinyl Cafe Hire	£1,500.00		https://hirespace.com/Spaces/London/163733/Vinyl-Cafe/Whole-Venue/Events	Samantha
	Signage	£1950		Event banner @£7.95 per Sq M = 10m wide 2.5 high £450 for 2 signs. Additional allowance of £1,500 for additional signage https://www.bannerworld.co.uk/product/event-banners/	Nathan
	Toilets	£150.00		Average price is £30 per toilet. We have concluded that there are two toilets inside the building and for an event of 450 people we will need 6 in total. we have also considered that toilet outside in the courtyard will reduce congestion inside the building.. https://www.dtox.org/support/toilet-calculator Allowance of £30 for delivery	Nathan
	Water	£300.00			Nathan
	Fencing	£110.00		3.5*2 metres @£5.5 Est 20 metres required https://www.lakeside-hire.co.uk/security-fencing-for-hire/temporary-heras-fencing/?gclid=EAiaIQobChMImJGnsliN8gIVnWDMCh1aVwFREAYASAAEgKyVvD_BwE	Nathan
	Generator	£300.00			Samantha
MARKETING					
	Social media boosts	£198.00		2 months at £99 https://social-boost.co/instagram-growth?kw=social%20media%20boost&cpn=12864852944&utm_campaign=12864852944&utm_source=g_c&utm_medium=cpc&utm_content=498949173552&utm_term=b_social%20media%20boost&adgroupid=119344298577&gclid=Cj0KCQjw6ZOI8hDdARisAMf8YyFQJEJOUpZktq424tskky/FWwRrhJE_SuokgYoFjau2CybpXQYYaAgC3EALw_wcB	Nathan
	Logo design	£500.00		Average cost £400	Nathan
	Advertising	£500.00			Nathan
	Wristbands	£319.92		430 x https://www.idcband.com/recycled-fabric-wristband-with-bamboo-lock/	Samantha
ENTERTAINMENT					
	2 x bands	£1,000.00		£500 per band. Pirate band and shanty band to keep within nautical theme.	Samantha
	eco-friendly graffiti artist	£200.00		Live art on stage, eco-friendly theme	Samantha
	guest speakers	£1,000.00		Presumed 5 speakers @ £200	Samantha
MERCH					
	Dockyard Water Bottles	£1,047.50		250 x bottles made from recycled ocean plastic - https://www.aspectmerchandise.co.uk/product/h2o-eco-650ml-spout-lid-sport-bottle/?gclid=CjwKCAIwmK6iBhBqEiwAocMc8tokHDGDH1L9jMAWUFpy_aXTuXwbvAe-Qm9NuoUmm-zUOzkD7onABoCiSkQAvd_BwE	Samantha
	Dockyard t-shirts	£1,000.00		200 t-shirts approx £5 per t-shirt, link up with eco-friendly merch brand	Samantha
PRODUCTION					
	set design	£200.00			Nathan
	paddling pool	£100.00			Nathan
TECH					
	PA hire	£500.00		https://www.rigsandgigs.com/packages-2/pa-system-hire-packages-2-2/?utm_term=pa%20hire%20london&utm_campaign=ALG%20-%20Rigs%20%26%20Gigs%20-%20local&utm_source=adwords&utm_medium=ppc&hsa_acc=4902073755&hsa_cam=14066714345&hsa_grp=120450735010&hsa_ad=536188265650&hsa_src=g&hsa_tgt=kwd-541285460&hsa_kw=pa%20hire%20london&hsa_mt=e&hsa_net=adwords&hsa_ver=3&gclid=EAiaIQobChMl-6iA66GN8gIVJu_iCh1UzQBZEAAYASAAEgI9xPD_BwE	Nathan
	lighting	N/A			Nathan
	special effects	N/A			Nathan
LEGALITIES					
	Public Liability Insurance	£650.00		Simply business quote including public liability, employers liability (up to 20), professional indemnity	Samantha
	Tempoary Events Notice	£21.00		London Borough of Islington, at least 10 working days before the event	Samantha
	The Music Licence	£400.00		PPL PRS, need to contact them for a quote. Approx £400 PRS States 2.7% of gross receipts anticipated sales of 8.290	Nathan
CLEANING					
	Cleaners	£217.00		London Living Wage £10.85 per hour 10 hrs x 2	Nathan
MEDICAL TEAM					
	First Aiders	£960.00		4 x first aiders £30 an hour for 8 hours - https://calculatedcalm.co.uk/event-first-aid-cover/	Samantha
SECURITY					
	Security Team	£500.00		Rate at £12.50 Est 4 required 10 hrs	Nathan
CATERING STAFF					
	Chef	£360.00		to cook vegan fish alternative meals Day rate of £300plus VAT http://www.seasoncatering.co.uk/private-chefs/	Nathan
	vinyl cafe staff	£400.00		cafe staff £12.5 per hour x 4 staff 8 hrs	Samantha
	bar staff	£200.00		Bar staff £12.5 per hour x 2 staff 8 hrs	Nathan

STAGE HIRE					
	The Pier	£500.00		https://www.bandshophire.co.uk/indoor-stage-hire/?gclid=Cj0KCQjw6ZOIBhDdARIsAM8YyHsFEVmiYIMEK9FD0W9dwBJUQ6dlReqMvF7pBwgckv2qIyaT-S7n4aAvwcEALw_wcB	Nathan
EVENT ORGANISERS					
	Nathan	£1,080.00		Covering expenses and time to organise the event - 10 hours a week for 6 weeks plus the event (12 hours) £15 an hour	Samantha
	Ben	£1,080.00		Covering expenses and time to organise the event - 10 hours a week for 6 weeks plus the event (12 hours) £15 an hour	Samantha
	Samantha	£1,080.00		Covering expenses and time to organise the event - 10 hours a week for 6 weeks plus the event (12 hours) £15 an hour	Samantha
TECHNICAL STAFF					
	Stage Manager	£300.00			Nathan
	Sound Technician	£400.00		Technicians x 2	Nathan
	Videographer	£400.00		For event live stream and post event content	
TICKETS					
	fees taken from distributor	£626.50		Wegottickets.com - 10% of 6265 (see incomings)	Samantha
TOTAL		£19,599.92			
Contingencies	plus 10%	£21,559.91			Samantha

Spend	£21,559.91
Income	£21,772.50
Projected Profit	£212.59

Event: Dockyard: A Drop in the Ocean

Date: 18 Sept 2021

Dept.	Price	430 Projected Sales	notes	
TICKETS		70%		
Students and Staff	£15.00	231	£3,465.00 330 available	
Standard	£40.00	70	£2,800.00 100 available	
Total		301	£6,265.00	£169.16
SPONSORSHIP				
pitch deck sponsorship packages	£500	4	£1,500.00 Out of 8 sponsors assumed 4 will commit	
MERCH				
t-shirts	£25.00	200	£5,000.00	
ocean friendly water bottles	£15.00	250	£3,750.00	
BAR & CAFE				
£30 spend per head	£7.50	301	£2,257.50 approx 25% but awaiting agreement with Tileyard	
GRANTS NEEDED				
arts council / business angels / Tileyard	£3,000.00	1	£3,000.00 More research required and awaiting conversation with Tileyard	
TOTAL			£21,772.50	

Appendix F

London Borough of Islington, 222 Upper St, London N1 1XR

Temporary Event Notice

Before completing this notice, please read the guidance notes at the end of the notice. If you are completing this notice by hand, please write legibly in block capitals. In all cases, ensure that your answers are inside the boxes and written in black ink or typed. Use additional sheets if necessary. You should keep a copy of the completed notice for your records. You must send at least one copy of this notice to the licensing authority and additional copies must be sent to the chief officer of police and the local authority exercising environmental health functions for the area in which the premises are situated. The licensing authority will give to you written acknowledgement of the receipt of the notice.

I, the proposed premises user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry on a temporary activity at the premises described below.

1. The personal details of premises user (Please read note 1)			
1. Your name			
Title	Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other (please state)		
Surname	Harling		
Forenames	Samantha Hannah		
2. Previous names (Please enter details of any previous names or maiden names, if applicable. Please continue on a separate sheet if necessary)			
Title	Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other (please state)		
Surname	Dennis		
Forenames	Samantha Hannah		
3. Your date of birth		Day16	Month10
4. Your place of birth		Truro	
5. National Insurance Number		JP467014C	
6. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)			
35 Delamere Road			
Post town Plymouth		Postcode PL6 5XG	
7. Other contact details			
Telephone numbers	--		
Daytime			
Evening (optional)			
Mobile (optional)			
Fax number (optional)			
E-Mail address (if available)			
8. Alternative address for correspondence (If you complete the details below, we will use this address to correspond with you)			

Post town	Postcode
<u>9. Alternative contact details (if applicable)</u>	
Telephone numbers:	
Daytime	
Evening (optional)	
Mobile (optional)	
<u>Fax number (optional)</u>	
E-Mail address (if available)	

2. The premises

Please give the address of the premises where you intend to carry on the licensable activities or, if it has no address, give a detailed description (including the Ordnance Survey references)
(Please read note 2)

Tileyard London - Tileyard Rd, London N7 9AH.

Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)? If so, please enter the licence or certificate number below.

Premises licence number	
Club premises certificate number	

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, please give a description and details below. (Please read note 3)

The Gallery, Vinyl Cafe and the parking area outside The Gallery and Vinyl Cafe.



Please describe the nature of the premises below. (Please read note 4) The outside area - for live and recorded music performances and art on stage. The Gallery - for networking, speeches and the sale of alcohol (the venue has an alcohol license already so this TEN will not include alcohol sales). Vinyl Cafe - as a cafe Please describe the nature of the event below. (Please read note 5) A networking, live music, arts and cultural education event for Tileyard students. Including guest speakers, food tasting by a registered chef.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; height: 20px;"></td> <td style="width: 33%; height: 20px;"></td> <td style="width: 33%; height: 20px;"></td> </tr> </table> 4. Personal licence holders (Please read note 12) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Do you currently hold a valid personal licence? (Please tick)</td> <td style="width: 15%; text-align: center;">Yes ☐</td> <td style="width: 15%; text-align: center;">No ☒</td> </tr> <tr> <td colspan="3">If "Yes" please provide the details of your personal licence below.</td> </tr> <tr> <td style="width: 30%;">Issuing licensing authority</td> <td colspan="2"></td> </tr> <tr> <td>Licence number</td> <td colspan="2"></td> </tr> <tr> <td>Date of issue</td> <td colspan="2"></td> </tr> <tr> <td>Date of expiry</td> <td colspan="2"></td> </tr> <tr> <td>Any further relevant details</td> <td colspan="2"></td> </tr> </table> 5. Previous temporary event notices you have given (Please read note 13 and tick the boxes that apply to you) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?</td> <td style="width: 15%; text-align: center;">Yes ☐</td> <td style="width: 15%; text-align: center;">No ☒</td> </tr> <tr> <td colspan="3">If answering yes, please state the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year.</td> </tr> <tr> <td>Have you already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?</td> <td style="text-align: center;">Yes ☐</td> <td style="text-align: center;">No ☒</td> </tr> </table> 6. Associates and business colleagues (Please read note 14 and tick the boxes that apply to you) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?</td> <td style="width: 15%; text-align: center;">Yes ☐</td> <td style="width: 15%; text-align: center;">No ☒</td> </tr> <tr> <td colspan="3">If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your associate(s) have given for events in the same calendar year.</td> </tr> <tr> <td>Has any associate of yours already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?</td> <td style="text-align: center;">Yes ☐</td> <td style="text-align: center;">No ☒</td> </tr> </table>				Do you currently hold a valid personal licence? (Please tick)	Yes ☐	No ☒	If "Yes" please provide the details of your personal licence below.			Issuing licensing authority			Licence number			Date of issue			Date of expiry			Any further relevant details			Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?	Yes ☐	No ☒	If answering yes, please state the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year.			Have you already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No ☒	Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	Yes ☐	No ☒	If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your associate(s) have given for events in the same calendar year.			Has any associate of yours already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No ☒
Do you currently hold a valid personal licence? (Please tick)	Yes ☐	No ☒																																									
If "Yes" please provide the details of your personal licence below.																																											
Issuing licensing authority																																											
Licence number																																											
Date of issue																																											
Date of expiry																																											
Any further relevant details																																											
Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?	Yes ☐	No ☒																																									
If answering yes, please state the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year.																																											
Have you already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No ☒																																									
Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	Yes ☐	No ☒																																									
If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your associate(s) have given for events in the same calendar year.																																											
Has any associate of yours already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No ☒																																									

3. The licensable activities Please state the licensable activities that you intend to carry on at the premises (please tick all licensable activities you intend to carry on). (Please read note 6)		
The sale by retail of alcohol	☐	
The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club	☐	
The provision of regulated entertainment	☒	
The provision of late night refreshment	☐	
Are you giving a late temporary event notice? (Please read note 7)	☐	
Please state the dates on which you intend to use these premises for licensable activities. (Please read note 8)		
18/09/2021		
Please state the times during the event period that you propose to carry on licensable activities (please give times in 24 hour clock). (Please read note 9)		
10:00 – 18:00		
Please state the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers. (Please read note 10)	499	
If the licensable activities will include the supply of alcohol, please state whether the supplies will be for consumption on or off the premises, or both (please tick as appropriate). (Please read note 11)	On the premises only	☒
	Off the premises only	☐
	Both	☐

Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	Yes ☐	No ☒
If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your business colleague(s) have given for events in the same calendar year.		
Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period:	Yes ☐	No ☒
a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?		

7. Checklist (Please read note 15)	
I have: (Please tick the appropriate boxes)	
Sent at least one copy of this notice to the licensing authority for the area in which the premises are situated	☐
Sent a copy of this notice to the chief officer of police for the area in which the premises are situated	☐
Sent a copy of this notice to the local authority exercising environmental health functions for the area in which the premises are situated	☐
If the premises are situated in one or more licensing authority areas, sent at least one copy of this notice to each additional licensing authority	☐
If the premises are situated in one or more police areas, sent a copy of this notice to each additional chief officer of police	☐
If the premises are situated in one or more local authority areas, sent a copy of this notice to each additional local authority exercising environmental health functions	☐
Made or enclosed payment of the fee for the application	☐
Signed the declaration in Section 9 below	☐

8. Condition (Please read note 16)
It is a condition of this temporary event notice that where the relevant licensable activities described in Section 3 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

9. Declarations (Please read note 17)
The information contained in this form is correct to the best of my knowledge and belief.
I understand that it is an offence: (i) to knowingly or recklessly make a false statement in or in connection with this temporary event notice and that a person is liable on summary conviction for such an offence to a fine not exceeding level 5 on the standard scale; and (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on summary conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both.

Signature	Samantha Harling
Date	
Name of Person signing	

For completion by the licensing authority

10. Acknowledgement (Please read note 18)	
I acknowledge receipt of this temporary event notice.	
Signature	
	On behalf of the licensing authority
Date	
Name of Officer signing	