

Portfolio :

Fusion at Tileyard

A reflection on the event planning process

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Module Title: Live Music and Event Management (BMTY7005)

Assignment Title: Live Event Management Portfolio 2

Module Lecturer's Name: Rob Guterman

Our group was given a specific task to organize and implement a one-day event at Tileyard London. We have decided to plan a festival focused on new music combining an educational element to inspire and engage attendees. Arcodia and Whitford noted that attendance at a festival develops social capital by providing the community with specific opportunities for accessing and developing community resources, improving social cohesiveness, and providing a focus on the celebration (Arcodia & Whitford 2008)

We aim to create a fun and festive atmosphere that offers ample opportunities for socializing and new experiences.

To begin, the group gathered together to discuss the objectives and requirements of the event and assigned various roles to each member. Throughout the planning process, we utilized Google Meets, and WhatsApp as our primary means of communication and Google Drive for collaboration on documents.

From an early stage, we unanimously agreed on the desired format for this particular event. We aimed to create an engaging experience that encourages active participation from attendees.

Three venues were selected:

The Campfire: DJ corner where participants could enjoy new music selections.

The Vinyl Cafe: live music performances (Acoustic sessions)

The Gallery: panel discussions featuring esteemed professionals from the music industry.

(See Map - Appendix A)

This decision to have multiple venues was based on the belief that it would provide diverse and interactive experiences for the attendees, as well as create

networking opportunities. The purpose of the event is to showcase talented singer-songwriters not only from within our own Tileyard community but also among local artists. Furthermore, the event aims at highlighting the creative and collaborative spirit of Tileyard London by inviting the industry professionals working on-site to participate and share their insights during the panel discussions.

Prioritizing concept development before selecting a suitable name for our event allowed us ample brainstorming time during preliminary meetings. We first considered the event name "TribeFest", which sounded inclusive and reflected our goal of creating a sense of community and belonging. We also discussed a potential sponsorship proposal opportunity with the Beer Twotribes but the group decided to steer away from using it after consulting with the event manager of the Campfire who advised us to focus on creating an authentic and independent event without relying too heavily on external sponsors.

We later settled on the name Fusion at Tileyard to depict the fusion of different talents and genres that would be showcased at the event.

To ensure the smooth execution of our event, one team member was assigned the task of coordinating with various venues. This involved gathering crucial information such as their availability, capacity, and any technical requirements specific to each space. It became evident that securing all three venues on a single day in September 2023 would pose a challenge as they were not simultaneously available. As a team, we recognized the need for flexibility in our planning process and began considering alternative dates for the event. While theoretically, we had initially chosen Thursday 14th of September 2023 as the most desirable option, it became apparent that being open to adjusting this date would be necessary in order to secure all desired venues.

During meetings, we were discussing the different aspects of the planning process such as venue specifications, marketing and promotion strategies, event schedule and programming at each venue. We also discussed logistical considerations such as security, staffing, risk assessment, ticketing, and venue layout. **(See Appendix B for meeting notes)** We came up with an industry panel topics of discussion and listed several industry guests that could potentially speak on the topics. The panel discussions play a vital role in our event as they offer valuable insights and encourage the exchange of ideas and knowledge within the industry. Our objective is to attract a diverse audience consisting of young graduates and professionals from creative industries, so we needed to have industry experts share their experiences and expertise during these discussions. To facilitate engaging and interactive conversations, we carefully selected an intimate venue, the Gallery. However, considering its limited seating capacity of 70 spaces, we addressed concerns about overcrowding by implementing a pre-sign-up system that allows attendees to reserve their spots in advance. This ensures a seamless experience for everyone involved as well as creating a sense of exclusivity for those who can secure a spot.

Regarding the entertainment programming at the Vinyl Cafe acoustic sessions and the campfire Dj sets, we decided to open the event to local artists and DJs who would perform a 10 mins live acoustic set between 16:00 to 18:00 at the vinyl cafe or a 30-minute set at the campfire between 16:00 and 20:00. To book the artists and DJs we will conduct a pre-event online audition by requesting interested artists to scan a QR code to submit a video of their performance (DJs can submit live mixes of 10 mins) so they can be reviewed and selected by us, a panel of music industry professionals. This strategy will generate interest and excitement among local artists as well as provide opportunities to promote the event. The QR code will be posted on the Fusion at Tileyard event social media pages and could also be included on posters and flyers displayed around London

university campuses, pubs and live event venues around London. After 18:00, the acoustic session will welcome artists that we book to perform a 30-minute set each. A headliner will be offered an hour slot at the end of the evening to create a memorable finale for attendees.

(See **Appendix C** for Acoustic session programming).

The campfire area will be a key focal point of the event, providing a relaxed and comfortable space for attendees to gather, socialize, enjoy DJ sets and eat delicious food from local vendors. The area will be decorated with lights (fairy lights), however, the famous fire pits will not be lit due to fire safety precautions. After 20:00, DJs sets will last for 50 mins with a 10 mins break in between to allow for setup and changeover.

The health and safety of the attendees was my priority throughout the planning of the event. We have decided to limit the capacity of this event to 440 attendees (+ a maximum of 59 staff and volunteers).

I have conducted a risk assessment and drafted a show-stopping emergency plan according to the purple guide which outlines best practices for event planning and safety. (The Purple Guide, 2014.) - (**see Appendix D**). It is a legal requirement under the Health and Safety at Work Act 1974 for event organisers to ensure the health, safety of all individuals involved in the event and conduct a risk assessment. (HSE, 2023)

During this process, organisers should identify potential hazards and suggest solutions to reduce the risks of harm. When considering the event site and venues at Tileyard, we made sure we implemented appropriate safety measures to manage the crowd's movement on site. For example, we have identified the gate entries to access the campfire area and the Vinyl Cafe area located on Tileyard Road to be a point of concern for crowd management. The event

perimeter will be marked with barriers and signage to guide attendees.

Furthermore, we have taken into account the need for eight security officers and twenty-two stewards/volunteers at the gates and around the site to help monitor and control the crowd, ensuring everyone's safety. Stewards at the entrance of each venue will use handheld clickers to count the number of guests going in and out of specific areas to ensure that we do not exceed the maximum capacity and to track attendance. The other risks identified are listed in the risk assessment

Appendix D.

As responsible event organizers, it is vital for us to thoroughly assess the risks associated with each venue and contractor we collaborate with. It is crucial that we carefully review their risk assessments, ensuring they align with the standards outlined in the purple guide along with other pertinent health and safety regulations. Moreover, verifying that all parties involved possess adequate public liability insurance is of utmost importance. Equally essential is our coverage through public liability insurance to address any unforeseen accidents or incidents that may transpire throughout the event.

Under the licensing act 2003, we have also ensured that all necessary licenses and permits have been obtained for the event. The Licensing Act 2003 objectives include the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm. (Local Government Association, 2019)

Fusion at Tileyard has a capacity of less than 500 and therefore is eligible to operate under a Temporary Event Notice (TEN)

TENs are issued by the licensing authorities to permit for the sale of alcohol

the provision of late-night refreshments - hot food or hot drink between 11pm - 5am

entertainment is defined as a performance of a play, an exhibition of a film, an indoor sporting event, boxing or wrestling entertainment, a performance of live music, any playing of recorded music, or a performance of dance. (Islington Council, 2023)

The licensable activities for the event include the sale of alcohol, live music, and the provision of late-night refreshments. therefore we need to obtain a TEN from the local licensing authorities. In compliance with the Licensing Act 2003, we will submit a TEN license to the London borough of Islington Council at least 10 days before the event. Ideally, we will do this before but the deadline is a minimum of 10 days prior to the event. (Islington Council, 2023)

The marketing strategies for promoting the event will be crucial to its success. We have implemented a comprehensive marketing plan, which includes various channels such as social media, website, online advertising, and traditional print media such as posters and flyers. See Appendix The branding for the event was carefully thought out and created by one of the team members, incorporating input from all group members to ensure a cohesive and appealing visual identity.



Fig 1. Fusion Logo and Poster

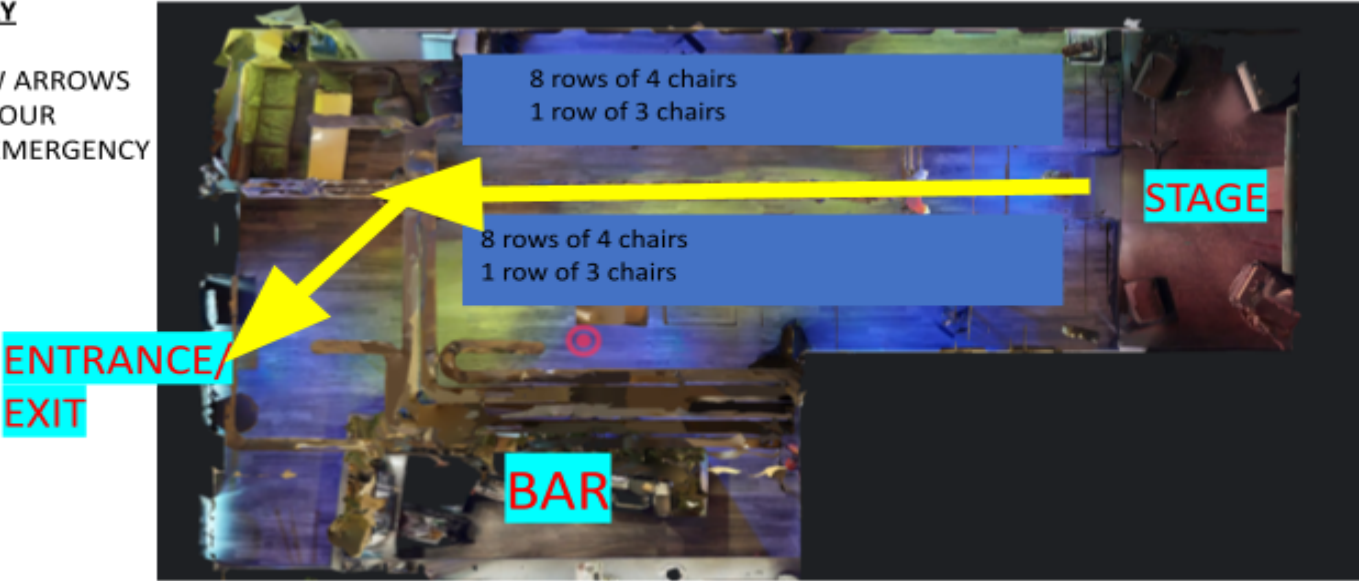
The budget for the event will be carefully monitored and managed to ensure that all expenses are accounted for and that the event remains financially sustainable. As A group we have discussed the initial expenses and have allocated specific budgets for each aspect of the event, such as venue rental, equipment rental, marketing expenses, and artist fees. We have challenges deciding on a price for the ticket to ensure that it is affordable for attendees while also covering the costs of the event. Ideally we would like to price the ticket at £10 but further analysis and discussion may be needed to determine the final ticket price.

In conclusion, various factors had to be considered and actions taken to ensure the successful planning of the one-day event at Tileyard London. These factors included obtaining a Temporary Event Notice license from the local licensing

authorities, implementing a comprehensive marketing plan, carefully managing the budget to ensure financial sustainability, and deciding on a suitable ticket price. Overall, the group took a systematic approach to ensure that all necessary steps were taken to plan and execute the event in a responsible and effective manner.

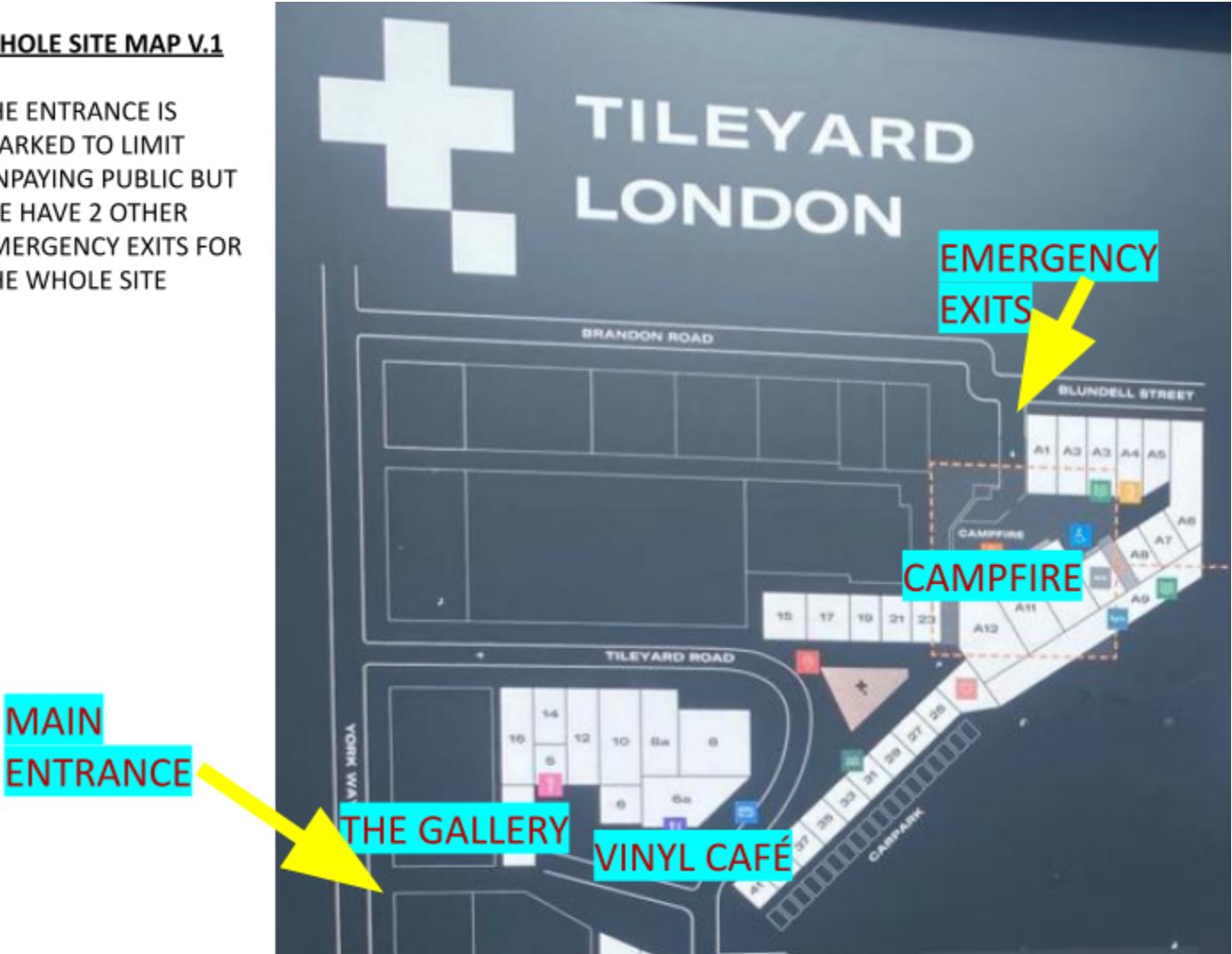
THE GALLERY

THE YELLOW ARROWS
REPRESENT OUR
WALKWAY/EMERGENCY
EXIT ROUTE



WHOLE SITE MAP V.1

THE ENTRANCE IS
MARKED TO LIMIT
UNPAYING PUBLIC BUT
WE HAVE 2 OTHER
EMERGENCY EXITS FOR
THE WHOLE SITE



WHOLE SITE MAP V.2



Appendix B - Meeting notes

Live Event Management - Timeline Notes

Assessment brief

Individually assemble a portfolio of a small group's organisation of a 1-day cross-media cultural live event held at Tileyard Studios. The portfolio artefacts should include the event management planning, meeting minutes, budgeting, licensing, staffing, programming, marketing and floor management.

Students should demonstrate their analysis and critical thinking, citing case studies, data and opinion from robust sources is a good way to build robust narratives and arguments.

- The portfolio should document the group activity of event management planning, marketing, executing and reflecting on the outcomes of the preparation for a 1-day cross media cultural live event held at Tileyard Studios.
 - A detailed study of the event management plan, event financing, budgeting and project management should be included.
 - In addition you should also include a personal reflective summary of your involvement in any group activity related to the event.
-

Meeting 26.06.23 - Emma

- [Full meeting notes](#)
- [Recording](#)

Next meeting: Monday 3 July, 7pm (BST)

Event ideas

Location

Event at Tileyard using all venues (gallery, café, outside space & stage etc)

Timeline

1 day event

Date

13 September 2023

Time

2pm – 8pm

Theme

New technology in music
Networking social event

Audience

Open Tileyard to music industry focussed people
Industry – Tileyard students, network event
Industry event open to university events 18+

Outline of event

Schedule to have multiple events happening at the same time.

Campfire – full band, dj sets

Gallery – panel events instead of key notes
new technology, chats with industry professionals – how did you start?

Vinyl café – acoustic sets, students

Quiet space – networking hang out

Artists

Have a mix of sign-ups and curated chosen artists

For sign-ups:

Have QR code for artists to sign ups

Reach out to wider community to give people opportunities to showcase new talent

Have guidance for submissions and then as organisers we choose which artists, depending on how many required etc

Booked artists:

Need to consider budget and timing

Budget

Artists depends on who paying, don't pay the ones showcasing

Roles

Elle – Marketing

Edina – Event admin, budgeting,

Kirsten –

Giza – Health and Safety, Risk Assessments, Licensing,

Anja – Marketing & PR

Emma – logistics, scheduling/programme

Unassigned

Artist liaison

Ticketing

Floor management

Kirsten - 3/07/23

Some tasks for next session

1. What businesses are at Tileyard – Who would be useful and why? - Edina
2. Who do we need to contact for the venues, and what do the venues provide, and what times are do they operate are there restrictions, Capacity? Cost of Hire? what time can they open a close, can we do a weekend? are you free? (Secondary Question what equipment do we need) - Emma
3. How do we contact artists and DJ's for this, What sort of artists do we want? how do we get them to sign up? are we paying Artists? headliner? - Elle
4. What audience are we looking to grab the attention of ? what the best way to get them there? - Gza

5. what sort of marketing do we need, how much will it cost? any idea of how you want it to look - Elle & Anya
6. What can we bring more food trucks in? what are the licensing? what is can we use a bar? staffing? cost of staff, Security? - Kirsten - Deadline Thursday?
7. What is our total Capacity - How far do we need to reach (for next session)

Working title - Tileyard introducing...

Meeting 03.07.2023 - Emma *(added 06.07.2023)*

- [Meeting minutes](#)
- [Recording of meeting](#)

Next meeting Thursday 6 July, 7pm

Meeting 06.07.2023 - Emma *(added 09.07.2023)*

- [Meeting minutes](#)
- [Recording of meeting](#)

Next meeting Monday 10 July, 6pm

Link: <https://meet.google.com/ktv-jcwq-qer>

Panel and artist ideas - Emma 09.07.2023

How many sessions: 4 - 5 sessions

Duration: 1 hour

Reset time: 30 minutes

Panel topics

- mental health in the music industry
- women in music
- independent artists (bring in tech platforms that help musicians to DIY,talk about importance of sync opportunities etc)

06/07 - Edina spoke to Steve about panel topics:

what the subjects of the panels are and I think you need to give some thought to them - a. to give a structure and b. to entice people to attend - how interesting is it to listen to people talking about their business or jobs out of context? For example:

The state of UK live music

The rise of DIY music culture

The changing face of distribution

Then there are issues:

Has the music industry really changed in regard to diversity, post 2020?

Young people in the music business

Is there still a huge gender gap in the music business?

24/07 - Topic ideas from Edina for the panellists:

- Women still missing in the music industry, especially behind the scenes- **Dyo songwriter in the music industry could be part of the panel talking on her experience behind the scenes..**
- Young people in the music business - **Small green shoots- a non profit organisation "We let young people grow, one stage at a time"**
- Finances and streaming platforms, what is the future? - can go under new tech?
- Will algorithms kill or save the music industry business and creativity?- can also go under new tech?
- Can also have something like "how to start a label"

Hosts

- Jamie Searle
- Bryan Borcherds

Panel members

- Majestic (KISSFM, producer) - mental health
(He has said this sounds good, but his schedule is mad, so if we decide to go ahead we

can check with his manager, he's given me his email)

- A member from Music Industry Therapist Collective (MITC) - mental health
(They recently released the book 'Touring and mental health' which has been well received in the live events sector)
- Hannah Broderick - women in music, live touring,
(monitor engineer for Florence + The Machine amongst others and co founder of Women in Live Music)
- Sister Bliss -
(one of the lecturers listed on the music production degree and is based at Tilyard)

DJs/Artists

- Majestic - <https://www.instagram.com/majesticonline>
(I did say to him he'll cost too much, but if he's on a panel he may do it as a favour!)
- Fred again - <https://www.instagram.com/fredagainagainagainagainagain>
(Nothing like aiming high, but I may be able to call in a favour if he's even in the country)
- LadyRoc - <https://www.instagram.com/ladyroc>
-

Venue information - Emma 10.07.2023

Leo has come back with info, but it sounds like there are changes at Campfire at the moment. He should have more details this week.

[Spreadsheet with venue info saved here.](#) I'll update as and when the other info comes through.

Panel ideas - Anja 10. & 11.07.2023

Possible panel session topics & panelists:

1) New tech (specifically AI music generation: friend or foe?)

- Renowned options:
 - **Michael Harwood** (CEO & co-founder of Tilyard)
 - great music industry & Tilyard expertise but probably really busy
 - **Carla Marie Williams** (renowned songwriter & vocal producer associated with Tilyard)
 - has worked with many artists, deep understanding of the creative aspects of music → might have interesting views on impact of AI and other tech

- on songwriting/production
 - **Mark Sutherland** (music journalist/industry commentator)
 - has written a lot about intersection of technology & music
 - great expertise!
 - **Dr. Helen Papagiannis** (AR expert, author & speaker)
 - not related to Tileyard → expertise “from the outside” & unique perspective?
 - **Lucie Caswell** (CEO of Featured Artist Coalition)
 - organization that represents right and interests of featured recording artists in the UK
 - background in artist advocacy & knowledge in evolving music industry (incl. AI-generated music) → valuable insights from the artist’s perspective!
- “Less renowned” options:
 - **Sarah Lewitinn** (a.k.a. Ultragrrrl → music journalist, DJ & industry consultant)
 - strong knowledge of emerging trends in music & tech
 - **Nick Halkes** (music industry executive/entrepreneur)
 - has founded several successful record labels → might deliver valuable insights from the business perspective
 - **Chantelle Fiddy** (music journalist, radio host, author → maybe **potential host?**)
 - has written about various genres of music + known for her expertise in underground/emerging scenes
 - **Grant Brydon** (music journalist & editor)
 - has written for various publications & a keen interest in technology’s influence on music
 - **Sammy Andrews** (digital strategist & music industry consultant)
 - specializes in digital marketing & innovation within the music industry → marketing/promotion standpoint

2) Live industry after COVID (Back to normal? Higher fees for venues → higher ticket prices; are fans still willing to go?)

- Renowned options:
 - **Mark Lawrence** (CEO of Association for Electronic Music AFEM)
 - deep understanding of electronic (live) music industry
 - **Emma Banks** (music agent & co-head of Creative Artists Agency CAA)
 - represents numerous high-profile artists & has extensive live music industry experience
 - **Amy Lamé** (London Night Czar → responsible for promoting & safeguarding night-time economy)
 - strong knowledge of music sector post-COVID, challenges faced by venues and potential impact on ticket prices
 - **Steve Lamacq** (music presenter, DJ & journalist → **potential host?**)
 - deep understanding of fan behaviour & trends
 - **Geoff Meall** (music agent & co-founder of booking agency ATC Live)
 - represents a diverse range of artists; valuable insights on financial aspects
- “Less renowned” options:
 - **Rupert Vereker** (Managing Director of Tileyard London)

- experience in overseeing operations & development of Tileyard
- **Alex Hutton** (music industry professional / artist manager associated with Tileyard)
 - valuable for discussion on ticket prices & fan willingness to attend events
- **Peter Ibbetson** (co-founder of Tileyard Studios)
 - understanding of challenges faced by artists, venues and broader live music sector
- **Daisy Hicks** (singer-songwriter & artist associated with Tileyard)
 - first-hand experience as performing artist & insights into challenges faced by musicians
- **Kirsty Langsdale** (music industry professional & Head of Sync and Licensing at Tileyard Music)
 - expertise in music licensing & synch coupled with knowledge of live music industry → insights into revenue streams & ticket prices

3) Diversity in music (status quo, what could be done, ...)

- Renowned options:
 - **Ammo Talwar** (music industry consultant & founder of music development agency Punch Records)
 - has been actively involved in promoting diversity & inclusion in the music industry
 - **Paulette Long OBE** (respected music industry veteran, A&R consultant & diversity advocate)
 - extensive experience in the industry & dedication to promoting diversity → valuable insights on possible improvements
 - **Nadia Khan** (music executive & founder of Women in CTRL → organization focused on championing diversity & equality in the industry)
 - expertise in advocating for underrepresented groups & driving positive change
 - "Less renowned" options:
 - **Adio Marchant** (aka. Bipolar Sunshine; singer-songwriter associated with Tileyard)
 - experiences as an artist → valuable insights
 - **Martina Lee** (music industry professional & advocate for diversity and inclusion)
 - founder of In Colour Creative (platform supporting artists from underrepresented communities) → share insights into challenges faced by diverse artists & potential solutions
 - **Anni Payne-Stewart** (Head of Talent & Development at Tileyard Education)
 - knowledge of diversity initiatives and strategies for promoting inclusivity
 - **Tasha Demi** (music journalist, presenter & diversity advocate → **potential host?**)
 - work in amplifying marginalized voices within the industry & understanding of challenges faced by underrepresented communities
 - **Ammo Vahya** (music industry professional & artist manager associated with Tileyard)
 - perspective on diversity in music, informed by experience working with artists & navigating the industry → valuable insights
-

Event research - Emma 10.07.2023

Refer to BBC introducing event:

<https://www.tobaccodocklondon.com/case-studies/bbc-introducing-live/>

Venue information - Emma 12.07.2023

Email from Dylan Hayes with venue contacts

Contacts for Tileyard are Bryan Borchers (bryan@tileyard.co.uk) and Emily Hillier (emily@tileyard.co.uk)

Advise was: they are currently tied up with Gearfest at the moment so best to reach out to them next week

Contact for Vinyl Cafe is Pippa Harrison (pippa@tileyard.co.uk)

I have emailed Pippa for info

Call with Leo (Campfire)

It was a very quick call - he confirmed he can be called anytime!

They have had some events scheduled for September which have been cancelled, so there should be some available dates.

There aren't that many events that have used multi-venues at Tileyard - this weekends Gearfest is one, but that is organised by Tileyard and Campfire are just there to sell beer, there isn't a specific function at the venue.

There isn't one point of contact at Tileyard for a multi-venue event, so it will mean 3 times the work. But everyone is super helpful and there are lots of people with expertise who will commit to the event.

Campfire is undergoing some staff changes so it's really just Leo and Freddy (events manager).

We just need to speak to other venues and hone in on date.

Next meeting link - Emma 12.07.2023

<https://meet.google.com/fuw-bndw-yxi>

Tagline ideas (pres. by ChatGPT <3) - Anja

- Tileyard FUSION - ...
 - where industry minds and creatives collide
 - unite and ignite
 - symphony of knowledge and talent
 - of Industry Brilliance and Artistic Sparks
 - where art meets industry
 - harmonizing talent
 - the pulse of collaboration
 - crossing borders, crafting hits
 - symposium of synergy
 - spark your music career

22/07 - Edina suggests - “Spark your music career, spark a collaboration”

Logo / Branding drafts - Anja 24.07.2023



V1



V2



V3

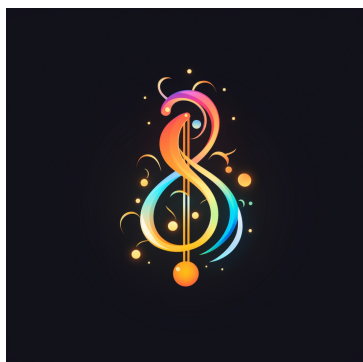


V4

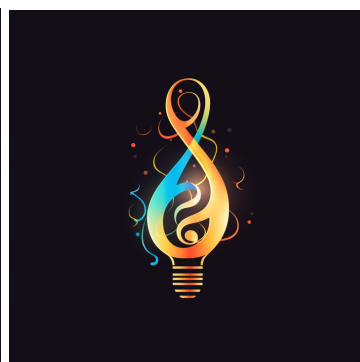


V5

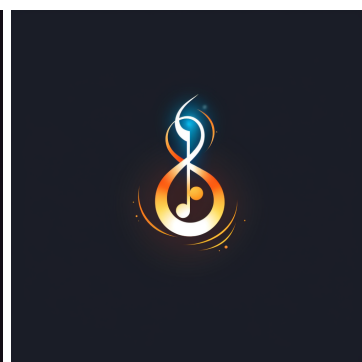
Younger, modern vibe including light bulb, different colors and cleaner:



V6



V7



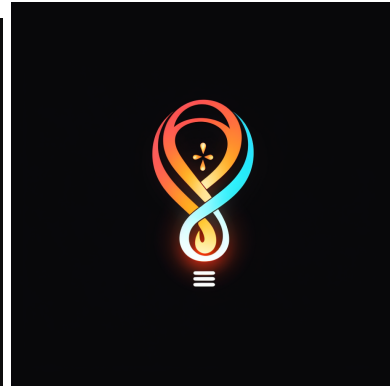
V8



V8



V9



V10



V12

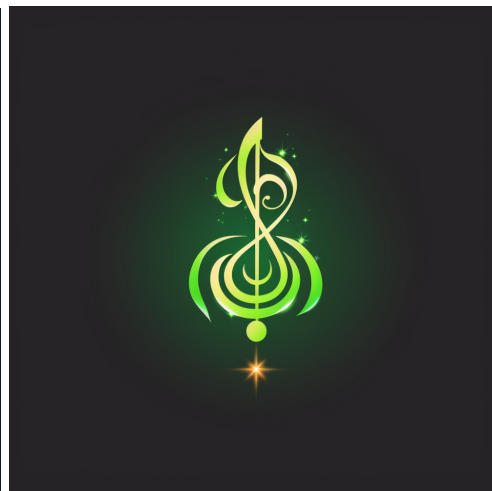


V13

Logo / Branding drafts Part 2 - Anja 25.07.2023



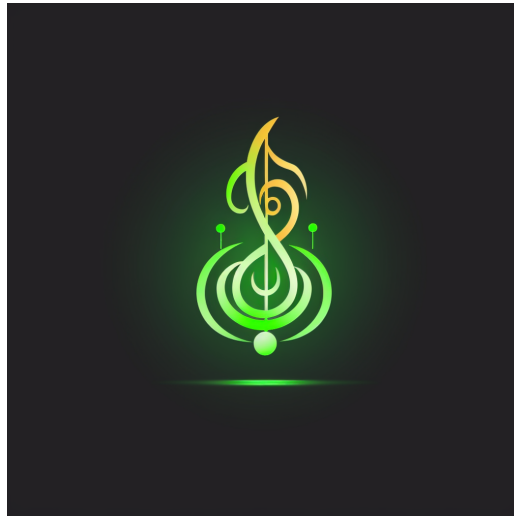
V14



V15



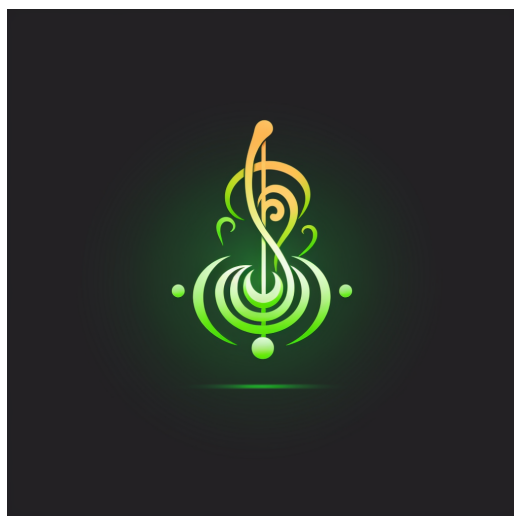
V16



V17



V18



V19

Pre-Meeting Update - Elle 26.7.23

- **Website and social media handles updated with the new logo**
 - <https://fusiontileyard.wixsite.com/fusion>
 - <https://facebook.com/fusiontileyard>
 - <https://instagram.com/fusiontileyard>
 - <https://tiktok.com/@fusiontileyard>
- **Event Kit / Moodboard Updated with:**
 - Target audience info
 - Updated event date and time
 - DJ line up suggestions (will update with timings once this has been confirmed)

- with Leo on Campfire)
 - Updated QR code “apply to play”, linking to new website
 - Social Media overview
 - Branding / logo overview
 - Sponsorship ideas and hit list of clients
- **Added marketing budget of £400 to the budget sheet (social media ads and QR code posters)**
- **Next steps:**
 - Fully schedule out Campfire when possible
 - Create a media kit for Fusion to take to hit list of clients
 - Marketing plan to be created based on budget
 - Poster design? (to be discussed with team)
 - Any social media asset mocks? (to be discussed with team)
 - Food truck

Thursday 27th July - Elle updates

- **Food truck - email exchange below (Naania Food truck)**
- **Campfire document updated**



Elle Bowen <elleroberta.91@gmail.com... Wed, Jul 26, 9:55 PM (21 hours ago) to domrushworth

Hey Dom

Hope you're well!

We're launching a brand new event at the Tileyard campus next month. If you don't already know, [Tileyard](#) is a vibrant music hub, home to the world's largest community of independent artists and businesses.

The new event is called Fusion - where we'll be hosting a range of panel talks from creatives and professionals in the industry as well as packing out two music venues with live music and DJs.

We'd love to book the Naania Food truck for the event. Please could you let me know your availability for September 5th from 4pm - 11pm?

Below is a picture of where the food truck would be positioned:



Let me know if your availability and what additional info you will need?

Thanks
Elle



Dominic Rushworth
to me

6:49 PM (39 minutes ago)



Hi Elle,

Thanks for reaching out!

We are available that Thursday and your event sounds great.

However, to make it worth the effort there are a few considerations:

1. Minimum 150 punters per stall
2. An accessible water source (preferred)
3. Nearby waste containers (preferred)
4. An accessible power port (I can bring my own 16V cables, I just need a place to plug in)
5. I would need to be sited between 2 and 3pm to give me enough time to set up and prep

If you can meet these requirements then fantastic! Drop us an email at enter@naania.co with more juicy details.

Oh and one last thing, we are 100% plant based and so we will not be able to cater to any guests that are looking for food of the meaty variety.

Looking forward to hearing from you!

Dom

...

One attachment • Scanned by Gmail



Appendix C The Vinyl Café

FUSION Presents- Open Mic featuring ‘Acoustic Sessions’

The QR sign-up will be seen and available on Tile Yard's and the event organiser's social media pages. Posters will be up on other university campuses, local pubs etc.. to attract and reach out to musicians that want to perform at the event's open mic, 4pm-6pm. Artists are guided to submit a track in advance and their social media handle and, in return, offered a 10-minute slot to perform 1 or 2 songs. The deadline will be two weeks before the event to submit the track.

The provisional and desired lineup will be confirmed on the bookings of the local up and coming artists, and they will be performing after the open mic from 6pm-10pm. Line up below as follows:

Liseli B/Edina Mira/Amie Blue/Laura Roy/Lucy Bell

Timings & Programme:

THURSDAY 14 SEPTEMBER 2023 – THE VINYL CAFÉ

QR code sign ups - 10 minutes (2 songs each) with 5 min changeover

Booked artists – 30 min set with 10 min changeover

Headliner – 45 min set

(Artists to arrive by 30-20 minutes before their set starts)

Date	Time	Activity	Action
14/09/2023	4pm	Venue opens	
14/09/2023	4.15pm	QR code 1 - tbc nearer the event	
14/09/2023	4.30pm	QR code 20- tbc nearer the event	
14/09/2023	4.45pm	QR code 3 - tbc nearer the event	
14/09/2023	5pm	QR code 4 - tbc nearer the event	
14/09/2023	5.15pm	QR code 5 - tbc nearer the event	
14/09/2023	5.30pm	QR code 6 - tbc nearer the event	
14/09/2023	5.45pm	QR code 7- tbc nearer the event	
14/09/2023	6pm	Booked artist set up	
14/09/2023	6.15pm	Booked 1- Liseli B	

14/09/2023	6.55pm	Booked 2 - Edina Mira	
14/09/2023	7.35pm	Booked 3 - Amie Blue	
14/09/2023	8.15pm	Booked 4 - Laura Roy	
14/09/2023	9pm	Headliner- Lucy Bell	
14/09/2023	10pm	Venue closes	

Fee @ £75 per booked act and % commission? from ticket sales for a 30 minute set. (Headliner to be paid more, @ £125 and % commission? from ticket sales for a 45 min set).

All paid artist fees will be within the guidelines of the Musicians Union (Musician Union, 2023) recommended rates.

Biographies:

6.15pm- Liseli B

South London born singer-songwriter Liseli B is multi talented and ready to set her mark on the UK music scene.

Liseli B's music can be described as a blend of R&B, Trap, Drill and Pop. She loves to experiment with new sounds and expand her creativity.

She started playing classical piano at the age of 6 and is a self taught guitarist which she took on at the age of 13. Through singing at church and school as a soloist Liseli was able to develop her musical ear and started to compose piano and write her own songs. She is currently working on a new album out in Autumn 2023. To announce this project Liseli B recently released the lead single "Hold on" on May 3rd 2023.

6.55pm - Edina Mira

"Edina Mira is a London based singer-songwriter with a silky-sultry voice that will win over your heart quicker than you had ever envisioned" (Sodwee, 2017)

"Edina's music reminds me a lot of the Lianne La Havas likes, however on my playlist it's after The Cinematic Orchestra or before a James Blake track. She is our soulful astronaut on the lookout for more journeys like this, for love, for life, for friendship" (giveitaspin, 2017)

It's interesting to know how she was raised in southern Sweden having exposure from an early age on stage performances. She was also co-founder of the **creative collective S.T.I.C.S**,

experimenting with the borders between **Acoustic Soul** and **Hip Hop**. During that period S.T.I.C.S have performed around the world, sharing the stage with legendary acts such as Talib Kweli, Angie Stone and Yasiin Bey (Mos Def).

7.35pm- Amie Blue

Amie Blu is a 19 year old singer / songwriter based in South London and of French heritage, who specialises in blending influences of contemporary alternative R&B and classic Soul. Amie's words showcase a wisdom and sophistication beyond her years, forming a sound that transcends genres and timelines, a classic songwriter with an attitude that understands and speaks to young people today(Spotify, 2023). The emerging singer- songwriter is rapidly gaining recognition in her music career and recently performed at Glastonbury on the Greenpeace stage.

8.15pm- Laura Roy

Grammy nominated Canadian, London based artist, producer and songwriter blends her love for 70's folk music and 90's r&b vocals to create a unique soulful sound. After releasing multiple projects and collaborations, Laura is making waves in the alternative R&B world. Laura recently gained recognition as a songwriter on Doja Cat's 2021 "Planet Her" Album for contributions on "Alone" which has gained her two Grammy nominations. Her 2023 releases, "Breathe" and "Odyssey" are the first glimpses into her up and coming project set for release in March 2023(Spotify,2023)

9pm - Headliner- Lucy Bell

Lucy Bell places her own stamp on music bringing enthusiasm and energy with self- penned songs that portray both folk and pop leanings. She was awarded Panarts Young Songwriter of the Year 2018 and went on to play in Belfast Nashville Songwriters Convention in March 2018. Hot Press Magazine 'Given her achievements to date, the sky is most definitely the limit for this hugely gifted young performer' Marie- Louise Muir(BBC Radio Ulster)'What a heart stoppingly beautiful voice. A tremendous singer-songwriter'(Spotify,2023)

Other suggested artists below:

The Naked Eye
Frida Touray
Two Ways Home
Ronnie
Georgia Meek
Ruby Francis
Gracie Convert

Other suggested timings below:

7pm-11pm

7:00 pm-7:20 pm (artist 1)-

7:40pm-7:50pm (artist 2)-

8:00 pm-8:20 pm (artist 3)-

8:30pm-9:10pm (artist 4)- Headliner? (Lucy Bell)

Open mic/jam- 9:30-11:00 pm

Or/7:00pm—7:20pm (artist 1)-

7:40pm- 8pm (artist 2)-

8:20pm-8:40pm (artist 3)-

9pm-9:40pm (headliner)-

Open mic/jam 10:00pm-11:00pm

4pm-7pm

Option 2:

As it is a Thursday 'Secret session' to host a 4pm-7pm slot and showcase as a collaborator and instead have the QR sign up after the headliner, 10pm-11pm.

APPENDIX D - Risk assessment

RISK ASSESSMENT

The purpose of this risk assessment is to identify potential hazards and assess the level of risk associated with the *FUSION* at Tileyard event that will take place in King's Cross, London.

Event Name : FUSION at Tileyard

Date of Event: 14/09/23

Time: 16:00 - 23:00 / 00:00

Location: Tileyard Road Kings Cross N79AH

Maximum attending: 440 + (60 Staff and volunteers)

The event will be held across three different venues at Tileyard:

- Campfire which is an open bar area - capacity of 200
- The Gallery - Capacity 70
- Vinyl Cafe - Capacity 125

Barriers will be installed at the reception area and the main entrance gate on Tileyard road, and at the vinyl cafe parking lot entrance to control the flow of attendees and prevent overcrowding. Security personnel supplied by the venues and contracted by the event team, will be stationed throughout the event venues, to monitor crowd behavior and respond to any potential incidents or altercations.

Numbers of Security guards:

Main entrance / reception area: 3

Campfire site: 2

Vinyl cafe area: 3

Number of staff/volunteer on site:

Main entrance/ reception: 3 ticketing assistants - 3 at main entrance checking wrist bands

Vinyl cafe area: 3 tech / 3 stewards (min.)

Gallery (Guest speakers panel): 3 Stewards

Campfire area: 3 tech / 4 stewards

It is crucial to ensure proper signage and clear instructions are provided to attendees regarding the location of each venue, emergency exits, the first aid station (Wellness center near

reception) , and other facilities. A map and event program should be displayed in the entrance area and around the site.

Attendees will be arriving on site between 3:30 pm and 4pm. They will be registering their arrival at the reception and receive a wristband giving them access to the different areas of the event.

Staff and volunteers will be requested to be on site from 1:00 pm. Staff briefing by Event managers scheduled for 1:30 pm. Staff will be allocated their roles and responsibilities for the day. Staff will be sent (via email) an Event Handbook including all the event safety rules and risk assessment 48 hours prior to the event.

FUSION at TILEYARD - RISK ASSESSMENT

This risk assessment is based on the guidelines provided by the Purple Guide and other relevant industry guidance. This is version 1.

Risk Rating		Severity / Consequence				
		1. Negligible	2. Minor	3. Moderate	4.Serious	5. Major
L i k e l i h o o d	1. Very Unlikely	1	2	3	4	5
	2.Unlikely	2	4	6	8	10
	3. Possible	3	6	9	12	15
	4.Likely	4	8	12	16	20
	5. Probable	5	10	15	20	25

REF NO	SUBJECT AREA / Risk Name PEOPLE AT RISK	HAZARD (what might happen)	RATING Likelihood x Severity Rating = Primary Risk based on no controls			CONTROL MEASURES	RATING Likelihood x Severity Rating = Residual Risk			FURTHER PRECAUTIONS
			L	S	R		L	S	R	

1	Overall site									
1.1	Medical Emergency <i>Attendees & staff</i>	individual in need of immediate medical attention on site, injuries, deaths	3	4	12	1. Event Managers to source first aiders to deal with on-site medical situations, to include contacting emergency services or transporting to local A&E if necessary 2. Medical point to be placed in an easily accessible area. Ideally the Wellness center located near the reception area in - 2 first aider volunteers to be available at all times 3. Event staff at the different venues to be in radio contact in order to respond to emergency calls.	4	8	5	
1.2	Adverse Weather Unpredictable weather conditions could disrupt the event and pose safety hazards to attendees and staff. <i>Attendees and Staff</i>	Rain and wind disruptions - structure falling - hypothermia	2	3	6	1. Have a contingency plan in place for adverse weather, including the provision of sheltered areas and emergency evacuation procedures 2. Inform attendees in advance about potential weather conditions. 3. In case of storms, thunder and heavy rains, encourage attendees to seek shelter inside the venues.	1	2	4	
1.3	Traffic Management Public, performers and staff vehicles moving on site <i>Attendees and Staff</i>	Collision between vehicles and pedestrians	4	8	10	1. Regular inspection, ensure the road is monitored by event stewards to identify potential hazards promptly. 2. No public parking available 3. Contractors and artist clearly informed on parking area near the entrance gate and the reception area 4. Make sure security measures are in place to enforce site vehicle restrictions 5. Barrired area to avoid illegal parking	2	2	4	

1.4	Uneven / Slippery surfaces <i>Attendees and Staff</i>	May Cause falls, trips, slips inducing injuries	1 2	9	8	1. All areas to be surveyed (streets, Parking, Stairs) for defects 2. Temporary barriers to any defective or clearly hazardous areas 3. Uneven ground to be leveled or holes filled if possible 4. Signs complying with the <i>Health and Safety (Safety Signs and Signals) Regulation 1996</i>	4	4	6	
1.5	General Fire risk General risk of fire, smoke ignition <i>Attendees and Staff</i>	Confusion and panic - injuries	9	8	4	1. The Event Team (H&S staff) will conduct checks on all working and public areas 2. Stewards will ensure fire exit are unobstructed at all times 3. Prohibit smoking in designated area only	2	6	4	
1.6	On-site Crowd management <i>Attendees and Staff</i>	Large number of attendees at once in one place(ie the reception area, or at each venues) -	1 2	9	8	1. Ensure that 6 people to be checked in reception area at once 2. 4 staff/volunteer to always be present at the entrance gates 3. Regular check in and around the venues and around the site to avoid large group gathering at exit points 4. Monitor entries at each venue 5. 2 stewards at entrance of each venues at all times 6. Use competent SIA certified security and competent steward staff,	3	6	4	Use handheld tally counters to monitor exact number in and out venues

1.7	Alcohol & Drug consumption Attendees	Alcohol service at the event may increase the risks of incidents and antisocial behavior	8	16	12	1. Implement responsible alcohol service practice. 2. Regular monitoring of attendees behavior 3. Cutting off service to individuals who show signs of intoxication 4. Develop comprehensive emergency response plan in case of incidents 5. Search bags for preloading of alcohol	6	4	4	Accessible facilities on site equipped to handle any medical emergencies.
1.8	Use of glass on site Attendees and Staff	Broken glasses may create sharp objects increasing risk of injuries	3	4	12	1. Non glass material served at bars on site 2. No glass item or sharp item permitted to be brought onsite 3. Clear signage informing attendees - Bag searches to be put in place to confiscate unallowed items.	1	4	4	
1.9	Access to water and food Attendees and Staff	Dehydration, health issues	1 2	8	9	1. Free tap water will be available at the bar. 2. Food available at the campfire and food vendors on site. 3. Schedule regular breaks for staff and public to access food & water 4. Take into account weather conditions and adjust quantity 5. Clearly communicate the availability of water and food through signage.	2	4	6	

[illegible]

2.1	Trip factors - cables <i>Attendees & Staff</i>	Falls resulting in injury	3	3	9	1. All cables installed shall be tape down with gaffer tape in high traffic area 2. Staff made aware of any specific hazards via signs complying with the <i>Health and Safety (Safety Signs and Signals) Regulation 1996</i> 3. Staff trained on how to respond efficiently in case of incidents	2	3	6	
2.2	Crowd management - control flow <i>Attendees & Staff</i>	overcrowding inside the venue, entrances, exits. May cause injuries, death	8	6	15	1. Stewards and staff to monitor the number of attendees at each venues by using an handheld tally counter 2. Implement designated entry and exit points at each venue. 3. Staff trained about crowd management and how to handle unexpected situations. 4. Develop contingency plan to handle unexpected challenges	3	4	9	
2.3	Noise Levels <i>Attendees, Staff & performers</i>	irritation to non-event attendees - hearing damages to performers audiences	4	3	12	1. Event Management team to monitor sound levels from the sound systems at all venues 2. Conform to the noise at work regulations 2006 3. A noise risk assessment will be carried out at each venue by a competent person 4. Staff & volunteers to have regular breaks	1	2	3	
2.4	Installation of lighting, sound and other technical systems <i>Attendees, Staff & performers</i>	injury from faulty installation or equipment, damage to technical equipment	3	5	15	1. Event Managers and venue managers to select and use only recognised and reputable contractors to supply lighting, sound and technical systems 2. Each venue must provide their specific risk assessment and method statement insurance details and verification that their equipment is in working order 3. All work requiring height will be undertaken by experienced crew recommended by venues,	6	4	9	

						working to the guidelines "The Work at Heights Regulations 2005"				
	Food handling	Risk of Cross contamination, illness	4	3	12	1. Event managers to Make sure that all venues have the Food & hygiene regulations in place and staff working with food are efficiently trained.. 2. Effective signage for staff and customers around the bar and food stall area. 3. Food vendors have to be Food hygiene certified. 4. Correct PPE to be worn whilst handling food.	3	3	4	

Show Stop Procedure

The event show stop procedure should be established to address any immediate threats or emergencies that may arise during the event. The authorized personnel will be responsible to initiate a Show Stop and ensure that all necessary steps are taken to safely evacuate attendees from the venues.

This procedure should include steps for quickly alerting staff and attendees, directing them to safe areas or exits. The event management team should have a comprehensive emergency management plan in place to handle any unforeseen circumstances. This plan should outline protocols for responding to medical emergencies, fires, severe weather conditions, and other potential risks.

The **temporary show stop** procedures will involve:

Immediately suspending the activities in the venue which incident took place and directing attendees to disperse and evacuate the venue in an orderly manner, while activating communication channels to inform attendees of the show stop and provide updates on the situation. Crowd management procedures should apply

Example of situation:

- Crowd issues / altercation
- Major technical issues causing risks to artist or public
- Crowd collapse
- Major Fire

- Terror threat
- Security breach
- Adverse weather

A **permanent show** stop would involve:

Immediately suspending all activities at the event and initiating an evacuation process of all three venues. *In case of fatal incidents, off site events, extreme weather conditions etc...* It would also involve directing attendees to evacuate the site and coordinate with emergency services if necessary.

The risk assessment for the FUSION at Tileyard event addresses the potential risks associated with mass gatherings and focuses on crowd management, venue safety, and emergency preparedness. This includes measures such as limiting crowd size and density, installing barriers to control crowd flow, ensuring clear signage and instructions for attendees, establishing a show stop procedure and having security personnel and staff trained to respond to potential incidents.

APPENDIX E

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 x Miss ☐ Ms ☐ Other (please state)		
Surname	Smith		
Forenames	Giza		
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			
Forenames			
3. Your date of birth		Day xx	Month xx Year xxxx
4. Your place of birth		xxxxx	
5. National Insurance Number		xxxxxxxxx	
6. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)			
11 xxxxx xxxxxx			
Post town xxxxx		Postcode xxxxx	
7. Other contact details			
Telephone numbers Daytime		07xxxxxx	
Evening (optional)			
Mobile (optional)			
Fax number (optional)			
E-Mail address (if available)		xxxxx.xxx@gmail.com	
8. Alternative address for correspondence (If you complete the details below, we will use this address to correspond with you)			
Post town		Postcode	
9. Alternative contact details (if applicable)			
Telephone numbers: Daytime			
Evening (optional)			

Mobile (optional)	
Fax number (optional)	
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. Kings Cross London N79AH	
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	xxxxxxx
Club premises certificate number	xxxxxxx
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 event will be held at 3 different on site location Vinyl cafe 6a Tileyard rd N79AH London The gallery 5 Tileyard rd N79AH London Campfire Tileyard Rd. Kings Cross London N79AH	
Please describe the nature of the premises below. (Please read note 4)	
Campfire : Bar / restaurant Vinyl Cafe: Coffee shop	

The Gallery: Bar
Please describe the nature of the event below. (Please read note 5)
Fusion at Tileyard is a music festival promoting new upcoming local artists and as well music industry panel discussions around Wellbeing, Diversity and Career growth. - (capacity 440)

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	x
The provision of regulated entertainment	x
The provision of late night refreshment	x
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)	14.09.2023
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)	
the event will start at 16:00 until 00:00	
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	x
	Off the premises only	☐
	Both	☐

Please state if the licensable activities will include the provision of relevant entertainment. If so, please state the times during the event period that you propose to provide relevant entertainment. (Please read note 12)

The entertainment will be live music performances and will take place between 16:30 and 22:30

4. Personal licence holders (Please read note 13)		
Do you currently hold a valid personal licence? (Please tick)	Yes ☐	No x
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		

5. Previous temporary event notices you have given (Please read note 13 and tick the boxes that apply to you)		
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 x
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 x

6. Associates and business colleagues (Please read note 14 and tick the boxes that apply to you)		
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 x
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 x
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 x
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: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No x

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	x
Sent a copy of this notice to the chief officer of police for the area in which the premises are situated	x
Sent a copy of this notice to the local authority exercising environmental health functions for the area in which the premises are situated	x
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	x
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	x
Signed the declaration in Section 9 below	xxxx

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	xxxx
Date	xxxxxx
Name of Person signing	G smith

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	

NOTES

General

In these notes, a person who gives a temporary event notice is called a “premises user”.

The police and local authority exercising environmental health functions may intervene on the grounds of any of the four licensing objectives (the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm) to prevent the occurrence of an event at which permitted temporary activities are to take place or to agree a modification of the arrangements for such an event. However, the licensing authority will intervene of its own volition in the cases described below.

First, it will issue a counter notice if there is an objection to a late temporary event notice (see note 7 below).

Secondly, it may issue a notice in relation to its decision to impose conditions on a temporary event notice (see note 2 below).

Thirdly, it will issue a counter notice if the first, second, third and fifth of the limits set out below would be exceeded. If any of the limits below are breached or if a counter notice has been issued, any licensable activities taking place would be unauthorised and the premises user would be liable to prosecution. The limitations apply to:

- the number of times a person may give a temporary event notice (50 times per year for a personal licence holder and 5 times per year for other people);
- the number of times a person may give a late temporary event notice (10 times per year for a personal licence holder and 2 times per year for other people);
- the number of times a temporary event notice may be given in respect of any particular premises (15 times in a calendar year);
- the length of time a temporary event may last for these purposes (168 hours or 7 days);
- the maximum aggregate duration of the periods covered by temporary event notices at any individual premises (21 days per calendar year); and
- the scale of the event in terms of the maximum number of people attending at any one time (a maximum of 499).

For the purposes of determining the overall limits of 50 temporary event notices per personal licence holder (in a calendar year) and of 5 for a non-personal licence holder (in a calendar year), temporary event notices given by an associate or a person who is in business with a premises user (and that business involves carrying on licensable activities) count towards those totals. The limits applying to late temporary event notices are included within the overall limits applying to the total number of temporary event notices. Note 14 below sets out the definition of an “associate”.

When permitted temporary activities take place, a premises user must ensure that either:

- a copy of the temporary event notice is prominently displayed at the premises; or
- the temporary event notice is kept at the premises either in his own custody or in the custody of a person present and working at the premises and whom he has nominated for that purpose.

Where the temporary event notice is in the custody of a nominated person, a notice specifying that fact and the position held by that person must be displayed prominently at the premises.

Where the temporary event notice or a notice specifying the nominated person is not displayed, a constable or an authorised person (for example, a licensing officer, fire officer or environmental health officer) may require the premises user to produce the temporary event notice for examination. Similarly, where the nominated person has the temporary event notice in his custody, a constable or authorised person may require that person to produce it for examination. Failure to produce the temporary event notice without reasonable excuse would be an offence.

It should also be noted that the following, among other things, are offences under the Licensing Act 2003:

- the sale or supply of alcohol to children under 18 years of age (maximum fine on conviction is a fine not exceeding level 5 on the standard scale, currently £5,000);
- allowing the sale of alcohol to children under 18 (maximum fine on conviction is a fine not exceeding level 5 on the standard scale, currently £5,000);
- knowingly allowing the consumption of alcohol on the premises by a person aged under 18 (maximum fine on conviction is a fine not exceeding level 5 on the standard scale, currently £5,000);
- allowing disorderly behaviour on the premises (maximum fine on conviction is a fine not exceeding level 3 on the standard scale, currently £1,000);
- the sale of alcohol to a person who is drunk (maximum fine on conviction is a fine not exceeding level 3 on the standard scale, currently £1,000);
- obtaining alcohol for a person who is drunk (maximum fine on conviction is a fine not exceeding level 3 on the standard scale, currently £1,000);
- knowingly allowing a person aged under 18 to make any sale or supply of alcohol unless the sale or supply has been specifically approved by the premises user or any individual aged 18 or over who has been authorised for this purpose by the premises user (maximum fine on conviction is a fine not exceeding level 1 on the standard scale, currently £200); and
- knowingly keeping or allowing to be kept on the premises any smuggled goods which have been imported without payment of duty or which have otherwise been unlawfully imported (maximum fine on conviction is a fine not exceeding level 3 on the standard scale, currently £1,000).

In addition, where the premises are to be used primarily or exclusively for the sale or supply of alcohol for consumption on the premises, it is an offence to allow children under 16 to be present when the premises are open for that purpose unless they are accompanied by an adult. In the case of any premises at which sales or supplies of alcohol are taking place at all, it is an offence for a child under 16 to be present there between the hours of midnight and 5am unless accompanied by an adult. In both instances, the penalty on conviction is a fine not exceeding level 3 on the standard scale, currently £1,000.

Note 1

A temporary event notice may only be given by an individual and not, for example, by an organisation or club or business. The individual giving the notice is the proposed “premises user”. Within businesses, clubs or organisations, one individual will therefore need to be identified as the proposed premises user.

If you include an e-mail address in section 1(7) or 1(9), the licensing authority may send to this the acknowledgement of receipt of your notice or any notice or counter notice it is required to give under sections 104A, 106A or 107 of the Licensing Act 2003.

Note 2

For the purposes of the Licensing Act 2003, “premises” means any place. Premises will therefore not always be a building with a formal address and postcode. Premises can include, for example, public parks, recreation grounds and private land.

If a premises licence or club premises certificate has effect in relation to the premises (or any part of the premises) which you want to use to carry on licensable activities, it is possible that any conditions which apply to the licence or certificate may be imposed on the temporary event notice if certain pre-conditions are met. These pre-conditions are that the police or the local authority exercising environmental health functions object to the notice and the licensing authority decides:

- not to give a counter notice under section 105 of the Licensing Act 2003;
- the conditions apply to the licence or certificate; and
- the imposition of the conditions on the notice would not be inconsistent with the carrying on of the licensable activities under the notice.

Note 3

A temporary event notice can be given for part of a building, such as a single room or a plot within a larger area of land. You should provide a clear description of the area in which you propose to carry on licensable activities. This is important as any licensable activities conducted outside the area of the premises protected by the authority of this temporary event notice would be unlawful and could lead to prosecution.

In addition, when holding the proposed event, the premises user would need to be able to restrict the number of people on the premises at any one time when licensable activities are taking place to less than 500. If more than 499 are on the premises when licensable activities are being carried on, the licensable activities would be unlawful and the premises user would be liable to prosecution. The maximum figure of 499 includes, for example, staff, organisers, stewards and performers.

Note 4

A description of the nature of the premises assists the chief officer of police and local authority exercising environmental health functions in deciding if any issues relating to the licensing objectives are likely to arise. You should state clearly that the premises to be used are, for example, a public house, a restaurant, an open field, a village hall or a beer tent.

Note 5

A description of the nature of the event similarly assists the chief officer of police and local authority exercising environmental health functions in making a decision as to whether or not to make an objection. You should state clearly that the event taking place at the premises would be, for example, a wedding with a pay bar, the supply of beer at a particular farmers’ market, a discotheque, the performance of a string quartet, a folk group or a rock band.

Note 6

The licensable activities are:

- 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 a club;
- the provision of regulated entertainment; and
- the provision of late night refreshment.

Please refer to Schedules 1 and 2 to the Licensing Act 2003 for fuller details of the definitions and exemptions relating to regulated entertainment and late night refreshment.

Regulated entertainment, subject to specified conditions and exemptions, includes:

- (a) a performance of a play;
- (b) an exhibition of a film;
- (c) an indoor sporting event;
- (d) a boxing or wrestling entertainment;
- (e) a performance of live music;
- (f) any playing of recorded music;
- (g) a performance of dance; and
- (h) entertainment of a similar description to that falling within (e), (f) or (g).

If you are uncertain whether or not the activities that you propose are licensable, you should contact your licensing authority for further advice.

Note 7

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event in relation to which the notice is given. A late notice given later than 5 working days before the event to which it relates will be returned as void and the activities described in it will not be authorised.

The number of late notices that can be given in any one calendar year is limited to 10 for personal licence holders and 2 for non-personal licence holders. These count towards the total number of temporary event notices (i.e. 50 temporary event notices per year for personal licence holders and 5 temporary event notices for non-personal licence holders).

If there is an objection from either the police or local authority exercising environmental health functions, the event will not go ahead and a counter notice will be issued.

Note 8

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

Note 9

You should state here the times during the event period, for example 48 hours, when you intend to carry on licensable activities. For example, you may not intend to carry on licensable activities throughout the entire 48 hour event period, and may intend to sell alcohol between 8.00 hrs and 23.00 hrs on each of the two days.

Note 10

No more than 499 may be on the premises for a temporary event at any one time when licensable activities are being carried on. If you intend to have more than 499 attending the event, you should obtain a premises licence for the event. Your licensing authority should be able to advise you. The maximum figure of 499 includes not only the audience, spectators or consumers but also, for example, staff, organisers, stewards and performers who will be present on the premises.

Note 11

If you indicate that alcohol will be supplied only for consumption on the premises, you would be required to ensure that no person leaves the premises with alcohol supplied there. If such a supply takes place, the premises user may be liable to prosecution for carrying on an unauthorised licensable activity. Similarly, if the premises user gives notice that only supplies of alcohol for consumption off the premises will take place, he/she must ensure that alcohol supplied is not consumed on the premises. The premises user is free to give

notice that he/she intends to carry on both types of supplies. For this purpose, the supply of alcohol includes both of the first two licensable activities listed in note 6 above.

Note 12

Relevant entertainment is defined in the Local Government (Miscellaneous Provisions) Act 1982 (“the 1982 Act”) as *any live performance or any live display of nudity which is of such a nature that, ignoring financial gain, it must reasonably be assumed to be provided solely or principally for the purpose of sexually stimulating any member of the audience (whether by verbal or other means)*. Relevant entertainment therefore includes, but is not limited to, lap dancing and pole dancing.

The 1982 Act requires premises which provide relevant entertainment to be licensed under that Act for this purpose. Premises at which there have not been more than eleven occasions on which such entertainment has been provided within a period of 12 months, no such occasion has lasted for more than 24 hours and there has been a period of at least one month between each such occasion are exempt from the requirement to obtain a licence under the 1982 Act. Such premises are likely instead to require an authorisation under the Licensing Act 2003 to be used for such activities as these are a licensable activity (the provision of regulated entertainment – see note 6 above). A temporary event notice may be given for this purpose.

Note 13

The holder of a valid personal licence issued under the Licensing Act 2003 may give up to 50 temporary event notices in any calendar year subject to the other limitations in the 2003 Act. A proposed premises user who holds such a licence should give the details requested.

Note 14

As stated under Note 13, a personal licence holder (issued under the Licensing Act 2003) may give up to 50 temporary event notices (including 10 late notices) in any calendar year. An individual who does not hold a personal licence may only give 5 temporary event notices (including 2 late notices) in England and Wales in any calendar year. A calendar year is the period between 1st January to 31st December inclusive in any year.

If an event straddles two calendar years, it will count against the limits on temporary event notices (12 for each premises, 21 days for each premises, 50 per personal licence holder and 5 for non-holders) for each year. However, only one notice needs to be given.

For the purposes of determining the overall limits of 50 temporary event notices per personal licence holder (in a calendar year) and of 5 for a non-personal licence holder (in a calendar year), temporary event notices given by an associate or a person who is in business with a premises user (and that business involves carrying on licensable activities) count towards those totals. Note 14 below sets out the definition of an “associate”.

If a temporary event notice has been given for the same premises, by the same premises user, and would have effect within 24 hours before the start of the event period under the current proposal or within 24 hours after the end of that period, the temporary event notice given would be void and any licensable activities carried on under it would therefore be unlicensed.

For the purposes of determining whether or not the required gap of 24 hours is upheld, temporary event notices given by an associate or a person who is in business with a premises user (and that business involves carrying on licensable activities) count as if they had been given by the premises user. Note 14 below sets out the definition of an “associate”.

Note 15

An “associate” of the proposed premises user is:

- a. the spouse or civil partner of that person;
- b. a child, parent, grandchild, grandparent, brother or sister of that person;

- c. an agent or employee of that person; or
- d. the spouse or civil partner of a person within (b) or (c).

For these purposes, a person living with another as that person's husband or wife is to be treated as that person's spouse.

Note 16

It is a requirement that you send at least one copy of this notice to the licensing authority at least ten working days (or five working days for a late notice) before the commencement of the proposed licensable activities. The authority will give you written acknowledgement of the receipt of the notice. This will be important proof that you gave the notice and when you gave it for the purposes of the Act. Some premises may be situated in two licensing authority areas, for example, where a building or field straddles the local authority boundary. Where this is the case, at least one copy of the notice must be sent to each of the licensing authorities identified, together with the appropriate fee in each case. In such circumstances, you will receive acknowledgements from all the relevant licensing authorities.

One copy must be sent to each of the chief officer of police and the local authority exercising environmental health functions for the area in which the premises is situated at least ten working days for a standard notice (or five working days for a late notice) before the commencement of the proposed licensable activities. Where the premises are situated in two police areas or environmental health areas, a further copy will need to be sent to the further police force and local authority exercising environmental health functions.

Note 17

Under the Licensing Act 2003, all temporary event notices are given subject to a mandatory condition requiring that where the licensable activities involve the supply of alcohol, all such supplies must be made by or under the authority of the named premises user. If there is a breach of this condition, the premises user and the individual making the supply in question would be liable to prosecution. For this purpose, the supply of alcohol includes both of the first two licensable activities listed in note 6 above.

Note 18

It is an offence knowingly or recklessly to make a false statement in, or in connection with, a temporary event notice. (A person is to be treated as making a false statement if he produces, furnishes, signs or otherwise makes use of a document that contains a false statement.) To do so could result in prosecution and a fine not exceeding level 5 on the standard scale.

Note 19

You should not complete section 10 of the notice, which is for use by the licensing authority. It may complete this section as one means of giving you written acknowledgement of its receipt of the notice.

APPENDIX F

Fusion - Marketing and Media Plan

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