MA Music Business

Level 7

Module Code: SBTY7005

Discipline Tutor: Natalie Smith

Live Music & Event Management

Portfolio 1

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In my live music management portfolio I will be breaking down what it takes to put on a two-day festivals in Reading on little john farm. In my portfolio I will be focusing on five artefacts Security Plan, Licensing Application, Team Structure and the mission statement. I will present each artefact accompanied with an explanation on why I feel they are vital on putting on a festival. Included in my portfolio will be additional artefacts that will be presented by the rest of my group. This will be included in my appendices. I will also include an example of a festival gone wrong.

Mission statement artefact 1

The importance of a mission statement should not be over looked when planning an event. It provides a clear idea of what you are trying to achieve. This can prove helpful not only for yourself but also for key partners such as investors and sponsors. The better the mission statement the more money potentially you can generate from interested parties. A good mission statement could also help with selling your festival to the consumers that want to attend your concert. It could change a person from sitting on the fence about buying a ticket to actual purchasing one if you deliver the right message. It is important to remember that you are marketing a product, what I have found helpful in creating the festival mission statement is using the 7P's of the marketing mix Product, Place, Promotion, Price, Physical Evidence, People and Process. Although some of the P's did not apply I still found this marketing tool extremely helpful. An example of a Good mission statement is Glastonbury, they have a perfect balance of what they festival is about, their open about the fact they want to generate a profit but also are clear on giving back to charities such as Greenpeace and Oxfam. (Please see appendices 1 for crime is not a game festival mission statement and appendices 2 for Glastonbury mission statement)

Security plan artefact 2

Security plans are very important for a multitude of reasons. With terrorist attacks at music events such as the ones in Manchester and in Paris, having a security plan that is detailed and well thought out is a must. Another reason for a security plan is that the local council that you are dealing with will not issue you with a licence if you do not present a clear plan for security for the event, your security plan has to be vetted by the local emergency team and safety team. Also as a potential customer I want to know that I am safe and protected at all times. Insurance is important to think about when creating a festival no insurance company will offer you insurance with no security plan. I have researched five different successful festival security plans Reading, Leeds, Glastonbury, Isle of Wight and Leefest. I have found that they all have use the same basic template but taylor make it around their event. (Please see appendices 3 for Crime is not a game festival Security plan and appendices 4 for Leefest web link to there security plan)

Licensing Applications artefact 3

Their are a few things you should be aware of when your planning an event. For example

"The administration of the Licensing Act 2003, including receiving and determining all applications under the act, is carried out by licensing authorities based within local councils at district or unitary level. All applications made under the Licensing Act 2003 through gov.uk will be submitted directly to the relevant licensing authority, based on the post code entered at the start of the process". (GOV.UK, 2019)

“Planning ahead is critical for any prospective events when it comes to licensing and regulation. Public bodies need plenty of advance notification, and it’s on you to build trust with them by showing careful, considered plans”. (Eventbrite UK Blog, 2019)

Their are various different licensing applications you need to put on a entertainment event in the UK. According to gov.uk under entertainment licensing our festival the law demands that we have a licence for entertainment.

“This is a list of businesses and organisations that need a licence for entertainment might include:

- nightclubs
- live music venues
- cinemas
- larger theatres
- larger street and open air festivals
- larger indoor sporting arena

In particular a licence may be required by:

- anyone that provides any entertainment between 11PM and 8AM;
- anyone that provides amplified live or recorded music to an audience of more than 500 people;
- anyone that provides recorded music to an audience on premises not licensed for the sale or supply of alcohol;
- anyone that puts on a performance of a play or a dance to an audience of more than 500 people, or an indoor sporting event to more than 1,000 spectators
- anyone that puts on boxing or wrestling
- anyone that screens a film to an audience

Our festival meets some of the above requirements, more that 500 people to name one”. (GOV.UK, 2019)

Crime is not a game festival is a music festival so there for I would need PRS and PPL because they “manages the rights of the record producers and the performers. As all these parties can have rights in a single piece of music, you will often need a licence from both PPL and PRS to get complete copyright coverage if you would like to play recorded music (eg records, CDs, jukebox or the radio) in a public space. A public space is usually one that is not domestic or private, for example a pub, club, shop, workplace or village hall. You would usually only need a licence from PRS if you would like to allow live music to be played at a public venue”. (PPL PRS, 2019)

The land owners of little John farm already have premises license already and our happy for us to use it. The land owners already have Reading Festival taking place every year on their land. (GOV.UK, 2019)

(Please see appendices 5 for licensing used at the festival)

Event financing artefact 4

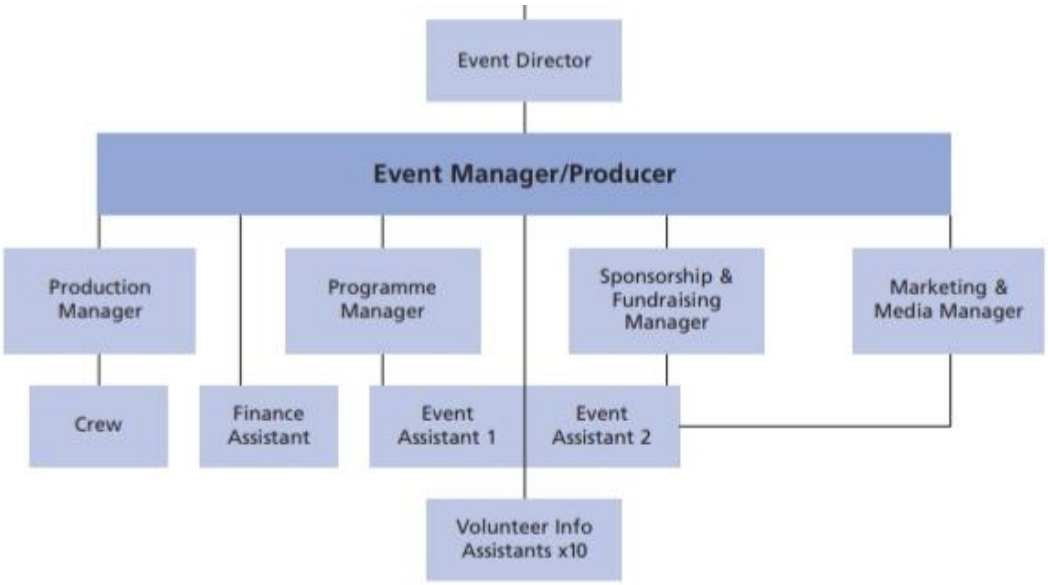
Financing of an event is critical, simply put if you do not have the funds to organise a event then their is no event. Putting on a festival costs money and lots of it, you have to take in to consideration that you have to pay for multiple event cost. Festival event costs can vary depending on what type of festival you are producing and the scale of festival (size and capacity) a few examples of coat you need to lay out are:

- Staffing
- Licencing fees
- Cost of premises
- Artist fees
- Equipment
- Stageing
- Security
- Waste collection

All of the above could cost you tens of thousands or even millions of pounds depending on the scale of your event. According to Gareth Cooper, co founder of Festivals 6"A 10,000-capacity festival, your power will cost you between £60,000 and £100,000," Gareth also said "Festival No 6. would spend up to £30,000 taking the waste away". (Forde, 2019) In the case of our festival it is only 3200 capacity and we have budgeted that £300,0000 will be enough to successfully produce our event. Please see appendices for full breakdown of financing revenue streams. (Please see appendices 6 for Crime is not a game festival Event financing)

Team Structure artefact 5

When putting on a festival having the right team structure in place is extremely important. Everyone needs to know who is doing what and who is in charge of what, due to the fluid nature of festival events. So a clear structure is important otherwise your likely to have your event end up in chaos because there is no clear chain of command. Below you can see a basic event management structure that is very similar to our own just a shorter version



(Please see appendices 7 for full team structure breakdown for Crime is not a game festival)

As you can see from the above artefacts to produce a successful festival takes a lot of planning and research. Your concept has to be clear, your security plan has to be follow to the letter of the law, all of the required licences have to be in order, you must have a clear structure in places so everyone knows there job roles so they can execute their task and the financing needs to be in places or people will not get paid and you could lose your venue if you have not paid for it in advance.

A good example of a festival with poor planning and preparation is the Fyre Fest. From the start their were issue with the festival. Their mission statement promise customers a luxury experience, with fine dinning luxury, sleeping accommodation and top name artist to perform. All of which when it came time to deliver never happen. The organisers change location at the last minute, they did not do a risk assessment of the new location, so when the bad weather hit they were unable to cope, there finance were a mess so the luxurious festival experience promise turn in to tents, cheese sandwich and non of the big name artist. All of the could of been avoided if they planed out and research their festival properly. (Please see appendices 8 for a web link to an article about what went wrong with the Fyre Fest.)

Appendices 1

Crime is not a game festival Mission statement artefact 1

With youth you violence on the rise in the UK, and with knifes being the weapon of choice to carry out these horrible crimes we as a collective thought it would be great to create an event that could help in some way prevent these types of crimes happening. So we decided to create ‘ Crime is not a game' festival. The festival is to help bring awareness to knife crime issues in the UK and raise funds for organisations that work in the field of knife crime prevention. Our festival motto is ‘No Turning Back In The Face Of Crime". It’s time we made youth crime a priority in our communities and at the government level.

Appendices 2 Glastonbury mission statement

“The Glastonbury Festival aims to encourage and stimulate youth culture from around the world in all its forms, including pop music, dance music, jazz, folk music, fringe theatre, drama, mime, circus, cinema, poetry and all the creative forms of art and design, including painting, sculpture and textile art.” (Digital, 2019)

“A large area of the Festival (the “green” area) is set aside for complementary and alternative medicine, demonstrations and displays of environmentally-friendly technologies and techniques, various forms of religious expression, and a forum for debating environmental, social and moral issues.” (Digital, 2019)

“The Festival organises market places, selling an enormous range of wares, and which place particular emphasis on offering high quality prepared food and hand-made goods, including clothes and jewellery.

The company makes films and recordings of the event, which are sold all over the world.

In addition to all of this, the company actively pursues the objective of making a profit. And in so doing is able not only to make improvements to the site, but also to distribute large amounts of money to Greenpeace, Oxfam, Water Aid and other humanitarian causes which enhance the fabric of our society. In the running of the event the Festival deliberately employs the services of these organisations, increasing the amounts they can raise towards their objectives”.(Digital, 2019)

Appendices 3

Security Management Plan

Event Overview

Crime Is not a game festival is a two day small scale event that is located on the little John farm. It is a music festival consisting of Grime, Hip Hop and Afro Beats. The festival gives the opportunity for people to experience the great British outdoors while being with likeminded individuals that are there for a common cause.

The event management plans have been developed in accordance with the guidance given by the Event Safety Guide, and are continually being developed as part of the consultation between with

local authorities. All activities and installations necessary for the running of the event are fully risk assessed by the event organisers or the supplying contractors, and will meet any relevant regulations, standards and guidance

Dates

Saturday 5th and Sunday 6th of October 2019

Times between 2pm-8pm on both dates

Public Access

The public are permitted on site from 14:00 on the 5th October to 20:00 on the 6th of October.

Licensable Activities

"The provision of regulated entertainment (to include plays, films, live music, recorded music, performances of dance and activities of a similar description) and the Provision of Entertainment Facilities (to include making music, dancing and facilities of a similar description)": (Cds.sevenoaks.gov.uk, 2017)

The sale by retail of alcohol for consumption on and off the premises, will be between 14:00-1900 on both Saturday 5th and Sunday 6th.

The timings given here cover all of the different activities happening on site. Stage times start from 14:30 till 19:30 on both days capacity size is 3000 people.

Contact Details

Event Director

John Uwejeyah ,

DPS

Esther Cole

Production & Operations Manager

Ross, Esther Cole

Event Medical Supplier

VM Langfords

Event Welfare Supplier

Betty Smith , National Event Welfare Service

Event Security Team

G4S

Audience Profile

“This event is open to families and individuals from all backgrounds that have an interest in crime prevention and listening to good music. The age range we are expecting are 18-55 year olds. We expect to have people coming from all over the UK due to the nature of the festival”. (Cds.sevenoaks.gov.uk, 2017)

Capacity and Audience numbers

The festival size has a capacity of 3200 people. With the traction and interest we have seen from our website and social media platforms we believe we can successful achieve the 3000 audience target. We also have 200 capacity space for staffing for the festival.

Control Points

“The publicly available control point will be the Security Wristband Check. This will provide 24hr assistance to attendees and a point of contact to the organisers for public attendees. The production office will be situated backstage, will house management resources and will provide a point of contact between the organisers, event staff and any responsible agencies”. (Cds.sevenoaks.gov.uk, 2017)

Emergency Fallout Zone

“An emergency fallout zone has been designated on the sitemap for use in the event of a full evacuation”. (Cds.sevenoaks.gov.uk, 2017)

Fencing and Barriers

“Anti-climb heras fencing will be used to enclose the site erected in line with the site

map, this will be covered with hessian scrim, and to act as screening between the event site and non event space. This will be patrolled by SIA accredited security. Walkways will be marked by stakes and rope. Suitable safety barriers will be used in front of stages and to cordon off non public area”. (Cds.sevenoaks.gov.uk, 2017)

Site Lighting

“Site lighting will be positioned in suitable areas around the event site. Two sets of lighting will be maintained, one for general use and another for emergency use in the instance that the generator, electrical systems or general use lighting fail or have to be switched off. Most site lighting will only be used in an emergency, however, the areas listed below will be lit at all times after sundown: Toilets ,Emergency Exits and Security positions”. (Cds.sevenoaks.gov.uk, 2017)

Emergency Services Rendezvous Point

“Event Signage designs TBC, but will be flown at 16ft high and be 3mx1m in size on scaffolding goalposts” (Cds.sevenoaks.gov.uk, 2017)

Audience Number Control

“Tickets will be majority sold by pre sale. No tickets to be sold on site. We have a ticket scanning system, which will be in operation along with exit counters, to give an accurate measure of the amount of public inside the event at any given time. Box office staff will be responsible for ticket scanners, and Security Team will be responsible for clicking in and out of customer levels”. (Cds.sevenoaks.gov.uk, 2017)

Police

“We will ensure that we have liaised with all relevant police parties closely in the further planning of the event to ensure they are aware and in agreement with the event management plans. Police presence at the event is always welcomed, though we feel that it is not necessarily required considering the private security arrangements we will have in place”. (Cds.sevenoaks.gov.uk, 2017)

VIPs

“A short list of low profile VIP’s will be invited. We do not anticipate having to make and special security arrangements for them but private refuge will be available backstage if required in the hospitality area”. (Cds.sevenoaks.gov.uk, 2017)

Accreditation

“All attendees, staff and performers will be issued with a wristband upon entry for identification purposes. Production passes will be via lanyards, which will be signed out at the beginning of the week. Adult wristbands will only be given to those aged 18 and over to help prevent underage drinking”. (Cds.sevenoaks.gov.uk, 2017)

Vehicle Labelling System

“There will be the following site passes, all will include a space on the pass to add a

telephone number:

ARENA: Access to all areas within the site - all vehicle occupants must be wearing a

wristband

BACKSTAGE: Access to all non arena areas - all vehicle occupants must be wearing a

wristband

CREW: Access to crew parking -all vehicle occupants must be wearing a wristband

PUBLIC: Access to public parking field

ACCESSIBLE: Access to accessible public parking field - must be accompanied by written

proof of ‘accessibility’ status” (Cds.sevenoaks.gov.uk, 2017)

Security Searches

“It is a condition of entry that each attendee is subject to a security search upon entry

to the event site. Any contraband material found during searches will be confiscated

and appropriate action will be taken by the security team. Contraband material

includes drugs, weapons, glass bottles, fireworks, sparklers, excess alcohol, alcohol

carried by under 18s, large sound systems, large gas canisters. All these are zero

tolerance items”. (Cds.sevenoaks.gov.uk, 2017)

Missing Persons or Property

“Any lost property may be handed in to the control point and will be dealt with by the security team, as can any reports of lost property. Property can be reclaimed at the event by direct description or afterwards via collection or post. Contact details for property reclaim will be clearly shown on the event website”.

Lost persons can also report to the control point, as can reports of missing persons. The Production Manager will then be informed. If the lost person is deemed to be in any way vulnerable then only persons with a valid DBS check will be allowed to handle the issue. In most cases this would be any of the SIA team or First Aid team, or the event organisers. (Cds.sevenoaks.gov.uk, 2017)

Alcohol and Bars

“The bars on site will be managed in accordance with The Licensing Act 2003 and all Mandatory Licensing Conditions will be met. The bars will stock a wide range of products, including many locally made ‘craft’ products such as ale, cider and wine. Extremely cheap and excessively strong drinks will not be available”. (Cds.sevenoaks.gov.uk, 2017)

Designated Premises Supervisor

“Our Designated Premises Supervisor will be Esther Cole.

Personal licence issued by Reading council” (Cds.sevenoaks.gov.uk, 2017)

Challenge 25

“We will operate a ‘Challenge 25’ policy at the entrance to the event. Anybody without valid identification will be refused an adult wristband. A further challenge will be made at the point of sale if there is any doubt about the attendees age”. (Cds.sevenoaks.gov.uk, 2017)

Public Communications

“The event website and social media channels will provide attendees with information relating to transport, terms and conditions of entry and general safety advice prior to and during the event”. (Cds.sevenoaks.gov.uk, 2017)

Comms

“All key security staff will be issued with a site radio, the Security Management team

will be required to supply their own comms .

All event staff will be provided with a contact sheet prior to the event that will state which teams are using which frequencies and a list of key mobile phone numbers for use in case of radio failure.

Information and emergency directions can be broadcast to the public using the PA systems available in each venue.

The security team will provide loud hailers for use during any partial or full evacuation, particularly in the campsite where there is no PA system.

The radio control point will be the production office.

All emergency exits will be clearly denoted using the standard form of white lettering on a green background, and suitably illuminated.

Other points of interest will be clearly signposted such as the main entrance, first aid, water taps and control point, as well as delivering safety advice". (Cds.sevenoaks.gov.uk, 2017)

"Emergency Radio Codes

Special Unit Batman: Bomb Threat

Special Unit Catwoman: Crowd Control Problem

Special Unit Flash Gordon: Fire

Special Unit Magneto: Medical Emergency

Special Unit Spiderman: Structural Problem

Special Unit Wolverine: Extreme Weather

Special Unit Oracle: Organiser Required At Scene

Special Unit Elektra: Electrical Storm" (Cds.sevenoaks.gov.uk, 2017)

First Aid and Welfare

"The provision of first aid during the event will be in accordance with the guidance provided in the Event Safety Guide.

We will be employing welfare councillors to offer information on the dangers of drugs and support to any drugs users. These contractors are confirmed as 'National Event Welfare Service'.

The onsite medical team will be the first responders in any medical emergencies and will be responsible for telephoning for assistance from the local ambulance service if required. They will have direct radio contact to the production office and security team

to request assistance in meeting the emergency vehicle and ensuring the ambulance can easily access the incident.

There will be a fully equipped ambulance complete with drug therapy provisions on site at all Times". (Cds.sevenoaks.gov.uk, 2017)

Emergency Show Stop

"An incident may require the show (music or entertainment) to temporarily be stopped in order to assist with the response. A temporary showstop is not an order to evacuate.

A showstop can be ordered by the Production manager, Head of Security, Event Organiser or Stage Manager at any time. The performers will be asked to leave the stage by the stage manager, and all sound will be cut except for one microphone for use by the stage manager who will make the following announcement:

"Ladies and Gentlemen. Owing to an incident (provide brief details) it has become necessary to temporarily stop the performance. We will restart the show as soon as possible, please remain where you are."

Further details about whether or not the show will restart should be given as soon as Possible". (Cds.sevenoaks.gov.uk, 2017)

Evacuation

"Under an Amber site status, the production manager, or head of security in their absence, will be responsible for making the decision to conduct a partial or full evacuation of the site.

The purpose of a full or partial evacuation is to move people away from actual or potential dangers to a place of safety. A full or partial evacuation will be co-ordinated by the Head of Security following the procedures set out in the Crowd Management Plan. The Production manager will assist by coordinating other event staff and resources as needed.

If required the following statement will be read out by the production manager over the relevant PA systems". (Cds.sevenoaks.gov.uk, 2017)

"Ladies and Gentlemen. Owing to an incident it has become necessary to evacuate this area (specify which area if needed). Please leave via the exits (specify which exits if

needed) and proceed to the (campsite/car park) where further information will be given." (Cds.sevenoaks.gov.uk, 2017)

Cancellation & Curtailment

"The event organisers will make the final decision to cancel or curtail the event, after consultation with onsite teams, emergency services and local authorities.

Cancellation (Event not yet commenced)

Following a decision to cancel the event the following will happen; the police and local authority will be informed of the decision, a written statement will be circulated via emails, event website, social media channels and the press, notices will be erected around the site, security will secure the site until after the due commencement time.

Curtailment will usually follow an emergency incident as outlined in the event status section above. Following a decision to curtail the event, the Head Of Security will instigate the event egress procedure and secure the site against re-entry. The police and local authority will be informed of the decision and a written statement will be circulated via emails, event website, social media channels and the press". (Cds.sevenoaks.gov.uk, 2017)

Bomb Threats

"A bomb threat is usually in the form of verbal or written threat to detonate an explosive or incendiary device. The device may or may not actually exist. If it does not exist then the motivations of the threat are more likely to be to induce a state of panic and confusion and to interrupt business operations.

After any bomb threat is received a thorough inspection should be undertaken to establish the true motivations of the threat, and establish whether an evacuation is necessary. The police should be informed of all bomb threats by the head of security.

A Bomb could take many forms including Vehicle bourne, Person bourne or as a placed device.

The head of security and production manager should jointly co-ordinate the search, briefing staff to question the items found around them;

- Should the item be there?
- Can it be accounted for?
- Is it out of place?

If any suspicious items are identified then the head of security should initiate a cordon until the police arrive. Cordon distances should be as follows. Letter sized item; 100 meters. Suitcase sized item; 200 meters. Vehicle sized item; 400 meters.
No comms or mobile telephones should be used within the vicinity of the suspected device, this information will be disseminated to all the staff and volunteers. Further to this the following will be undertaken to prevent the risk of a bomb threat:
Suspicious behavior will be reported to the security teams
The site will be kept clean and tidy to prevent obvious hiding places
Guidance on handling a situation of a suspected package will be disseminated to all staff and volunteers as part of the Site Induction.

We operate a strict zero tolerance policy on drug use and possession. All guests to the event will be searched upon entry, any drugs found will be confiscated, the offending patron detained and the police informed. Amnesty bins will be provided at the entrance to the campsite and the entrance to the arena to encourage any attendees carrying drugs to hand them in. Welfare councillors will be onsite to offer information on the dangers of drugs and support to any drugs users.
Violence
Violence of any sort is not expected from our guest profile and is very much frowned upon in the ethos of the event. However, measures will be in place to prevent and/or deal with any incidents effectively. All guests will be searched on entry, any weapons found will be confiscated and the police called. Violent persons will not be admitted to the site. A licensed security team will be available for easy deployment to any incident on or off site.
Theft
Theft of any sort is not expected on the event site, however, there is a history of tent theft at UK festivals and the Security Team and Campsite team will remain vigilant at all times. The campsite will be well lit, and fenced to keep out non festival goers. The campsite information team will remind guests to keep valuables on them at all times and be mindful for thieves. If someone is caught with stolen goods they will be ejected from site and the police will be informed." (Cds.sevenoaks.gov.uk, 2017)

Alcohol

“All attendees will be searched upon entry and asked for identification. Any contraband material will be confiscated. Contraband material includes alcohol if the person carrying it cannot prove they are over the age of 18.

Attendees will be asked for identification if attempting to buy alcohol from the bars on-site using the challenge 25 procedure.

Any under 18’s who appear to be or are found to be intoxicated will be taken to the first aid point where they will be supervised, and their parents or guardians contacted.

If no contacts can be found then they will be passed on to the police for further care”. (Cds.sevenoaks.gov.uk, 2017)

Age Restrictions for Entry

“Our festival is a family event and therefore open to anyone of any age. Children aged 16 and under must be accompanied by an adult aged 21+ years at all times during the festival. Parents will not be allowed to drop children off and leave them for the day- they must be paying guests at the event and remain with their children at all times. Those aged 17 and over may attend of their own accord. Children aged 12 and under can attend for free.

Next to the stage there will be at least one SIA accredited crowd safety steward and a number of non accredited crowd safety stewards. Thier role will be to monitor the crowd for any kinds of non-permitted behaviour, including drug taking, violence and possession of glass items. If a member of the audience is seen to be acting not in accordance with our site rules, a dynamic risk assessment will be carried out by the designated SIA steward and according action will be taken depending on the severity.

Scenario 1. The customer is verbally warned and desists from breaking the site rules (for example hands over a glass item).

Scenario 2. The customer is escorted from the venue, is verbally warned by the security team and escorted out of the area (for example repeated smoking inside a tented venue).

Scenario 3. The SIA steward calls the response team for assistance, the customer is

escorted out of the fire exit into Back Of House and escorted off the festival site and the police will be called (for example violent

conduct or drug dealing).

The primary concern for the organisers is the health and wellbeing of the customers,

even if illegal activity has taken place, the first action taken by the security teams will

be to remove the customer out of danger and ensure medical treatment is available".

(Cds.sevenoaks.gov.uk, 2017)

Crowd Dispersion

"The security team will carry out post event crowd dispersion.

On the live days these will be via arena sweeps. After each day the tented venues will

be closed first and each will be secured in turn. Afterwards, the outdoor realms will be

closed via area sweeps and again closed in turn". (Cds.sevenoaks.gov.uk, 2017)

Operational Roles and Responsibilities

"Security Manager: to oversee all crowd safety management and to be responsible for

making high level operational decisions (for example: show stops, calling the police,

site exclusions etc.)

Security Supervisors: to ensure that all points are covered in line with the necessary

provisions, the security spec and to make mid level operational decisions (for example:

the decision to escalate a situation, re-deploy staff or provide operational support)

SIA operatives: to uphold their training and deal with low level incidents (for example:

verbal warnings, escorting customers making dynamic risk assessments)

Security Stewards: to support the SIA stewards by reporting all incidents and near

misses. (for example: interacting with customers to offer advice and directions, taking

visual observations in event venues helping with site sweeps)" (Cds.sevenoaks.gov.uk, 2017)

Ingress Operation

Public

"Customers will arrive at the box office and either have their tickets scanned or sold to

them at the box office, from that point they will travel past the locked amnesty box

which will display the site entry policies and should they wish to, they can deposit any

contraband without consequence. Then they will travel to the bag search area where each customer will be checked to ensure that they do not possess any hidden contraband or glass. At this point their wristband will be checked and they will be permitted access to the site". (Cds.sevenoaks.gov.uk, 2017)

Disabled Customers

"Disabled customers will be directed to the disabled entrance where they will have their wristband checked by the production security staff member and a search of the vehicle will take place. They will be then directed to their pitch by a steward". (Cds.sevenoaks.gov.uk, 2017)

Arena Access

"Customers will access the arena via the wristband check point marked on the map. Here they will be searched to ensure that they possess no glass or other contraband, their wristband will be checked and they will be allowed access through the fenceline.

Site Eviction Policy

The event site Eviction Policy is as follows: If it is deemed by the Show Director, Production Manager or Head of Security that is is necessary to evict a customer from site in operational hours, they will be allowed to collect their belongings under supervision of the security team, they will then be escorted to a local railway station and their details will be circulated amongst the event staff. If it is deemed that a customer is required to be escorted off site in non operational hours, the police will be called to discuss the incident." (Cds.sevenoaks.gov.uk, 2017)

Appendices 5 Licensing Applications artefact 3

Here are a list of website to find out about the relevant licensing need for our event

PRS PPL

https://pplprs.co.uk/business/live-music-festivals-concert-venues/

Premises licence

https://www.gov.uk/premises-licence

entertainment licensing

https://www.gov.uk/guidance/entertainment-licensing-changes-under-the-live-music-act#music-entertainment

Alcohol license

https://www.gov.uk/guidance/alcohol-licensingAppendices 6

Appendices 6 Event financing artefact 4

Event financing artefact 4

Due to the nature of our event, putting on a festival that deals with knife crime wish is an issue that affects communities around the UK, coupled with the fact that all proceed will be given to charities that help with knife crime prevention, we as a collective decided to target major cooperation, This is because they have a pot of money that is allocated to" CSR Cooperate Social Responsibilities. CSR is a broad term used to describe a company's efforts to improve society in some way. These efforts can range from donating money to nonprofits to implementing environmentally-friendly policies in the workplace. **CSR** is **important** for companies, nonprofits, and employees alike".
(Archive.barclays.com, 2019)

Here are the financing revenue streams for the festival:

- We have been lucky enough to receive a donation of £300,000 from Barclays Bank to help us with creating at producing the Crime is not a game festival.
- All of are tickets will be sold on pre sales, which will also help with the financing off the festival.
- Food vendors will also have to pay a daily rate for a plot of land to sell there food.
- Merchandising vendors will also have to pay a daily rate in or to sell their goods at our festival.
- We are also getting a reduction on certain festival licensing fees and the land owner is offering the land for free because it is a charitable event.

Here is a link to Barclays CSR

https://www.archive.barclays.com/items/show/5410

Appendices 7 Team Structure Artefact 5

Here is a breakdown of Crime is not a game festival team structure

Event Directors John Uwejeyah , Esther Cole, Ross

Event Producer/Manager John

Production Manager Esther Cole

Event Administrator Ross

Event Assistant Amy Smith

Finance Assistant Jordan bale

Marketing Manager John Uwejeyah

Media Manager Steve Bruce

Site/Venue Manager Kelly Shaw

Fundraising/Sponsorship Manager John Uwejeyah

Programme Manager Esther cole

Production Designer Sam Smith

Information Assistants Laura Spack

Artist/Participant Liaison Perry Brown

Stage Management Ross

Production Crew hired company

Runners volunteers

Appendices 8 Fyre Fest article

https://www.google.co.uk/amp/s/www.refinery29.com/amp/en-gb/2019/01/222056/fyre-festival-timeline-what-happened-netflix-documentary

Appendices 9 Event Management plan web link Esther

https://drive.google.com/open?id=1ejPNTgHElZWCf1Zxk3tozh_LJB30xQk-

Appendices 10 marketing plan Esther web link

https://drive.google.com/file/d/1GNSl8RMPlQ09zLRKHBqI4FJPvcFKRLl3/view?usp=sharing

Appendices 11 risk assessment Esther web link

https://drive.google.com/file/d/1qzpaH5ketLu1LUtQkZfo5619VZ7tce-4/view?usp=sharing

Appendices 12 Waste management plan Esther web link

https://drive.google.com/file/d/1FobbBz82q2ZiFZiwV0NQ4OovuvH0cyZ9/view?usp=sharing

Appendices 13 budget Esther web link

https://drive.google.com/file/d/10Xg3zSWGhOi4Uc0WtknQx7vCp011nR9m/view?usp=sharing

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