



Module : SBTY7005 – Live Music & Event Management

Assignment: Portfolio 2

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Group name: Dockyard

Date: 05/08/2021



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1. EVENT INTRODUCTION

‘Dockyard Presents: A Drop in the Ocean’ is a one day, 430 capacity cultural, networking, music event by Dockyard; an event team made up of students Samantha Harling, Nathan Johnstone and Ben Morling). The event will be held at Tileyard London; *‘the largest independent music community in the world’* (Tileyard, 2021). On site there is a record label, Tileyard Music, and an education centre for postgraduate students entering the music industry, Tileyard Education. Both of which are target audiences for the mission of Dockyard. It is also home to 250 music businesses and has an ethos of community and collaboration (Tileyard, 2021). The event will be held on 18th September 2021, during the first month of term where it could be said that there will be an influx of new, engaged students who will be interested in attending the event.

2. EVENT CONCEPT

What?	One day networking and education event, encouraging existing businesses and those entering the music industry to make more sustainable choices and reduce the amount of plastic in our ocean.
When?	Saturday 18 th September 2021. 10:00-18:00
Why?	To build a more sustainable future for the music industry by reducing the impact it has on the ocean. This will be done by encouraging emerging artists and music businesses to make more sustainable choices and avoid using plastic.
Where?	Tileyard London Campus, Tileyard Rd, London N7 9AH, see site map. • Outdoor area • Indoor Area (Vinyl Café and The Gallery)
Who?	Students and alumni of Tileyard Education, representatives of music businesses located at Tileyard London, A&R from Tileyard Music and other independent eco-friendly record labels, guest speakers, sustainable merchandise clothing and music brands who are open to sponsorships and partnerships. Guest speakers include, ocean focused charity representatives, musicians that are involved in ocean protection and eco-friendly business entrepreneurs.

The group worked together to dial in the concept of the event. As a wild sea-swimmer and musician, I proposed the theme. We bounced ideas off each other via WhatsApp, Slack App and during our meetings to establish the event name and elements. Ultimately, Nathan’s name idea was used and Ben presented a logo and information sheet based on what we had discussed. We collaborated to come up with the event outline and aims and objectives and as we are all creative people, we decided to put together an individual mood board and present them to each other, in order to decide on the final features and elements of the event. See the mood board below and **appendix A** for the mood board’s presented by the other group members.

Samantha – Mood Board



3. GROUP WORK

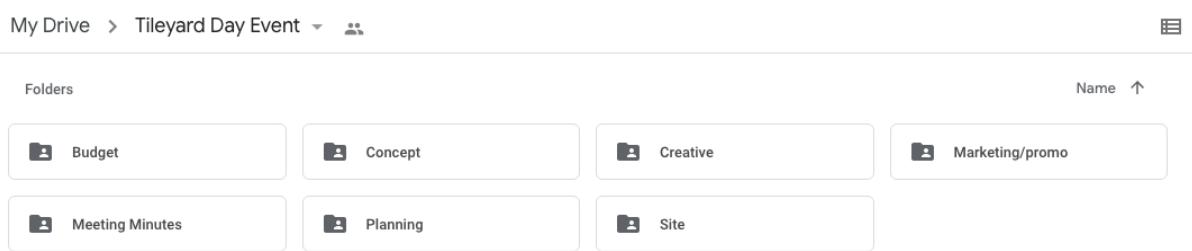
3.1 Communication

Our group used a combination of the following to keep in contact throughout the event organising process:

Google Drive	To share larger documents e.g. minutes, mood boards & other large files
Email	For zoom invites, communication with Tileyard
Slack App	For different chat categories such as: Creative ideas (event name suggestions) and partnerships (who we could include in the event).
WhatsApp	To organise meetings, check in with each other and to note down new ideas quickly
Zoom	For video calls, it was especially good for its ability to share screens during meetings and for us to present ideas and work to each other.

We signed up to the App 'Click up' with the vision to use it to assign tasks, however, it remained dormant. It may be suggested that this form of communication did not work for the group as it was an unfamiliar channel of communication and we were already using another new app. We naturally continued to use WhatsApp as the primary contact point perhaps due to it being the most accessible for all of us.

Folders on the Google Drive



3.2 Group Work Reflections

The way in which we worked as a team will be analysed below in relation to Bruce Tucker's Team Development Model (1965) whereby new small teams go through four stages of working together – forming, storming, norming and performing. In 1975, Tucker added another stage to the model: adjourning. The group plan to debrief and discuss the project following this proposal.

Forming

We initially worked together, allowing each other to settle into the group and monitoring who naturally took on different roles. This method was a useful introduction for us, as we had not worked together previously; as we worked on the concept together, we each felt a sense of ownership and involvement in the project. Our individual roles were not clear at this point, which is one of the defining points of this stage (Chapman, 2021). We did not assign a group leader and I feel this made it difficult for us to move quickly past the forming stage. We did not appear to flow through the stages linearly e.g. reassigning roles nearer the end of the process; this is one of the critiques of the Team Development model (Smith, 2005). Furthermore, none of the team members felt like they would be best placed as project manager and I feel this made the planning of this event challenging.

Storming

We continued to work collectively and each gave creative input by presenting individual mood boards based on previous meetings. The mood boards each took a slightly different angle and focus on the event and I feel this was beneficial in terms of creating a diverse event. However, due to everyone contributing elements to the event and no one acting as the group leader to make a final decision, it may be said that it resulted in complicating and elongating the initial creative stages; leaving the group less time to work on the other areas needed for successful event management.

Norming

Ben decided to assign roles after the theme, aims and objectives had been clarified, allowing us to work more independently to try and ensure all aspects of the event were covered. We took on roles based on our interests, experience and the contributions we had made so far. For example, I had already volunteered to take the minutes of the meetings so I was happy to continue with this role. Ben is interested in marketing and had already presented a logo so took on the marketing role and Nathan has experience in health and safety roles so he volunteered for that. The rest of the jobs were distributed between us but we agreed that they were flexible.

Performing

Due to a variety of personal circumstances we were unable to have another full group meeting to clarify some important details e.g. the exact site location we were going to be using at Tileyard. In response, I decided to make some final decisions and share them with the team, to help us complete the event plans on time. We continued to communicate when we could via WhatsApp. Nathan and I had additional meetings to provide support and encouragement to one another and share some of our roles; Ben was unable to attend some of these. Nearing the deadline, I became uncertain on whether the other group members were able to fulfil all of their roles due to the scope of their other commitments. I found it difficult to start the budget and programming without a clear vision of the site. As a site map or capacity had not yet been created, I decided to make one. I shared it with Nathan and proposed we re-evaluated our roles and swap some of the ones we had previously been assigned, in order to try and complete the event as a team.

3.3 Roles

Roles		
Samantha	Nathan	Ben
Project manager • Ensure all aspects of the event planning is on time and running to deadlines • Taking meeting minutes + making sure meetings stay on-topic • setting agenda for meetings • Set up Zoom call etc...	Site manager • Floor management (crowd control/capacity) • Staffing (security/bar staff etc...) • Create event sitemap	Creative Director • Ideas/5 W's/concept • Branding • Wristbands/tickets
Finance manager • Allocating budget • Budgeting and making sure everything fits within that • Programming	Event manager • License • Health & Safety • Event management plan	Marketing/PR • Social media strategy • Email marketing • Brand Partnerships • Writing press release
Added - Revised Roles		
• Event site map • Capacity • License	• Budget (with Samantha) • Event Management plan (with Samantha)	

3.4 Personal Reflections

As project manager, I monitored the developments of the project to ensure all the aspects were going to be covered and volunteered to fill in some of the gaps e.g. some of the event management plan and worked alongside Nathan to finish the budget. I felt as though our initial meetings, discussing the theme, concept and defining elements, were productive. A lot of time was spent at this stage and project management literature regards this as '*time well spent*' (Bowdin *et al*, 2011:269). None of our group particularly wanted the role as project manager but I volunteered to do

this when the roles were being assigned later in the project. As a group, we were unable to meet suggested deadlines and meetings approaching the end of the task so I had to become flexible with there. It got difficult to manage the project when communication appeared to have broken down; there were days between questions and responses. I attempted to keep channels of communication open by posting on the WhatsApp group and asking how everyone was doing. I feel as though I did the best I could with what I had, however, next time I would suggest that a manager was assigned at the very beginning of the project. Personally, I feel I still have a lot of team and leadership skills to learn, I find it difficult to rely on others to deliver their agreed tasks thoroughly and on time. I am used to working alone and taking on lots of roles. Setting false deadlines and expectations may of helped to motivate the team, although as I was assigned project manager half way through the project, I struggled to find the confidence to take on a role of authority in the team. Nearing the end of the project, I felt I stepped up and ensured we met the deadline, by checking in with the team, offering support and encouragement and taking on additional roles when required e.g. helping to finish to event management plan. Nathan has had more experience in writing budgets so we decided to work on the finances together, utilising his skills and knowledge in the area while developing mine. I also took the minutes of the meetings and promptly uploaded them to the drive (see **appendix B**). Although I don't feel that project manager is my natural role, I worked on developing the skills of a co-ordinator and shaper, as described by Belbin, 2021, to fulfil my responsibilities. As I was not placed in my usual creative director role, I came away feeling as though I did not contribute as much as I could to the project. In reflection, it may have been better for the group if Ben and I had switched roles, although Ben did a great job as creative director and marketer.

4. EVENT MANAGEMENT PLAN

There's 150 million tonnes of plastic in our ocean and this is causing a detrimental impact on the ecosystem of marine wildlife (Earth.org, 2021). Cutting down on the use of plastic and the consumption of fish contributes to the preservation and sustainability of our ocean (Seaspiracy, 2021).

Dockyard Presents: A Drop in the Ocean

Event Management Plan

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

	- To provide networking opportunities between emerging artists, environmentally focused brands and labels - To celebrate art and an eco-friendly culture
Management Structure - Samantha	<pre> graph TD Samantha[Samantha Project Manager, Admin] --> Ben[Ben Marketing, PR & creative manager] Samantha --> Nathan[Nathan Site Manager & Event Manager] Ben --> Talent[Talent - Musicians & Guest Speakers x 6] Ben --> Label[Label Representatives & A&R] Ben --> Merch[Eco-friendly merch brands and charities] Ben --> Stage[Stage Team - Stage manager, sound technician x2] Nathan --> Security[Security Team (contracted)] Nathan --> Waste[Waste Management Team] Nathan --> Medical[Medical team (contracted)] Nathan --> Marshalls[Marshalls] </pre>
Emergency Procedures - Nathan	In the event of an emergency, the Event Manager or team member will utilise the PA system on the stage to communicate instructions to visitors
Evacuation Plan- Nathan	In the event of an evacuation security/ marshals will coordinate visitors with communications being provided via the PA system by the Event Manager or team member as appropriate.
Weather / event cancellation - Nathan	The met office will be monitored 7 days prior to the event to check for potential weather issues. The Event Manager will consult with the team to ensure that any issues raised due to inclement weather are discussed and alternative plans agreed and implemented as appropriate. The Tileyard Facilities Management team will be consulted in regard to drainage and to ensure that programmed maintenance is up to date.
First Aid / Medical- Nathan	Summary Guidance provided with The Purple Guide suggests that we will require 4 first aiders for this event. There will be a clearly signed First Aid Point for those persons requiring attention. The position will be manned by a trained first aider. Please see appendix C for risk assessment including medical information.
Fire - Nathan	Please see appendix D for fire assessment.
Communications- Nathan	All members of the event management team will have use of radios with separate channels for cleaning, security, catering, maintenance. There will be a designated channel for the

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

5. SCHEDULE

PRE-PRODUCTION

Date	Time	Information	Done?
10/08/2021	AM	Reach out to guest speakers and labels, get insurances Market the event – advertising competition	
16/08/2021	AM	Book waste management, toilets, security, medical team, chef, talent, stage Apply for Temporary Events Notice (more than 10 working days before event)	
17/09/2021	AM	Toilets Arrive Bins Arrive	

EVENT DAY

Date	Time	Information	Done?
18/09/2021	09:00	Special guests arrive, staff arrive & staff briefing	
	10:00	Doors open	
	18:00	Doors close	

POST-PRODUCTION

Date	Time	Information	Done?
19/09/2021	AM	Toilets Collected Bins Collected Staff debrief	

6. PROGRAMME

Based on the concepts and ideas we put together via our mood boards, I put together a programme for the event.

Doors open - 10:00 Doors Close – 18:00

	Vinyl Cafe	'The Pier' Stage (outside)	'The Dry Dock' Stage (in the Gallery)
10:00		Shanty band – set 1	Networking
10:15			
10:30			
10:45			
11:00		Eco-merch catwalk and talk - brand 1	Guest speaker 1
11:15			Networking
11:30	Vegan Food Tasting		
11:45		Pirate band - set 1	Guest speaker 2
12:00			Networking
12:15			
12:30		Eco-merch catwalk and talk - brand 2	
12:45	Vegan Food Demo Cook		
13:00			
13:15		Shanty band - set 2	Guest speaker 3
13:30			Networking
13:45			
14:00		Song Writing Competition Intro	
14:15		Finalist 1	
14:30		Finalist 2	
14:45		Finalist 3	
15:00	Vegan Food Tasting	Finalist 4	
15:15		Finalist 5	
15:30		Finalist 5	Guest Speaker 4
15:45		Winner Announced	Networking
16:00		Live eco-friendly graffiti artist	
16:15			
16:30		pledge pool competition announcement	
16:45	Vegan Food Demo Cook		
17:00		Pirate Band – Set 2	Guest Speaker 5
17:15			Networking
17:30			
17:45			
18:00			

The programme has overlapping elements in order to encourage the crowd to spread out over the areas. The Gallery will be manned by security to ensure that the number of people inside does not go over 150. Sea shanties are popular at the moment, with 'Wellerman' being number one in the UK charts in 2021 (Official Charts, 2021) and a pirate theme band fits the nautical theme of the event. Therefore, the live music choices are thought to increase the popularity of the event.

6.1 Elements of the Programme

Pledge pool competition –

1. Pick a piece of recycled plastic from the Dockyard stall
2. Write a pledge on the back (examples given at the stall) e.g. I will say no to plastic straws / I will take re-useable water bottle to gigs.
3. Write your name and number on the back of your pledge
4. Throw your pledge into the pledge paddling pool and add to the visual art representation of the ocean plastic crisis
5. 5 pledges will be picked out and read. Each person will win a Dockyard water bottle made from recycled ocean plastic.

Song-writing competition –

1. Information will be marketed and released 2 hours before the event via Dockyard, Tileyard and boosted social media posts.
2. Send in a song inspired by ocean preservation / the ocean plastic crisis to enter the competition
3. 5 finalists will be invited to perform the track and one other original song at the event, in front of a panel of label A&R personal.
4. The winner will get a limited run of ocean-friendly recycled merch (by one of the brands) and studio time to record their single (at Tileyard Music).

Pledge pool

Inspiration was taken from American artist K-Flay, who, in 2019, released the song 'Not in California' along with a music video, highlighting environmental issues (K-Flay, 2019). Guests will be invited to contribute to a

Posters of Eco-Conscious Artists with Quotes

To add to the aesthetics of the event and also inspire people in the industry to think about what changes they can make, posters will be printed with pictures and quotes from eco-conscious artists that advocate for less plastic in the ocean. For example, Pharrell Williams, who is the co-owner of G-Star Raw; a clothing brand that uses materials made of rubbish from the ocean (Urban Meisters, 2020). Also Jack Johnson, who using his music to promote his message of reducing the use of plastic in the ocean and he started a foundation Kokua Hawaii Foundation which educates local schools about recycling (Hertzberg, 2018). Posters will also share advice and tips on how young artists can help safeguard our oceans e.g. Jack Johnson requests that no plastic is used at his events on his rider (Cohen, 2016). Also what event organisers can do e.g. plastic bottles are no longer available to buy at Glastonbury Festival (Glastonbury Festival, 2021).

Music Playlists between live acts outside

The playlist for the day (which will play between live acts) will include songs about the plastic ocean crisis and environmental issues e.g. Jack Johnson – Fragments (a song about plastic in the ocean), K-Flay – Not in California (a song highlighting environmental issues).

6.2 Guests speakers / Potential Sponsors

Initial contact will be made by sending the pitch deck (see **appendix E**) and overview email and then a follow up phone call. Each guest speaker, merch brand and record label will also be asked if they would like to sponsor the event (different packages are available – see pitch deck). Guests were head hunted and selected for a variety of reasons to ensure they were appropriate for the event; for example, due diligence was carried out on their credentials, location, ethics, mantras, previous environmental work and connection with the music industry.

Invitees	Role	Email
Artist Project Earth (2021)	Speaker	Contact form on website - https://www.apeuk.org/contact-us/
Surfers Against Sewage (2021)	Speaker	Info@sas.org.uk
Sharps Brewery (2021)	Speaker / artist sponsor	Contact form on website https://www.sharpsbrewery.co.uk/pages/contact
Havas London (2021)	Speaker	Tracey Barber Global CMO Havas Creative Group tracey.barber@havas.com
Rapanui Clothing	Speaker / merch brand sponsor	Press Enquiry Form online https://rapanuiclothing.com/help/reason/press-enquiry/
Making Waves Clothing (2017)	Merch brand sponsor	Makingwavesclothing@gmail.com
Tileyard Music (2021)	A&R representative, label – recording studio package	Jamie Searles - info@tileyardmusic.co.uk
Artist	Eco-Friendly Graffiti Artist	More research needed

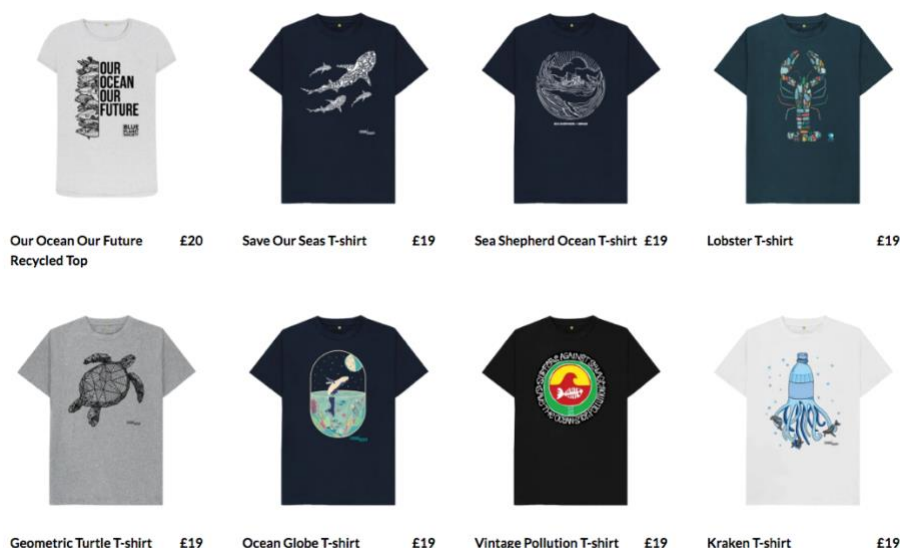
Artists Project Earth - In 2018, at the Ocean Plastics Crisis in London, 'Plastic Oceans' Album was launched by Artists Project Earth (Moore, 2018). Featured artists included: Ed Sheeran, Coldplay and Eminem (Artists Project Earth, 2021).

Sharps Brewery and Surfers Against Sewerage - In 2019, Sharp's Brewery teamed up with musician Nick Mulvey to create the first 'ocean vinyl'; made from recycled plastic found on Cornish beaches (Havas UK, 2019). Keynvor music project was created by the Cornish artist recently signed to Mercury KX / Decca records under Universal Music. The project raised money for Surfers Against Sewerage; a charity from Cornwall who are creating a movement to protect the UK coastline and reducing plastic pollution (Surfers Against Sewerage, 2021).

HAVAS London - A creative agency based in London, that also worked with Nick Mulvey and Keynvor (Havas UK, 2019).

Vegan 'No Fish' Chef - Eating less fish may help protect the eco-system of the ocean and reduce the amount of plastic fishing flotsam and jetsam in the waters (Seaspiracy, 2021). Although there has been criticism cast on some of the claims of the Netflix documentary 'Seaspiracy' e.g. (Allen, 2021), experts agree that overfishing is having a devastating effect on the planet (Clover, 2021). A vegan chef will be invited to run The Vinyl Café for the event and provide food tasting sessions and demonstrations.

Rapanui Clothing - Rapanui Clothing are based on Isle of Wight, they make eco-friendly t-shirts that spread ocean friendly messages. They use renewable energy and their clothing is made from natural or recycled materials (Rapanui Clothing. 2021).



Ocean Conservation T-shirts – (Rapanui Clothing, 2021)

Making Waves - Their products are 100% recycled, including 40% plastic bottles (Making Waves, 2017)

Tileyard Music - A record label based on site. They will be invited to judge the song-writing competition and asked if they would donate a recording session to the winner.

Eco-friendly graffiti Artist - For a live art performance on stage. The art piece will be auctioned off to raise money for Surfers Against Sewage. E.g. a reverse graffiti artist (using a power washer to create an image on a dirty surface) or moss graffiti (art using moss) (Greenpeace, 2015).

7. BUDGETING

I came up with three budget plans, see below:

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

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

PLAN C - Alternatively, another solution would be to take the vinyl café out of the equation. This would make the event viable on ticket sales, although the 'value for money' appeal of the event may decrease without the food tasting and café element. I created a template for the budget, Nathan added what he had researched and I checked

through and added any missing sections. We discussed ticket prices together, offering Tileyard students and staff a discounted price. I felt Nathan and I worked well this way; I was presented with the core ideas and then helped to fine-tune them. The budget is a working progress.

Enquiry sent to The Gallery at Tileyard:

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

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

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

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

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

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

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

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

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

Thank you, Samantha

Contacting The Gallery - Tileyard London

We'll send your enquiry over to each venue you've selected and get back to you within 24 hours with a bespoke proposal, **all free of charge**. So, sit back, relax and wait for us to get in touch.

My event details

Networking and Speeches

Saturday September 18th 2021

10:00am - 6:00pm

£ 2000

Standing

150

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

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

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

My contact details

Full name *

Samantha Harling

Email address *

samanthahannahx@gmail.com

Phone number *

07411412094

Have a promo code?

SEND MY ENQUIRY TO THE GALLERY - TILEYARD LONDON

Hire Space (2021)

Unfortunately, although it stated on the website that quotes are given within 24 hours, a response was not received from Tileyard.

8. LICENSING

I retrieved the licensing information and advice from the local council website (Islington Council, 2021) and The Licensing Act (2003). Site permission will be required and requested from Tileyard London.

- The Gallery has a fully licensed bar and team so an alcohol license will not be required (Hire Space, 2021).
- Section 30 consent, under the London Building Act, will be needed for the outdoor staging (London Building Acts, 1939).
- As pre-recorded will be played and live music performed, a license will need to be obtained from both the Performance Rights Society (PRS) and Phonographic Performance Limited (PPL) (Islington Council, 2021) under the Copyright, Designs and Patents Act 1988. PRS and PPL have combined to offer TheMusicLicence (PPLPRS, 2021).
- A Temporary Events Notice will be given for the outside space as the event will involve regulated entertainment in the form of live and recorded music (**see appendix G**). A late night refreshment license is not applicable as the event will not be running between the hours at 23:00 – 05:00.

Checklist to be done before sending off the TEN:

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

9. SITE MAP & FLOOR MANAGEMENT

Although it was originally Nathans role to create the site map, I ended up creating one as I felt it was necessary for me to fulfil my role as project manager. After further research, it appears that project managers are usually responsible for this element (Bowdin *et al*, 2011) which may have been why I naturally came to this conclusion. I created the site maps and used advice from The Purple Guide (2021) to calculate an approximate capacity for the outdoor space; 2 people per m².

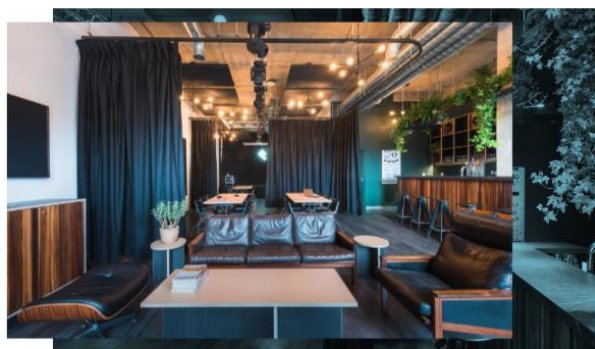
9.1 Indoor Area: 'The Dry Dock' Stage

The Gallery - 150 Capacity

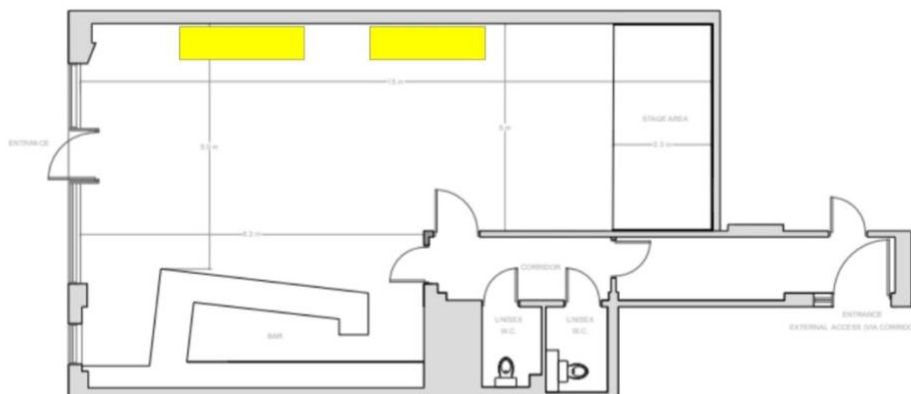
The Gallery

A 150 capacity, multi-functional events space with fully licensed food and beverage facilities. Perfect for live gigs, industry panel discussions, corporate team building, and everything in between.

ENQUIRE NOW



(Tileyard London, 2021)



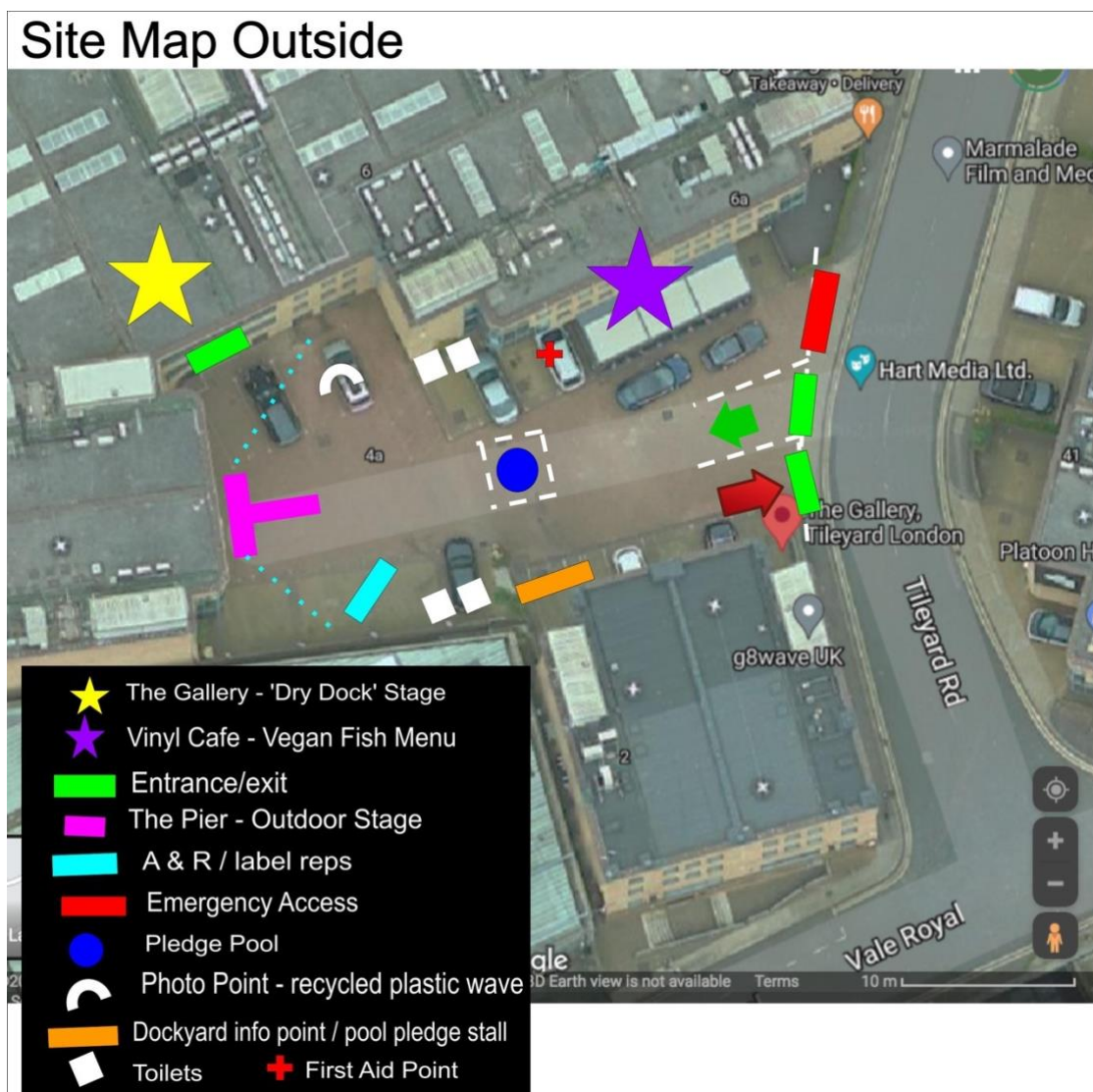
 Merch stands

The Gallery will be used as a networking area and, intermittently, guest speakers will take the stage to deliver inspiring and motivating speeches surrounding their musical career and what they do towards preserving the ocean. Decoration will include posters and quotes by eco-conscious musicians. Brand Stands: the two clothing brands will also have a small stall in The Gallery.

9.2 Outdoor Area: 'The Pier' Stage

Capacity 280

See **Appendix I** for my capacity calculations.



The emergency vehicle access is a separate entry and will be 5m wide, as recommended as best practice in The Purple Guide (2021). The pledge pool is in the centre as it is a great visual introduction for people entering the event. It isn't too close to the entrance to discourage a crowd forming and blocking the entrances. There will be a one way system in and out of the event to manage the crowd as avoid contraflow. Contraflow can cause dangerous situations where people do not have enough space e.g. Love Parade in 2010 (Helbing & Mukerji, 2012). The toilets are either side of the stage effective area. A security guard will be stationed at the exit to ensure alcohol is not taken off site. A security guard will be at the entrance to check tickets. There will also be security at The Gallery entrance to monitor the capacity of the inside area.

10. MARKETING

Ben – Initial Info and logo



We discussed logo ideas as a group and wanted something that represented all of the elements of the event; the ocean, the music and the environment message. Ben shared logo ideas with the group for feedback; below is the final logo that Ben designed and that we agreed upon.



Ben also produced the press release, wristband design, social media plan and event poster, all can be found in **appendix H**.

11. REFLECTIVE SUMMARY

Making eco-conscious decisions is a current topic of conversation; already at the forefront of the minds of many artists and industry professionals e.g. The 1975, K.Flay, Brownwood Recordings (Bassett, 2019).

Dockyard hopes to add to this movement by raising awareness in new entrants into the music industry. A SWOT analysis of the event was carried out and this highlighted some of the issues of the event that may need additional thought.

A SWOT analysis of the Event

Strengths

- A good theme and current issue.
- The potential to be multi-beneficial (students, music industry professionals, clothing brands, the ocean, the music industry, record labels)
- Held at Tileyard London; an epicentre for music industry students and professionals.

Weaknesses

- Lots of contact and work needs to be done to secure the elements of this event. It may be that pushing it back to 2022 would be a better option, giving the group more time to explore options and liaise with Tileyard London.
- As Tileyard is based in land-locked London, the students may feel removed from the cause.

Opportunities

- The potential to team up with multiple businesses and charities which could help to market the event, giving it credential and a wider promotional reach on social media channels.

Threats

- Financial threats if sponsorships are not secured
- The competitions rely on engagement and participation from the Tileyard students.

For Further Consideration

- How the livestream element will work (mentioned in the pitch deck sponsor packages)
- Which budgeting plan we will use (depending on Tileyard negotiations)
- Alternative options for guest speakers (if the ones we contact do not engage)
- Postponing the event until next year to give us more time to prepare the finer details
- Current funding options available

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APPENDIX A –MOOD BOARDS (Nathan and Ben)

Ben – Mood Board

Event Ideas

Talks

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



Songwriting competition

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



Live art

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

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

environmental pledge

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



Plastic waste wave entrance - focal point

Nathan Mood Board

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



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



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

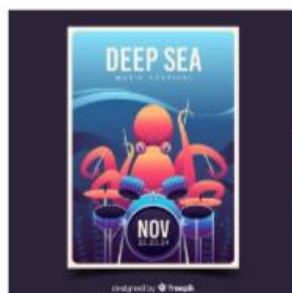


Universal Music imprint Mercury KX/Decca Publishing has today unveiled its latest – and most surprising – new artist: Keynvor. Released in collaboration with creative agency Havas London and Cornwall-based brewery Sharp's, Keynvor's first single, Preservation – which features up-and-coming composer Sebastian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

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

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

Ideas for imagery we could use?



APPENDIX B – Meeting Minutes (Samantha)

MEETING 1

Date: 23/06/2021

Time: 20:00

Attendees	Samantha, Ben, Nathan
Method	Whatsapp Voice call

Agenda

Discuss initial theme ideas of day event at Tileyard

THEMES & IDEAS

What?

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

When?

- TBC

Why?

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

Where?

- Tileyard site – perhaps the Campfire section?

Who?

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

ELEMENTS

- **Large paddling pool** where people can write pledges to the sea on plastic and throw them in.
- **Catwalk** for eco-friendly merch makers to show off their ranges – check out Route One who have a number of environmentally friendly filters

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

ACTION POINTS

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

AGENDA FOR NEXT MEETING

- Decide on name of event
- Establish best method of communication and project management tools
 - Assign roles
 - Establish date
- Dial in concept. Discuss creative ahead of establishing the final theme (mood boards etc... (See Alok x The Vamps Mood board) each make a mood board

MEETING 2

Date: 28/06/2021

Time: 19:00

Attendees	Samantha, Ben, Nathan
Method	Zoom call
Agenda	• Discuss Natalie's feedback • Firm up the 5 w's • Assign Roles • Decide on event name • Establish target demographic

SINCE THE LAST MEETING

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

NATALIE'S FEEDBACK

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

THE 5 W's

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

EVENT DETAILS

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

PEOPLE WE MAY LIKE TO INVITE

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

IDEAS OF GUESTS-

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

ACTION POINTS

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

MEETING 3

Date: 04/07/2021

Time: 15:00

Attendees

Samantha, Ben, Nathan

Method

Zoom call

Agenda

- Discuss exact Tileyard location
- Assign roles
- Dial in concept. Present our own mood boards and decide on which elements we are going to include

SINCE THE LAST MEETING

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

MOOD BOARD PRESENTATION

Nathan

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

Ben

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

Samantha

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

BRANDING AND NAME IDEAS

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

ASSIGNED ROLES (FLEXIBLE)

Project manager (Samantha)

- Ensure all aspects of the event planning is on time and running to deadlines
- Taking meeting minutes + making sure meetings stay on-topic

- setting agenda for meetings
- Set up Zoom call etc...

Site manager (Nathan)

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

Creative Director (Ben)

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

Marketing/PR (Ben)

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

Finance manager (Samantha)

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

Event manager (Nathan)

- License
- Health & Safety
- Event management plan

ACTION POINTS

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

AGENDA FOR NEXT MEETING

- Each person presents what they they have done so far

NEXT MEETING: 18:00 Tuesday 6th July

MEETING 4

Date: 29/07/2021

Time: 19:00

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

SINCE THE LAST MEETING

- Everyone researched their roles and started putting things together.

ROLE AMENDMENTS

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

Roles

Project manager (Samantha)

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

Finance manager (Samantha)

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

Site manager (Nathan)

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

Event manager (Nathan)

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

Creative Director (Ben)

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

Marketing/PR (Ben)

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

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

- **Total capacity of event** - 430 (400 tickets available plus 30 guests)
- **The Gallery** - 150 cap, used as networking space and the stage for guest speakers
- **Outside the Gallery Area** - 280 capacity (see site map calculations of effective area) Pier stage for live acts and competition, A&R and label, photo point, pledge pool
- **Vinyl Cafe** - for vegan food fish alternative menu (bring in chef rather than have stalls)

BUDGET IDEAS

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

Links from Samantha

FOR EVENT MANAGEMENT PLAN TEMPLATE :

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

FOR LICENSING INFO FROM THE LOCAL COUNCIL :

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

- general help and support to each other

AGENDA FOR NEXT MEETING

- Catch up and see where we are at

NEXT MEETING: Sunday, time TBA

APPENDIX C – Risk Assessment (Nathan)

General Risk Assessment

Event Name:	Dockyard Festival	Date:	XX September 2021	Venue:	Tileyard
(1) Activity / Area of Concern ie: what is taking place as part of the event?	(2) Hazards Identified ie: what can cause harm?	(3) Persons at Risk ie: who could be harmed by the hazard?	(4) Current Risk Factor (high, medium or low) ie: determine the level of risk	(5) Actions to be Taken to Minimize each Risk ie: what action can you take to lower the level of risk	(6) New Risk Factor (high, medium or low) ie: risk factor after action taken to minimize the risk
SITE	MANAGEMENT: -				
Public Entrance / Exit	Risk of injury at public entrance / exit	Members of the public	Medium	Entrance / exit constructed to allow easy access for disabled people. Entry supervised by identifiable security/marshals carrying mobile radios to summon assistance from Control. First Aiders & ambulance on site. Catering outlets must be located away from entry or exit points Number of security/marshals for the event = 4	Low
Emergency evacuation procedure	Fire; Terrorist attack; Storm	Members of the public	High	Procedure in place for emergency evacuation - to include methods of egress; designated assembly points; security/marshals; information boards for public; Procedures in place for contacting emergency services are contacted and by whom in the event of an emergency.	Medium
First Aid	Minor injuries –, general accidents	Members of the public	Medium	Provision of adequately trained First Aid cover. Number of qualified First Aiders to be present for event = 4	Low
Toilet provision	Not enough toilets	Members of the public	Medium	Toilets located inside the venue with additional temporary toilets located in the main courtyard area consisting of 1 x male, 2 x Female and 1 x disabled toilet This calculation is based on 6 toilets for 450	Low
Risk of fire	Burn or smoke injuries	Members of the public especially people with disabilities and children / staff / event participants / contractors	Medium	A Fire Risk Assessment for the event has been put into place including consideration for fire exit routes, fire fighting equipment and control of flammable liquids, gasses and point of ignition.	Low
Very wet weather on the day	Danger of slips and trips	Members of the public	Medium	In the event of extreme weather consideration will be given to cancel the event if surfaces are deemed to be unsafe to walk on. All surface drainage will be maintained in accordance with the site maintenance plan so as to reduce the risk of blocked drainage	Low
Strong winds	Falling trees or debris; marquees lifting/blowing away; other flying or rolling objects	Members of the public / staff	High	Organiser together with their appointed person for Health & Safety to monitor weather forecasts and actual weather for the event – if strong winds or gusts are likely to exceed 30mph then event will be cancelled or postponed due the risks involved. The building will be visually checked for signs of loose masonry or fixtures prior to the event.	Low
Litter	Litter or other debris generated by event	(Complaints from) Members of the public Parks Division staff	Medium	Litter will be picked up and pre-arranged and undertaken by event organiser/volunteers immediately after the event	Low
Use of companies/ operators to provide any service as part of the event (eg: concessions or merchandise sales)	Various	Various	Medium	All suppliers will provide Risk Assessments and Method Statements as appropriate and will be validated by the event management team	Low
Crowd management (Security/marshals)	Pinch points; Over-crowding; Potential conflict re entry to event	Members of the public – senior citizens / children / disabled people	High	PA system in place. Appropriate number of identifiable Security/marshals on site, with radio system. Security/Marshals to be fully briefed prior to event. All Security staff will be SIA trained and will be expected to manage and reduce conflict at egress and entry points to the event.	Medium

Public Address (PA) System	Cables catch fire or electrocute	Members of the public / staff	Medium	Check cables prior to event. Circuit breaker in place. All electrics checked by qualified electrician.	Low
	Trip over cables	Members of the public / staff	Medium	Cable covers/ management system in place, no exposed cables	Low
Moving vehicles	Injuries caused by moving vehicles	Members of the public / competitors	Medium	Vehicle movement kept to minimum. Arena isolated by barriers to keep public away from moving exhibits. Mandatory 5 mph speed limit enforced by signs and identifiable marshals carrying mobile radios to summon assistance from Control. First Aiders & ambulance on site. If possible, ensure all vehicles are on site before the event.	Low
ACTIVITIES:-					
Catering – food / drink	Food poisoning	Members of the public	Medium	Organiser to ensure caterers are registered with their local authority re Food Hygiene Certificate etc.	Low
				Food handlers must have access to hot water and soap, or if this is not possible then anti-bacterial wipes must be provided and used.	Low
	Allergic reaction	Members of the public – especially children	Medium	Catering outlets must be located away from entry or exit points	Low
	Fire	Staff / members of the public	Medium	Clearly display ingredients or possible contamination by ingredients eg "This product contains nut oil" etc Fire extinguishers mandatory in all catering units.	Low
Cash Collectors	Risk of theft / injury to cash collectors	Competitors / members of the public	Medium	All cash collection points to have mobile radios. Fully instructed inconspicuous persons carrying mobile radios to summon assistance if necessary to make regular collections from cash collection points. Cash to be removed to secure area for counting and subsequent banking. Police notified of event	Low
Music	Noise pollution	Local residents / Event attendees / Staff on site	Medium	Ensure full compliance with all Noise/Music conditions.(CDC). Work with Environmental Protection Team (Noise Control) to ensure full compliance and prevent noise pollution.	Low
				Provide to the PC & Events Manager the name of a nominated noise control person and their mobile telephone number;	
Bright lights, Lasers and Fireworks	Bright lights affect/distract aircraft pilots	Pilots Members of the public	Medium	Ensure that the Civil Aviation Authority's document CAP 736 "Guide for the operation of lasers, searchlights and fireworks in UK airspace" is fully complied with (document available on the CAA website) No additional exterior lighting planned due to the event finishing by 1800hrs when there will still be adequate natural light,	Low

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

Name of person completing Risk Assessment (printed)

Organisation: Position:

Signature: Date:

APPENDIX D – Fire Risk Assessment (Nathan)

Fire Risk Assessment

Event Name:	Dockyard Festival	Date:	XX September 2021	Venue:	Tileyard
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(1) Activity / Area of Concern ie: what is taking place as part of the event?	(2) Hazards Identified ie: what can cause harm?	(3) Persons at Risk ie: who could be harmed by the hazard?	(4) Current Risk Factor (high, medium or low) ie: determine the level of risk	(5) Actions to be Taken to Minimize each Risk ie: what action can you take to lower the level of risk	(6) New Risk Factor (high, medium or low) ie: risk factor after action taken to minimize the risk
SITE	MANAGEMENT: -				
Sources of ignition	Risk of ignition	Members of public/Staff	High	Ensure all sources of ignition are correctly stored and away from sources of heat. All potential fuels to be identified and recorded. Regular patrols will be in place to monitor the overall safety and governance for the site throughout the event. All staff will be equipped with Radios to ensure communication is in place. Suitable fire extinguishers will be located by fire exists and at specified locations in the main courtyard. Extinguishers will include Co2 and Water.	Medium
Public Entrance / Exit	Risk of injury at public entrance / exit	Members of the public	Medium	Entrance / exit constructed to allow easy access for disabled people. Entry supervised by identifiable security/marshals carrying mobile radios to summon assistance from Control. First Aiders & ambulance on site. Catering will be located away from entry or exit points Number of security/marshals for the event = 4 Adequate signage will be in place displaying exit routes.	Low

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

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

Name of person completing Risk Assessment (printed)

Organisation: Position:

Signature: Date:

APPENDIX E – PITCH DECK (Ben)



The event...

DOCKYARD

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



Why Sponsor the event?

430

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



20K+

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

Sponsorship options



£500 - Main sponsor package

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

£200 - official sponsor package

As a sponsor of the event, your logo will be placed across all promotional assets and marketing communication

DOCKYARD

Sponsorship options



£250+ - Livestream sponsorship

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

The Team



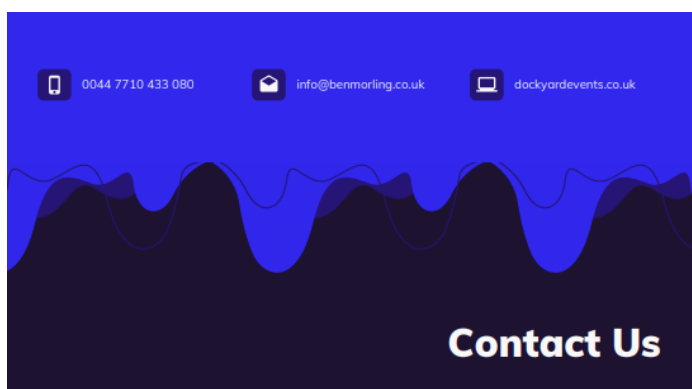
Project manager
Samantha



Creative Director, Marketing
Ben



Site manager, Event Manager
Nathan



APPENDIX F – BUDGET (Nathan and Samantha)

Outgoings

Event: Dockyard Presents: A Drop in the Ocean					Date: September 2021		
Dept.	Item	Projected Budget	Actual Spend	Details	Added by		
VENUE / SITE	The Gallery Hire	£1,500.00		https://hirespace.com/Venues/London/81618/The-Gallery-Tileyard-London	Samantha		
	Vinyl Cafe Hire	£1,500.00		https://hirespace.com/Spaces/London/163733/Vinyl-Cafe-Whole-Venue/Events	Samantha		
	Signage	£1950		Event banner @£7.95 per Sq M = 10m wide 2.5 high £450 for 2 signs. Additional allowance of £1,500 for additional signage https://www.bannerworld.co.uk/product/event-banners/	Nathan		
	Toilets	£150.00		Average price is £30 per toilet. We have concluded that there are two toilets inside the building and for an event of 450 people we will need 6 in total. we have also considered that toilet outside in the courtyard will reduce congestion inside the building.. https://www.dfox.org/support/toilet-calculator Allowance of £30 for delivery	Nathan		
	Water	£300.00			Nathan		
	Fencing	£110.00		3.5'2 metres @£5.5 Est 20 metres required https://www.lakeside-hire.co.uk/security-fencing-for-hire/temporary-heras-fencing/?qcid=EALatQobChMImuGnsIN8glVnWDmCh1aVwFrEAAyASAAEGKyVd_BwE	Nathan		
MARKETING	Generator	£300.00			Samantha		
				2 months at £99 https://social-boost.co/instagram-growth?kw=social%20media%20boost&cpn=12864852944&utm_source=g_c&utm_medium=cpc&utm_content=498949173552&utm_term=b_social%20media%20boost&adgroupid=119344298577&qcid=CiOKCQw6ZOIBhDdARIsAM8YrFQIEJOUepZktq424tskkyFWVWorhE_SuokgYofiauzCvobxOYYaAgC3EALw_wcB	Nathan		
	Social media boosts	£198.00			Nathan		
	Logo design	£500.00		Average cost £400	Nathan		
	Advertising	£500.00			Nathan		
	Wristbands	£319.92		430 x https://www.icband.com/recycled-fabric-wristband-with-bamboo-lock/	Samantha		
ENTERTAINMENT							
	2 x bands	£1,000.00		£500 per band. Pirate band and shanty band to keep within nautical theme.	Samantha		
	eco-friendly graffiti artist	£200.00		Live art on stage, eco-friendly theme	Samantha		
MERCH	guest speakers	£1,000.00		Presumed 5 speakers @ £200	Samantha		
				250 x bottles made from recycled ocean plastic - https://www.aspectmerchandise.co.uk/product/h2o-eco-650ml-sport-lid-sport-bottle/?qcid=CiwKCAwmK6IBhBqEiwAocMcb8okHGDGH1L9JMAWUJFoy_aXTuXwbvAe-Qm9NuoUmm-zUozKD7onABoCjSkQAVD_BwE	Samantha		
	Dockyard Water Bottles	£1,047.50					
PRODUCTION	Dockyard t-shirts	£1,000.00		200 t-shirts approx £5 per t-shirt, link up with eco-friendly merch brand	Samantha		
	set design	£200.00			Nathan		
	paddling pool	£100.00			Nathan		

TECH				https://www.rigsandgigs.com/backpackers-2/2?utm_term=pa%20hire%20london&utm_campaign=A-LG%20-%20Ricos%20%26%20Gigs%20-%20Local&utm_source=adwords&utm_medium=ppc&hsa_acc=4902073755&hsa_crm=14066714345&hsa_grp=120450735010&hsa_ad=536188265650&hsa_src=g&hsa_lgt=kwd-541285460&hsa_kw=pa%20hire%20london&hsa_mt=e&hsa_net=adwords&hsa_ver=3&gclid=EAlaQobChMI-6IA66GN8qIVJu_IChT1UzQBZEAAYASAA_EqBxPD_BwE	Nathan
	PA hire	£500.00			Nathan
	lighting	N/A			Nathan
	special effects	N/A			Nathan
LEGALITIES					
	Public Liability Insurance	£650.00			Samantha
	Temporary Events Notice	£21.00			Samantha
	The Music Licence	£400.00			Nathan
CLEANING					
	Cleaners	£217.00			Nathan
MEDICAL TEAM					
	First Aiders	£960.00			Samantha
SECURITY					
	Security Team	£500.00			Nathan
CATERING STAFF					
	Chef	£360.00			Nathan
	vinyl cafe staff	£400.00			Samantha
	bar staff	£200.00			Nathan
STAGE HIRE					
	The Pier	£500.00			Nathan
EVENT ORGANISERS					
	Nathan	£1,080.00			Samantha
	Ben	£1,080.00			Samantha
	Samantha	£1,080.00			Samantha
TECHNICAL STAFF					
	Stage Manager	£300.00			Nathan
	Sound Technician	£400.00			Nathan
	Videographer	£400.00			
TICKETS					
	fees taken from distributor	£626.50			
		£19,599.92			Samantha
TOTAL		£21,559.91			
Contingencies	plus 10%				Samantha

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

Incomings

Event: Dockyard: A Drop in the Ocean			Date: 18 Sept 2021		
Dept.		Price	Projected Sales	notes	
			430		
TICKETS			70%		
	Students and Staff	£15.00	231	£3,465.00	330 available
	Standard	£40.00	70	£2,800.00	100 available
	Total		301	£6,265.00	
SPONSORSHIP					
	pitch deck sponsorship packages	£500	4	£1,500.00	Out of 8 sponsors assumed 4 will commit
MERCH					
	t-shirts	£25.00	200	£5,000.00	
	ocean friendly water bottles	£15.00	250	£3,750.00	
BAR & CAFE					
	£30 spend per head	£7.50	301	£2,257.50	approx 25% but awaiting agreement with Tileyard
GRANTS NEEDED					
	arts council / business angels / Tileyard	£3,000.00	1	£3,000.00	More research required and awaiting conversation with Tileyard
TOTAL				£21,772.50	

APPENDIX G – TEMPORARY EVENTS NOTICE APPLICATION (Samantha)

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

Temporary Event Notice

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

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

1. The personal details of premises user (Please read note 1)	
1. Your name	
Title	Mr ☐ Mrs ☐ Miss ☐ Ms ☒ Other (please state)
Surname	Harling
Forenames	Samantha Hannah
2. Previous names (Please enter details of any previous names or maiden names, if applicable. Please continue on a separate sheet if necessary)	
Title	Mr ☐ Mrs ☐ Miss ☒ Ms ☐ Other (please state)
Surname	Dennis
Forenames	Samantha Hannah
3. Your date of birth	Day 16 Month 10 Year 1991
4. Your place of birth	Truro
5. National Insurance Number	JP467014C
6. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)	
35 Delamere Road	
Post town Plymouth	Postcode PL6 5XG
7. Other contact details	
Telephone numbers	--
Daytime	
Evening (optional)	
Mobile (optional)	
Fax number (optional)	
E-Mail address (if available)	
8. Alternative address for correspondence (If you complete the details below, we will use this address to correspond with you)	

Post town	Postcode
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, London N7 9AH.	
Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)? If so, please enter the licence or certificate number below.	
Premises licence number	
Club premises certificate number	
If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, please give a description and details below. (Please read note 3)	

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

Event Location



Site Map



Please describe the nature of the premises below. (Please read note 4)
The outside area - for live and recorded music performances and art on stage. The Gallery - for networking, speeches and the sale of alcohol (the venue has an alcohol license already so this TEN will not include alcohol sales). Vinyl Cafe - as a cafe
Please describe the nature of the event below. (Please read note 5)
A networking, live music, arts and cultural education event for Tileyard students. Including guest speakers, food tasting by a registered chef.

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

4. Personal licence holders (Please read note 12)		
Do you currently hold a valid personal licence? (Please tick)		Yes ☐ No ☒
If "Yes" please provide the details of your personal licence below.		
Issuing licensing authority		
Licence number		
Date of issue		
Date of expiry		
Any further relevant details		

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 ☒	
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 ☒	

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 ☒	
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 ☒	

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

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

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

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

Signature	Samantha Harling
Date	
Name of Person signing	

For completion by the licensing authority

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

APPENDIX H: CAPACITY CALCULATIONS FOR OUTSIDE (Samantha)

SITE MAP OUTSIDE



outdoor
area
capacity
calculations



overflow
areas,
to give
more space.



area
used for
approximate
capacity.

scale

$$3.5\text{m} = 10\text{m} \\ \times 2.86 \\ \text{cm} \rightarrow \text{m}$$

$$14.3 \times 10 \\ = 143\text{m}^2$$

$$2 \text{ people per m}^2 \\ = 283 \text{ approx cap}$$

Based on guidance from The Purple Guide (2021).

APPENDIX I – MARKETING AND PROMOTION (Ben)

Press Release

DOCKYARD



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

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

Ticket Link: >> INSERT LINK <<

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

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

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

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

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

'I am so excited about the launch of Dockyard. As a musician growing up in Cornwall, I spent winters exploring the stunning coastlines and summers swimming in the turquoise water. Now, I'm in a Celtic folk pirate band and I've taken up sea-swimming all year round, which has had a huge positive impact on my mental health. I will forever be in debt to the sea for all the musical inspiration, life and joy it gifts me. Dockyard brings two worlds together. Our mission is to inspire creatives to jump on board to spread the message about the importance of making eco-conscious choices. We protect the future of the planet, and in return, it may continue to inspire us'

-- END --

**** Notes For Editors**

Event location:

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

Ticket Price: £5

Assets

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

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

For all enquires please contact: DOCKYARD:
Tel: +44(0)7710 433 080 // Email: info@benmorling.co.uk

Wristbands

RECYCLED WRISTBANDS (Fabric with Bamboo Lock)

Tail of wristband		Main design area		Tail of wristband
	18th September, 2021 10:00am - 18:00pm	DOCKYARD		

Social media plan

[August 15th - September 18th]							KEY:
							Key Dates
							Line-up announcement
							Newsletter
							Fun content
							Venue Reveal
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 21st August	
	Event Announcement (FB & IG) Send pitch (deck) to potential sponsors		The Gallery reveal (FB & IG)		The Vinyl Cafe reveal (FB & IG)		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 28th August	
	Pier reveal (FB & IG)	Poster reveal & post outlining the concept		guest speakers announced	Reveal message in a bottle vow		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 4th September	
	Announce songwriting contest Newsletter sent out to Tileyard database Newsletter sent out to Sponsors database	Video Interview with guest speaker (FB & IG)	Announce first band	Announce ticket giveaway contest	Announce second band		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 11th September	
	Announce Live art element	Announce food vendors	Reveal full line-up Send press release to key media	Interview with eco-friendly artist	Announce ticket giveaway winner		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 18th September	
	Newsletter sent out to Tileyard database Newsletter sent out to Sponsors database	Sponsor profile post	Reveal plastic wave entrance	Sponsor profile post	Post pics of the full event set up		
							EVENT DATE

Poster

18/09
10:00am - 18:00pm



FOR MORE DETAILS, VISIT WWW.TILEYARD.CO.UK

Tickets
Students: £15
Public: £40

 **ROUTE ONE**

 **Location**
Tileyard London
Tileyard Road
N79AH