

Portfolio 1:

2 Day Music Festival

Tribe Festival

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Live Music & Event Management (SBTY7005)

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Table of Contents

Introduction	Page 3
The Event	Page 3
Choosing a venue	Page 3
Licensing	Page 5
Health and Safety	Page 6
Budgeting & Sponsorships	Page 7
Marketing	Page 7
Summary	Page 8
Contingency Plan	Page 8
Bibliography	Page 9
Appendices	Page 11

Introduction

The Event

The team received a brief to develop a 2-day live music festival in the UK countryside. As part of TRIBE company, we sought to create a memorable experience. TRIBE has previously hosted experiential events locally in London that are new and disruptive in the industry. The festival is a day to evening event offering alternative and eclectic music and entertainment, this festival is a celebration of black music, black culture and the live performance.

- Why TRIBE? Closely connected with global game changers of the pan-African diaspora and experts in youth culture, TRIBE embodies the future of music.
- Actively challenging the status quo, TRIBE is the new frontier for music marketing, creative content and beyond.

We aim to have a 3,000-person capacity for two days, at Sandy Brooks Field, an area that has existing festival infrastructure and facilities for camping. We conducted research on similar events (Wireless, Afropunk, Lovebox) by reviewing WME statistical data, summaries, and post-event information to suggest what our target audience is:

- 21-35 (MILLENNIAL/GEN X)
- Largest fan group with additional audiences in the early Millennial and early Baby Boomer age groups
- 45:54 (FEMALE : MALE)
- Fairly balanced with a slight skew to male fans
- 3.2m (FEMALE : MALE)
- Sports a strong following with Facebook being their strongest channel

By analysing similar events, we chose to charge between £45 - £65 (Standard/ VIP) per person for each day so an accumulation of £90 - £130 for a two-day attendance. The event will take place between 12pm – 10.00pm this was because various issues were taken into consideration, such as noise pollution, crime, security, avoidance of extra fees involved in acquiring further licenses. A full scope in relation to this area can be found in the licensing section of the document. In reference to the date chosen, we reviewed the festival calendar for Europe & UK and took into consideration major events, so ultimately **Saturday 23rd May – Sunday 24th May 2020** was chosen. It may seem a little early for the festival circuit but bearing in mind the scale of our event and to avoid conflict with other well-known festivals it works well in addition to preparations beginning a year prior.

Choosing a venue

This part of the preliminary planning took some time as we needed to find the right venue for the festival whilst taking into consideration a number of factors such as risk assessment, management, access to and around the site, what resources would be needed, safety plan etc. (Purple Guide, 2017) There are also a few questions to consider such as:

- Are there residents nearby? Noise pollution?
- How accessible is it?
- Is the size of the venue suitable?

We chose to go with Sandy Brook Fields in Chelmsford. Once this was determined and understanding the event & audience, we now needed to visit the site in order to create a successful site design.

Margaretting Road
Writtle
Chelmsford
Essex
CM1 3HJ

Chelmsford is a connected area, “a beautiful site of more than 60 acres of mature grassland, located on the outskirts of Chelmsford, Essex. Divided into three separate fields, the site offers full flexibility for corporate team building days, festival style events and wedding receptions or outdoor exhibitions” according to borrowmygarden.co.uk (2020); a venue listing site. Sandy Brook Fields is a great location because it has been used for many years by different organisations i.e. V festival site and is still part of a working arable farm. It boasts a fantastic scenery with natural slopes and views making it excellent for large audiences and this type of capacity event. The site is also very flexible and adjacent to the well-known Hyland parks in Chelmsford, it offers a rural atmosphere although just being an hour and 30 minutes from central London. The site offers full event management services which will be quite useful considering this is our first time event of this scale so we will work closely with the team in offering their expertise on the area particularly in relation to safety measurements, access points, staff hire and regulations.



Image 1: Sandy Brooks Field, Chelmsford

Whilst mapping the route for our potential audience, we estimated 1h 3 mins (38.1 miles) from drive from Central London via A13 which is the fastest route despite the usual traffic. The entry point would be situated alongside Margaretting Rd taking about 3 mins into the entry point to the venue. We would also need to work out entry point for artists and crew members. I did contact the venue manager who stated that as a venue who has held previous parallel events they would coordinate this route for us quite easily. The aim was for Georgie Thorogood, to send through documents detailing entry & exit point coordinates but this was not received in time to input in this documentation for the planning section. Nonetheless, a map of the area is depicted in the *Appendix A* and under licensing to determine an obvious parameter of where the event will be held.

Licensing

Typically, when planning an event in a public space, you would need to obtain a license which is also dependent on the type of event you host. For smaller scale events, you would need to obtain a license from the relevant authority or council. For an event maximum capacity of up to 499 people on each day then TEN would be required in addition to:

- hold an event that needs a licence on an unlicensed premise
- operate outside the terms of your existing premises licence

This includes:

- selling or supplying alcohol
- regulated entertainment, including music, singing, and dancing
- providing hot food or drink between 11pm and 5am

You can apply for a Temporary Event Notice if:

- there have not been more than 15 events at the premises during any given calendar year (1 January to 31 December)
- the events you are holding in a calendar year do not exceed 21 days
- your event will not last longer than one week
- you have not held another event 24 hours before
- you are not holding another event 24 hours after
- your event has a maximum capacity of 499 people at any one time. For example, 1000 people can attend over the course of the event, but only 499 at the same time

If you have a personal licence, you can apply for up to 50 Temporary Event Notices during any given calendar year. Up to ten of these notices can be late Temporary Event Notices. (*Chelmsford City Council, Temporary Event Notice, 2020*)

Nonetheless, Sandy Brooks Field, is already licensed for festivals, camping and parking so a new license was not permitted as such unless we were to sell alcohol between 10am to midnight on Friday, Saturday and Sunday or play live music from 9am to 11pm on those days then an extension would need to be applied. However, as the event takes place between 12pm midday – 10pm this was not required. It must be noted that another festival had applied for the license to be extended, ‘allowing the applicants to operate the festival from 8am on Friday to midnight on Sunday, three times a year’ (EssexLive, 2018) This was agreed by Chelmsford City Council licensing committee team thus making

it applicable to our event should we choose to extend our festival schedule. There will also be no premise license 'additional fee' required as it is under the 5,000-capacity limit.

Although our venue had a pre-existing license to host an event, it is important to note concerns regarding public safety, with regard to the traffic along Margaretting Road, a potential rise in crime and disorder and issues surrounding public nuisance as reported by neighbours to the council which was considered at the council licensing committee on 3rd March 2020. Please refer to Appendices for further notes.

Health & Safety

Poor planning is usually almost the result of any catastrophic problem most festivals face, from lack of safety measures, financial incapacity (re. fyre festival) to lack of promotion. According to the Health and Safety Executive (<https://www.hse.gov.uk/>, 2020) we also have the prime responsibility for the health and safety of:

- the workers
- members of the public (your audience / the crowd)
- contractors working for you at the event

Therefore, we need to liaise with external bodies or organisations, like the local authority, emergency services and the police, who could be involved in crowd management at an event. As the team at Sandy Brooks Fields are quite rehearsed, we will work with them to ensure effective liaison arrangement are in place by establishing planning groups otherwise also known as safety advisory group (SAG).

It is also important to note the following precautions are determined in the EMP proposal, we will not go into depth but a list of areas that need to be thought of and implemented can be found below.

Pre-site design collection

- knowledge of the audience type / profile
- knowledge of the proposed event activities and whether they are indoors or outdoors
- whether the audience will be standing, seated or a mixture of both
- site access and infrastructure required
- emergency plans

Assessing venue/site suitability

- emergency exits
- audience circulation capacity of the venue / site
- Fire risk assessment guidance

Existing structures and features

Existing structures and features pose a hazard, e.g. restricted height access for vehicles / lifting equipment / operations. Make sure any roads, bridges etc are structurally sound and able to withstand the additional load of heavy vehicles and the number of people attending your event.

Infrastructure and local amenities

Assess the site's proximity to a hospital, fire station, public transport links, parking, major roads, local services, and facilities. This information will influence the type and scale of any additional provisions and services you may need to provide. (Health and Safety Executive; Health and Safety topics, 2020)

The purple guide is also another great resource when organising a music event so it can run safely as much of it has been consulted by HSE and the music industry.

Budgeting & Sponsorships

According to Gareth Cooper, co-founder of Festival No 6, "for a 10,000-capacity festival, your power will cost you between £60,000 and £100,000... we would spend up to £30,000 taking the waste away." (Guardian, 2015) This is not uncommon as many budgets for large scale festivals have reported the same costs. As our event is budgeted for 3,000 the estimate for this level could accumulate up to £50,000 but this is optimistic and various changes or delays could mean more financial commitment and spend. The idea is to work with brands or companies that would sponsor some of the costs as a social effort and in part of their diversity & inclusivity objectives i.e. LiveNation, Universal Music, PRS. This can be both a benefit or setback as those sponsoring may want to be more involved than you anticipated or may want to recoup costs involved. It is also important to find sponsors that align with our mission statement. We will also aim to keep costs low by partnering with businesses that fit our ethos in supporting black music. We spent the first half of the year applying for funding as well from various networks and was awarded up to £5,000 for our initiatives to promote black artists.

From secondary resources, we have developed an extensive list setting aside proposed budget for each area, for example, appearance fees, waste management, staff hire, venue hire, cost of labour, security, lights, equipment and so forth. The cost of remuneration is what will be reflected in ticket prices as mentioned earlier, and the release of each tier may be increased to offset the costs required to oversee the event.

Marketing

In order to maximise our marketing campaign, reach hard-core fans and ensure a successful show, the artists participation is crucial. From social media support, collaboration on creative assets to press opportunities, we need the artists to engage their audiences and maximise their platforms to promote the event and achieve maximum cut-through with our marketing efforts. To achieve this, the artists also needs to thoroughly connect with the core event messages which underline our marketing strategy and their event at the festival.

For launch and on sale, our marketing plan will focus on our three target audiences with prioritisation around our Generation X Fans.

PRINT AND PRESS On launch, our press team will drive overage in **Generation X and Muso Millennial** publications with an added print campaign during the on sale.

OUTDOOR On sale and Pay Day week will mark the start of our outdoor campaign to maximise awareness and reach for the show. Hitting **key London hotspots** with high footfall from our target audiences, plus a second campaign in **Essex**.

DIGITAL A multi-channel campaign will lead launch week. For the on sale we will shift spend to the **high reach and high conversion** channels and formats. **Facebook** will lead the campaign as it is the strongest channel for the artist's fans.

Summary

The subjects mentioned in the portfolio are artefacts that I have chosen to include but it must be distinguished that this is not the full overview of what could be contained. A list of areas to formally include when presenting can be found below. The reason for choosing these particular subjects is because I believe these are critical for any event regardless of size, audience, and projections.

- Sponsorship
- Risk assessment
- Medical plan
- Communication plan
- Transport management plan
- Fire safety (fire risk assessment)
- Electrical & Lighting, special effects, amusements
- Waste management
- Sanitation
- Food, drink, and water provision
- Safeguarding children and young people

Contingency Plan

As presented in the event planning, It is always useful to think of a contingency plan to offset any issues that may arise. The 'what to do' questions were created by the team to ensure all base for the event was covered if for instance the following was to occur – these would be *hypothetically* answered.

- **Security? What to do when crime is occurring on the grounds?**
- **What happens if there is a fire?**
- **Health & Safety – where do we go or what is the meeting point in case of an emergency?**
- **What to do if people show up and they did not register for the event, do not have a ticket?**
- **What to do if someone falls ill, gets sick? Medical assistance?**
- **What to do if the performer cannot perform? Liability?**
- **Insurance covering all aspects i.e. bad weather, cancellations costs.**
- **What to do if there is a public health scare? Postponement?**

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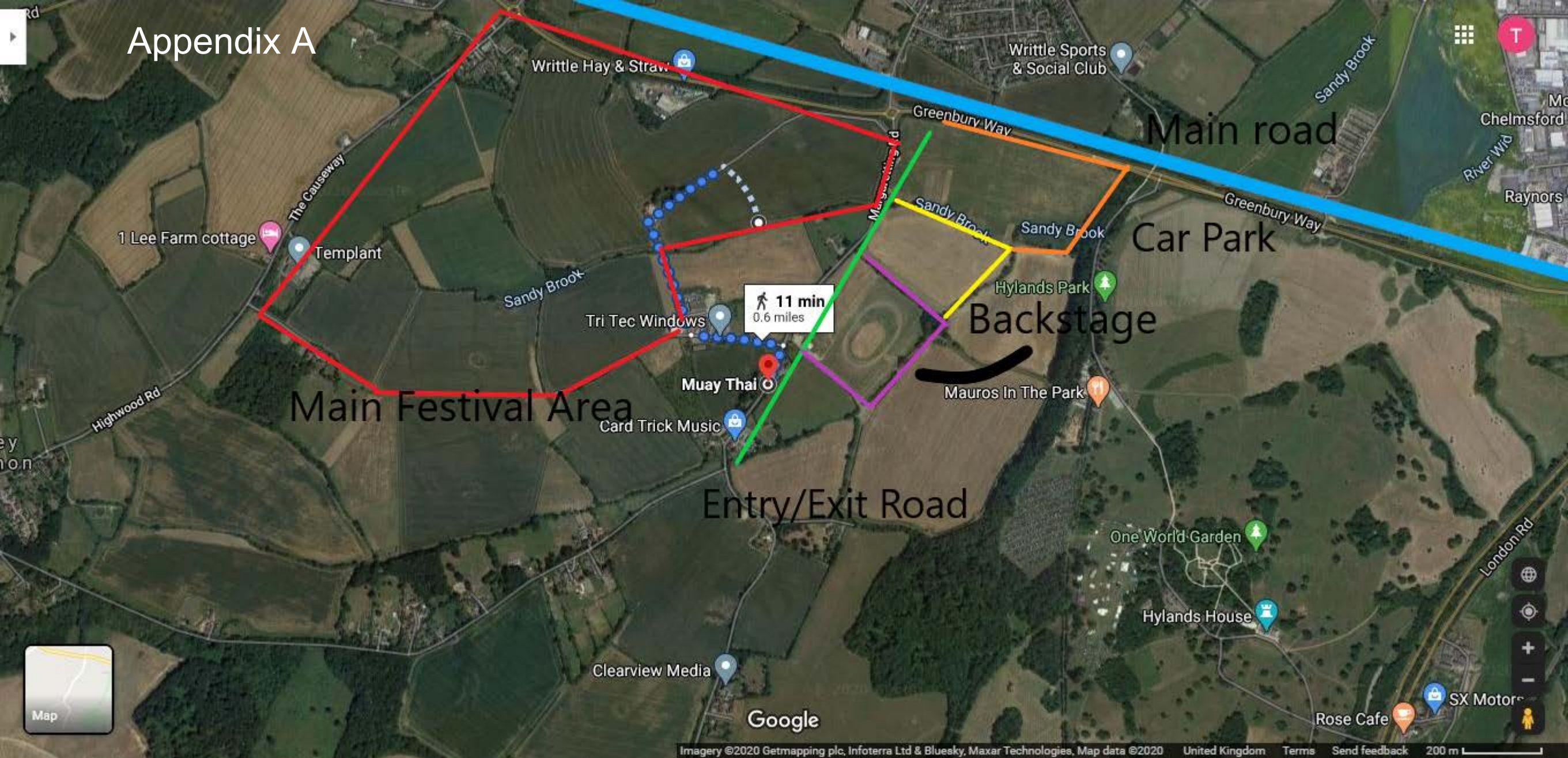
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Appendix A



Appendix B

Chelmsford City Council
Licensing Committee

3 March 2020

Licensing Act 2003 - Application for a full variation of a Premises
Licence - Sandy Brook Fields, Margaretting Road, Writtle, Chelmsford,
Essex CM1 3HJ

Report by:
Director of Public Spaces

Officer Contact:
Lacey Latimer Licensing Officer lacey.latimer@chelmsford.gov.uk 01245606204

Purpose

To consider an application for a full variation, having regard to representations received and the requirement to promote the four licensing objectives:

- a) The prevention of crime and disorder
- b) Public safety
- c) The prevention of public nuisance
- d) The protection of children from harm

Recommendations

Members are advised that they have the following options when determining this application.

- (i) Grant the application, on the terms and conditions applied for
- (ii) Grant the application, on the terms and conditions applied for, modified to such extent as considered appropriate to promote the Licensing Objectives.
- (iii) Refuse the application in whole or in part.

The Committee is reminded that the applicant or any person making representation in relation to this matter may appeal the decision of the Council to the Magistrates' Court.

1. Background or Introduction

- 1.1. Members are requested to consider an application by Georgenna Thorogood, made under Section 34 of the Licensing Act 2003, for a full variation, in respect of, Sandy Brook Fields, Margaretting Road, Writtle, Chelmsford, Essex CM1 3HJ. Having regard to the representations received and the requirement to promote the four licensing objectives, namely
 - a) The prevention of crime and disorder
 - b) Public safety
 - c) The prevention of public nuisance
 - d) The protection of children from harm
- 1.2. A copy of the current Premises Licence is attached as **Appendix A**.

2. Application

- 2.1. The application for a full variation was received on the 12th May 2020 and correctly advertised by the placing of blue notices at the premises, publication in a local newspaper and on Chelmsford City Council's website.
- 2.2. The public notice was correctly displayed on the premises for a period of 28 days commencing the day after the submission of the application.
- 2.3. The full variation application applies for the following:
 - To remove the limit of number of events permitted to be held each year.*
 - To include the Provision of a film: Wednesday – Sunday 09:00 till 23:00.*

2.4 A copy of the complete application is attached as **Appendix B**.

3. Representations

3.1. In processing this application, Chelmsford City Council - in accordance with the Act - sent a copy to the each of the Responsible Authorities:

- Essex Police
- Essex County Fire and Rescue Service
- Head of Planning Services
- Principal Environmental Health Officer (Environmental Protection)
- Head of the Children's Safeguarding Service
- Essex Trading Standards
- Principal Environmental Health Officer (Commercial)
- Licensing Authority
- Public Health Trust

3.2. Responses to the consultation have been received from Essex Police and Environmental Protection who have agreed the following 2 conditions with the applicant:

- *Larger events including festivals, open air cinema events, or any event with over 500 attendees should be limited to a maximum of 6 weekends (to include Thursday, Friday, Saturday and Sunday) per calendar year.*
- *For Smaller events, including weddings, private parties etc, the licence holder will notify Public Health and Protection Services at least 14 days in advance of the event of the noise control measures to be put in place and the relevant organiser contact details.*

3.3 Having agreed the conditions, neither Essex Police, Environmental Protection or any other responsible authority made any representations against the granting of the application.

3.4 Two (2) representations have been received from members of the public and one (1) from Writtle Parish Council. The representations are attached as **Appendix C**.

4. Conclusion

4.1. The relevant sections of the Statement of Licensing Policy are brought to the attention of members and are as follows:

4.2. (1.2) When assessing applications, the Licensing Authority must be satisfied that the measures proposed in the applicant's operating schedule to promote the four licensing objectives aim to achieve that outcome, as far as possible.

(1.37) Where relevant representations are made, the Council will seek to make objective judgements as to whether conditions may need to be attached to various authorisations, to secure promotion of the licensing objectives.

(1.41) The Licensing Authority recognises that all applications should be considered on an individual basis and any condition attached to such a licence will be tailored to each individual premises, in order to avoid the imposition of disproportionate and other burdensome conditions on those premises. Standard conditions will therefore be avoided and no condition will be imposed that cannot be shown to be appropriate and proportionate for the promotion of the licensing objectives.

List of appendices:

Appendix A – Copy of Premises Licence 18/00338/TRIBE

Appendix B – Copy of application

Appendix C – Copy of representations

Background papers:

None

Corporate Implications

Legal/Constitutional:

Financial:

Potential impact on climate change and the environment:

Contribution toward achieving a net zero carbon position by 2030:

Personnel:

Risk Management:

Equality and Diversity:

Health and Safety:

Digital:

Other:

Consultees:

Relevant Policies and Strategies:

Licensing Act 2003

Schedule 12 - Part A Regulation 33,34

Premises Licence

Premises Licence Number

18/00338/TRIBE

Part 1 – Premises Details

Land Adjacent Hylands Park And A414 ByPass
Greenbury Way
Chelmsford
Essex

Telephone number

Where the licence is time limited the dates are

Not applicable

Licensable activities authorised by the licence and the times the licence authorises the carrying out of licensable activities are

Sale or supply of Alcohol	Friday to Sunday	10:00 - 00:00
Regulated Entertainment	Friday	08:00 - 00:00
Regulated Entertainment	Saturday and Sunday	00:01 - 00:00
Performance of Live Music	Friday to Sunday	09:00 - 23:00
Late Night Refreshment	Friday	08:00 - 00:00
Late Night Refreshment	Saturday and Sunday	00:01 - 00:00
Exhibition of a Film	Friday	19:00 - 22:00
Exhibition of a Film	Saturday	09:00 - 12:00
Exhibition of a Film	Sunday	09:00 - 13:00

The opening hours of the premises are

Friday 08:00 – 00:00
Saturday 00:01 – 00:00
Sunday 00:01 – 00:00

Where the licence authorises supplies of alcohol whether these are on and / or off supplies

On the premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence

Tracey Kasongo
Arthouse
9 Hadnyside Street
London
NIC 4AY

Registered number of holder, for example company number, charity number (where applicable)

Not Applicable

Name, address and telephone number of designated premises supervisor where the premises licence authorises for the supply of alcohol

Kayode Thomas

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol

I3/00368/TRIBE Maldon Distric Council

Signed:
On behalf of the Licensing Authority

Dated: 20th March 2020

Annex I – Mandatory conditions

- I Where premises authorise the supply of alcohol no supply of alcohol may be made under the premises licence-
 - a) at a time when there is no designated premises supervisor in respect of the premises licence, or
 - b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
- 2 Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
- 3 Where the film classification body is specified in the licence, unless subsection (3)(b) applies, admission of children must be restricted in accordance with any recommendation made by that body.

Where

- a) the film classification body is not specified in the licence, or
- b) the relevant licensing authority has notified the holder of the licence that this subsection applies to the film in question,

admission of children must be restricted in accordance with any recommendation made by the licensing authority.

In this section—

“children” means persons aged under 18; and

“film classification body” means the person or persons designated as the authority under section 4 of the Video Recordings Act 1984 (c. 39)

- 4 (1) Where a premises licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, the licence must include a condition that each such individual must
 - (a) be authorised to carry out that activity by a licence granted under the Private Security Industry Act 2001; or
 - (b) be entitled to carry out that activity by virtue of section 4 of that Act.
- (2) But nothing in subsection (1) requires such a condition to be imposed—
 - (a) in respect of premises within paragraph 8(3)(a) of Schedule 2 to the Private Security Industry Act 2001 (c. 12) (premises with premises licences authorising plays or films), or
 - (b) in respect of premises in relation to—
 - (i) any occasion mentioned in paragraph 8(3)(b) or (c) of that Schedule (premises being used exclusively by club with club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or
 - (ii) any occasion within paragraph 8(3)(d) of that Schedule (occasions prescribed by regulations under that Act).

(3) For the purposes of this section—

- (a) “security activity” means an activity to which paragraph 2(1)(a) of that Schedule applies, [F2and which is licensable conduct for the purposes of that Act (see section 3(2) of that Act)] and
- (b) paragraph 8(5) of that Schedule (interpretation of references to an occasion) applies as it applies in relation to paragraph 8 of that Schedule.

5

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

- (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
- (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
- (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
- (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
- (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

6

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

7

(1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

- (a) a holographic mark, or
- (b) an ultraviolet feature..

- 8 The responsible person must ensure that—
- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
 - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
 - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.
- 9 (1) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- (2) For the purposes of the condition set out in paragraph 1—
- (a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
 - (b) “permitted price” is the price found by applying the formula—
$$P = D + (D \times V)$$
where—
 - (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
 - (c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence—
 - (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
 - (d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
 - (e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.
- (3) Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- (4)(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Annex 2 – Conditions Consistent with the Operating Schedule.

None

Conditions agreed with Public Health and Protection manager

1. The licensing authority must be notified of all events 60 days before the date of the event
2. An event management plan to be agreed with the Safety Advisory Group 30 days before any event
3. Any food concessions must have a minimum of a 3 star food hygiene rating.

Conditions agreed with Essex County Council Highways Department

1. Following conversations with Paul Brookes and Georgie I am happy that some form of words is included in the license stating that every event must have a bespoke Traffic and Pedestrian Management Plan written and approved by Highways before an event can take place.

Conditions agreed with Principal Environmental Health Manager

1. The licence holder will ensure that music or amplified sound from any event (including any concert, music performance, film showing, side show, display or any other entertainment within the licensed area) is between 11:00 hours and 23:00 hours, outside of these hours any music or amplified sound will not be audible outside of the boundary of the site
2. The MNL (Music Noise Level) from any event shall not exceed, at any noise sensitive location, 65dB(A) LAeq over any 15-minute period throughout the event and during any rehearsal or sound check for the event.
3. The licence holder will continuously monitor noise from events at noise sensitive locations around the site and advise their sound engineers accordingly to ensure limits are not exceeded. Chelmsford City Council will be permitted access to this information on request. The noise sensitive locations will be agreed with Chelmsford City Council.
4. The licence holder shall provide Chelmsford City Council, in advance of the event, contact telephone numbers of their sound engineers and other members of their management team who can be contacted in the event noise complaints are received.
5. During any event the licence holder will ensure there is a dedicated and continuously manned complaint telephone line that will be advertised to the public so that residents can contact organisers in the event they are disturbed by noise.

Conditions agreed with Essex Police

1. An incident log shall be maintained and made immediately available to police or licensing authority staff upon reasonable request. The log must be completed as soon as is possible and shall record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received concerning crime and disorder
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
2. Where SIA licensed security staff are used at the premises a record shall be maintained (on the premises) which is legible and details:
 - a) The day and date when door supervisors were deployed;
 - b) The name and SIA registration number of each door supervisor on duty at the premises; and
 - c) The duty start and end time for each door supervisor.And all security staff will wear high visibility clothing ensuring that they are readily identifiable.

This record shall be retained for 31 days and be immediately provided to police or licensing authority staff upon reasonable request.

3. There shall be a personal licence holder on duty on the premises at all times when alcohol is offered for sale.
4. The premises shall have in place and operate a zero tolerance policy with regard to the use/possession of controlled drugs and psychoactive substances and advertise the same within the premises on posters and similar means.

This policy shall specifically include but not be limited to:

- i. Searching practices upon entry;
 - ii. Dealing with patrons suspected of using drugs on the premises;
 - iii. Scrutiny of spaces including toilets or outside areas;
 - iv. Clear expectations of staff roles (including the DPS, managers/supervisors and door supervisors);
 - v. Staff training regarding identification of suspicious activity and what action to take;
 - vi. The handling of items suspected to be illegal drugs or psychoactive substances
 - vii. Steps taken to discourage and disrupt drug use on the premises
 - viii. Steps to be taken to inform patrons of the premises drug policy/practices
5. All persons entering or re-entering the premises after 21:00hrs will be searched by a SIA licensed door supervisor for drugs, alcohol and concealed weapons. Prominent signs (minimum size 200 x 150 mm) to this effect shall be displayed at all entrances.
 6. Non-alcoholic beverages shall be available at all times whilst alcohol sales take place.

7. Customers will not be permitted to remove any alcoholic drinks purchased on the premises.
8. The premises shall display prominent signage indicating and at the entrance to the premises and in all areas where alcohol is located that it is an offence for a person under the age of 18 to buy or attempt to buy alcohol or buy, or attempt to buy, alcohol for a person under the age of 18.
9. A 'Challenge 21' scheme shall be operated, whereby any person who appears to be under the age of 21 years is required to produce on request an item which meets the mandatory age verification requirement and is either a:
 - o Passport;
 - o Valid photocard driving licence;
 - o Ministry of Defence Identity Card;
 - o Proof of age card bearing the PASS Hologram;
 - o National identity card
10. the premises shall clearly display signs at the point of sale and in areas where alcohol is displayed advising customers that a Challenge 21 policy is in force. Such signs shall be a minimum size of 200 x 150mm.
11. All staff engaged in the sale or supply of alcohol on the premises shall have received training in relation to the protection of children from harm (including under-age sales), how to recognise drunkenness and the duty not to serve drunk persons.
12. Training records shall be maintained and kept for a minimum of 12 months and made available to police or licensing authority staff upon reasonable request.
13. A refusals record shall be maintained at the premises which details all refusals to sell alcohol. Each entry shall, as a minimum, record the date and time of the refusal and the name of the staff member refusing the sale. All entries must be made as soon as possible and in any event within 4 hours of the refusal and the record must be made immediately available to police or licensing authority staff upon reasonable request
14. The licence holder will supply a copy of the event management plan to Essex Police at least one month before the commencement of each yearly music season.
15. At least one person supervising any area dedicated to the safeguarding of young people will be subject of an enhanced disclosure (CRB) check at all times when it is in use.

Annex 3 Conditions attached after a hearing by the Licensing Authority on 10th July 2018

RESOLVED that the Director of Public Places be authorised to grant the application on the terms applied for but subject to the imposition of the following conditions and exclusion of licensable activities;

The exclusion of;

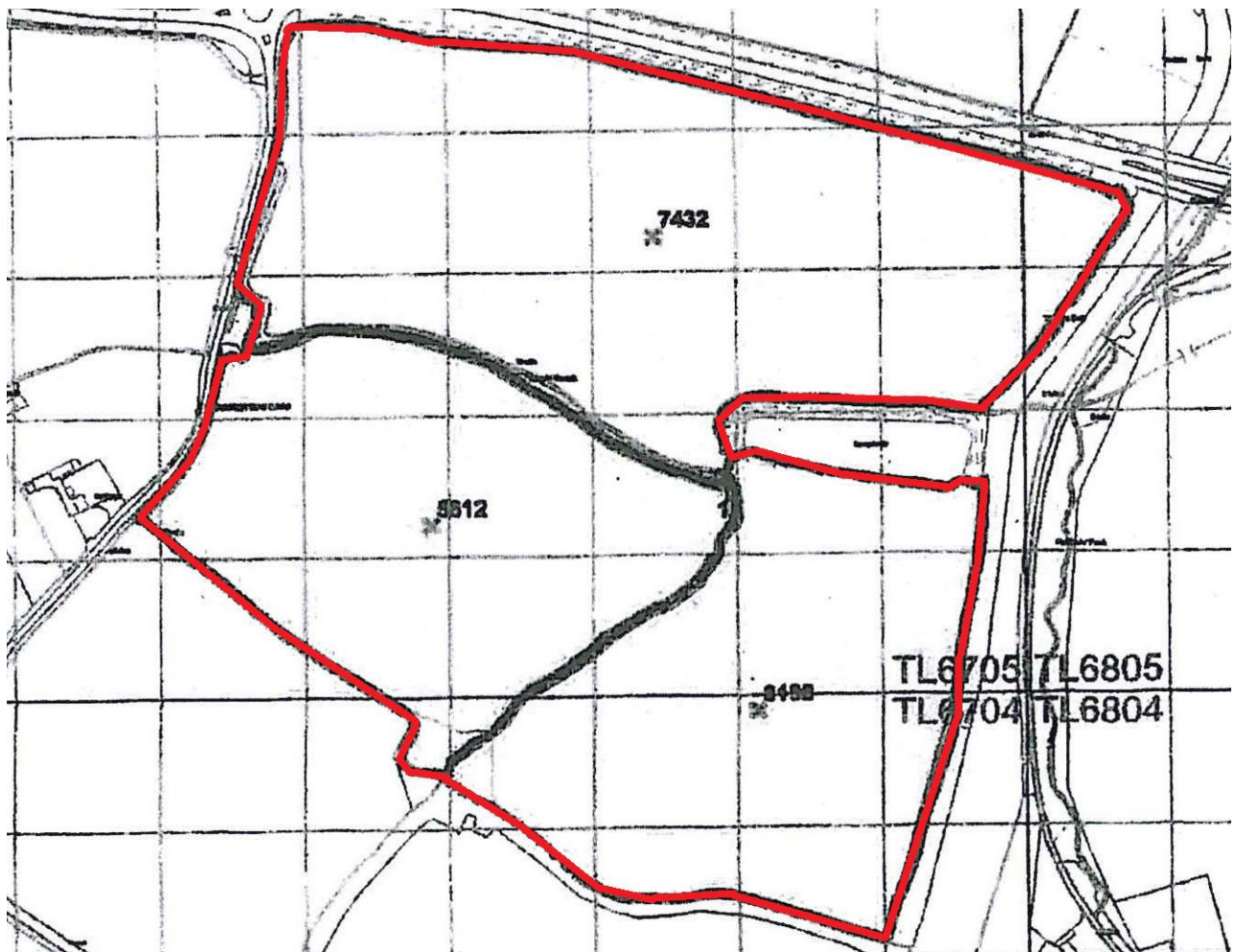
- The sale/supply of alcohol between 00:00 and 10:00 Friday - Sunday

The Imposition of;

- A condition that the licensable activities authorised under the licence shall only take place on a maximum of three weekends (to include Friday, Saturday and Sunday) in any calendar year.

Annex 4 – Plans

See attached



Appendix C

TRIBE FEST

PRESENTED BY

TRIBE

TRIBE FEST

TRIBE Fest aims to create a memorable experience during social, health and economic issues like COVID-19 and racism. Experiences that people can take away and remember for the rest of their lives. TRIBE hosts experiential events that are new and disruptive in the industry

Why TRIBE? Closely connected with global game changers of the pan-African diaspora and experts in youth culture, TRIBE embodies the future of music.

Actively challenging the status quo, TRIBE is the new frontier for music marketing, creative content and beyond.

TRIBE

Vision & Objectives

/Traib/ A social division in a traditional society consisting of families or communities linked by a common culture.

Harnessing the power of community TRIBE seeks to breathe new life into the music industry, by pairing cultural storytelling with industry expertise.

Our values include championing **inclusivity**, **authenticity** and **innovation**. We inject these values in everything we do. TRIBE is passionate about empowering a new generation of music geniuses in our shared community.

- Discovering and empowering musicians with the platform they need to succeed
- Curating exceptional experiential events that disrupts and inspires
- Uniting a global community of industry experts and music lovers

Mission

The festival is one of London's diverse and creative borough. Bringing an evening alternative and eclectic music and entertainment, this festival is a celebration of black music, black culture and the live performance.

The Artist is one of the most important names in British culture and we are thrilled to welcome them to our event. We share a passion for reducing the environmental impact from live music and we are excited to work together at our event.

Key Messages

This is a UK exclusive event focused on supporting emerging and established artist who represent black music and black culture. Featuring a unique line up that will not be repeated in any other event in the country or the world.

The artists pride themselves on their phenomenal stage performances and production and the festival will be no different. We require the Artist to celebrate and communicate this unique event to the audience.

Research & Booking

Ticket Price:

£45 - £65 (Standard // VIP Parking Area)

Artists Wishlist (Supporting Acts):

Dornik, Piers James, IYAMAH, Backroad Gee, RIMON,
Kojey Radical, Pa Salieu, Shaybo, Unknown T, Flohio,
Cleo Sol, Odunsi (The Engine), JGgrey

Artists Wishlist (Headline Act):

NSG, Little Simz,

Opening DJs:

Manny Norte, Juls, K2RAH, Mercedes Benson, Oh Annie
Oh

Host:

Remel London, Joelah Noble

Plan

Dates:

May

Location:

Sandy Brooks Field

Scale:

Up to 3,000 people per day

Production:

1x main stage

2x big screens

Venue Tent (depending on the weather)

Speakers (depending on the size of the space)

Venue Suggestions:

Near Hyland Park

Artist Participation

In order to maximise our marketing campaign, reach hard-core fans and ensure a successful show, the artists participation is crucial. From social media support, collaboration on creative assets to press opportunities, we need the artists to engage their audiences and maximise their platforms to promote the event and achieve maximum cut-through with our marketing efforts. To achieve this, the artists also needs to thoroughly connect with the core event messages which underline our marketing strategy and their event at the festival

Potential Festival Programming

Programming – Timetable

See below programming for event:

Programme –

- 12pm – 10pm – Festival Duration
- 12pm - allow guests to enter grounds
- 1:30pm - 3:30pm - Tier C artists to perform
- 4:00 - 6:30 pm - Tier B artists to perform
- 7:00pm - 9:30pm - Tier A artists to perform
- 10pm – 11pm – Event windown, exiting of guests, safety measures, security

DEMOGRAPHICS

TRIBE

Audience (Numbers)

35-55

MILLENNIAL/GEN X

Largest fan group with additional audiences in the early Millennial and early Baby Boomer age groups

45:54

FEMALE : MALE

Fairly balanced with a slight skew to male fans

3.2m

FEMALE : MALE

Sports a strong following with Facebook being their strongest channel

2.6m

SPOTIFY MONTHLY LISTENERS

1.3m Spotify followers

2.6m listeners tuning in each month

Audience (The Fans)

ALSO FANS OF:

Radiohead, Portishead, Bjork, Sigur Ros, Morcheeba, Young Fathers, Air, PJ Harvey

CITY FOCUS:

London

The Artists fans like credible, intelligent and alternative music that spans multiple genres

They're liberal with strong social values with a deep concern for climate change

They're readers and consume a mix of traditional and new age media

Target Groups

On launch we will target three primary audience groups with a combination of carefully planned marketing tools and campaigns, in key locations to efficiently target each sector in the most relevant and appropriate way...

01 MILLENNIAL GEN X SUPER FANS

02 LONDON MUSO COMMUNITY

03 BRISTOL FANS AND SUPERFANS

MEET THE TEAM

TRIBE

Core Team

Kayode Thomas

Founder & Creative Director, kay@tribeas.co.uk

Celetia Martin

A&R Consultant, celetia@tribeas.co.uk

Yra Lougheide-Camejo

Brand Partnerships Coordinator

Shan Martin

PA

Sandra Kolodzeij

Junior Creative Director

External Team

Olivier Geraghty

Creative Director

OG Studios

Production

David Adjei

Architect, Cognition London

Alec Hughes

3D & AR Designer

Simon Revington

Photographer

TRIBE PLAYLISTS

TRIBE Playlists are an avenue for our audience to experience what is new and innovative in music. Curated in collaboration with our in house DJ's, TRIBE Playlists offers listeners a glimpse of TRIBE's curation capabilities and the vibes they can expect at our next event.

TRIBE

Sunset Chasing

Even when summers on lockdown, this playlist brings the sunshine feels to your ears. Nothing beats that feeling of a sunset vibe.



TRIBE

Mellow Bounce

It's all in the title, something you can vibe and bop to.
Keeping your vibrations on a high with up-tempo but chill
music, as we cover a range of eclectic sounds.



TRIBE

TRIBE
PRESENTS

TRIBE FEST

Appendix D

