

ESMP for NFT Powered Rap Concert at Tileyard

Introduction

This document is the official ESMP for the very first NFT Powered Rap Concert at Tileyard in London, UK. The full address of the event is Unit 14, Tileyard Studios, Tileyard Road, LONDON, N7 9AH. The event will take place on the 3rd of September, 2022 from 8PM - 2AM the following day. The event is a 18+ 700 person capacity NFT oriented Rap / Hip Hop event. It will feature performances from 3 artists and DJ sets from 2 DJs on the main stage. These performances will be accompanied by a pop up shop from 3 fashion brands as well as food and drink in the Vinyl Cafe at Tileyard. The artists to perform are Pa Salieu, Backroad Gee, and Unknown T. Due to the fact that we have an all male artist line up we decided to have an all female DJ line up. The DJs performing are K4CIE and Tiffany Calver. The purpose of this event is to bring people together to network and enjoy the sense of community around hip hop culture, while also bridging the gap between physical music experiences and digital NFTs. Each artist will be able to sell a limited run of NFTs that are only available to attendees of the concert. A QR Code will be on screen behind the DJ or performer that attendees can scan and use to purchase their NFTs. The clothing brands will also be able to do the same at their booths. The brands featured during the show are LaFrance, Star-Go, and Corteiz. Each brand will be able to set up a small shop area in the Vinyl cafe to allow all purchases to be made in one area. This document will breakdown where everything is located, what licenses will be required, a risk assessment, a breakdown of security, tickets, marketing, and budgeting.

License Application

Due to the fact that we will be having a capacity of 700 people and selling alcohol, a PREMISES LICENSE will be required along with the right to sell alcohol. Furthermore a *MUSIC LICENSE* from PRS will be required since we will be having either recorded or live music playing at all times. Attached below is the application for the PREMISES LICENSE as well as the ALCOHOL LICENSE (some unnecessary pages are excluded from this document).



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Licensing Act 2003

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Telephone: 020 7527 3031

* required information

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You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

Amar

* Family name

Chhina

* E-mail

amar.chhina28@gmail.com

Main telephone number

+44 07398178440

Include country code.

Other telephone number

☐ Indicate here if you would prefer not to be contacted by telephone

Are you:

☒ Applying as a business or organisation, including as a sole trader

☐ Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

Is your business registered in the UK with Companies House?

☐ Yes

☒ No

Note: completing the Applicant Business section is optional in this form.

Is your business registered outside the UK?

☐ Yes

☒ No

Business name

If your business is registered, use its registered name.

VAT number

-

Put "none" if you are not registered for VAT.

Legal status

Please select...

Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

Business Address

If you have one, this should be your official address - that is an address required of you by law for receiving communications.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country



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PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

☐ Address ☐ OS map reference ☒ Description

Address Description

Tileyard Road, Tileyard Studios, London, N7 9AH

Further Details

Telephone number

Non-domestic rateable
value of premises (£)

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APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- ☒ An individual or individuals
- ☐ A limited company / limited liability partnership
- ☐ A partnership (other than limited liability)
- ☐ An unincorporated association
- ☐ Other (for example a statutory corporation)
- ☐ A recognised club
- ☐ A charity
- ☐ The proprietor of an educational establishment
- ☐ A health service body
- ☐ A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- ☐ A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- ☐ The chief officer of police of a police force in England and Wales

Confirm The Following

- ☒ I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- ☐ I am making the application pursuant to a statutory function
- ☐ I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

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INDIVIDUAL APPLICANT DETAILS

Applicant Name

Is the name the same as (or similar to) the details given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

First name

Amar

Family name

Chhina

Is the applicant 18 years of age or older?

☒ Yes

☐ No

Current Residential Address

Is the address the same as (or similar to) the address given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name

Tileyard

Street

Tileyard Road

District

City or town

London

County or administrative area

Postcode

N79AH

Country

United Kingdom

Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail

amar.chhina28@gmail.com

Telephone number

+44 07398178440

Other telephone number

* Date of birth

29

dd

/ 09

mm

/ 1998

yyyy



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OPERATING SCHEDULE

When do you want the
premises licence to start?

/ /
dd mm yyyy

If you wish the licence to be
valid only for a limited period,
when do you want it to end

/ /
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

The premises is a street with multiple business buildings including an educational center. There will be a main stage installed at the top of the street, just before the educational area. There are also two bars that are present in the area, however only one will be open for the sale of food and alcohol during the event. It is an outdoor event so alcohol can be consumed anywhere in the event grounds or on the Tileyard property.

If 5,000 or more people are
expected to attend the
premises at any one time,
state the number expected to
attend

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PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will you be providing live music?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the performance of live music take place indoors or outdoors or both?

☐ Indoors ☒ Outdoors ☐ Both

Where taking place in a building or other
structure tick as appropriate. Indoors may
include a tent.

Continued from previous page...

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

There will be amplified live music from 3 performers and 2 DJs on a main stage.

State any seasonal variations for the performance of live music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

The activity will occur over two days only (one night) September 3 - 4 2022

Non-standard timings. Where the premises will be used for the performance of live music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.



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PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Will you be providing recorded music?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Will the playing of recorded music take place indoors or outdoors or both?

☐ Indoors ☒ Outdoors ☐ Both

Where taking place in a building or other
structure tick as appropriate. Indoors may
include a tent.



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PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will you be providing anything similar to live music, recorded music or performances of dance?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Give a description of the type of entertainment that will be provided

Live music and Recorded music will be performed by artists and DJs on the main stage.



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LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

☒ Yes

☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

Continued from previous page...

Will the provision of late night refreshment take place indoors or outdoors or both?

☒ Indoors ☐ Outdoors ☐ Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Alcoholic and non alcoholic beverages will be sold inside in the Vinyl Cafe on the premises. Food will also be sold.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of late night refreshments at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.



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SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the sale of alcohol be for consumption:

☒ On the premises ☐ Off the premises ☐ Both

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

If the sale of alcohol is for consumption on
the premises select on, if the sale of alcohol
is for consumption away from the premises
select off. If the sale of alcohol is for
consumption on the premises and away
from the premises select both.

Continued from previous page...

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name

First name

Family name

Date of birth / /
dd mm yyyy

Enter the contact's address

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number (if known)

Issuing licensing authority (if known)

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?



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ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

Alcohol, Obscene lyrics.

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HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.



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LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

b) The prevention of crime and disorder

Metal detectors, entry searches and ID Screening will be put in place at entry. There will be security guards and stewards scattered throughout the grounds for the entire duration of the event. 10 Security Guards, and 7 Stewards will be present.

c) Public safety

In addition to the security and stewards, medics will also be present in case of any emergency. Entry and exit routes will be clearly labeled and marked.

d) The prevention of public nuisance

Alcohol consumption will only be allowed on the premises. Security will remain at entry and exit points throughout the show to prevent people from lingering around the entry. Amplified music will stop at 2:00AM and the entire premises must be cleared out of non authorized personnel by 3:00AM on September 4 2022.

e) The protection of children from harm

No children will be permitted on site. This is an 18+ event. An ID Scanner will be put at all entrances for security to verify the age of attendees.

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PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non-domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £87000 £315.00

Band D - £87001 to £125000 £450.00*

Band E - £125001 and over £635.00*

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £125000 £900.00

Band E - £125001 and over £1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39999 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

* Fee amount (£)

1,905.00

DECLARATION

[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I

* understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).

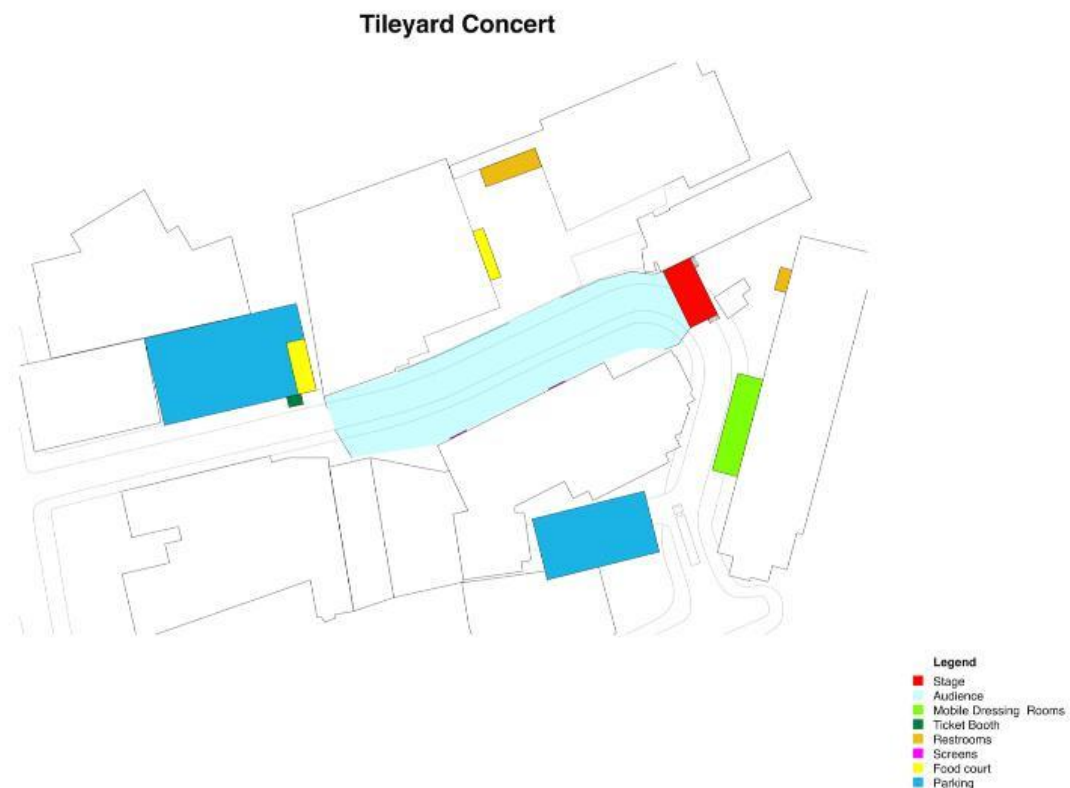
The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or

* her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)

☐ Ticking this box indicates you have read and understood the above declaration

Sitemap + TMP

Below is the sitemap for the festival layout. The audience will be on Tileyard Road and the stage will be just before the Reception building in front of Spitfire Audio. Restrooms will be available to the left of the audience for the general public. There is a smaller restroom behind the stage exclusively for performers, DJs, and crew. The food court will be run by Vinyl Cafe staff and be just outside the Cafe. The inside will have seating and the clothing brand pop up shop. The ticket booth will be just outside of the Cafe as well, at the start of the audience area. The road to the right of the stage will be closed off and only crew, performers, and DJs will be allowed to park there. Parking for the general public will be available just before the entry if audience members purchase parking online. Exit and Entry will only be permitted through Tileyard Road. In the case of an Emergency and the area needs to be evacuated then the barriers on Tileyard Road will be removed and traffic can be directed down Tileyard Road.



NMP

The stage will begin playing music at 8PM at 75% volume. Once entry is closed at 9PM then volume will be increased to 100% and the first DJ will begin their set. The stage will officially close with the last act finishing at 2AM. The sound will go towards Tileyard Road and out onto the main road. The reasoning for directing the sound down Tileyard Road is because the entire street is all businesses which will be closed and empty by the time the event starts. It is also taking place on a Saturday so most will be closed while the stage is set up.

Risk Assessment

Due to the nature of the show, the genre, and the expected audience there are risks involved with the attendees that we must be aware of. **Potential Threats include but are not limited to:**

- Illegal Substances
- Underage Drinking
- Concealed Weapons
- Injury / Fighting
- Overconsumption of Alcohol
- Rushing of barriers

Security at the venue will be aware of these risks and will formulate their own action and reaction plan for each scenario. Searching of bags and pockets with torches and metal detectors should minimize the risk of concealed weapons and illegal substances. Due to the fact that the show is outdoors people may be smoking cannabis during the show which can possibly attract police attention. Furthermore, weather can also pose a problem. Due to that, the stage will have a roof in case it rains. Also, because there are multiple businesses along the road where the audience will be, we have to be weary of trespassing and property damage. We will have to ensure that all businesses in the area are well informed of the show that will be going on so that they can lock their offices and buildings. All Security and Stewards will be aware of this risk as it can lead us to being sued or responsible for damages.

Security and Steward Positions

A total of 10 Security Guards and 7 Stewards will be present on the grounds of the show 2 hours before doors open and 1 hour after doors close. 2 security guards will be at the site entry at all times. 1 Security and 2 Stewards will be present in the Cafe where alcohol is sold. 1 Steward and 1 Security guard will be on either side of the audience along Tileyard Road. These members will ensure that no one is trespassing into or damaging any of the business' property. 2 Security guards will be on stage when a performer or DJ is on and 1 will remain on stage when there is no performer on stage. 2 Stewards will remain on either side of the stage to prevent any crowd members from sneaking backstage. The remaining Stewards and Security will stand in between the stage and the barriers that keep the crowd back. Due to the nature of the show, large mosh pits are expected.

Staff Breakdown

In addition to the Security and Stewards we plan to have 2 ticketing staff, 4 Bartenders, 2 Medics, 2 Photographers, 2 Videographers, 2 Sound Engineers, 4 Stage Hands, 5 Stage / Lighting Construction / Installation crew members, and 4 staff members ensuring the NFTs are working properly.

Ticket Breakdown

All tickets will be sold through the DICE ticketing platform

- 200 First Release tickets will be sold for £10 and will include 1 Beer or Cider
- 200 Second Release tickets will be sold for £15
- 300 Third Release tickets will be sold for £20
- Parking can be bought for an additional £10 (50 Spots available)

Production Schedule

Doors open at 8PM and close at 9PM

DJ K4CIE 9:00 PM - 9:50 PM

Artist Backroad Gee 10:00 PM - 10:30 PM

Artist Pa Salieu 10:40 PM - 11:00 PM

DJ Tiffany Calver 11:00 PM - 11:50 PM

Artist Unknown T 12:00 AM - 12:30 AM

DJ Tiffany Calver 12:30 AM - 1:30 AM

DJ K4CIE 1:30 AM - 2:00 AM

Budget Breakdown

Description	Item	Proposed	Actual	Notes
Income				
	Ticket Sales	11500		Variable Rate
	Drinks	10000		at the venue
	Sponsorship	7000		
	NFT Sales	5000		
	Coat / Bag Check	400		
	Crowdfunding / Angel	5000		
	Total Income	38900		
Infrastructure				
	Venue Hire	0		
	Marquees	1000		For Vendors
Staffing				
	Food Venue	3000		
	Security	1000		10 Security Guards
	Staffing	1000		7 Stewards , 4 Bartenders, 2 Ticketing People
	Videography and Photography	500		
Music				
	Staging, lighting and Sound	2500		
	Artist Fees	15,000		
Marketing				
	Advertising	500		
Miscellaneous				
	Alcohol License	-	-	
	Premise License	1905		
	PRS Music License	1000		
	Total Expenses	27405		

Branding + Marketing

Majority of the marketing for this show will be done online. We will have access to Tileyard's entire network and mailing list which will allow us to email everyone directly. Each of the acts also have large followings on Instagram which means they will all be able to pull in a crowd and we expect to sell out very quickly. The main focus of this event will be the NFTs that are being sold at the event. There will be heavy emphasis on the fact that the NFTs sold at the event are exclusive to attendees only which will increase the value. We will also be incentivizing the NFT purchases so that all holders get a discount at the bar during the show as well as for future events that we decide to hold. Below is the flyer for the event that would be posted on social media as well as the ticketing platform DICE. We will also have some copies printed, however almost all advertising will be done online.



Sponsorships

We will be looking to get sponsorships from multiple brands and companies that work within the genre of the show. The following companies and brands will be partnering with us to help us with the promotion and branding of the show:

- Tileyard
- Trapstar
- Vice London
- GRM Daily
- Soundcloud

My Contribution

My role in this assignment was to do most of the event planning and management. I picked the acts, the theme, the brands, the time for the event and the purpose of the event. Tafadzwa then came up with the site map and the layout of the area, as well as the budgeting. Once we had the general basis and the key elements to form the event we then went out on our own to put the events together. I made some changes on my end to the setlist and I also added some sponsorships. I also slightly modified the budget. However, as a team we were able to put together a profitable one day event.