

Maturine C SBTY7005 Portfolio 1 : Live Music & Events Management

****Disclaimer: This event has now been postponed until further notice due to the Covid 19 global pandemic with the final line-up subject to change.***

The Event

The I Am Hip Hop Music Festival is a two-day music festival taking place at Fair ground entrance of Hampstead Heath Saturday 1st and Sunday 2nd August 2020.

The vision of the I Am Hip Hop Music Festival which was inspired by the UK Boom Bap Hip Hop Festival, The Wireless Festival and Breakin' Convention's Park Jam. The I Am Hip Hop Music Festival will showcase all 6 elements of Hip-Hop Culture - B-Boying, MCing, Graffiti, Djing, Beatboxing & Lyrical Theatre in London with the aim of bringing together a diverse cultural audience from all walks of life.

[Image 1 : Breakin' Convention Park Jam, Wireless and Boom Bap Festival]



Headlined on Day one by some of the best Hip-Hop artists and groups from the UK. Day two will be headlined by some of the best international Hip Hop artists. (See Artefact 1)

We aim to be accessible to all by providing a range of music entertainment, bearing family in mind during the daytime. The site will have a total capacity of 3,000 per day, with a total capacity for camping of 1,000. The event will be fully ticketed and priced at £50 each for day tickets, £80 each for weekend tickets including parking and camping, £120 for a family day ticket and £180 for weekend family camping (for families consisting of 2 adults and a maximum of 3 children)

Besides live music performance, there will be activities for all ages incorporating dance, live Graffiti, a beat box showcase, end of the week global Emcee challenges, Hip Hop Theatre and

Breakdancing competitions from the finest crews in the UK from the Breakin Convention and scratch DJ sets from some of the finest DJ's in the UK.

Meeting notes

Our initial meetings were attended by a small group of the I am hip hop family as we discussed the initial planning stages for the I am hip hop music festival as things progressed we were able to bring in representatives and potential local investors and sponsors who are able to supply us with the capital to get this idea off the ground. During these meetings we began to allocate roles which enabled us to notice the shortcomings in our team and who else we needed to recruit with such a large operation it was important that our budget was as accurate as possible from the start having done our research and seen other festivals which struggled in that area we were eager to learn from our predecessors so that we were prepared for any eventuality be it positive or negative. It was also important that as this was our first festival, we required experience, so we recruited Natalie Peg as Events manager. Natalie Peg has over 10 years' experience working as an events manager for Boomtown Fair.

Choosing A Venue

There are many questions that need to be considered when choosing a location for this sort of event, including but not limited to:

Is the size of the site suitable?

Is it accessible for organisers and attendees?

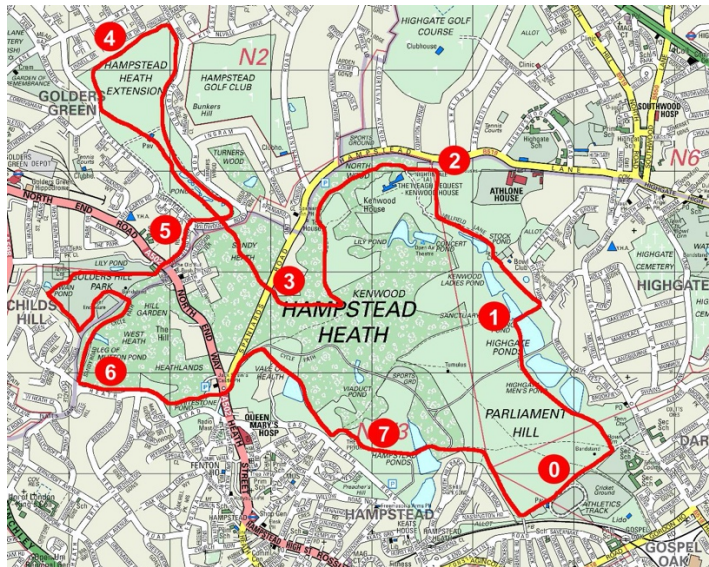
Are there residents living nearby that might be disturbed by noise?

For this event, it is important that the venue is easily accessible by road and public transport for people attending the event. The site we have chosen for the event is the Fair Ground entrance off the East Heath road. Hampstead Heath is a large public space which is usually used for Fun Fairs, Circus's and Art shows with around 300 acres of parkland. The event site will only incorporate part of Hampstead Heath surrounded by two ponds.

Hampstead Heath is a well-connected, with many bus routes and a local Overground train station Hampstead Heath with connections via London Underground and Network Rail. Local buses such as the 24, 168 and the 46 and C11 all stop there. Hampstead heath is also accessible by foot and by bicycle with cycle lanes nearby.

Closely situated to the A1 & M1 with an onsite car park which is ideal, not only for attendee traffic, but also for contractors needing to access the site, possibly in large trucks. There are a number of access points to the site, all directly connected to main roads surrounding the site. This is essential to reduce congestion and provide better access for contractor vehicles. These can be seen in *[Image 2.]*

[Image 2: Map of Hampstead Heath]



Event Safety

So to enable Event safety it was imperative that we met with a number of local stakeholders including the police to take care of licencing, civil contingency operations to counter terrorism as well as the local fire service the local authority for waste, noise, food safety and the local medical facility since we are situated in close proximity to the Royal Free Hospital where we covered protocol so that we were clear on procedures in case of emergency during the two day festival.

Licensing

The Licensing Act 2003 is a scheme used in the United Kingdom for the licencing of premises wishing to engage in licensable activities, which are:

- Sales of alcohol by retail;
- Supplying alcohol by or on behalf of a club to a member;
- Supplying regulated entertainment;
- Supplying late-night refreshments.

Even in the event of a temporary event, whether indoors or outdoors, the space within which you operate becomes a premise and must be licenced if you wish to engage in any or all of the above activities.

The Act is enforced in order to satisfy, as far as possible, what is known as the 'licensing objectives' of which there are four. These are the following:

- Prevention of crime and disorder;
 - Public security;
- Prevention of public nuisance;
- Protection of children from harm.

For the I Am Hip Hop Music Festival, a site licence is required, because we will be selling alcohol at bars, as well as offering supervised entertainment and serving late-night refreshments. Hot food and drink will be accessible for campers up until midnight.

The bars will be operated in the arena from midday until midnight.

Each premises authorization must be defined by the Designated Premises Administrator, who may possess a Personal Authorization. Their information must appear on the licence application and the person must give his / her permission in a separate form.

In order to obtain a licence, you must submit a licence application to the licencing authority that your premises fall within.

The I Am Hip Hop Music Festival is taking place in Hampstead Heath, and the local licencing authority is the Camden Council.

The application form (Artefacts 3) requires you to provide an operating schedule, detailing what activities you want to carry out and within what hours (Camden Council, 2020).

This information should include:

For smaller activities with an audience of 499 people or fewer, a premises licence is not needed for a one-off case.

A Temporary Incident Warning or Five, requires you to carry out licensable operations on premises not protected by a premises authorization for a duration not exceeding 168 hours.

Anyone may apply for a TEN if they are at least 18 years of age.

Applications must be submitted at least 10 days in advance and late requests can be received up to 5 days in advance of the start of the event (Camden Council, 2017).

Under the procedural timetable of the permit, the licencing authority would like to know if the applicants plan to implement each of the licencing goals.

I Am Hip Hop Music Festival will aid in the reduction of crime and disorder by thoroughly ticketing the case, with qualified SIA security officers stationed at the exits to the arena and camping sites to ensure that no guns, narcotics or drinks are taken to the arena through check-in bags.

Stewards and guards will be stationed around the property to track and report suspicious activity to the authorities, if appropriate.

In fact, we will inform the municipal authority of any incidents that may take place and they will offer support when they see fit.

The DPS must strive to ensure that the terms of the licence are strictly adhered to during the case and that the Challenge 21 protocol is followed.

In order to ensure the welfare of the people, a thorough risk evaluation has been carried out to resolve health and safety issues and steps have been placed in motion to minimise them.

Skilled volunteer event stewards will be eligible to assist the public.

Parts deemed dangerous should be fenced off the site and parts of the site where damage can arise due to slides, drops and falls should be well illuminated.

In order to avoid hearing loss hearing protection must be accessible from guards, police and bars if required by any member of the public.

Notices on the impact of smoke and illumination should be made accessible for general awareness.

Audience health walls will be placed between the entertainment areas and the audience and stewards will be stationed there to control the protection of the public and, if appropriate, to supply water to representatives of the crowd to avoid any dehydration.

Adequate numbers of qualified first aid personnel shall be present on-site to handle any accidents or illnesses that could arise.

According to Camden Council's Guide to safe and successful events, an event with a capacity for 3000, will have at least one first aid station, eight first aiders and two ambulances.

In terms of urban disturbance, as a live music festival, noise emission is a big concern.

Careful planning should take place in order to reduce disruptions to the nearby residents of the facility.

The location was selected due to its isolation from densely populated cities.

Site preparation must ensure that loudspeakers are located away from local homes whenever possible.

The curfew for loud music of 2300 in outdoor stadiums must be strictly adhered to, to avoid any noise emissions from the public.

Sound pressure levels will be consistently monitored and a point of contact for the public will be established during the event.

We can remind local citizens of the event in good time and seek to resolve any questions they might have.

Case managers and clean-up workers must operate to ensure that the litter is disposed of properly and securely.

The safety of children from damage is an essential purpose of the License Act.

Where alcohol is available for sale and consumption, related hazards may be posed to minors, such as the provision of alcohol to a child.

To help combat these issues, the event will be advertised as a family event and we expect children of different ages to attend the event, to be accompanied by their parents or their required legal guardian or their supervised adult. We will also issue the use of "family" wrist bands to identify children to alert security and staff should the group be separated.

We may specify that any child under the age of 16 must be accompanied by an adult under the age of 18 in order to be admitted to the case.

The proof of age checking will be in place at the door and anyone who have been identified to be 18 or over will be presented with an extra wristband as evidence of their age at the event bars but most importantly festival goers will have a RFID tag attached for extra security and to let festivalgoers make cashless purchases.

The bars will also reserve the right to re-check proof of age, however and will deny a sale if they think they are selling alcohol to a minor by proxy or otherwise.

The entertainment given will be a musical performance appropriate for all ages and this will be told to performers as stated in the festival program.

Event management would have a missing child policy and stewards and all staff must ensure that this is maintained should a child go missing during the event; a missing child or a lost child point will be displayed. All staff are trained to have a duty of care and follow the correct protocols and inform the child's parents and supervised adult.

Promotion of The Event

The promotion of the I am hip hop music festival is very important to us as we were operating on a relatively small budget although we use this to our advantage working with local newspapers and press in Camden we focused on the community initially working on local shops and libraries and public areas to promote the event using posters and billboards and Flyers. We hit national newspapers with an advertisement in the evening standard's as well as the London Metro.

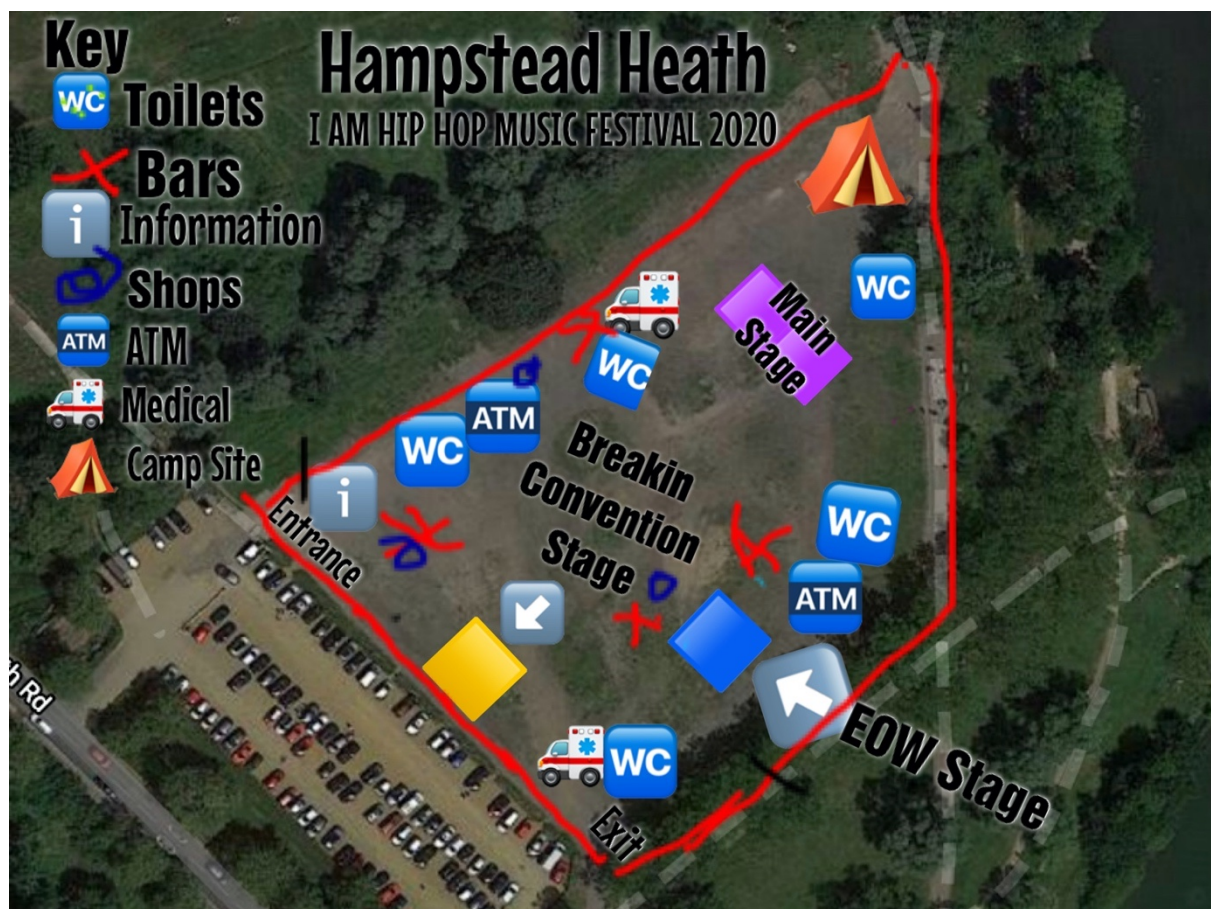
We promoted on urban radio stations such as capital Xtra one extra itch FM colourful radio Soho radio with the age range being as vast as it is, we needed to find platforms to promote which covered the older generation and the younger generation simultaneously.

We extensively paid for Facebook ads and relevant social media platforms which were used to hone into a specific demographic along the way we were very fortunate to get a feature on BBC London radio as well as The BBC one show which has a national audience we noticed once those shows went live advance ticket sales rose by 50% which showed us that extensive promotion was a wise investment.

Summary

So to summarise there are a collection of some of the most important artefacts needed to put on a successful music festival for a 3000 person capacity event by no means do these cover all the elements required to curate a festival however I would like to acknowledge that missing artefacts included budgeting, fund raising, sponsorship, private investment and other elements that are key to organising a successful festival.

[Image 3: Site Map]



Bibliography

<https://www.governanceprinciples.scot/principle-3---stewardship>

<https://www.theguardian.com/music/2015/jul/09/cost-of-staging-music-festival>

<https://billetto.co.uk/blog/how-much-does-music-festival-cost/>

(2017) The Purple Guide : Health and Safety Executive

Harrison, A (ed.) (2017) Music : The Business 7th Edition : Virgin. UK

Artefacts

1. Fliers
2. Stage plan
3. Application form
4. Liability insurance form
5. Risk Assessment
6. Interview with Rishma (Founder of I Am Hip Hop Magazine)

Appendix

- A. Fliers designed by Hugo Raganoff recommended by Ivan who ran the BoomBap Hip Hop Festival in the UK. We intentionally went for a simple contemporary and eye grabbing design that would appeal to a wide range of ages.
- B. For our three stages we collaborated with Hugo for the design and bandshopstagehire.co.uk who confirmed a discount rate for us after a back and forth price negotiation that they'll provide our stages.
- C. Application from the Government department that covers Hampstead Heath.
- D. Liability insurance also known as third-party insurance is part of the general risk financing insurance scheme to protect the purchaser (the 'insured') against the risks of liabilities imposed by lawsuits and similar claims and protects the insured if the purchaser is sued for claims that fall within the insurance policy cover.
- E. A risk evaluation is a comprehensive process of looking at job practises, taking into account what could go wrong and deciding on effective control measures.
The aim of these control measures is to eliminate, reduce or minimise the risks of workplace loss, damage or injury.
- F. When conceiving this festival I need to follow my heart as a Hip Hop artist who also works as a journalist for I Am Hip Hop Magazine. I presented the idea to my boss Rishma and she agreed to let me interview her for this assignment.

I am **HiP-HOP** LONDON **Music Festival** **Sat 1st - Sun 2nd August 2020** **Hampstead Heath**

**The Four Owls • Ocean Wisdom • The Kingdem • Klashnekoff
Pavan • FRSHRZ • Minx**

Queens Edition

Hosted by: I Am Hip Hop & End Of The Weak UK

Music from: Jazz T, DJ Snuff, DJ Psykhomantus + More...



Artefact 1(A)

I am **HiP-HOP** LONDON **Music Festival** **Sat 1st - Sun 2nd August 2020** **Hampstead Heath**

Rapsody • DJ Premier • Jeru The Damaja
A.F.R.O • Talib Kweli • Masta Ace • Yasiin Bey
R.A. The Rugged Man • Rah Digga
Hosted by: I Am Hip Hop & The Breakin Convention + Guests



Camden **breakin' convention** **END OF THE WEAK** **I am HiP-HOP**
Urban Lifestyle Magazine
WWW.IAMHIPHOPMAGAZINE.COM

Artefact 1(B)



Artefact 2



Hampstead Heath

Registered Charity

Events application form

Dear Applicant,

Thank you for your interest in Hampstead Heath as a location for your forthcoming event. Please note there is a non-returnable administration fee for all applications regardless of outcome.

For a commercial activity £50 and for a non-commercial event £25 payment can be made by card by phone on 0207 332 3773

Applicant name	Chasney Maturine
Applicant event	I Am Hip Hop Music Festival
Date of event	Saturday 1 st August 2020 - Sunday 2 nd August 2020

Please take a few minutes to familiarise yourself with this application and then refer to The City of London Open Spaces Department Events Policy Part One & Two when completing it.

Part of the completion of this form will require you to demonstrate how you meet the Event Success Criteria. Please ensure that you complete section 5 in full.

If you have any questions relating to your application, please contact us on 020 7332 3773.

1. Applicant details

Please provide the full name, address and contact details of the **applicant** in BLOCK capitals:

Full name	Chasney Maturine
Street address	92 ^c Fortess Road,
City	London
County	England.
Postcode	NW5 4QA
Contact number	07904565651
Email address	chasney.maturine@gmail.com

Please provide the full name, address and contact details of a **second contact** in BLOCK capitals:

Full name	Steve Cole
Street address	8 Tile yard Road.
City	London
County	England
Postcode	N7 9AH
Contact number	020 3725 6104
Email address	steve@tileyardeducation.co.uk

2. Applying on behalf of an organisation

If you are applying on behalf of an organisation, please also state the name and the address of the organisation in BLOCK capitals:

Name of organisation	
Street address	
City	
County	
Postcode	

Please tell us the nature of your organisation by ticking the relevant box:

- ☐ Registered Charity
- ☐ Not for profit constituted organisation
- ☒ Individual
- ☐ Commercial company

Please tell us **your** capacity within the organisation:

Please tell us the capacity within the organisation of the **second** contact:

3. Description of the proposed event

Please give a brief description of the event you are proposing to run on Hampstead Heath. I AM HIP HOP MUSIC FESTIVAL IS A TWO DAY MUSIC FESTIVAL. HIGHLIGHTING THE 6 ELEMENTS OF HIP HOP CULTURE. FEATURING LIVE MUSIC PERFORMANCE, BREAK DANCING, GRAFFITI, DJ'ING, BEATBOXING AND LYRICAL THEATRE. OPEN TO ALL AGES.

4. Location of the proposed event

Please refer to the schedule of locations and location map in Open Spaces Events Policy, Part Two: Hampstead Heath, to inform us of specifically where you propose to run your event:

FAIR GROUND ENTRANCE ON THE SOUTH SIDE OF HAMPSTEAD HEATH

5. How does your event contribute to achieving event application? (criteria i. to vii.)

Please refer to the Open Spaces Events Policy, Part Two: Hampstead Heath to inform your answers to the following questions:

i. Explain how your event aligns with the Heath Vision and the Strategic Outcomes for Hampstead Heath

THIS EVENT WILL BRING TOGETHER A DIVERSE CULTURAL AUDIENCE FROM ALL WALKS OF LIFE

ii. Describe why you consider your event to be appropriate for the proposed location

THE LOCATION OF HAMPSTEAD HEATH IS PERFECT FOR OUR MISSION STATEMENT OF REACHING AN AUDIENCE FROM A DIVERSE OF ALL AGES AND FROM ALL WALKS OF LIFE, BACKGROUNDS

- iii. State how your planning will achieve a successful, safe and well- executed event
 IN TERMS OF SAFETY WE ARE WORKING ALONGSIDE CHURCHILL SECURITY LIMITED FESTIVAL SECURITY ALONGSIDE TRAINED VOLUNTEERS TOO KEEP THE GENERAL PUBLIC SAFE. ATTACHED IS A FULL BREAKDOWN OF HOW WE PLAN TO PUT ON A SUCCESSFUL AND WELL- EXPECTED
- iv. Please explain how your event is sustainable EVENT (environmentally and financially) and based on a strong business case
 OUR EVENT WILL PRIMARILY BE FUNDED BY THE ARTS COUNCIL ENGLAND. PPS FOUNDATION ALONGSIDE PRIVATE INESTORS. ATTACHED IS A DETAILED FINANCIAL BREAKDOWN FOR THE I AM HIP HOP MUSIC FESTIVAL
- v. Detail how your event will deliver quality and memorable experiences for visitors and participants that connect people with Hampstead Heath and the local community
 THIS WILL BE AN MEMORABLE EXPERIENCE. ITS OPEN TO ALL AGES WITH FANTASTIC ARTISTS FROM ALL OVER THE WORLD SHOWCASING THE UNIVERSAL APPEAL OF HIP HOP CULTURE. THROUGHOUT ALL THE ELEMENTS, LYRICAL THEATRE, BREAK DANCING, GRAFFITI AND DJING WORKSHOPS AND EXHIBITIONS
- vi. Show how your event identifies and delivers added value for social inclusion
 THE I AM HIPHOP MUSIC FESTIVAL WILL DELIVER ADD VALUE FOR SOCIAL INCLUSION. HIGHLIGHTING THE FOUNIDNG PRINCIPLES OF HIP HOP CULTURE
- vii. Explain how your event promotes the Heath values of shared stewardship and collective responsibility
 "HIP HOP STARTED OUT IN THE PARK"
 WE OPENLY ENCOURAGE, ALL STAFF PERFORMERS, VOLUNTEERS AND ALL CUSTOMERS TO NOT USE PLASTICS, CLEAN UP AFTER THEMSELVES, RECYCLE TO MAINTAIN THE HEATH VISION FOR A 'HEATH COMMUNITY'

6. Nature of your proposed event

(please tick relevant box)

- ☐ Static display
- ☐ Funfair
- ☐ Procession
- ☐ Fete
- ☐ Concert
- ☐ Charity walk
- ☐ Fun Run
- ☐ Rally
- ☐ Circus
- ☐ Cross Country
- ☒ Other (please state below)

7. Please provide us with as much detail as possible about your event

(Continue your statement on a separate sheet if necessary)

THE I AM HIP HOP MUSIC FESTIVAL IS A TWO DAY MUSIC AND ARTS FESTIVAL CELEBRATING THE 6 ELEMENTS OF HIP HOP CULTURE WITH DAY ONE FOCUSING ON SOME OF THE FINEST ARTISTS FROM THE UK HEADLINED BY THE FOUR COWS - A FOUR PIECE HIP HOP COLLECTIVE FROM BRISTOL. MIXED WITH UK HIP HOP LEGENDS RODNEY P, BLAK TWANG AND TY [THE KINGDEM] AS WELL AS LOCAL UP AND COMING ACTS SUCH AS QUEENS EDITION AND MINX. DAY TWO WILL FOCUSING ON SOME OF THE FINEST ARTISTS FROM THE U.S. HEADLINED BY R.A. THE RUGGED MAN, RAPSODY AND DJ PREMIER. THIS FESTIVAL CONSISTS OF THREE STAGES HOSTED BY I AM HIP HOP END OF THE WEEK AND BREAKIN CONVENTION. THERE WILL ALSO BE BARS AND SHOPS SELLING FOOD DRINKS AND ARTIST MERCHANDISE. THE CAMPSITE WILL BE OPEN TO TICKET HOLDERS FROM 10AM ON SATURDAY 1st AUGUST 2020. TICKETS ARE AVAILABLE NOW FROM IAMHIPHOPMAGAZINE.COM PRICED AT £50 EACH FOR DAY TICKETS, £80 EACH FOR WEEKEND TICKETS INCLUDING PARKING AND CAMPING. £120 FOR FAMILY DAY TICKETS AND £180 FOR WEEKEND FAMILY CAMPING * THERE WILL BE 1000 CAMPING. TICKETS AVAILABLE WITH 2000 DAY TICKETS ISSUED FOR EACH OF THE DAYS

* FAMILIES CONSISTING OF 2 ADULTS AND A MAXIMUM OF 3 CHILDREN.

8. Details of your proposed event

- i. Date and time the event opens to the public:
SATURDAY 1ST AUGUST 2020 AT 2PM
- ii. Number of days required before this date for setting up (including arrival time on site)
FRIDAY 31ST JULY 2020 10AM
- iii. Date and time the event closes to the public
SUNDAY 2ND AUGUST 2020 7PM
- iv. Number of days after this date for dismantling. Please give on-site start and finish times
MONDAY 3RD AUGUST 2020 10AM - 5PM

v. Approximate number of people expected to attend your event

Participants	100
Adults	2,000
Children under 16	1,000
Spectators	3,000

vi. Any additional information

Please provide any further information you think might be relevant to your application:

9. Commercial traders

Do you intend to invite any commercial traders i.e. food vendors, fairground rides, climbing apparatus?

☒ Yes

☐ No

If yes, please provide details of all such traders including names, addresses and contact numbers for the individuals or organisations providing such attractions.

i. Company 1:

Company name	TASTE OF JAMAICA
Registered address	QUEEN'S CRESCENT NW5 6QA
Contact name	MICHELLE
Contact number	_____

ii. Company 2:

Company name	VEGAN HUT
Registered address	~~RODNEY~~ HAMPSTEAD NW3 1AH
Contact name	RODNEY
Contact number	_____

iii. Company 3:

Company name	HIPHOP BREWS AND BURGERS
Registered address	Brixton SW2 1FL
Contact name	APEX ZERO
Contact number	_____

iv. Company 4:

Company name	END OF THE WEAK STORE
Registered address	HACKNEY E1 6JE
Contact name	MAS LAW
Contact number	_____

v. **Company 5:**

Company name	I AM HIP HOP MAGAZINE STORE
Registered address	WEMBLEY HAD LAS
Contact name	RISHMA
Contact number	

If you intend to have further commercial traders, please provide their details separately.

You **must** obtain the City of London's consent for any additions and alterations to this list. Please note that it is at the discretion of the City of London as to whether traders etc. will be permitted as part of the event.

To ensure the safety of those attending the event an Environmental Health Officer may inspect any equipment brought onto the site by yourself or a commercial trader.

They will also examine any associated documentation e.g. fire and test certificates, your Risk Assessments and the suitability of training provided to equipment operators.

10. Fundraising

If you are fundraising, please provide the name and details of the charity or project which will be beneficiary of the proceeds.

i. Beneficiary details

Charity/project name	
Registered charity number (if applicable)	
Registered address	
Contact name	
Contact number	
Contact email	

ii. Will all income raised go to the charity/project named above?

- ☐ Yes
☐ No

If no, please provide details (proof may be required):

Yes

11. What will your event utilise?

i. Will your event include music, films, dancing or live entertainment?

Please tick all that apply:

- ☒ Music
☒ Recorded
☒ Live amplified
☒ Live acoustic
☒ Film
☒ Dancing
☒ Live entertainment
☐ Other (please specify below)

Please give details:

Volume levels must not exceed 65 decibels at the nearest residence, or between Monday and Friday at the nearest place of work. The Events Officer Group will be able to assist you in determining a level appropriate for your equipment and your event.

ii. Will your event be serving alcohol?

- ☒ Yes
☐ No

Please give details:

HIP HOP BREWS AND BURGERS AND TASTE OF JAMAICA
ARE BOTH LICENSED TO SELL ALCOHOL

iii. Will your event be catered?

- ☒ Yes
☐ No

Please give details:

HIP HOP BREWS AND BURGERS, VEGAN HUT AND TASTE
OF JAMAICA WILL CATER THE I AM HIP HOP MUSIC FESTIVAL

iv. Will your event include animals?

- ☐ Yes
☒ No

Please give details:

v. Will you be using a Public Address (PA) System?

- ☒ Yes
☐ No

Please give details:

ALL THREE STAGES WILL HAVE THEIR OWN PA SYSTEMS

vi. Will your event require an electricity supply?

☒ Yes

☐ No

Please give details:

If yes, will you generate your own or is a City of London mains supply required (if feasible)?

☒ We will generate our own*

☐ We will require a supply from the City of London**

* Organisers are required to consider the switch to cleaner technologies as well as ensuring Non-Road Mobile Machinery is compatible with the Stage V emission standards.

** This is available at an additional cost and **must** be provided by a City of London approved electrician. Under no circumstances must any attempt be made to make a connection to any electricity supply by you or any person associated with your event.

vii. Will your event require a water supply?

☐ Yes

☒ No

Please give details:

If yes, will you provide water or is a City of London mains water supply required (if this is feasible)?

☐ We will generate our own*

☒ We will require a supply from the City of London**

* This is available at an additional cost. Under no circumstances must any attempt be made to make a connection to any water supply by you or any person associated with your event.

viii. Will you be using any artificial lighting?

- ☒ Yes
☐ No

Please give details:

ix. What toilet and cleaning facilities will you provide?

Please give details of the arrangements you will be making for providing toilet facilities and cleaning?

An important aspect of any event is the provision of adequate toilet facilities. The Officer Event Group will be able to assist you in deciding the level of provision appropriate for your event.

x. Will any other item or equipment at your event generate noise?

- ☒ Yes
☒ No

Please give details:

ONLY THE FREE THREE STAGES

It is important that the Officer Event Group have an opportunity to assess noise from all sources on site e.g. generators, vehicles, tannoy.

xi. Will you require vehicle access to facilitate the event i.e. articulated trucks, vans?

- ☒ Yes
☐ No

Please give details:

PLEASE SEE ATTACHED

xii. Will any items of plant and heavy equipment be used i.e. cranes, forklift trucks, etc.?

☒ Yes

☐ No

Please give details:

DETAILS ATTACHED

If yes, please state what will be used and on which areas of the site:

DETAILS ATTACHED

xiii. Will any elevated platforms, stages, marquees or other temporary structures or apparatus etc. be built?

☒ Yes

☐ No

Please give details:

DETAILS ATTACHED

Structures require inspection prior to your event opening to the public. The event organisers are responsible for arranging inspections prior to the opening of the event.

xiv. What arrangements have been made for car parking and marshalling of vehicles during your event?
 WE HAVE AN ARRANGEMENT WITH CHURCHILL SECURITY TO MARSHAL THE PARKING DURING THE FESTIVAL

xv. What arrangements have been made for litter collection, recycling and disposal. When and how will this take place?
 WE HAVE HIRED JUNK CLEAR TO HANDLE OUR LITTER COLLECTION, RECYCLING AND DISPOSAL.
 JUNK CLEAR WILL OPERATE DURING AND AFTER THE FESTIVAL ON BOTH DAYS

xvi. What facilities will be provided for First Aid?

An important part of any event is the adequate provision of first aid. The Officer Event Group will be able to assist you in deciding the level of provision appropriate for your event.

FESTIVAL MEDICAL SERVICES WILL BE PROVIDING FIRST AID OVER THE TWO DAYS OF THE I AM HIP HOP MUSIC FESTIVAL

xvii. Will you be providing overnight security?

☒ Yes

☐ No

Please give details:

CHURCHILL SECURITY LIMITED

xviii. Will the event be open and accessible to all?

Please give details:

YES

xix. How will you actively encourage sustainable transport for people attending the event?

Please give details: WE WILL ONLY INCOURAGE FAMILIES CAMPING WITH INFANTS AGED UNDER 10, TICKET HOLDERS WITH DISABLED BADGES, ARTISTS AND KEY MEMBERS OF STAFF DUE TO THE LIMITED NUMBER OF PARKING SPACES AVAILABLE ON SITE.

Note: If any of these details change once your application has been submitted, please inform us. No additional items may be included without the express consent of the City of London Corporation.

12. Licensing and insurance details

Licences

Your event may require a Premises Licence or Temporary Event Notice which is provided by the relevant Local Authority. We can advise which one it will be depending on your chosen site.

You are advised to allow a minimum of 10 weeks for a Premises Licence Application and 4 weeks for a Temporary Event Notice. Larger events may need to apply for a licence up to 6 months in advance.

More information can be found here: <http://www.londoneventstoolkit.co.uk>

Insurance

Hirers of public open space are required to hold a current policy of insurance in respect of Public Liability or third-party risks. The relevant limit of indemnity must be no less than £5 million and the City of London reserves the right to require a higher limit if deemed necessary.

Hirers will be required to produce evidence of their insurance cover together with that of any exhibitor, band/dance group, sub-contractor, caterer etc. whom they have instructed or authorised to appear at the event

See <http://www.londoneventstoolkit.co.uk>.

This information needs to be provided at least one month prior to the event if it is a medium, large or major event.

i. Please give details of your insurance

Insurance company	SIMPLY BUSINESS
Policy number	1817447833
Amount of indemnity (a minimum of £5m is required)	7 MILLION
Expiry date of current certificate	1st JANUARY 2021

We require a copy of a valid schedule or certificate of Public Liability Insurance without which, consent to use the land will be withheld. The Corporation may also take legal action against an event organiser who proceeds with an event having not provided this documentation.

Event Planning

You may be required to provide a range of plans and documents relating to your event such as Traffic Management Plans, Emergency Plan and Risk Assessments. More details about these can be found here: <http://www.londoneventstoolkit.co.uk>

Declaration

Please tick to confirm that you have plans & procedures in place to deal with the following (where necessary):

- | | |
|---|--|
| ☒ Event communications | ☒ Transport (including parking) |
| ☒ Security & stewarding | ☒ Toilet & drinking water provisions |
| ☒ Crowd management | ☒ Food safety |
| ☒ Emergencies | ☒ Waste management & recycling |
| ☒ Fire | ☒ Environmental impact |
| ☒ First aid | ☒ Disability compliance |
| ☒ Lost children & vulnerable adults | ☒ Equal opportunities |

More information can be found: <http://www.londoneventstoolkit.co.uk>

13. Evidence

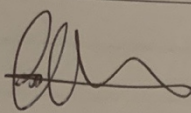
Please confirm that the following documents are either attached to your application or will be provided at least four weeks prior to the start of your event. Failure to comply may result in the City of London refusing to grant permission for your event.

Evidence	Attached	To Follow	N/A
Risk Assessments / Emergency Plan	☒	☐	☐
Copy of your Public Liability Insurance	☒	☐	☐
A site plan	☒	☐	☐
A programme	☒	☐	☐
Catering certificates and licences	☐	☒	☐
Noise management plan	☐	☒	☐
Copy of Charitable or not for profit constitution and evidence of organisation bank account with minimum of 2 signatories (if applying for charity discounted rate)	☐	☐	☒

14. Terms of acceptance

17

By returning this form, I confirm that I have read and understood the City of London Open Spaces Events Policy Part One & Two. I apply for permission to hold the event as described in this application form. I confirm that the information provided is correct and will inform the City of London if the details change.

Signed Please type on emailed documents	
Print name	MR CHASNEY MATURINE
On behalf of (organisation)	
Date	6.5.2020

Please return this form together with your supporting documentation, by post or email to:

Post: City of London
Hampstead Heath Events Licence Applications
Parliament Hill Staff Yard
Highgate Road
London, NW5 1QR

Email: hampstead.heath@cityoflondon.gov.uk

Arena Underwriting Pty Ltd
ABN: 26 125 869 481 AFS: 317617
Suite 8, 12 Alma Road, New Lambton NSW 2305
Tel: 02 4952 4477 Fax: 02 4915 5376
www.arenaunderwriting.com.au



ENTERTAINMENT & EVENTS LIABILITY INSURANCE

IMPORTANT NOTICES

You must read the notices below. If you have any queries please contact your insurance broker.

Duty of Disclosure

This Policy is subject to the Insurance Contracts Act 1984. Under that Act you have a duty of disclosure.

Before you take out insurance with us, you have a duty to tell us of everything that you know, or could reasonably be expected to know, that is relevant to our decision to insure you and to the terms of that insurance. If you are not sure whether something is relevant you should inform us anyway.

You have the same duty to inform us of those matters before you renew, extend, vary, or reinstate your contract of insurance.

Your duty however does not require disclosure of matters that:

- Reduce the risk
- Are common knowledge
- We know or, in the ordinary course of our business, ought to know or
- We have indicated we do not want to know

If you do not comply with your duty of disclosure, we may be entitled to:

- Reduce our liability for any claim
- Cancel the contract
- Refuse to pay the claim
- Avoid the contract from its beginning, if your non-disclosure was fraudulent

Privacy Statement

The information collected on this proposal form will be used to assess your request for insurance and to provide other insurance services in accordance with our privacy policy. Calliden authorises Arena to collect this information on Calliden's behalf and to use it for Arena's purposes. In addition Calliden may share your information with other third parties, as defined in the privacy policy, in order to undertake insurance services. If you do not complete the proposal form in full, and in accordance with your duty of disclosure, Calliden may not be able to provide you with insurance or may impose additional conditions on any cover provided.

In accordance with Calliden's privacy policy you may obtain access at any time to information that Calliden or its service providers hold on you. If you would like to contact Calliden about privacy, or would like to obtain a copy of the privacy policy you may do so through one of the following means:

- obtain the privacy policy online at www.calliden.com.au.

- by phone 02 9551 1111.
- by email to privacy@calliden.com.au.
- by letter to Privacy Officer, PO Box 348
Milsons Point NSW 1565

Taxation Information

The amount of cover you choose excludes Goods and Services Tax (GST). If you are not registered for GST, in the event of a claim we will reimburse you the GST component in addition to the amount that we pay. The amount that we are liable to pay under this Policy will be reduced by the amount of any input tax credit that you are or may be entitled to claim for the supply of goods or services covered by that payment.

If you are entitled to an input tax credit for the Premium you have paid, you must inform us of the extent of that entitlement at or before the time you make a claim under this Policy. We will not indemnify you for any GST liability, fines or penalties that arise from or are attributable to your failure to notify us of your entitlement (or correct entitlement) to an input tax credit on the premium. If you are liable to pay an Excess under this Policy, the amount payable will be calculated after deduction of any input tax credit that you are or may be entitled to claim on payment of the Excess. If you are unsure about the taxation implications of this Policy, you should seek advice from your accountant or tax professional.

Don't Prevent Our Right of Recovery

The Liability policy contains a provision which states that if you surrender your right to seek recovery from another party for a loss covered by the policy, we have a right to reject any claim from you in relation to that loss.

PLEASE ANSWER QUESTIONS FULLY, USE BLOCK LETTERS AND TICK APPROPRIATE BOXES

Details of the Insured

Insured Name:	CHASNEY MATUREINE		
Trading Name:	CHASNEY MATUREINE		
Tax Registered Business:	Yes ☐ No ☒	ABN No:	
		Input Tax Credit:	%
Situation Address:	92 FORTRESS ROAD, KENTISH TOWN Postcode: NWS		
Postal Address:	3 ACORN, TILEYARD STUDIOS Postcode: N7 9BN		
Business Phone No.:		Fax No.:	
E-mail:	CHASNEY.MATUREINE@GMAIL.COM		
Period of Insurance:	From: 31/07/2020 at 4 pm To: 03/08/2020 at 4 pm		

Your General History

- Has any Insurer ever declined to insure You? Yes ☐ No ☒
- Has any Insurer ever declined to renew any of Your insurances? Yes ☐ No ☒
- Has any Insurer ever required special terms before insuring you? Yes ☐ No ☒
- Name of Your previous public/products liability insurer: Simply BUSINESS
- Expiry date of previous policy: 31/12/2019

If 'Yes' to any of the above questions, please provide full details. For claims or uninsured losses, please detail the total cost of the claim, date of loss, how the loss occurred, the name of Insurer and the policy number.

--

Claims History

- Have any claims been made against You in respect of Your legal liability for injury or damage in the past 5 years? Yes ☐ No ☒

If yes, please provide the following details:

Date of Incident	Nature of Injury/Damage	Amount of Claim
		\$

7. Are you aware of any circumstances which may give rise to a claim in the future?
If yes, please provide details.

Yes ☐ No ☒

Details of the Business

8. Please provide the address or location of where you will be predominantly carrying out your business activities:

3 ACORN, TILE YARD STUDIOS. N7 9BN

9. Do you carry out any activities outside of Australia
If yes, please provide names of countries

Yes ☒ No ☐

UNITED KINGDOM

10. Please describe all your business activities to be insured:

LIVE MULTI-ARTS MUSIC FESTIVAL

11. Please tick one or more of the following to best describe your business activities:

- ☒ Entertainer/performer/musician/band etc
☐ Theatre/performance group
☒ Drama/ dance school
☐ Booking agency
☒ Event organiser/ Concert promoter
☐ Market organiser
☒ Community group/non-profit organisation
☐ Film or Video production
☒ Public Address, Lighting, Audio Visual, Staging or Rigging

12. How many years experience do you have in this field and/or how long has your business been operating?

20 YEARS

13. Will your activities include the use of any of the following:

Registered motor vehicles
Watercraft
Aircraft or hovercraft

Yes ☒ No ☒
Yes ☐ No ☒
Yes ☐ No ☒

14. Will you be directly responsible for the supply and set up of staging systems?

Yes ☒ No ☐

15. Will you be conducting any rigging activities which require a rigger's ticket?

Yes ☒ No ☐

16. Do you use contractors/ sub-contractors?

Yes ☒ No ☐

If so, what activities will your contractors carry out?

BUILDING STAGES AND SECURE BARRIERS AROUND THE PERFORMANCE
AREA AND SECURITY BARRIERS IN FRONT OF THE STAGES

17. Do you insist on your contractors / sub-contractors carrying their own public liability insurance? (This will be a condition of cover)

Yes ☒ No ☐

Do you obtain evidence of same?

Yes ☒ No ☐

18. Please advise the estimated:

(a) wages / turnover of your business for the next 12 months:

\$ 200,000

(b) payments to contractors / subcontractors for the next 12 months:

\$ 100,000

(c) number of employees:

30

(e) total number of members (if you are a non-profit organisation)

19. Have you entered into any Contracts or Agreement under which You have assumed liability for which You would not otherwise be liable, or under which You have waived Your legal rights of recovery (e.g.: Hold Harmless or Indemnity Agreements)?

Yes ☐ No ☒

If yes, please provide copies of the Contracts or Agreements.

Note – a hold harmless or indemnity agreement is whereby one party assumes the liability risks of another party under contract. Your public liability policy is to cover your legal liability & no one else's, therefore claims arising from these agreements are excluded. In some circumstances, your policy can be amended to include cover for these agreements providing your Insurer can review them & agree to their content. If you sign these agreements without first referring them to your Insurer, you may not be covered in the event of a claim.

20. Will you require cover for liability claims arising from loss or damage to other people's property whilst in Your Care, Custody or Control?

Yes ☐ No ☒

If Yes, please advise the Limit of Liability required for any one period of insurance?

\$ _____

Note – the above extension only operates if you are negligent in causing the loss or damage to the property in your care, custody or control. There can be situations where you have hired or borrowed other people's property, & such property is lost or damage not as a result of your negligence. However, you may still be responsible for compensating the owner for their loss. In these circumstances, it would be prudent not to rely on the above extension on it's own but also insure the hired or borrowed property under a General property insurance policy, which will operate regardless of fault or negligence.

Insurance Required

21. Please tick the limit of indemnity required:

☒ \$5,000,000

☐ \$10,000,000

☐ \$20,000,000

22. Period that cover is required for:

☐ Annual period

Dates:

From _____

To _____

OR

☒ Short Term period

Dates:

From

31/7/2020

To

3/8/2020

ONLY COMPLETE THIS SECTION IF YOU ARE A MUSIC GROUP, BAND, ENTERTAINER, PERFORMING GROUP, DANCE OR DRAMA SCHOOL

For dance, drama, performing arts tuition, please answer the following:

23. Please provide the following details:

(a) Total number of registered students?

(b) Number of students per class?

(c) How many classes per week?

(d) How many teachers/supervisors? _____

24. Do student participate in hazardous, strenuous or physical activities? Yes ☐ No ☒

If yes, please describe the nature of the activities?

For all bands, entertainers, performing groups, dance & drama schools please answer the following questions:

25. Please provide the following details:

(a) Total number of musicians / performers? 50

(b) Estimated number of performances during an annual period? 35

(c) Estimated attendance at each performance? 3000

26. Do you hire the venue to stage your performances or are you just booked to turn up and perform?

WE HIRED THE SPACE TO SET UP THE FESTIVAL

ONLY COMPLETE THIS SECTION IF YOU ARE INVOLVED IN FILM OR VIDEO PRODUCTION ACTIVITIES

27. What type of productions will you be filming?

Feature films

Yes ☐ No ☒

Documentaries

Yes ☒ No ☐

TV productions

Yes ☐ No ☒

Corporate videos

Yes ☐ No ☒

Private & public events or occasions

Yes ☒ No ☐

TV Commercials

Yes ☐ No ☒

Music video clips

Yes ☐ No ☒

Other productions (please describe) _____

28. If annual cover required, please advise estimated number of productions during next 12 month period?

29. Estimated number of filming days? 2 DAYS

30. Please advise the estimated production budget:

For annual period if required

\$

For one off or short term period

\$ 12,000

31. Will your productions involve the use of any of the following:

Fire, fireworks, pyrotechnics

Yes ☐ No ☒

Stunts or explosions

Yes ☐ No ☒

Dangerous activities (please describe) _____

Yes ☐ No ☒

Aircraft, watercraft or motor vehicles

Yes ☐ No ☒

ONLY COMPLETE THIS SECTION IF YOU ARE STAGING AN EVENT OR CONCERT

35. Name of event I AM HIPHOP MUSIC FESTIVAL

36. Date of event 01/08/2020 - 02/08/2020

37. Event times: From 12:00 To 23:00
38. Please describe nature of event A MULTI-ARTS LIVE MUSIC FESTIVAL
39. Estimated ticket price (if applicable) £50 PER DAY AND £80 FOR BOTH DAYS
40. Estimated attendance at your event / events 6000 IN ATTENDANCE SPREAD OVER TWO DAYS
(Please provide a total estimate if insuring more than one event)
41. Please advise if your event will involve any of the following activities (please attach an event program or schedule):
- Live music/theatrical/dance/artistic performances: Yes ☒ No ☐
- Will any members of the public or audience members participate in any sporting, acrobatic, physically strenuous or hazardous activities? Yes ☐ No ☒
- Camping facilities available to patrons: Yes ☒ No ☐
- Motor-sport activities or displays: Yes ☒ No ☐
- Food or market stalls: Yes ☒ No ☐
- Amusement rides, devices or animal rides:
Please ensure that all amusement / animal ride contractors carry their own public liability insurance. Yes ☐ No ☒
- Fireworks or pyrotechnic displays:
Name of fireworks operator _____ Yes ☐ No ☒
- Use of watercraft in your event: Yes ☐ No ☒
- Use of aircraft in your event: Yes ☐ No ☒
42. Location where event is to be held FAIR GROUND AREA IN HAMPSTEAD HEATH
43. Is the event being held: Indoors ☐ OR Outdoors ☒
(For larger outdoor events, please provide layout plan of the venue etc.)
44. Is there any temporary seating structures being used? Yes ☐ No ☒
If yes, please ensure that the contractor responsible for supplying and setting up these structures carries their own public liability insurance.
45. Artists performing (if applicable) SEE FULL LINE UP ATTACHED
46. If your event is a concert or performance, what style of music or performance is being performed?
HIP HOP MUSIC
47. Do you require annual cover for all events staged during annual period? Yes ☐ No ☒
If yes, please advise the number of events, concerts or performances to be covered? _____
(Please supply a separate schedule of events if possible)
48. Do you have a risk management plan or safety procedures for your event/events? Yes ☒ No ☐
(Please provide a copy of the plan if applicable)
49. Who will be responsible for security? I WILL BE RESPONSIBLE FOR SECURITY
(Please ensure that the contracted security company carries their own public liability insurance)
50. Will you be serving, selling or supplying alcoholic beverages at your event? Yes ☒ No ☐
If yes, please advise:-
- a) Who is actually selling or serving the beverages? _____
- b) Do they carry their own liability insurance for this activity? Yes ☒ No ☐
- c) Who has signed the liquor license? THE OWNERS OF HIP HOP BREWS AND BURGERS AND TASTE OF JAMAICA
51. If your event is an exhibition or market, please provide number of stalls? 5
- Will all stall holders or exhibitors carry their own liability insurance? Yes ☒ No ☐
(It is recommended that you insist on all stall holders or exhibitors to carry their own public and products liability insurance)

52. What type of products or services do the stall holders or exhibitors sell or display at your event?

FOOD, DRINKS, MERCHANDISE AND PROTECTIVE WEAR

Declaration

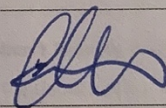
This declaration must be completed and signed by or on behalf of all parties applying for insurance.

I/We declare that:

- (i) the answers and information given by me/us in this proposal are true and correct in all respects and that no information has been withheld which would affect Calliden's decision about accepting this insurance and
- (ii) where answers in this Proposal are not my/our own handwriting, they have been checked by me/us and I/we agree they are correct
- (iii) I/we have read and understood the clauses detailed under the Important Notices section at the front of this proposal
- (iv) if there was insufficient space to fully answer any questions, we have attached supplementary pages providing the additional information required
- (v) I/we authorise Calliden to give to, or obtain from other insurers or an insurance or credit reference bureau, any information relating to these insurance covers, and any other insurances held by me/us and claims under those insurances
- (vi) I/we understand that if this Proposal is accepted, my/our insurance cover will be subject to the terms and conditions set out in the Arena Entertainment & Event Liability Policy
- (vii) I/we further acknowledge that Calliden, their agents or employees reserve the right to decline this proposal.

Proposer's Signature:

Date: 6 / MAY / 2020



Proposer's Name: _____

Proposer's Title: _____

MR CHASNEY MATURINE

I Am Hip Hop Music Festival Risk Assessment

Risk Assessment			
Event:	Date:	Venue:	Organiser:
I Am Hip Hop Music Festival	01/08/2020 – 02/08/2022	Hampstead Heath	Chasney UWTSD & Events Team
Hazards Identified	Persons at Risk	Risk Factor: High, Medium, Low	Measures Required to Control the Risk
Exhibitors / activities arriving on-site and setting up: collisions; slipping; tripping; falling.	- Live Performers - Children / minors - Disabled and wheelchair users - Elderly and vulnerable	Low	- IAHH Events Team liaising with Churchill Security and Hampstead Heath representatives each activity co-ordinator re: a timetable / timeslots. - Site layout plan to be distributed by IAHH Events Team to each activity co-ordinator prior to 8th July. - IAHH Events Team to appoint an Events Manager to co-ordinate activity on the day. - All volunteers and co-ordinators working the I Am Hip Hop Music Festival to be instructed on where first aid points will be situated by Events Manager.
Break dancers and Performers : slipping; tripping; falling.	Members of the public	Low	London Fire Brigade representatives carrying out a site inspection on 30th and 31st July after which they will provide a separate, full risk assessment for each activity. Each activity will be set-up and managed by trained professionals who handle the equipment on a daily basis. Our staff carry Public Liability Insurance.
Digital Stories equipment (TV and DVD): cables producing tripping hazard; electrocution.	- Members of the public - Volunteer stewards IAHH - staff	Low	- Cables to be taped down on the day by IAHH staff when setting up (checked by IAHH appointed Events Manager) - TV and DVD to have been PAT tested in compliance with current Health and Safety Executive guidelines (checked by IAHH team when sourcing the kit).
Manual handling / setting out chairs for band.	Volunteer stewards	Low	Events Manager to carry out manual handling training during stewards briefing session at the beginning of the event.
Handing out refreshments: scalding from hot drinks; tripping; slipping; falling.	Volunteer stewards	Low	Events Manager to make stewards aware of any potential tripping hazards and first aid points in case of accidents during briefing. Suitable equipment (e.g. trays) to be provided.
Crushing; overcrowding.	- Members of the public - Volunteer stewards - IAHH representatives - Members of the Groups and Performers	Low	- ALL Performers will be instructed to stop playing if crowds become excessive (monitored by event manager). - Volunteer stewards and IAHH representatives made aware of evacuation routes at morning briefing.
Fire on Hampstead Heath.	- Members of the public - Volunteer stewards - IAHH representatives - Live Performers - Security	Low	Events manager to liaise with IAHH Music Festival organisers re evacuation plans and meeting points prior to 30th July. All volunteers and co-ordinators working the IAHH Music Festival to be instructed on evacuation plans and first aid points in morning briefing.

Interview with Rishma. Founder of I Am Hip Hop Magazine by Chasney Maturine

Chasney: I have Project at the moment about putting together a Hip Hop festival I think that I would like to call it the I Am Hip Hop Music Festival. I have some questions I would like to ask you.

Tell me about the origins of I Am Hip Hop?

Rishma: So, the origin of I Am Hip Hop started in 2011, so next year will be 10 years. IAHH was to create a space for Hip hop in the media. The reason why I wanted to print magazine, is I was hearing a lot of amazing artists that to me they weren't getting like the coverage they deserved and I was like 'Okay let me create that space for these artists and that is why I am hip hop started as a form of light embracing the whole hip hop culture and that being like all the elements all five elements including like the fifth one of knowledge so yeah that was the main origins reasoning behind it.

C: What inspired you to expand outside of just a magazine into radio, podcasts and live events?

R: I think it was the same reason really to create a space in different mediums. I know that people consume music in different ways not everyone reads a print magazine not everyone like goes online it looks magazine some people prefer to go and watch hip hop some people prefer to like watch videos some people listen to podcasts so you know it's just it's just trying to touch and cover all grounds for consumers of hip hop and also just for the brand itself to have that expansion. If you don't have that then there's no potential for the growth so you kind of have to move where like trends are. Podcasts are a big trend now. We understand that the market is also audio not just visual, so we make sure both grounds are covered you know. The same thing with light print. Some people read online, some people do love print so it's just basically for brand expansion and to kind of make sure our target audiences reached in every way possible.

C: What would your dream line-up be for the I Am Hip Hop Music Festival?

R: Wow! What my dream line-up would be? I would love to have Wu-Tang on there but then I would also couple it with like Kendrick and J. Cole um maybe like Joyna Lucas and then also have a massive UK hip hop and line up on there too I'm talking about like all the Artists that we represent through the magazine there are so many but I feel like that is missing as well when we look at hip hop festivals, We need something else.

I like these massive American artists don't get me wrong. I can see my point of view that is really important to sell tickets, but I always feel that there's a space for supporting our UK Artists to open up doors for like you know the ones who are making a difference here.

I think it's important to have our voice represented especially if you've got that big festival kind of line-up there's always going to be space to kind of like big room for like the artists you are constantly grinding in really making ***** good music and have a fanbase here even if it's a niche.

C: What would you envision the growth for I Am Hip Hop and do you see a ceiling?

R: I never see a Ceiling but there is a ceiling of course! A lot of people say print is a dying art. for me so many people have said to me. Why are you doing the print magazine print is a dying art form but then I feel like there's always a market you know. I've also had people say wow print fantastic you know like that's amazing and also like I feel like there's always going to be limitations and everything you do like that whole perception of limitations if you are moving with the times and moving with the growth and technology.

Technology advances then there will never be a ceiling light to me I feel like moving into like the not moving but also expanding more into the event scene you know expanding into more like digital like you know making sure like a brand new website is in place that is more like cutting edge maybe an app you know like these kind of things these kind of changes and advancements will kind of help you move overtime so that you'll never have that ceiling above your head if you're thinking of it in my dear business and strategic way it's about moving with the times and if I try and say Oh no I just want to maintain a print magazine forever even though we're not just currently just a print magazine but if I

just want to do print I will have that ceiling on my head because I know that you know there is an audience for it but it's a very light niche so I kind of have to keep moving.

C: What would you want to accomplish with an I am Hip Hop music festival?

R: Associating the brand would like massive headliners, making space for like artists from the UK Hip Hop scene here is really important. I feel like Grime and Drill has overshadowed the UK Hip Hop scene but it has still been able to grow in a way that you can hear but may not have been able to so and it would be great to have UK Hip Hop on like bigger stage such as a festival front and bring the ethos of a magazine to life.

So, when we're talking about an I Am Hip Hop Music Festival. It's not just the music, celebrate the whole artform like Turntablism, Break Dancing, Graffiti art, you know all of the Elements when it's comes together in a true reflection of Hip-Hop culture.

C: What motivates you?

R: To be honest, I need a lot of motivation and Hip-Hop music does that. We live in an era where you can start a brand and in like 5 years it can become really big. Consistency motivates me. I'm always pushing myself to say even though it's hard to do especially when you have to work and pay bills and do this and that then you know you're doing it on the side but you still trying to do it full time. It sucks! It's hard to say that and stay motivated. I feel like that it is also my motivation to be like Oh my God I want to do this forever I want to do this full time you know I want to be in a position where I can have a team and we can get paid and people know the brands will be big and knowing that is a possibility and seeing that in this current age I like how brands can blow and you know just having the right strategy in place like that's what motivated you.

C: In your mind visually what you say I am hip hop music festival look like?

R: I see it looking like? Um depending on the budget but if we were working on a wireless budget, I see multiple stages I see a headlining stage, I am hip hop in particular is not just limited to rappers like you know I see like soul and Jazz. I see music with meaning I see different stages like representing different genres you know that all come under the Hip Hop culture. I see amazing visuals because like graph and that side of it is massive to the Hip Hop culture like you know just like having my amazing artwork everywhere like every single corner has to be like Instagram ready you know at that kind of thing and lots of DJ's

I have so much Love and respect for DJs out there coz they are a big part of Hip-Hop culture. The Break dancing like all the other kind of components and elements come into life. This is how I visualise it and yeah scale wise I would love it to be like outdoors and big like wireless multiple stages yeah why do you feel this important that hip hop has its own festival in the UK.

C: What would your role be in the first I Am Hip Hop Music Festival?

R: probably be programming the line-up. I feel like there is so many like people in the team who are better suited to the creative vision of it and stuff and like logistics and admin.

C: Finally, what would you like the legacy of the I Am Hip Hop Music Festival to be?

R: I want the I Am Hip Hop Music Festival to be an Annual festival. that needs to be the one that every single hip hop artist wants to play, with I Am Hip Hop being the premiere festival for Hip Hop fans to come to from all over the world.

As for what the legacy should be. It should be to get better and better and expand on its universal appeal even to non-Hip Hop fans of all ages being like 'Oh my God yeah I might go' then 'yes I might go again'. I want it to have like that long-lasting effect I want it to represent what the magazine set out to do whilst also rising the bar I think it's important and yeah to spread the love of the Hip Hop culture.