George Mathew – MA Music Business

Two day festival portfolio and plan

Robert Guterman – Live Music and Event Management

3116 words

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House In The Park

House in the park is a 2-day music festival set just outside of Horsham, a market town located in West Sussex, England, on the upper reaches of the River Arun just on outskirts of the Weald. It is situated 50 kilometres south-southwest of London. Consisting of 3000 attendees. The event will cater to all festival goers needs including their food, drink, transportation and their board and lodging. The festival will also provide stalls that sell local produce, merchandise, clothing and other products.

This festival will be explained and detailed in the following portfolio which will examine key areas of concern, the planning and development of this event, legal and practical requirements. This portfolio will identify the key stakeholders and deliver documentation evidencing strategy, project planning, licencing, risk assessment, programming, staffing, team structure, marketing, budgeting, and timelines of project execution. Additionally, this portfolio will deliver documentation explaining the market that the festival intends to draw in and successfully entertain.

1 Legal and Practical Requirements

Applications for the use of Horsham Park for major events, such as those that occur on an annual basis and occupy a large area of the Park, may only be considered for the following year. This is due to the fact that huge events like this will take up a significant portion of the Park. An application must be submitted to the Council prior to the end of the year before the event, indicating both the first and second dates of preference. Applications for less significant events seeking permission to use Horsham Park or other open spaces should be submitted at least three months in advance of the event date. With this in mind, the event would have to be organised at least 12 months in advance of its occurrence in line with Horsham council event application guidelines.

The Council will not lease premises for purposes that are inconsistent with its Equality and Diversity, Safeguarding, Counter Terrorism and Security principles, or that violate the Equality Act 2010, the Children Act 2004, the Human Rights Act 1998, the Care Act 2014, or the Counter Terrorism and Security Act 2015. This rule will also be considered when choosing whether or not to accept a booking. The Council also retains the power to refuse to rent premises to people or organisations whose beliefs and/or behaviour contradict the Public Sector Equality obligation and need to:

1. All types of illegal discrimination, harassment, and victimisation must be eliminated.
2. Prevent people from being engaged in terrorism.
3. Promote constructive contacts between different groups.

4. Make sure that different groups have equal access to opportunities.

The Board will not lease premises for purposes that are likely to offend public taste and sensibility unless the potential damage is mitigated or exceeded by other factors (e.g. freedom to expression or artistic distinction). The chairman of Horsham council's public services department will be the final step in determining whether to hire the spaces on a case-by-case basis.

Other considerations to keep in mind are that within 14 days of the Event, the Event coordinator must pay the Council the rental fees to utilize the outdoor space, as set by the Council, in addition to any other fees that may be due for amenities offered by that of the Council.
The event organisers are responsible for and shall not use the site or any portion of it for the performance of any musical or theatrical works or for the performance in public of any works in which copyright occurs without the Permission of the Owner of the aforementioned copyright, or in any other way that infringes upon any existing copyright. This provision applies to any and all copyrights. Furthermore, the event must ensure that is is paying all relevant performance, publishing and other associated costs in relation to the correct rights required for the operation of the festival.
The event must also comply with minimum insurance requirements, details and evidence of insurance should be provided to the council no less than 30 days prior to the execution of the event and should provide cover and protection against third party claims made against both the event organisers as well as Horsham council.
As the event is in occurrence for longer than 24 hours and includes the opportunity for attendees to stay overnight in the form of camping, it is a mandatory requirement that the event provide adequate security to ensure the safety of the public and attendees.

2 Licence Applications

The public performance or execution of activities undermentioned necessitate a licence under the Licensing Act 2005. This list also includes sporting events and public performance of theatre, this list however only includes activities relevant to the festival.

- Performing live music
- Recorded Music
- Dancing
- Providing facilities for making music or dancing
- Retail sale and supply of alcohol
- Supplying hot food or drink after 11pm until 5am

For the facilitation of this event the correct licence must be obtained. The event requires a ‘Premises Licence’ which enables the holder to make use of a definite premises for licensable activities, including but not limited to the sale and allocation of alcohol, delimited entertainment including live performances, screening of filmed content and the provision of late-night sales of food and drink. The premises license application form was obtained from Horsham council and was filled out with all relevant required information and details regarding the 2 day festival.

Included below is the completed application form for the premises license.

Applicant Name

* Title or ORGANISATION	ORGANISATION
* Forenames/Organisation Name	House in the park
* Surname/Organisation Type(e.g. Ltd Co, Partnership etc)	sole trader
* Date of Birth	05/07/2001
* Applicant 18 years old or over?	Yes
* Nationality	british
* Address Line 1	Marston Trussell
Address Line 2	22 Main street
* City / Town	Market Harborough
County	Please select
* Postcode	LE16 9TY
* Telephone	07578336664
* Email	georgemathew30o@gmail.com

Premises Details

* Premises Name	horsham park
* Address Line 1	North Parade Road
Address Line 2	
* City / Town	Horsham
County	
* Postcode	RH12 2DW
* Telephone	01858 476631
* Non-Domestic Rateable Value	
Email Address	eventsdepartment@hcouncil.co.uk

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E - Live Music

* Will the performance of live music take place indoors,outdoors or both? Please select. (Read guidance note 2)	Outdoors
Please give further details here (please read guidance note 3)	the music will be played on the main stage, outdoors.
State any seasonal variations for performance of live music (please read guidance note 4)	N/A
Non-standard timings. Where you intend to use the premises for performance of live music at different times to those listed in the column below, please list (please read guidance note 5)	N/A

Standard timings (read guidance note 6)

START				FINISH			
Mon		:	(hours : minutes)	Mon		:	(hours : minutes)
Tues		:	(hours : minutes)	Tues		:	(hours : minutes)
Wed		:	(hours : minutes)	Wed		:	(hours : minutes)
Thur		:	(hours : minutes)	Thur		:	(hours : minutes)
Fri	12	: 00	(hours : minutes)	Fri	05	: 00	(hours : minutes)
Sat	10	: 00	(hours : minutes)	Sat	05	: 00	(hours : minutes)
Sun		:	(hours : minutes)	Sun		:	(hours : minutes)

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Application for a Premises licence to be granted under the Licensing Act 2003

Type Of Application

Application for a Premises licence to be granted under the Licensing Act 2003

PLEASE STATE WHETHER YOU ARE APPLYING FOR A PREMISES LICENCE AS:

a) An Individual or Individuals * ☑ Complete Section A

b) A person other than an individual *

i) As a Limited Company ☐ Complete Section B

ii) As a Partnership ☐ Complete Section B

iii) As an unincorporated association ☐ Complete Section B

iv) Other ☐ Complete Section B

c) A recognised Club ☐ Complete Section B

d) A Charity ☐ Complete Section B

e) The Proprrietor of an educational establishment ☐ Complete Section B

f) Health Service Body ☐ Complete Section B

g) A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independant hospital ☐ Complete Section B

h) Chief Officer of Police of a police force in England and Wales ☐ Complete Section B

If you are applying as a person described in (a) or (b) please confirm one of the next 3 options:
(If yes please tick box)

I am carrying on or propose to carry on business that involves the use of the premises for licensable activities; ☑ Licensable Activities

OR

I am making the application pursuant to a:

☐ (i) Statutory function

☐ (ii) A function discharged by virtue of Her Majesty?s prerogative

Licensable Activities

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedule 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment:(tick for yes)

a) Play(s)	☐	(if ticking yes, fill in box A)
b) Film(s)	☐	(if ticking yes, fill in box B)
c) Indoor sporting event(s)	☐	(if ticking yes, fill in box C)
d) Boxing or wrestling entertainment	☐	(if ticking yes, fill in box D)
e) Live music	☑	(if ticking yes, fill in box E)
f) Recorded music	☑	(if ticking yes, fill in box F)
g) Performances of dance	☐	(if ticking yes, fill in box G)
h) Anything of a similar description to that falling within (e), (f) or (g)	☑	(if ticking yes, fill in box H)

Provision of entertainment facilities for: (tick for yes)

i) Making music	☐	(if ticking yes, fill in box I)
j) Dancing	☑	(if ticking yes, fill in box J)
k) Entertainment of a similar description to that falling within (i) or (j)	☑	(if ticking yes, fill in box K)
l) Provision of late night refreshment	☑	(if ticking yes, fill in box L)
m) Supply of alcohol	☑	(if ticking yes, fill in box M)

In all cases complete boxes N, O and P (see later pages)

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Part 3 - Operating Schedule

* When do you want the premises licence to start? 5 July Year 2024

If you wish the licence to be valid only for a limited period, when do you want it to end 7 July Year 2024

If 5000 or more people are expected to attend the premises at any one time, please state the number expected to attend

* Please give a general description of the premises (Please see guidance note 1)

Horsham park is an open countryside space with adequate infrastructure, with ease of access to the public in both the local area and those based in nearby london. the premises will operate as a 2 day festival centered around house and dance music, featuring 1 main stage and multiple stalls selling and distributing food, drinks and other products.

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F - Recorded music

* Will the playing of recorded music take place indoors, outdoors or both? Please select. (Read guidance note 2): Outdoors

Please give further details here (please read guidance note 3): Recorded music will be performed by DJs on the outdoor main stage throughout the festival.

State any seasonal variations for playing recorded music (please read guidance note 4): N/A

Non-standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 5): N/A

Standard timings (read guidance note 6)

	START			FINISH		
Mon		:	(hours : minutes)		:	(hours : minutes)
Tues		:	(hours : minutes)		:	(hours : minutes)
Wed		:	(hours : minutes)		:	(hours : minutes)
Thur		:	(hours : minutes)		:	(hours : minutes)
Fri	12	: 00	(hours : minutes)	05	: 00	(hours : minutes)
Sat	10	: 00	(hours : minutes)	05	: 00	(hours : minutes)
Sun		:	(hours : minutes)		:	(hours : minutes)

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J - Provision of facilities for dancing

* Please give a description of the type of facilities for dancing that the club will be providing	The event will provide a substantial sound system as well as visual systems such as lights, lasers, smoke machines and carbon dioxide cannons
* Will the facilities for dancing be indoors, outdoors or both? Please select. (Read Guidance note 2)	Outdoors
Please give further details here (please read guidance note 3)	The main stage will feature both the sound systems and the lighting.
State any seasonal variations for the provision of facilities for dancing (please read guidance note 4)	N/A
Non-standard timings. Where you intend to use the premises for the provision of facilities for dancing at different times to those listed in the column on the left, please list (please read guidance note 5)	N/A

Standard timings (read guidance note 6)

START				FINISH			
Mon		:	(hours : minutes)	Mon		:	(hours : minutes)
Tues		:	(hours : minutes)	Tues		:	(hours : minutes)
Wed		:	(hours : minutes)	Wed		:	(hours : minutes)
Thur		:	(hours : minutes)	Thur		:	(hours : minutes)
Fri	12	: 00	(hours : minutes)	Fri	05	: 00	(hours : minutes)
Sat	10	: 00	(hours : minutes)	Sat	05	: 00	(hours : minutes)
Sun		:	(hours : minutes)	Sun		:	(hours : minutes)

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L - Late Night Refreshment

* Please give a description of the type of entertainment facility you will be providing

food and drink will be sold late at night during the festival, this includes the sale of alcoholic beverages, soft drinks and food products.

* Will this late night refreshment take place indoors, outdoors or both? Please tick. (Read guidance note 2)

Indoors

Please give further details here (please read guidance note 3)

there will be a food tent where attendees can take shelter and consume their food/drinks as well as purchase food/drink.

State any seasonal variations for late night refreshment (please read guidance note 4)

N/A

Non-standard timings. Where you intend to use the premises for late night refreshment at different times to those listed in the column on the left, please list (please read guidance note 5)

N/A

Standard timings (read guidance note 6)

START				FINISH			
Mon		:	(hours : minutes)	Mon		:	(hours : minutes)
Tues		:	(hours : minutes)	Tues		:	(hours : minutes)
Wed		:	(hours : minutes)	Wed		:	(hours : minutes)
Thur		:	(hours : minutes)	Thur		:	(hours : minutes)
Fri	23	: 00	(hours : minutes)	Fri	05	: 00	(hours : minutes)
Sat	23	: 00	(hours : minutes)	Sat	05	: 00	(hours : minutes)
Sun		:	(hours : minutes)	Sun		:	(hours : minutes)

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M - Supply of Alcohol

* Will the sale of alcohol be for consumption on the premises, off the premises or both? Please select. (Read guidance note 6)

On Sales

State any seasonal variations for the supply of alcohol (please read guidance note 4)

N/A

Non-standard timings. Where you intend to use the premises for the provision of supply of alcohol at different times to those listed in the column below, please list (please read guidance note 5)

N/A

Standard timings (read guidance note 6)

Start				FINISH			
Mon		:	(hours : minutes)	Mon		:	(hours : minutes)
Tues		:	(hours : minutes)	Tues		:	(hours : minutes)
Wed		:	(hours : minutes)	Wed		:	(hours : minutes)
Thur		:	(hours : minutes)	Thur		:	(hours : minutes)
Fri	10	: 00	(hours : minutes)	Fri	23	: 00	(hours : minutes)
Sat	8	: 30	(hours : minutes)	Sat	23	: 00	(hours : minutes)
Sun		:	(hours : minutes)	Sun		:	(hours : minutes)

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Specify the designated premises supervisor.

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

* Title	Mr
* Forenames	George
* Surname	Mathew
* Date of Birth	05/07/2001
* Address Line 1	Marston Trussell
Address Line 2	22 Main street
Address Line 3	
* City / Town	Market Harborough
County	Please select
* Postcode	LE16 9TY
* Telephone	07578336664
Email Address	georgemathew30o@gmail.com
Personal Licence Number (if known)	
Issuing Licencing Authority (if known)	

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O - Hours Premises are open to public

State any seasonal variations (please read guidance note 4): N/A

Non-standard timings. Where you intend to use the premises to be open to the public at different times to those listed in the column on the left, please list (please read guidance note 5): N/A

Standard timings (read guidance note 6)

Start				FINISH			
Mon		:	(hours : minutes)	Mon		:	(hours : minutes)
Tues		:	(hours : minutes)	Tues		:	(hours : minutes)
Wed		:	(hours : minutes)	Wed		:	(hours : minutes)
Thur		:	(hours : minutes)	Thur		:	(hours : minutes)
Fri	10	: 00	(hours : minutes)	Fri	05	: 00	(hours : minutes)
Sat	08	: 30	(hours : minutes)	Sat	05	: 00	(hours : minutes)
Sun		:	(hours : minutes)	Sun		:	(hours : minutes)

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

a) General ? all four licensing objectives (b,c,d,e) (See guidance note 9)	N/A
b) The prevention of crime and disorder	Security professionals will be employed to watch the event and look for any suspicious conduct. Event employees and security professionals will be educated in emergency response methods so that they can react promptly and efficiently in the event of an incident.
c) Public Safety	Event employees and security professionals will be educated in emergency response methods so that they can react promptly and efficiently in the event of an incident. Event organisers will undertake a risk assessment prior to the event to identify possible risks and propose mitigation methods. Emergency services: To cope with any health-related issues that may develop, the festival will have first aid stations, medical tents, and ambulance services.
d) The prevention of public nuisance	Local police authorities will be notified of the events occurrence and will be ready to respond to any issues regarding breach of the peace, unruly behavior and/or illegal activities. The security staff present will maintain peace and respond to any issues.
e) The protection of children from harm	children are not attending the event as it is required that all attendees be over the age of 18.

3 Marketing, branding and promotional strategy.

House in the park is an electronic music event that aims to embody and champion the roots of house music and the surrounding dance culture. The event will incorporate a highly considered level of branding to affirm the forementioned aims of the event, an examination of the current dance market as well its past trends will be used and researched to command the direction of the event's branding.
Included below is a brand style guide for the event with imagery and inspiration relating to the events branding.

Tone of voice/communication

The electronic music festival's tone of voice is dynamic, bright, and joyful. While the event aims to generate a high-energy and thrilling environment, the language utilised is dynamic, engaging, and hype-oriented. The tone will also be edgy and futuristic, reflecting electronic music's cutting-edge and inventive character. Also, since electronic music events bring people together from many origins and cultures to celebrate their common love of music, language that invokes a feeling of community and togetherness will be employed. The implementation of a specific tone of voice across all assets concerning the event is very important as it ensures continuity across the events branding and image, giving consumers a clear understanding of the event.

Tone of voice is also important in ensuring that consumer's interest in the event is encouraged, tone of voice is an opportunity to speak to the consumer and create a lasting first impression. One very popular method is using power words and authority phrases to enhance the effectivity of content. Words like "epic," "wonderful," and "unforgettable" are examples of power words because of the strong feelings they evoke in the reader. These phrases have the potential to pique the reader's interest and get them excited about attending the event. These phrases can also be written in capital letters and can be punctuated to extenuate certain words or key phrases. Emojis can also be used to great effect as they offer further visual stimulation for consumers, they can be used to convey emotions, represent ideas and enhance the meaning of bodies of text.

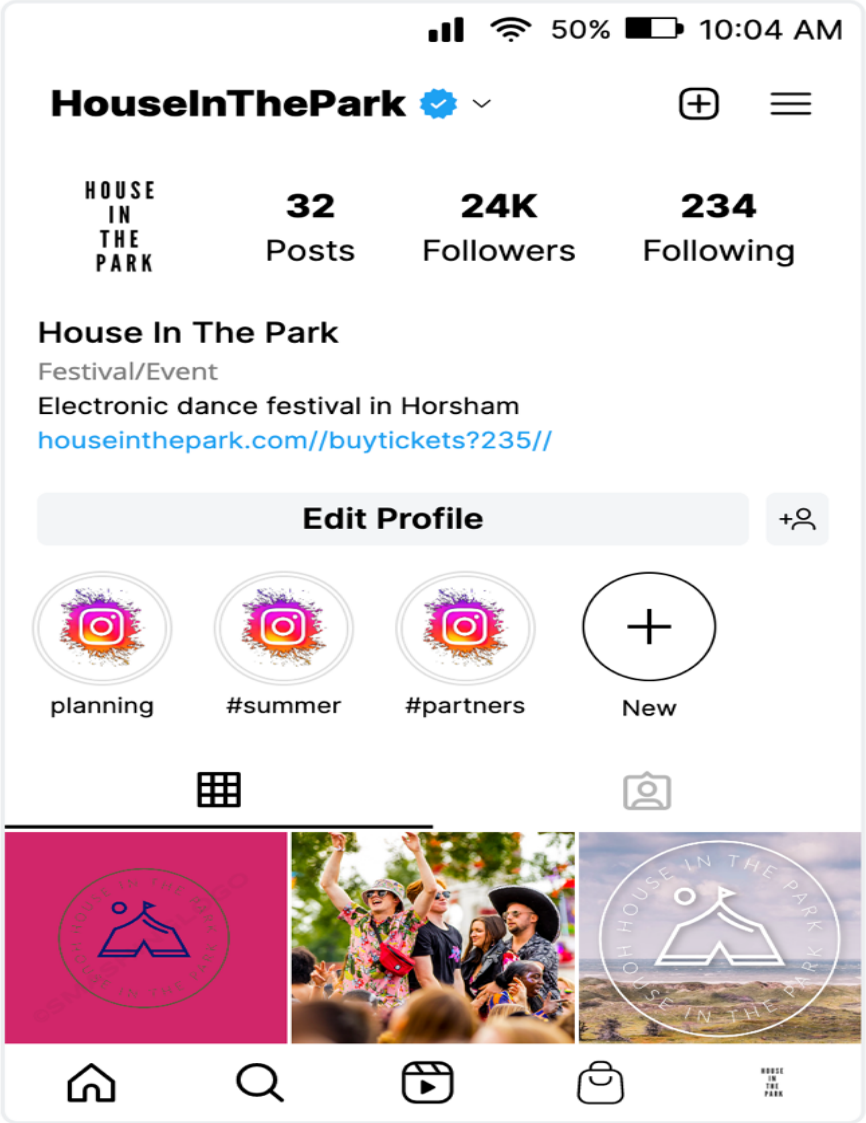
Another method used across a lot of social media campaigns and brand style guides is the implementation of descriptive language, such as pulsating bass, vibrant lighting, and sensational rhythms, you may take the reader on a mental trip to the event and give them a taste of what it would be like to be there.
One other thing that works is making people feel welcome and like they belong by using inclusive language. A feeling of community and anticipation for the event may be fostered by the use of phrases like "Join us for a memorable night," "Be part of the experience," and "You won't want to miss this."

Instagram will be the events primary form of communication with consumers and potential attendees, with regular posts before, during and after the event, competitions, giveaways and question and answer sessions all being featured on the page. Targeted ads and promoted posts will provide the campaign with the necessary boost it will need to cut through the noise of other events. Targeted ads also allow for an efficient marketing spend as we can target exactly who we want to inform and we won't waste money putting ads or posts in places that aren't relevant.

"With so much of the world plugged into social networks like Facebook, LinkedIn and Twitter, Eventbrite has been able to study the value of social media for festivals and consumer events. While Likes and Shares are significant source of powerful (and free) promotion, we've also calculated their dollar value and contribution to your bottom line."[i] *(Eventbrite, 2022)*

The Instagram page is the online face of the event, aside from the ticketing link, this is the most website important for our event. The companies brand style guide will directly command how the page looks and what is posted. Good consideration to the tone of voice used in posts and copywriting of captions will be implemented

HOUSE IN THE PARK



4 Risk Assessment

The purpose of this risk analysis is to identify and evaluate the hazards that may arise from holding a music festival in a park with 3,000 expected participants. To protect people, assets, and ecosystems, we must first recognise potential threats and then implement solutions. With case studies such as Astro world by Travis Scott where 10 people died due to poor crowd management and a failure to properly prepare for the risks, there is more attention being paid to event safety than ever before.[ii] *(The Guardian Archive , 2021)*

- Outdoor activities are especially vulnerable to the elements. Injuries or property damage might result from a rapid shift in the weather. The event is scheduled for the summer when heat and thunderstorms are both possibilities.
  Mitigation:
  We will closely monitor the weather in the days before the event. Participants will be urged to seek shelter and the event may be delayed or called off entirely in the case of a tornado warning or other severe weather alert.

- The event is projected to draw in the neighbourhood of 3,000 people, so crowd management will be crucial. Overcrowding may cause injuries and stampedes if not handled properly.
  Mitigation:
  Our group and the security staff for the event must put in place a systematic plan to manage the thousands of participants, many of whom are likely to be intoxicated or excited. To maintain order during the event, we are going to set up barriers and staff it with security personnel. We will also clearly designate exits in the event of an emergency, and we will make sure that everyone is aware of where the exits are located and what they should do if they want assistance or wish to report a problem.

- It is critical to recognise the potential for fire during outdoor activities and take precautions to prevent it. Fires are more likely to break out if pyrotechnics or electricity are used, which they will be at our event.
  Mitigation:

Before the event, the stage crew and engineers will check the grounding of all electrical equipment and perform a fire risk assessment. There will be emergency exits that are easily identifiable and fire extinguishers nearby in case of an emergency.

- Drug and alcohol abuse both are widespread at music festivals, and both may increase the risk of serious harm.
  Mitigation:
  The security staff and event leaders will be working together with local police to enforce a astrict zero-tolerance drug policy. Alcohol sales will be strictly controlled, and there will be limits on how much attendees can carry into the festival. Event security staff will also be briefed on the zero tolerance policy of any drugs or illegal substances and will reserve the right to confiscate any dangerous substances.

- As a result of the large number of people consuming a large amount of alcohol and other drinks, it is crucial to ensure that adequate waste management and sanitary facilities are in place before an outdoor celebration with 3,000 people.
  Mitigation:
  The event will provide enough bins and rubbish collection points and make sure they are routinely emptied. The event grounds will be equipped with portable toilets and hand-washing facilities.

- The issue of safety is a major concern at every outdoor event. It's possible that attendees may be the targets of theft, violence, abuse or other criminal activities.
  Mitigation:
  A professional security agency will be hired by the event's organisers to keep an eye on things throughout the festival. They'll coordinate closely with local police and have an established protocol for responding to emergencies.

5 Timeline of events and running order of performances

Friday

- 7:00am
  - By 7 a.m., the production team and suppliers arrive, and they start unloading gear and setting up the stages.
  The suppliers of lighting, sound, and other equipment start putting everything in place.

- 9:00am
  - Site security and construction workers show there at 9:00 a.m.
  Security forces begin the installation of barriers, checkpoints, and other precautions.
  The event venue's site team has started setting up the necessary tables, chairs, and other equipment.

- 11:00am
  - Food and drink sellers start showing up about 11 a.m.
  Vendors of edibles and liquids start erecting stands and booths in the specified space.

- 12:00pm
  - The cleaning staff will arrive at 12 o'clock.
  The cleaning staff starts placing garbage cans, recycling bins, and bathrooms strategically around the venue.

- 2:00pm
  - Arrival of talent and artist liaison
  In order to make sure that all performers have time to prepare and soundcheck before their planned performances, talent and artist liaison coordinate with stage and production team.

- 4:00pm
  - Completion of event space set-up
  All equipment and facilities have been fully set up, tested, and inspected

Saturday

- 1:00 pm - Gates open, attendees start arriving and getting their wristbands and tickets checked, the 1st DJ set begins, opening the weekend.

- 2:00 pm - Food and beverage vendors open, offering a variety of snacks, drinks, and meals to attendees, Neon dreams takes the stage.

- 3:00 pm – Funkadelic take to the stage and bring the vibes!

- 4:00 pm – DJ Retrograde jumps behind the decks, with a bigger crowd now gathered and ready to enjoy the music
- 5:00 pm – Chillout, the DJ duo take to the stage, keeping the energy high and the music flowing into the evening

- 6:00 pm – Voltage jumps to action, with a large crowd now gathered and ready to rock out to this headliner's hits
- 7:30 pm - Main act finishes their set, leaving the crowd buzzing with excitement and anticipation for the next day's events
- 8:00 pm – DJs continue to play until 22.00

Sunday

- 10.00 am – First DJ set of the day, setting the tone for the rest of the day, with multiple acts to follow.
-
- 4:00 pm – DJ Acid jumps behind the decks, with a bigger crowd now gathered and ready to enjoy the music.

- 10.00pm – The closing set from the un announced special guest comes to an end and attendees head home or to their tents for the night.

The full running order for all 24 DJs is featured below and includes all the times and running order for both the Saturday and the Sunday. Sunday will have a similar running order to Saturday, excluding the fact that Sunday will also include the closure of the event with the departure of all guests happening on the either that evening or for those camping, the following morning.

6 Staffing and Team

The staff at any festival are what make or break the event, having a suitable amount of staffing, being prepared for the worst and for the best is crucial and that starts with having the correct number of staff. Listed below is the exact number of staff required for the running of the two day event, this list covers all bases and has more than enough staff to handle any situation that may arise. The largest group of employees is security personnel, a very important aspect as the type of music being played, its culture and the behaviour of the crowd will inevitably be extremely lively.

1. Event Manager - 1
2. Production Manager - 1
3. Site Manager - 1
4. Security Manager - 1
5. Operations Manager - 1
6. Artist Liaison - 2
7. Stage Managers - 2
8. Sound Engineers - 2
9. Lighting Engineers - 4
10. Audio Technicians - 4
11. Lighting Technicians - 4
12. Stagehands - 2
13. Security Personnel - 40
14. Ticketing and Box Office Staff - 10
15. Cleaning Crew - 20
16. First Aid Personnel - 6
17. Traffic Management Staff – 6
18. DJs – 24

Total = 131 team members

The team will be lead by myself as the Event Manager, the team is large but necessary for the sheer scale of this event, its location and the infrastructural adjustments needed to ensure the safety of out attendees, the smooth running of the event and that the correct level of care is taken to enur the protection of the event site and surrounding natural area.

The cost of hiring the team is broken down as follows:

- Stage crew (sound and lighting technicians, stage managers, etc.): £10,000-£15,000
- Security staff (crowd management staff, fence and perimeter staff, stage security): £8,000-£12,000
- Medical staff and ambulance hire: £4,000-£6,000
- Food and beverage staff: £6,000-£9,000
- Event coordinators (including event planners, production managers, and other administrative staff): £12,000-£18,000
- Cleaning and waste management staff: £4,000-£6,000
- DJ hire - £5,000

Total team cost estimate = £72,000

Ticket revenue from the event would amount to = £240,000 (3000 x £80)

Marketing Budget = £10,000

Public Liability Insurance = £1000-£3000

Venue hire = POA (estimate = £2,500)

[i] Eventbrite (2022) *The value of social media for Festivals & Consumer Events*, *Eventbrite Blog*. Available at: https://www.eventbrite.com/blog/academy/value-of-social-media-for-festivals-and-consumer-events/ (Accessed: April 12, 2023).

[ii] The Guardian Archive (2021) *Astroworld: Deaths of 10 people at Houston concert ruled accidental*, *The Guardian*. Guardian News and Media. Available at: https://www.theguardian.com/music/2021/dec/16/astroworld-festival-deaths-ruled-accidental (Accessed: April 13, 2023).