

MA Music Business (Level 7)
Live Music & Event Management
SBMTY7005
Discipline Tutor: Natalie Smith



Prifysgol Cymru
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THE GREATNESS FESTIVAL

Formal Documentations & Licensing

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Pre-planning

Why - To create a gathering for the Christian community, Celebrating the Lord Jesus Christ with an Immersive Music, Dance, Theatre Performances.

Platform for Thriving and upcoming Christian Creatives. This event aims to create an opportunity for popular Bible stories to be told in modern, creative ways using dance, theatre and music as mediums to do this.

What - 'The Greatness Festival' also takes the audience into a world of greatness, extravagant productions, famous UK gospel artists such as Called Out Music, Guvna B, Sarah Reeves. The festival hosts different genres within Christian Music, Contemporary Christian Music (CCM), Christian Rock, Christian Country, Christian Metal, Christian Hip-Hop, Urban Contemporary Gospel, Contemporary Worship Music, Southern Gospel, Jesus Music etc. Hosting different Christian Dance practitioners and Actors additionally. Telling the story of Easter of the Ministry of Jesus, through Immersive Theatre. Something for everyone, while still accommodating to the niche Christian demographic.

Where - Found Space, temporary demountable structure, transforming abandoned building, Capstone Farm Country Park, Medway, Kent.

When - 2nd to 3rd April 2021

Who - age 16-40

Event Overview

Creating innovative experiences that allows the audience to explore, on a journey of what came to be the 'Good News', modernising the story of Jesus Christ. The Greatness Festival blends the use of theatrical text, physical performance through dance and movement choreography, design installations and live music performance in found spaces. Telling famous stories/ parables from the Bible and transforming them into a monumental immersive experience for the audience.

Immersive theatre hasn't been done at this magnitude before.

This festival aims to create an annual hub of adventure, uplifting, through provoking and encouraging storytelling through high quality creative art productions.

'Great Music, Great Dance, Great Theatre & The Good News'

The Greatness Festival, becoming an annual hub for upliftment, empowerment in Community Greatness & Faith.

The Event

'The Greatness Festival' is a two-day festival that will take place in Capstone Farm Country Park in Chatham, Kent April 2021. The event aims to create an annual gathering for the vast Christian community and to uplift the youth and adults from encouragement, opportunity for Gospel music lovers to hear the favourite UK artist, for local churches and Christian communities to showcase local creative talent, and creative collaborations in Immersive Theatre, live Dance performances, workshops and Live Music with something for everyone in a family friendly aesthetic. The site will have a total capacity of 3,000 per day, with a total capacity of 1,000 for camping. The event will be ticketed and priced at £50 per person for a day ticket, £85 per person for weekend tickets including parking and camping £120 for a family (2 adults and maximum 3 children) day package and £170 for a weekend family camping package. Concessioned tickets will also be sold, available to those that purchase their tickets early and to students (valid student ID) 25% discount.

Theatrical Brief

Punchdrunk Theatre was an organisation that opened the potential utilization of a 'found space' to create an immersive 'new world' and 'adventures' for music theatrical entertainment enthusiasts (A Punchdrunk approach to making theatre, 2020).

In the initial development plan for the festival, the idea of an indoor festival was significantly discussed. Transforming a 'found space' into a place where like-minded people can gather to enjoy a shared unique experience of their favourite entertainers. Similar to what was achieved at Printworks, a multi-purpose event venue (Printworks London, 2020); Summer Dance Forever Dance Festival offers a similar idea with the hire of Paradiso to host their annual summer dance festival in Amsterdam (Summer Dance Forever, 2020). Paradiso is a 'found space' transformed from solely being a Church Cathedral to becoming a major music events venue in central Amsterdam (Paradiso.nl, 2020). However due to the specificity of this assignment in the utilisation of a countryside location in the UK, Capstone Farm Country Park was concluded upon. Structure influenced, Inspired by Summer Dance Forever, Breakin' Hip Hop Dance Festival
Dance showcase, Immersive Dance performances.

Choice of Venue

When choosing the event location there are a few questions that needed to be considered some of which are:

Is the size of the site suitable for the event type?

How accessible is the site for organisers, performers and attendees?

Are there residences nearby that may be disturbed by noise?

Site considerations

For the debut of 'The Greatness Festival there was significant discussion that the event would be held within London, utilising the found space Printworks which has the capacity for 5,000, because of its ease in accessibility as the site is located in South East London's Canada Water, 5 minute walk from the station; and its presiding operation as a club venue with multi-functional rooms with high quality technical facilities. However due to the requirements of the assignments and for more diversity in the magnitudes of the production, we concluded on holding the festival in a countryside at the Capstone Farm Country Park in Kent. Then later holding a subsidiary event of a similar nature in the London found space venue.

The use of Capstone Farm Country Park as the final location for the 'The Greatness Festival 2021' was a better fit for the magnitude of the festival as the country park itself covers 114 hectares, 281 acres of former farmland set on the North Downs on a picturesque rolling landscape (Council, 2020). Capstone Park site map can be seen in Appendix A.

For this specific event, it is important that the venue is easily accessible by public transport. When searching for the countryside location that The Greatness Festival would be held. We considered the size/capacity that what's required. 2 to 4 people per metre squared.

The event site will be split up into 4 sections each day having a variety of activities for the attendees to be involved in. The 2-day event will be split up into 4 segments or stages. Day 1 - Live Music; Dance Workshops; Creative Ministry Workshops - Musicians, Vocalists, Expressionist and Creative Media and Accommodation. While on Day 2 - Live Music; Dance Battles with Live Music or DJ, Immersive Theatre - The Story of Christ and Accommodation.

Event Safety

The Purple Guide to Health, Safety and Welfare at Music and Other Events developed and updated frequently by the Events Industry Forum in consultation with the events industry here in the UK. The guide aiming to assist the individual, collective or local authority to

ensure practicable guidelines of the duty of care as employers and organisers is understood and adhered to in the health, safety and welfare of their employee, volunteers and spectators as to not place their health and safety at risk in the operation of the event (*The Purple Guide*, p1-2,2020)

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An Event Management Plan (EMP) is a document produced at the planning stage of an event. The document must contain a variety of information in response to the risk assessment, detailing how the event will be carried out. Gravesham borough and Medway Council, this document must consist of:

- A description of the event – the Who, What, Why When and Where. (- referenced above in the pre-planning section.)
- Accessibility arrangements for those with disabilities.
- Amusements, attractions and displays - How lost children will be dealt with and whose responsibility it will be.
- Details of the communications system that will be in place - on and off sites eg. Walkie Talkies, WhatsApp.
- The details of all contractors working on site including their own risk assessments - how it is managed so employers and organisers are kept accountable.
- How Emergencies such as terrorist threats or fire will be managed and how the public will be handled.
- The Entry policy for the event - Details of any hazardous substances that may be on site during the event and how they will be stored.
- Medical cover and first aid arrangements including location of first aid points and persons responsible.
- A noise management plan detailing steps to be taken to reduce nuisance. - How waste will be disposed of.
- A full detailed site layout. - Crowd management and flow of people. - Details of temporary structures to be erected on site including safety calculations. - The provision and location of toilet facilities.
- A traffic management plan detailing the access and egress of the site, parking, pedestrian routes, ground protection etc.
- The utilities that will be provided including details of any generators and their providers. - Details of vehicles on site.
- Working at height safety.

The Event Management Plan becomes a reference point for anyone working on the event or authorities that may require it. Other useful information could also include, who the main contacts are on site; who to contact upon arrival to the site; a timeline of the event and programme of site arrival schedules (*The Purple Guide*, 2020).

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Licensing

The checklist of licensing required in the UK for live events is regulated by a scheme put in place in 2003, The Licensing Act 2003 (The Act). Which is used for the licensing of premises that desire to engage in licensable activities such as:

- The sale and supply of alcohol;
- Provision of public entertainment;
- Provision of late night hot food and drink;

Temporary Events spaces set up either outdoors or indoors requiring a premises license any of the activities (*Premises licence guidance*, 2020)

Premises

The event itself won't be serving alcoholic beverages on the premises as it is a family event. However relevant preventative measures will be taken in order to prepare adequately if some people attend the event with their own alcoholic beverages or bring alcoholic beverages onto the premises. Such as the hiring of security and signage located at the entrances and exits of all activity sites encouraging all event attendees if they do choose to drink, they should do so responsibly (ID on their person to ensure they are over the drinking age). A penalty fee of £20 will be given if they are displaying irresponsible behaviour on the premises, a further ticket revokement and escorted off the premises if the irresponsible behaviour ensues. An alternative to this, a route that is also being considered is 'alcohol-free' premises. Where event attendees will be permitted to consume alcoholic beverages off-site, but won't be permitted on site with them. This again would be managed by the security team wear bag checks will occur upon entrance to the event premises.

Entertainment

The Licensing Act 2003 sets out what activities are included when providing regulated entertainment. It also set out when they're licensable and which are not and therefore exempt from the regulated entertainment regime. Changes to regulated entertainment took effect on 6 April 2015.

The descriptions of entertainment activities licensable under the 2003 act are:

- a performance of a play
- an exhibition of a film
- an indoor sporting event
- a boxing or wrestling entertainment
- a performance of live music
- any playing of recorded music
- a performance of dance

- and entertainment of a similar description to a performance of live music, any playing of recorded music or a performance of dance

To be licensable, one or more of these activities needs to:

- be provided for the purpose (at least partly) of entertaining an audience
- be held on premises that are available for the purpose of enabling that activity
- take place in the presence of a public audience or must be subject to a charge made with a view to profit (if the activity takes place in private)

(Medway Council, 2020)

The Greatness Festival will be providing public entertainment where live music, dance and theatre performances throughout the 2 day festival event programming; premises licensing and Temporary Event Notice to the local council can be seen in Appendix C and D.

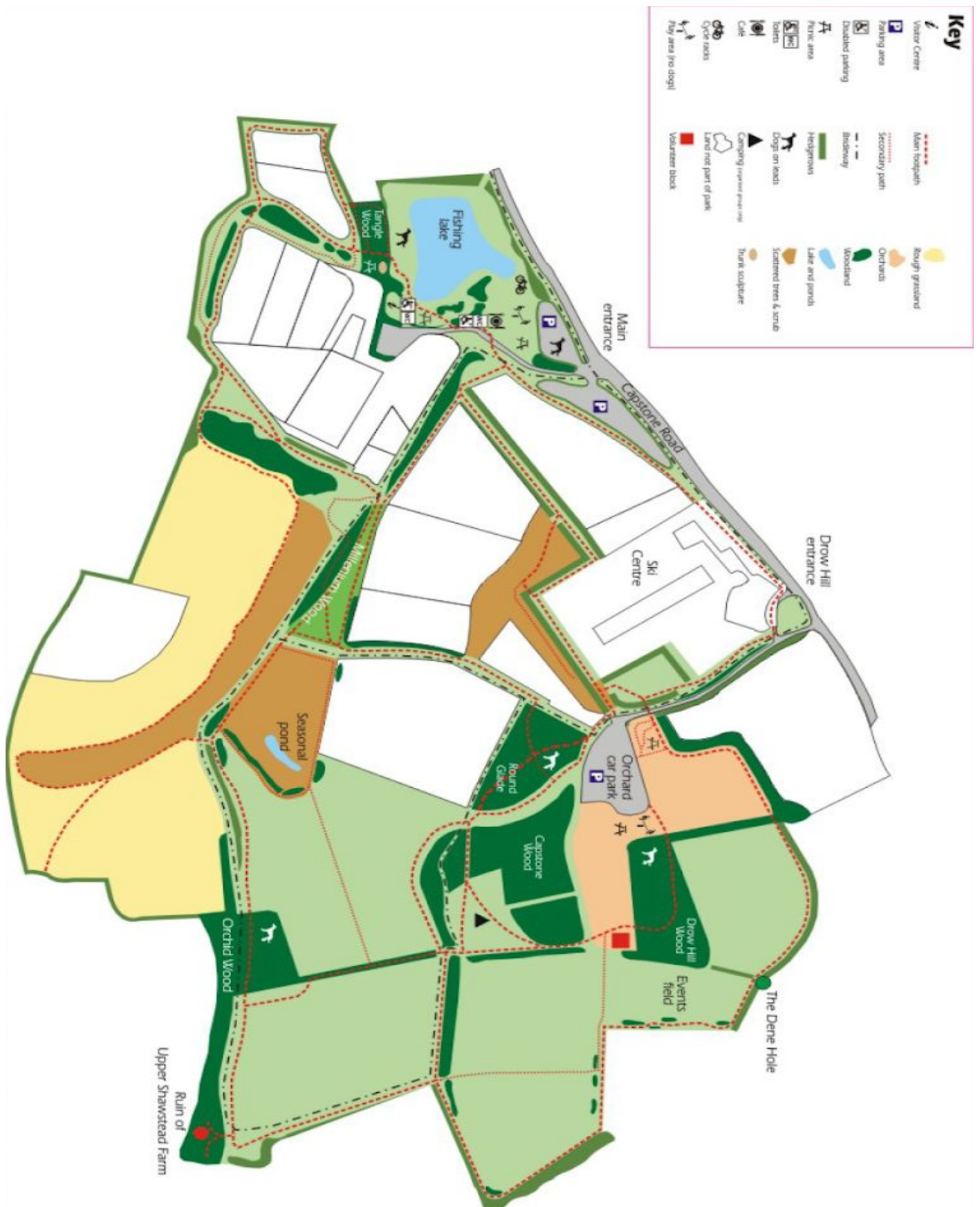
Event Promotion

The Greatness Festival hopes to promote local artists, performing arts institutions to bring in the local audiences; marketing for the event aimed to bring people within the Kent localities, as well as people living in London. The event is aimed at all ages, with family package deals being available and concession tickets available to purchase for those that book tickets early and have proof that they are students. The unveiling of ITV studios plans to launch a Theme Park in the Kent area is also hoped to bring further scope for promotional for the event and potentially build an affiliate relationship with them for sponsorship opportunities (*Plans unveiled for ITV Studios theme park in Kent*, 2020). The main streams of advertising will be social media and reaching out to local creatives and institutions. We have affiliation with CapitalXtra Radio, so maximising on radio plugging will be maximised; Also utilising social media platforms such as Instagram, Facebook, TikTok and Twitter advertising; celebrity artists and choreographers promoting the event on their social pages, to reach the youthful demographic; collaborating with other Christian festivals such as Soul Survivor and Big Church Day Out for discounted ticket package deals to further promote The Greatness Festival to their audiences.

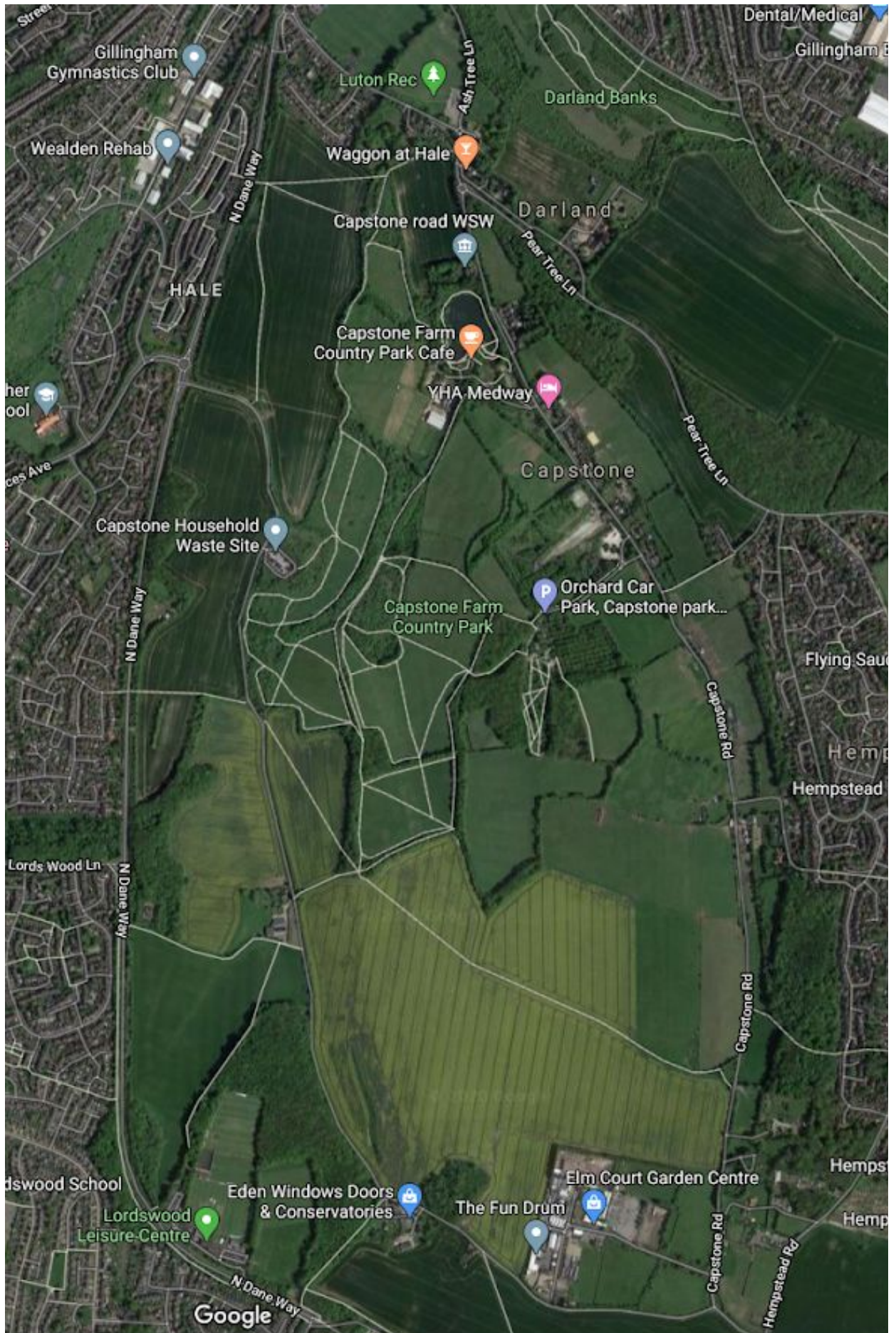
Summary

In order to run a successful event these are just a few significant aspects that must be put into consideration. For the assignment I saw it fitting to delve into the planning of an event at this scale, theatrical briefs, health and safety and licensing. There are some additional areas that I will be researching further in the development of this project such as: risk assessments; waste management; programming and pre-production; artist booking; immersive theatre set design; budgeting; fundraising and other logistics to be considered when planning a multidisciplinary arts festival such as this.

Appendix A



Appendix B



Appendix C

Medway Council 2020,
Gun Wharf, Dock Road,
Chatham, Kent, ME4 4TR
Phone: 01795 417567
<https://www.medway.gov.uk/>



Licensing Act 2003

GRANTED - PREMISES LICENSE FORM

This representation is made by other persons of the premises to be licenced as detailed below:

Your name	EMMANUELLA IDRIS
Organisation name OR Name of body you represent	I C GREATNESS ARTS ADVOCACY
Postal Address	33 DOVEHOUSE MEAD BARKING ESSEX IG11 7DS
Email address	icgreatnessarts@gmail.com
Daytime contact number	07590098447

Name of premises you are making a representation about	CAPSTONE FARM COUNTRY PARK
Address of premises you are making a representation about	

	Capstone Farm Country Park, Capstone Rd, Gillingham ME7 3JG
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Your representation must relate to one of the four licensing objectives (see note 4)

Licensing Objective	Yes/No	Please detail the evidence supporting your representation OR the reason for your representation. Please use a separate sheet of paper if necessary
Prevention of crime & disorder	Yes	We may take into account and recognise that certain criminal activity or associated problems may take or be taking place despite the best efforts of the licensee and the staff working at the premises. In such circumstances, we will take any necessary steps to remedy the problems. Our role is to promote the licensing objectives in the interests of the wider community rather than determine guilt or innocence of individuals. Such issues are for the courts of law. If you are considering objecting, reviewing a licence or making a complaint, you must provide evidence that you have seen an issue in relation to the following at first-hand: • breaches of licensing conditions, authorised activities or authorised hours • a criminal offence (which should be reported to the police first)

		• anti-social behaviour
Public Safety	Yes	We cannot take into account any issues that are dealt with in other legislation such as public health, cleanliness or hygiene. If you are considering objecting, reviewing a licence or making a complaint you must provide evidence that you have seen an issue in relation to the following at first-hand: • overcrowding (leading to an increased risk of violence or to the safety of people in the premises) • fire issues (which should be reported to the fire service first) • anyone being hurt or having an accident in licensed premises (who should seek medical care and report to the relevant authorities)
Prevention of public nuisance	Yes	Public nuisance could include low-level nuisance, perhaps affecting a few people living locally as well as major disturbance affecting the whole community. Examples of nuisance could include: • noise • threats to community safety • litter • odour • smoke • lights. If you are considering objecting, reviewing a licence or making a complaint, you must provide evidence that you have experienced a nuisance issue at first hand. Please make sure that you have: • reported the incident to the relevant authorities in the first instance and

		the incident has happened on a repeated basis
Protection of children from harm	Yes	This objective relates to the protection of children from moral, psychological and physical harm. This includes protecting them from early exposure to: - strong language - sexual expletives - adult entertainment - drinking alcohol - drug-taking - gambling - violence The Secretary of State for Culture, Media and Sport recommends that we develop family-friendly environments that should not be frustrated by overly-restrictive conditions relating to children. Nevertheless, the council also has a responsibility to protect children. If you are considering objecting, reviewing a licence or making a complaint you must provide evidence that you have seen actual or potential harm for children first-hand. Please make sure that you have: - reported the incident to the relevant authorities in the first instance, for example, the sale of age-restricted products (this includes sales of alcohol and tobacco to children or young people who are under-age) - details of the children affected

SIGNED: E. IDRIS

DATED: 20/03/20

Appendix D



Medway Council 2020,
Gun Wharf, Dock Road,
Chatham, Kent, ME4 4TR

Temporary Event Notice

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

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

1. The personal details of premises user (Please read note 1)			
1. Your name EMMANUELLA IDRIS			
Title	Mr ☐ Mrs ☐ Miss / Ms ☐ Other (please state)		
Surname	IDRIS		
Forenames	EMMANUELLA		
2. Previous names (Please enter details of any previous names or maiden names, if applicable. Please continue on a separate sheet if necessary)			
Title	Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other (please state)		
Surname			
Forenames			
3. Your date of birth	Day 29	Month 06	Year 1995
4. Your place of birth	WALTHAMSTOW		
5. National Insurance Number	PA 308029D		
6. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)			
33 DOVEHOUSE MEAD, BARKING ESSEX IG11 7DS			
Post town		Postcode	
7. Other contact details			
Telephone numbers			
Daytime			
Evening (optional)			
Mobile (optional)			
Fax number (optional)			
E-Mail address			

8. Alternative address for correspondence (If you complete the details below, we will use this address to correspond with you)	
Post town	Postcode
9. Alternative contact details (if applicable)	
Telephone numbers:	
Daytime	
Evening (optional)	
Mobile (optional)	
Fax number (optional)	
E-Mail address (if available)	

2. The premises	
Please give the address of the premises where you intend to carry on the licensable activities or, if it has no address, give a detailed description (including the Ordnance Survey references) (Please read note 2)	
Capstone Farm Country Park, Capstone Rd, Gillingham ME7 3JG	
Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)? If so, please enter the licence or certificate number below.	
Premises licence number	080000106626
Club premises certificate number	
If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, please give a description and details below. (Please read note 3)	
Using solely 250 acres of sight from Camping site across to the woodlands.	
Please describe the nature of the premises below. (Please read note 4)	
Country Public Park	
Please describe the nature of the event below. (Please read note 5)	

Creating innovative experiences that allows the audience to explore, on a journey of what came to be the 'Good News', modernising the story of Jesus Christ. The Greatness Festival blends the use of theatrical text, physical performance through dance and movement choreography, design installations and live music performance in found spaces. Telling famous stories/ parables from the Bible and transforming them into a monumental immersive experience for the audience.

'Great Music, Great Dance, Great Theatre & The Good News'

3. The licensable activities		
Please state the licensable activities that you intend to carry on at the premises (please tick all licensable activities you intend to carry on). (Please read note 6)		
The sale by retail of alcohol		☐
The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club		☐
The provision of regulated entertainment (Please read note 7)		☐
The provision of late night refreshment		☐
Are you giving a late temporary event notice? (Please read note 8)		☐
Please state the dates on which you intend to use these premises for licensable activities. (Please read note 9)		2-3 April 2021
02/04/21 - 03/04/21		
Please state the times during the event period that you propose to carry on licensable activities (please give times in 24 hour clock). (Please read note 10)		
18:00 01/04/21 - 14:00 04/04/21		
Please state the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers. (Please read note 11)		3000 people per day
If the licensable activities will include the sale or supply of alcohol, please state whether these will be for consumption on or off the premises, or both (please tick as appropriate). (Please read note 12)	On the premises only	☐
	Off the premises only	☐
	Both	☐

Please state if the licensable activities will include the provision of relevant entertainment. If so, please state the times during the event period that you propose to provide relevant entertainment (including, but not limited to lap dancing and pole dancing). (Please see note 13)

Live Music Performances 3 acts per day
 Live Dance Performances 3 acts per day
 Live Dance Battles
 Live Dance Workshops 1 per day
 Live Immersive Theatre Production Part 1 - Day 1, Part 2 - Day 2.

4. Personal licence holders (Please read note 14)		
Do you currently hold a valid personal licence? (Please tick)	Yes ☐	No / ☐
If "Yes" please provide the details of your personal licence below:		
Issuing licensing authority		
Licence number		
Date of issue		
Any further relevant details		

5. Previous temporary event notices you have given (Please read note 15 and tick the boxes that apply to you)		
Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?	Yes ☐	No / ☐
If answering yes, please state the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year		
Have you already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No / ☐

6. Associates and business colleagues (Please read note 16 and tick the boxes that apply to you)		
Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	Yes ☐	No / ☐

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

7. Checklist (Please read note 17)	
I have: (Please tick the appropriate boxes, where applicable)	
Sent at least one copy of this notice to the licensing authority for the area in which the premises are situated	/ ☐
Sent a copy of this notice to the chief officer of police for the area in which the premises are situated	/ ☐
Sent a copy of this notice to the local authority exercising environmental health functions for the area in which the premises are situated	/ ☐
If the premises are situated in one or more licensing authority areas, sent at least one copy of this notice to each additional licensing authority	/ ☐
If the premises are situated in one or more police areas, sent a copy of this notice to each additional chief officer of police	/ ☐
If the premises are situated in one or more local authority areas, sent a copy of this notice to each additional local authority exercising environmental health functions	/ ☐
Made or enclosed payment of the fee for the application	/ ☐
Signed the declaration in Section 9 below	/ ☐

8. Condition (Please read note 18)
It is a condition of this temporary event notice that where the relevant licensable activities described in Section 3 above include the sale or supply of alcohol that all such supplies are made by or under the authority of the premises user.

9. Declarations (Please read note 19)	
The information contained in this form is correct to the best of my knowledge and belief. I understand that it is an offence: (i) to knowingly or recklessly make a false statement in or in connection with this temporary event notice and that a person is liable on summary conviction for such an offence to a fine of any amount; and (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on summary conviction for any such offence to a fine of any amount, or to imprisonment for a term not exceeding six months, or to both.	
Signature	E. IDRIS
Date	23/03/20
Name of Person signing	EMMANUELLA IDRIS

For completion by the licensing authority

10. Acknowledgement (Please read note 20)	
I acknowledge receipt of this temporary event notice.	
Signature	On behalf of the licensing authority
Date	
Name of Officer signing	

Notes for Guidance

General

In these notes, a person who gives a temporary event notice is called a “premises user”.

The police and local authority exercising environmental health functions may intervene on the grounds of any of the four licensing objectives (the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm) to prevent the occurrence of an event at which permitted temporary activities are to take place or to agree a modification of the arrangements for such an event. However, the licensing authority will intervene of its own volition in the cases described below.

First, it will issue a counter notice if there is an objection to a late temporary event notice (see note 8 below).

Secondly, it may issue a notice in relation to its decision to impose conditions on a temporary event notice (see note 2 below).

Thirdly, it will issue a counter notice if the first, second, third and fifth of the limits set out below would be exceeded. If any of the limits below are breached or if a counter notice has been issued, any licensable activities taking place would be unauthorised and the premises user would be liable to prosecution. The limitations apply to:

- the number of times a person may give a temporary event notice (50 times per year for a personal licence holder and 5 times per year for other people);
- the number of times a person may give a late temporary event notice (10 times per year for a personal licence holder and 2 times per year for other people);
- the number of times a temporary event notice may be given in respect of any particular premises (15 times in a calendar year);
- the length of time a temporary event may last for these purposes (168 hours or 7 days);
- the maximum aggregate duration of the periods covered by temporary event notices at any individual premises (21 days per calendar year); and
- the scale of the event in terms of the maximum number of people attending at any one time (a maximum of 499).

For the purposes of determining the overall limits of 50 temporary event notices per personal licence holder (in a calendar year) and of 5 for a non-personal licence holder (in a calendar year), temporary event notices given by an associate or a person who is in business with a premises user (and that business involves carrying on licensable activities) count towards those totals. The limits applying to late temporary event notices are included within the overall limits applying to the total number of temporary event notices. Note 16 below sets out the definition of an “associate”.

When permitted temporary activities take place, a premises user must ensure that either:

- a copy of the temporary event notice is prominently displayed at the premises; or

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