Amar Chhina
2123522
Live Events
July 15 2022

ESMP for Chhina's World Festival

Introduction

This document is the official ESMP for an immersive hybrid rap festival taking place in the National Trust Basildon Park, Reading, UK as well as on CHHINASWORLD.COM. The event will take place on the 16th and the 17th of September, 2022 from 12PM - 10PM both days. The festival is a 16+ 3000 person capacity Rap / R&B event. There will be 3000 tickets available for the physical experience and 3000 tickets available for the virtual experience. The virtual experience will be a part of the Chhina's World video game platform and players will be able to take part in the event as they would in person. It will not be a recording of the event, rather it is a virtual replication of the event. The entire sitemap and stage will be created online and players will be able to explore the grounds, purchase virtual merchandise in the form of NFTs and will be able to interact and socialize with other festival goers. The performers will have their avatars created by our team and the attendees will be able to customize their own characters. The entire space will be accessible virtually for the entire duration of the festival even after park closure, there will be live time of day encoded into the game so the light outside matches the light in the game. Everything that is planned to happen in person will occur in the game. There will be a 30 second delay between the two shows to allow our team to keep everything running smoothly online.

In terms of performances, the festival will feature performances from 14 artist sets on both stages across the two days. We will be taking care of the merchandise sales, concession sales, and Ticketmaster will be handling the tickets for the physical show. The virtual show tickets will be sold through CHHINASWORLD.COM in the form of NFTs. Those who hold NFTs to Chhina's World and attend the physical festival will receive certain benefits based on their tier in the community. This introduction is to summarize the overall operations and how the show will be carried out. The rest of this document will break down where everything is located, our operational timeline, what licenses will be required, a risk assessment, fire plans, how security will operate, ticket sales, marketing, as well as budgeting.

License Application

Due to the fact that we will be having a capacity of 3000 people and selling alcohol, a PREMISES LICENSE will be required along with the right to sell alcohol. Furthermore a *MUSIC LICENSE* from PRS will be required since we will be having either recorded or live music playing at all times. Attached below is the application for the PREMISES LICENSE as well as the ALCOHOL LICENSE. Below these is the proposed application through PRS for the *MUSIC LICENSE,* however that quote is subject to change because the original ticket price has increased for the two days.

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 1 of 21

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

System reference: Not Currently In Use — This is the unique reference for this application generated by the system.

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

Are you an agent acting on behalf of the applicant?

- ○ Yes
- ◉ No

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

Applicant Details

* First name: Amar
* Family name: Chhina
* E-mail: amar.chhina28@gmail.com

Main telephone number: +44 07398178440 — Include country code.

Other telephone number:

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

Are you:

- ◉ Applying as a business or organisation, including as a sole trader
- ○ Applying as an individual

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

Applicant Business

Is your business registered in the UK with Companies House? ○ Yes ◉ No

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

Is your business registered outside the UK? ○ Yes ◉ No

Business name: — If your business is registered, use its registered name.

VAT number: - — Put "none" if you are not registered for VAT.

Legal status: Please select...

© Queen's Printer and Controller of HMSO 2009

Continued from previous page...

Your position in the business	CEO	
Home country	United Kingdom	The country where the headquarters of your business is located.
Business Address		If you have one, this should be your official address - that is an address required of you by law for receiving communications.
Building number or name	Tileyard	
Street	Tileyard Road	
District		
City or town	London	
County or administrative area		
Postcode	N79AH	
Country	United Kingdom	

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 2 of 21

PREMISES DETAILS

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

Premises Address

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

○ Address ○ OS map reference ◉ Description

Address Description

National Trust - Basildon Park, Lower Basildon, Reading RG8 9NR

Further Details

Telephone number: 01491672382

Non-domestic rateable value of premises (£):

< Previous 1 **2** 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 Next >

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 3 of 21

APPLICATION DETAILS

In what capacity are you applying for the premises licence?

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

Confirm The Following

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

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 4 of 21

INDIVIDUAL APPLICANT DETAILS

Applicant Name

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

(●) Yes ( ) No

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

First name: Amar

Family name: Chhina

Is the applicant 18 years of age or older?

(●) Yes ( ) No

Current Residential Address

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

(●) Yes ( ) No

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

Building number or name: Tileyard

Street: Tileyard Road

District:

City or town: London

County or administrative area:

Postcode: N79AH

Country: United Kingdom

Applicant Contact Details

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

(●) Yes ( ) No

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

E-mail: amar.chhina28@gmail.com

Telephone number: +44 07398178440

Other telephone number:

* Date of birth: 28 / 09 / 1998
dd mm yyyy

© Queen's Printer and Controller of HMSO 2009

Amar Chhina
2123522
Live Events
July 15 2022

Continued from previous page...

* Nationality	Canadian	Documents that demonstrate entitlement to work in the UK
Right to work share code		Right to work share code if not submitting scanned documents

Add another applicant

< Previous 1 2 3 **4** 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 Next >

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 5 of 21

OPERATING SCHEDULE

When do you want the premises licence to start? 16 / 09 / 2022 (dd mm yyyy)

If you wish the licence to be valid only for a limited period, when do you want it to end 17 / 09 / 2022 (dd mm yyyy)

Provide a general description of the premises

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

The premises is a national park called Basildon Park in Reading UK. There will be a main stage installed in front of the Forest directly in front of the entrance in the Main Park. The second stage will be installed in Pheasant Park near the Exit. There will be 3 Bars to sell alcohol scattered across the premises, 4 merchandise stands, 4 food and drink stands, and multiple bathrooms. There will also be 2 medical tents for any emergencies.

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend: 3000

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 10 of 21

PROVISION OF LIVE MUSIC

See guidance on regulated entertainment

Will you be providing live music?

(•) Yes ( ) No

Standard Days And Timings

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

MONDAY

Start [ ] End [ ]
Start [ ] End [ ]

TUESDAY

Start [ ] End [ ]
Start [ ] End [ ]

WEDNESDAY

Start [ ] End [ ]
Start [ ] End [ ]

THURSDAY

Start [ ] End [ ]
Start [ ] End [ ]

FRIDAY

Start [12:00] End [ ]
Start [ ] End [22:00]

SATURDAY

Start [12:00] End [ ]
Start [ ] End [22:00]

SUNDAY

Start [ ] End [ ]
Start [ ] End [ ]

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

( ) Indoors (•) Outdoors ( ) Both

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

© Queen's Printer and Controller of HMSO 2009

Continued from previous page...

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

There will be amplified live music from multiple performers and DJs on a main stage and secondary stage.

State any seasonal variations for the performance of live music

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

The activity will occur over two days September 16 - 17 2022

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

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

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 11 of 21

PROVISION OF RECORDED MUSIC

See guidance on regulated entertainment

Will you be providing recorded music?

(●) Yes ( ) No

Standard Days And Timings

MONDAY

Start		End	
Start		End	

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

TUESDAY

Start		End	
Start		End	

WEDNESDAY

Start		End	
Start		End	

THURSDAY

Start		End	
Start		End	

FRIDAY

Start	12:00	End	
Start		End	22:00

SATURDAY

Start	12:00	End	
Start		End	22:00

SUNDAY

Start		End	
Start		End	

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

( ) Indoors (●) Outdoors ( ) Both

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

Continued from previous page...

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

There will be amplified live music from multiple performers and DJs on a main stage and secondary stage.

State any seasonal variations for playing recorded music

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

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

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

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 13 of 21

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

See guidance on regulated entertainment

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

(•) Yes ( ) No

Standard Days And Timings

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

MONDAY	Start		End	
	Start		End	
TUESDAY	Start		End	
	Start		End	
WEDNESDAY	Start		End	
	Start		End	
THURSDAY	Start		End	
	Start		End	
FRIDAY	Start	12:00	End	
	Start		End	22:00
SATURDAY	Start	12:00	End	
	Start		End	22:00
SUNDAY	Start		End	
	Start		End	

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

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

© Queen's Printer and Controller of HMSO 2009

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 15 of 21

SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

(•) Yes ( ) No

Standard Days And Timings

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

MONDAY

Start [ ] End [ ]
Start [ ] End [ ]

TUESDAY

Start [ ] End [ ]
Start [ ] End [ ]

WEDNESDAY

Start [ ] End [ ]
Start [ ] End [ ]

THURSDAY

Start [ ] End [ ]
Start [ ] End [ ]

FRIDAY

Start [12:00] End [ ]
Start [ ] End [22:00]

SATURDAY

Start [12:00] End [ ]
Start [ ] End [22:00]

SUNDAY

Start [ ] End [ ]
Start [ ] End [ ]

Will the sale of alcohol be for consumption:

(•) On the premises ( ) Off the premises ( ) Both

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

© Queen's Printer and Controller of HMSO 2009

Amar Chhina
2123522
Live Events
July 15 2022

Continued from previous page...

State any seasonal variations

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

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

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

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

Name

First name	Amar
Family name	Chhina
Date of birth	28 / 09 / 1998 (dd mm yyyy)

Enter the contact's address

Building number or name	Tileyard Studios
Street	Tileyard Road
District	
City or town	London
County or administrative area	
Postcode	N79AH
Country	United Kingdom
Personal Licence number (if known)	
Issuing licensing authority (if known)	

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

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

© Queen's Printer and Controller of HMSO 2009

Amar Chhina
2123522
Live Events
July 15 2022

* required information

Section 16 of 21

ADULT ENTERTAINMENT

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

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

Alcohol, Obscene lyrics, risk of topless attendees

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 17 of 21

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

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

MONDAY

Start		End	
Start		End	

TUESDAY

Start		End	
Start		End	

WEDNESDAY

Start		End	
Start		End	

THURSDAY

Start		End	
Start		End	

FRIDAY

Start	11:00	End	
Start		End	22:00

SATURDAY

Start	11:00	End	
Start		End	22:00

SUNDAY

Start		End	
Start		End	

State any seasonal variations

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

© Queen's Printer and Controller of HMSO 2009

Amar Chhina
2123522
Live Events
July 15 2022

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Section 21 of 21

PAYMENT DETAILS

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

Premises Licence Fees are determined by the non domestic rateable value of the premises.
To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm
Band A - No RV to £4300 £100.00
Band B - £4301 to £33000 £190.00
Band C - £33001 to £87000 £315.00
Band D - £87001 to £125000 £450.00*
Band E - £125001 and over £635.00*
*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then your are required to pay a higher fee
Band D - £87001 to £125000 £900.00
Band E - £125001 and over £1,905.00
There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.
Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.
If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time
Capacity 5000-9999 £1,000.00
Capacity 10000 -14999 £2,000.00
Capacity 15000-19999 £4,000.00
Capacity 20000-29999 £8,000.00
Capacity 30000-39999 £16,000.00
Capacity 40000-49999 £24,000.00
Capacity 50000-59999 £32,000.00
Capacity 60000-69999 £40,000.00
Capacity 70000-79999 £48,000.00
Capacity 80000-89999 £56,000.00
Capacity 90000 and over £64,000.00

* Fee amount (£) 1,905.00

DECLARATION

* [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).

* The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)

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

© Queen's Printer and Controller of HMSO 2009

Amar Chhina
2123522
Live Events
July 15 2022

Continued from previous page...

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name	Amar Chhina
* Capacity	3000
* Date	05 / 07 / 2022 (dd mm yyyy)

Add another signatory

Once you're finished you need to do the following:
1. Save this form to your computer by clicking file/save as...
2. Go back to https://www.gov.uk/apply-for-a-licence/premises-licence/islington/apply-1 to upload this file and continue with your application.
Don't forget to make sure you have all your supporting documentation to hand.

IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED

Amar Chhina
2123522
Live Events
July 15 2022

So I have had a look and based on what you mentioned the details of the event would be

With 3000 attendance with DJ's over 2 days with an estimated playing time of 10hrs each day with tickets being £75-100

Using our tariff PRS DP and PPL 001. An estimated price for your event would be approximately £4450 + VAT.

Below are our tariffs

DP

https://3egrg52h4do72flc0a1td2xc-wpengine.netdna-ssl.com/wp-content/uploads/DP-2022-06-Tariff.pdf

Specially featured entertainment

PPL Tariff Detail Report Template Version 2.1 (netdna-ssl.com)

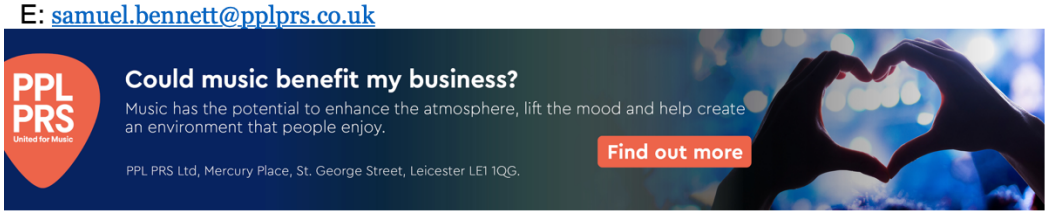
I hope this helps and good luck with the project.

Out of curiosity what school/university are you from?

I am happy to have a chat with you further if you or your class want any further info.

Kind regards

Sam Bennett
Telesales Advisor
He/Him
T: 0800 086 8820
E: samuel.bennett@pplprs.co.uk



Amar Chhina
2123522
Live Events
July 15 2022

Stakeholders

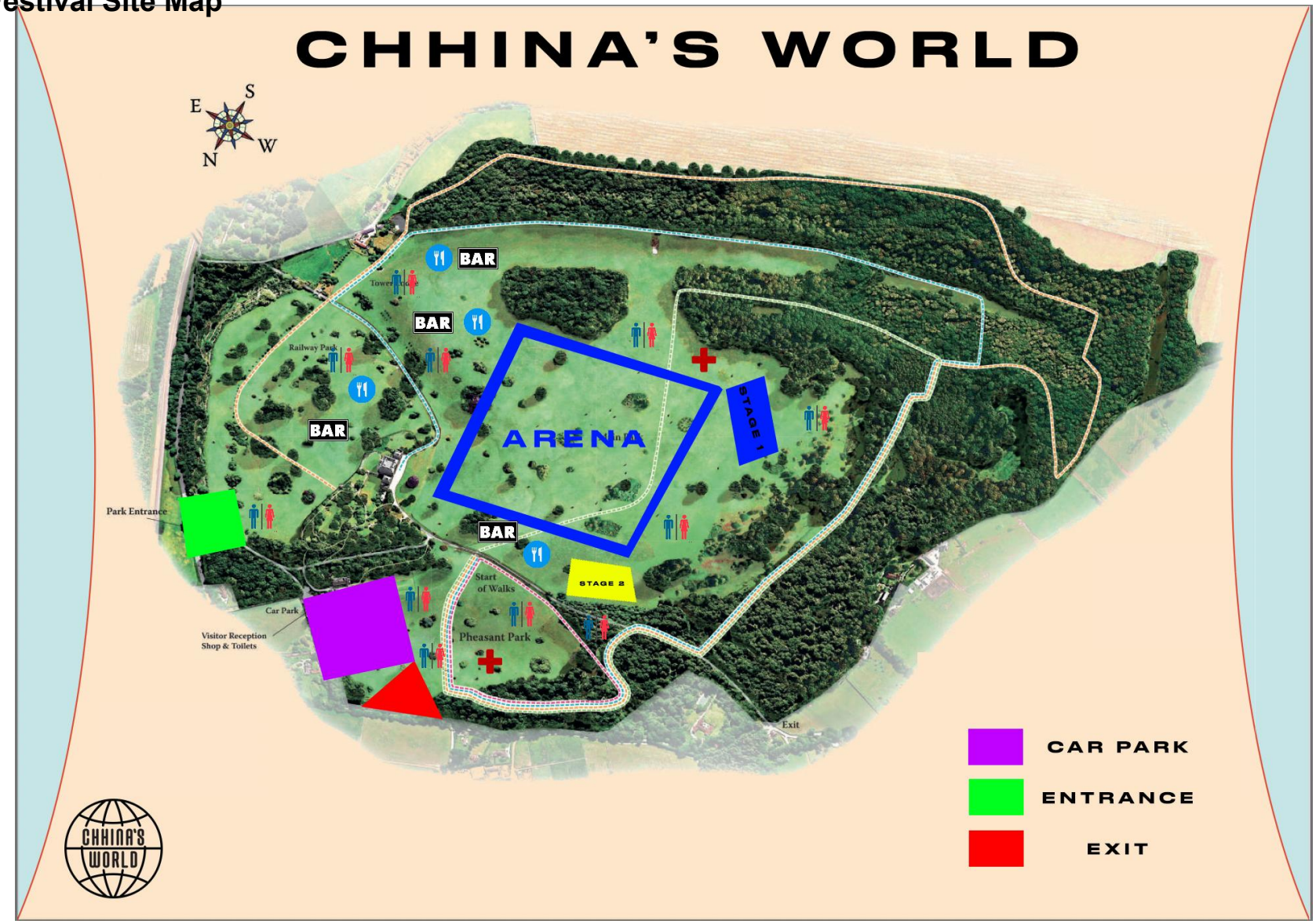
- **Employees :**
    - Security
    - Ticketing
    - Stage Hands
    - Construction
    - Security
    - Waste Management
    - Front of House
    - Office Employees
    - Marketing
- **Volunteers**
- **Sponsors:**
    - Epic Games
    - Fortnite
    - Absolut
    - LaFrance
    - American Express
    - Soundcloud
- **Suppliers**
    - Ticketmaster
    - Feast Street
- **Attendees**
    - Spectators
    - Audience
    - Ticket Holders (VIP Especially)
    - Artist Guest List
    - Artist Team
- **Participants**
    - Artists
    - Supporting Performers
    - “Special Guests”
- Basildon Park and Associates
- National Trust
- Emergency Services
- Media team

Amar Chhina
2123522
Live Events
July 15 2022

Site Map

Amar Chhina
2123522
Live Events
July 15 2022

Festival Site Map



Amar Chhina
2123522
Live Events
July 15 2022

Risk Assessment

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

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

Security at the venue will be aware of these risks and will formulate their own action and reaction plan for each scenario. Searching of bags and pockets with torches and metal detectors should minimize the risk of concealed weapons and illegal substances. Due to the fact that the show is outdoors people may be smoking cannabis during the show which can possibly attract police attention. Furthermore, weather can also pose a problem. Due to that, the stage will have a roof in case it rains. Also due to the fact that we will be hosting the festival on government protected grounds we will have to be careful of any damages to anything that would subject us to fines. The building that is also in the park must be protected so that there are no trespassers putting the historical building at risk.

Fire Plan

Due to the face that we are outdoors in a mostly open field without any dry trees or grass, fires can be easily controlled. Pyrotechnics will only be used on the main stage and there will be no campsite. The only other sources of fire that pose risk are the following:

- Electrical Fire
- Fire from food shops
- Pyro
- Smoking (attendee induced fire)

Since most sources are limited and can be controlled through precautions taken during setup and by security being aware, then the risk of fire can be minimized greatly. If in any case there is a fire, we will always have at least 1 fire truck on site and ready to go. They will be able to tap into any water station nearby which we will have spread out frequently. Furthermore, in any case we need to evacuate there will be a plan established by security to guide attendees to 1 of the 2 exits.

Amar Chhina
2123522
Live Events
July 15 2022

Staffing

In addition to the Security and Stewards we plan to have 5 ticketing staff, 10 Bartenders, 2 Medics, 2 Photographers, 2 Videographers, 2 Sound Engineers, 4 Stage Hands, 5 Stage / Lighting Construction / Installation crew members, and 4 remote staff members to ensure that the site is running properly during the time of the event. We will also have live support staff monitoring an online chat that will be open during the time of the virtual event.

Marketing

Most of this show's marketing will be done online and some will be done on the street. Social Media, Online Advertising, and Mailing lists will be our three big strategies to target different audiences. As a brand we will be posting on social media to ensure that our followers see the festival that we are hosting. Furthermore all of the performers and DJs will be posting and sharing the festival on their socials. The performers and DJs will provide us with the most reach as it is their fanbase that is going to come and watch them perform. Using social media we can also run advertisements on Facebook, Instagram, YouTube, as well as Google. With these we can run ads to either our platform for the virtual show or the physical show depending on where our target market is located. The benefit of running the virtual show in terms of marketing is that we can have attendees from around the world. Our ticket sales for this portion of the show won't be limited to people in and around the UK. We will also have access to the mailing list of all the performers and DJs which means we can send out email blasts and ensure that we sell out tickets for the virtual and physical show as soon as possible. In terms of in person marketing, there will be flyers and street ads all over the central London and Manchester area to promote the festivals. Especially in the London underground where most people are forced to view street advertising. However due to the virtual component, there will be ads around major cities in the world that the artists are from. These ads will feature obsolete branding with mostly a QR code to a landing page made specifically for that billboard. This allows us to maintain our CHHINASWORLD.COM branding, as well as track how effective each billboard is. We will have these in Lagos, Atlanta, Toronto, Chicago, London and Houston. Drake did a similar thing with his album *Certified Loverboy* where he had billboards in each city that was home to artists featured on his project (Canton, 2021). These ads proved to contribute to his albums success considering he debuted at #1 on Billboard.

Amar Chhina
2123522
Live Events
July 15 2022

Branding

In terms of branding - we want to keep the Chhina's World futuristic aesthetic going so our posters and graphics will take the same approach. Samples will be posted below of what you would see. Furthermore, during the show, custom 3D graphics made by our web team will be played behind each artist during their set. These graphics will be interconnected with what is displayed in the game world.

Amar Chhina
2123522
Live Events
July 15 2022

CHHINA'S WORLD

CHHINASWORLD.COM

CHHINA'S WORLD

ABSOLUT.

EPIC GAMES

Amar Chhina
2123522
Live Events
July 15 2022

In Person Ticket Breakdown

All tickets will be sold through Ticketmaster and our website. GA will grant access to the entire grounds and all stages for both days. GA + will grant access to the same but will come with a 20% discount on all concessions in the festival, as well as 1 hour early entry. VIP will grant a 30% discount on all concessions, 2 free alcoholic beverages, and a 10 minute individual meet and greet with each performer who opts in to this program. Must be 18+ to purchase VIP tickets.

- 1000 GA tickets will be sold for £150
- 1000 GA+ tickets will be sold for £200
- 500 VIP tickets will be sold for £300

Virtual Ticket Breakdown

Virtual tickets will be sold as NFTs through chhinasworld.com . 20% Discounts will be provided to those who are already Citizens of Chhina's World.

- 3000 Virtual Tickets will be available for 0.05 ETH (current value as of July 15, 2022 is £45)

Programming

Friday September 16 2022:

- Wizkid
- Skepta
- Unknown T
- Naira Marley
- Chhina
- Northside Benji
- Pressa

Saturday September 17 2022:

- Future
- G Herbo
- Lucki
- Chief Keef
- Young Thug
- Travis Scott
- Lancey Foux

Amar Chhina
2123522
Live Events
July 15 2022

Budget + Financing

Description	Item	Proposed	Actual	Notes
Income in £				
	Physical Ticket Sales	500,000		Variable Rate
	Virtual Ticket Sales	135,000		
	Concession (Food + Drink)	120,000		at the venue
	10% of Merch Sales	15,000		Virtual + Physical
	Sponsorship	30,000		Virtual + Physical
	Crowdfunding / Angel	50,000		
	Total Income in £	850,000		
Infrastructure				
	Stages	30,000		For 2 stages
	Lighting	5,000		
	Toilets	8,000		
	Energy	30,000		
	Waste Clean Up	15,000		
Staffing				
	Concessions	15,000		
	Security	10,000		100 Security Guards
	Staffing	15,000		50 Stewards , 20 Bartenders, 10 Ticketing People
	Videography and Photography	10,000		2 stages x 2 days
	Web Team	25,000		
Music				
	Lighting and Sound	10,000		
	Artist Fees	500,000		
Marketing				
	Advertising	5,000		
Miscellaneous				
	Alcohol License	-	-	
	Premise License	1905		
	PRS Music License	5340		
	Expenses in £	685,245		
	Contingency	68,524.50		
	TOTAL Expenses in £	753,769.50		

TOTAL PROFIT: £96,230.50

Amar Chhina
2123522
Live Events
July 15 2022

Operational Schedule

Wednesday September 14, 2022

9:00 AM - Construction Crew Arrives and sets up tent

10:00 AM - Water + Electricity Setup

11:00 AM - AREA Boundaries Drawn out

12:00 PM - Fencing arrives and set up

1:00 PM - Toilets Arrive and Setup

2:00 PM - Fencing Setup Complete and Stages Arrive

3:00 PM - Begin Installation of Stage 1

4:00 PM - Decorations arrive and setup

5:00 PM - Begin Installation of Stage 2

6:00 PM - Stage 1 Setup Finished

7:00 PM - Setup Concession Stands and Bar

8:00 PM - Stage 2 Setup Finished

9:00 PM - Signage Installed

10:00 PM - Overnight Security Arrives

11:00 PM - Staff Leaves

Thursday September 15, 2022

9:00 AM - Construction Crew Arrives

10:00 AM - Begin lighting setup around grounds

11:00 AM - Sound people arrive

12:00 PM - Noise propagation

1:00 PM - Emergency teams arrive to check entry and exit routes

2:00 PM - Sound Check Begins

3:00 PM - Concession stands set up

4:00 PM - Bar Setup

5:00 PM -Setup Concession Stands and Bar

6:00 PM - Construction clean up and area cleaning

Amar Chhina
2123522
Live Events
July 15 2022

7:00 PM - Sound Check Complete

8:00 PM - Overnight Security Arrives

9:00 PM - Staff Leaves

Friday September 16, 2022

9:00 AM - ALL SECURITY AND STAFF arrive for debrief

10:00 AM - Concession Setup

11:00 AM - GA + and VIP Begin to Arrive

12:00 PM - GA Arrives

1:00 PM - Pressa Show Set on Stage 2

2:00 PM - Tiffany Calver Show Set on Stage 1

3:00 PM - Unknown T Show Set on Stage 2

4:00 PM - Naira Marley Show Set Stage 1

5:00 PM - Chhina Show Set Stage 2

6:00 PM - K4CIE DJ Set Stage 2

7:00 PM - Intermission or Catchup time

8:00 PM - Wizkid Show Set Stage 1

9:00 PM - Skepta Show Set Stage 1

10:00 PM - Festival Closed

11:00 PM - All Grounds Cleared

12:00 PM - Overnight Security Arrives

Saturday September 17, 2022

9:00 AM - ALL SECURITY AND STAFF arrive for debrief

10:00 AM - Concession Setup

11:00 AM - GA + and VIP Begin to Arrive

12:00 PM - GA Arrives

1:00 PM - Lancey Foux Set on Stage 2

Amar Chhina
2123522
Live Events
July 15 2022

2:00 PM - G Herbo Set on Stage 1

3:00 PM - Lucki Set on Stage 2

4:00 PM - Chief Keef Set on Stage 1

5:00 PM - Tiffany Calver DJ Set on Stage 1

6:00 PM - Intermission / Catch Up

7:00 PM - Young Thug Set Stage 1

8:00 PM - Future Set Stage 1

9:00 PM - Travis Scott Set Stage 1

10:00 PM - Festival Closed

11:00 PM - All Grounds Cleared

12:00 PM - Overnight Security and Takedown Crew Arrives

Sunday September 18, 2022

9:00 AM - Stage transport arrives

10:00 AM - Toilet transport arrives

11:00 AM - Fencing transport arrives

12:00 PM - Energy and Water takedown arrives

1:00 PM - Waste and Cleaning crew arrives

9:00 PM - Grounds should be cleared

Amar Chhina
2123522
Live Events
July 15 2022

Outcome + Reflection

The outcome of this festival was a success. Our primary goal was the promotion and sale of tickets for the virtual launch of the Chhina's World. We sold out both shows within 2 weeks of tickets going live on July 25th, 2022. Our total profit from the show was £125,385.68 as we sold more than expected in Concessions, Bars, and Food. We also earned extra money from the resale of the NFT tickets, as we received 25% for every resale after the initial purchase. We did run into issues with long lines for toilets and overcrowding in the arena area for the Saturday show as we had a huge high profile line up. Luckily no one was killed during Travis Scott's set. We believe that with this platform can be the future of festivals, allowing artists to be everywhere at once. For the next festival we will be able to reinvest the profit made from this festival, furthermore we will also be able to look at what worked and what didn't.

Amar Chhina
2123522
Live Events
July 15 2022

References

"Basildon Park." *National Trust*, https://www.nationaltrust.org.uk/basildon-park.

"The Cost of Staging a Music Festival: 'We Spent £30,000 on the Waste'." *The Guardian*, Guardian News and Media, 9 July 2015, https://www.theguardian.com/music/2015/jul/09/cost-of-staging-music-festival.

"Festivals and Concessions: Festival Concessions: Festival Space." *Place Experts*, https://www.placeexperts.co.uk/events-and-festival-concessions.

RafelitoC7. "These Billboards for Drake's New Album Are a Marketing Coup." *Adweek*, Adweek, 27 Sept. 2021, https://www.adweek.com/performance-marketing/drake-ooh-billboard-social-media-certified-lover-boy/.