



Live Event Music Management: Tafadzwa Gapara

Table of Contents

Event Introduction	3
The Theme.....	3
The 5 Ws	3
Location.....	3
Time and Date	4
Music	4
Workshops.....	4
Children’s Activities.	5
Food and Drink.....	5
Ticket Prices.....	5
Budget.....	6
Expenses.....	7
Income	7
Event Safety Management Plan.....	8
Risk Assessment Form	16
Appendix.....	17
Appendix A.....	17
Appendix B.....	18
Appendix C.....	19
Appendix D.....	20
Appendix E.....	21
Appendix F.....	22
Appendix G.....	23
Appendix H.....	25
Appendix I.....	26
References.....	36

EVENT INTRODUCTION

AfroFest will be a two-day African music festival that will take place at the Watlington Hill farm in Oxford on the 26th to the 27th of August 2023. AfroFest shall be filled with various activities such as African music, African music (singing) workshops, African dance workshops, African storytelling, African Drumming workshops, Children's games, African food and drinks with some variety for those that prefer Western food. The music festival will be open to all ages.

THE THEME

The theme of the music festival will be the "BIG FIVE". Langley (2019) says that The term, coined in the late 1800s during Africa's colonial period, refers to what trophy hunters considered the most challenging and dangerous animals to hunt on foot. These animals include the Lions, Leopards, Buffalos, Elephants and Rhinoceroses. Almost every tourist that visits Africa expects to see the big five. That gives them some kind of satisfaction that they have been to Africa. The main objective is to give the attendees an African experience that they will never forget.

THE 5 Ws

What? A two-day music festival of African music, food, music workshops and games.

When? 26 – 27 August 2023.

Why? Giving our audience an African experience from music to food.

Where? Hill Farm in Watlington, Oxford. OX49 5HS

Who? Fans of music festivals and the general public, particularly family-based attendees.

LOCATION

The Hill Farm is situated in Oxfordshire (Watlington). This venue is popularly known for hosting festivals like the Beacon, Peerless Pirates and Hells Gazelles, weddings to mention a few. The most attractive feature about this location are the best views over Oxfordshire as the sun sets. The Hill is also a farm sanctuary. For the mere fact that this venue hosts various festivals, advertising will be easier regardless of this being a new festival altogether. The Hill Farm is situated between Watlington town and Christmas Common. The attendees have the following options in terms of accessibility.

Mode of Transport	Details
Car	Leave Junction 5 of the M40 and turn towards Stoken church. Take the first left on the A40 towards Lewknor. Then take the next left towards Christmas common. Follow this road for approx. 2 miles until you come to a Right turn towards Watlington. Take this turning and you will see Watlington Hill Farm on your right. The entrance to the festival will be signposted. Alternatively, leave the M40 at junction 6, and follow the B4009 towards Watlington. After approx 2 miles, as you enter the town centre, take the first left turn, then bear left past the Carriers pub, continue up Watlington Hill and, as you reach the top, you will see signs directing you to the festival.
Tube	The Oxford Tube coach service which provides a regular service from Oxford city centre or London. This stops at Lewknor, junction 6 of the M40.

Taxi	A connecting bus also operates between Lewknor and Watlington to meet up with the Oxford Tube.
Weekend Bus	Goride operates a weekend Village Link service to Oxford.
Coaches	101 bus service from Oxford to Watlington runs Monday to Friday 8 – 6pm. Whites Coaches operates services 125 to Wallingford and M1 to Reading

TIME AND DATE

August is one of the months by which most festivals take place in the UK. It being a summer most people would want to go out and schools will be closed. Hence, it will be perfect for families. A full year will give us enough time to prepare and carry out the tasks required. The event being on a weekend will allow the audience to attend in large numbers.

The festival is set to commence on the 25th of August for those that will be camping but there will be no music. The food and drink stands shall start operating to maximise on the sales before the festival begins. The official opening of the festival will be on the 26th of August at 12 noon till 12 midnight. The last day shall run from 12 noon till midnight as well. We will allow the camping audience up to 2 pm to pack up.

MUSIC

Globalisation has seen African music changing significantly due to migration and technology. Hence the artists that shall perform will vary from African Traditional music, African House music, African Jazz and AmaPiano. We chose these genres because they are the most dominant ones in Africa and most artists under this genre are recognised internationally. The line up shall include the following by genre:

House music	Traditional music	AfroJazz	AfroPop
<i>DJ Zinhle</i>	<i>Ladysmith Black Mambazo</i>	<i>Richard Bona</i>	<i>Angelique Kidjo</i>
<i>Black Coffee</i>	<i>Black Umfolosi</i>	<i>Jimmy Dlodlu</i>	<i>Burna Boy</i>
<i>Mano</i>	<i>Ubuntu</i>	<i>Judith Sephuma</i>	<i>Tiwa Savage</i>
<i>DJ Claude</i>	<i>Mbira Dze Nharira</i>	<i>The Cool Crooners</i>	<i>David</i>
<i>DJ Cleo</i>	<i>Busi Mhlanga</i>	<i>Simphiwe Dana</i>	<i>Yemi Alade</i>
<i>Babes Wodumo</i>	<i>Albert Nyathi</i>	<i>Mono Swezi</i>	<i>Wizkid</i>
<i>Young Paris</i>	<i>Amaqqa</i>	<i>Prudence Katomeni</i>	<i>Sarkodie</i>
<i>DJ Mlindo</i>	<i>Mookomba</i>	<i>Thandiswa Mazwai</i>	<i>Iyana</i>
<i>Liquideep</i>	<i>Nyamasvisva</i>	<i>Eddy Grey</i>	<i>Jah Prayzah</i>
<i>DJ Maphorisa</i>	<i>Stella Chiweshe</i>	<i>Godfrey Oryema</i>	<i>Fally Ipupa</i>

Most musicians listed here live either in Europe, UK and the United States of America. The festival shall also engage upcoming musicians to utilise the earlier slots. Most of the DJs will be using recorded music whereas the rest of the musicians will be performing with live bands.

AFRICAN MUSIC WORKSHOPS

Periodically attendees will be able to book workshops during the festival. The workshops shall be facilitated by some of the musicians listed above. The objective is for attendees to choose which workshops they would want to be a part of. These will be in the form of singing, dancing, drumming, beading. The workshops shall be situated at a distance from the music stages to reduce the noise. Separate tents shall be pitched for shade. The workshops shall run from 1pm to 4pm on both days.

CHILDREN'S ACTIVITIES

Africa is rich when it comes to children's games and story-telling. It would be good for children to have a break from ipads, laptops and online games to experience communally engaging games. These games include Mancala and Stockings played throughout Africa, Ampe from Ghana, Kudoda from Zimbabwe and Nyama nyama nyama from Kenya. The games shall be taught for free especially to children under the age of 14.

In Africa most story-telling is associated with animals that often carry a life lesson. The AfroFestival shall have a story-teller who is going to narrate stories from Africa in relation to the theme. There are a lot of stories about the lions, elephants, buffalos, leopards and the rhinoceroses. The children's activities will be situated closer to the workshops area for space. The slots shall be available between 2pm and 5pm on both days.

FOOD AND DRINK

The external food vendors will provide food during the festival as they will pay for pitching their marquees. We will have more African food vendors and less of the western food ones as we wish to bring out the theme. Some of the menus will contain elephant and buffalo meat. Food stalls shall be by the campsite in the morning then move to the main music stage area in the afternoon till late.

We are planning on providing the widest range of drinks during the festival. These shall include African alcohol that shall be brewed at the venue, African fruit smoothies, African fruit juice, African cocktails. Western drinks and alcohol will be served as well to cater for those that prefer them. The bar stands will be available at every stage and open till late.

TICKET PRICE

There shall be three packages of tickets. These include the family package, group package, general ticket, children's tickets (under 14) and camping tickets. The various packages will give attendees more options to choose from. Some of the tickets will be set aside for promotion purposes as some attendees will stand a chance to win. The ticket prices are displayed below.

Package	Price
Family Ticket (2 adults and two children)	£250
Group Ticket (4 adults)	£300
General Ticket	£80
Children's Ticket	£25
Camping Ticket	£15 for adults, £5 for children under 14

BUDGET

1	AFROFESTIVAL AT WATLINGTON HILL FARM					
2	Description	Item		Projected	Notes	
3	Infrastructure					
4		Venue Hire		£ 50 000		
5		Marquees		£ 8 000	for bars and workshops	
6		Staging Lighting and Sound		£ 55 000		
7		Fencing and Barrier: and Trackmats		£ 35 000	total perimeter of the whole site (fencing)	
8		Scaffold		£ 5 000		
9				£153 000		
10						
11	Utilities					
12		Water		£ 20 000	subject to change	
13		Toilets		£ 20 000		
14		Electricity Generators		£ 6 500		
15		Waste Disposal		£ 10 000		
16						
17	Food and Drink					
18		Alcohol		£ 50 000		
19		Bar Staff		£ 10 000		
20						
21	Staffing					
22		Police		£ 2 500		
23		Ambulance		£ 2 500		
24		Security		£ 10 000		
25		Event Staff		£ 15 000	Including Volunteers	at £9 per hour, 10 hour shifts for 4 days
26		Videography and Photography		£ 2 000		
27						
28	Entertainment					
29		Artist Fee		£80 000	the ones that are based out of the UK	
30		Air fare and Hotel Fees		£200 000	the ones based out of the UK and a night hotel fee for the local artists	
31		Workshop Facilitators		£ 2 000		
32		Festival Artwork and Décor		£ 15 000		
33						
34	Miscellaneous					
35		Marketing		£ 10 000		
36		Printing		£ 4 000		
37		Licensing PRS		£ 4 450	Including Value added tax	
38		Premises Application		£200		
39		Event Insurance		£174	Multi events policy with event insurance	
40	Total Expenses			£ 464, 324		
41						
42	Income Streams					
43		Traders Pitch Tent		£ 3 000		
44		Alcohol Sales		£200 000		
45		Ticket Sales		£300 000		
46		Sponsorship		£ 25 000		
47		Merchandise		£ 4 500		
48	Total Income			£532,500		
49						
50	Projected net income			£ 68 176		
51						

The projected budget above will be our guideline in terms of spending the money that will be available. As much as this is the first event, we do not wish to compromise on service delivery in any way as we believe that it will yield more festivals in the future. We want to turn it into a very attractive event that will make every sponsor want to be a part of our prestigious festival every year. As for the audience we are guaranteed that the African experience that we are looking forward to giving them will stay with them forever to an extent that the audience will be looking forward to the next AfroFest.

Expenses

As this is going to be a two-day festival, the expenses are at a projected amount of £464,324. Working with this amount will allow us to cover all the services and products that need to be acquired through the comparison of a maximum of three quotations strictly for every item needed. A larger percentage of the expenses are attributed to infrastructure. We wish to provide a spacious, risk-free event for our audience hence the stretch.

Some of our staff members are quite experienced with graphic designing. As a result, the artwork costs will be less as we are going to design our posters and flyers. Involving volunteers will also go a long way in terms of reducing the staffing costs. If 100 volunteers assist during the festival they will contribute to the inevitable success of the event.

Income

Ticket sales will be our main source of income before any form of income. For now, we do not have a definite figure but based on the assumption that different packages mentioned above will draw the audience that we desire. To assist with that we developed different marketing strategies such as increasing the visibility of our brand through the influencers that are going to perform at the festival. Burna Boy has got the largest number of followers. Through his social media pages, he will spread the word to get people talking.

There are traders that we handpicked (besides the ones that are going to apply) that also have a good number of followers. These traders will advertise the event on their social media pages along with giveaways towards the event in form of tickets and merchandise.

We also created a game that is inspired by our theme 'the big five'. It contains fun facts about the African animals, animal memory game, big five personality tests, a forum that will involve some influential musicians that will perform at the festival. This game is family friendly and can be played by anyone regardless of age. A pop-up advert of the festival will appear constantly. Music influencers will also play this game online as a way of launching the game.

As we are going to have two stages, we are also going to have two bars. Hence, the projected income from alcohol sales is £200, 000. The wide range of African and western alcohol gives us an advantage of most people wanting to taste African alcohol. Africa is a huge continent, as a result there will be so many types of African alcohol to be sold to attract a lot of consumers.

Merchandise selling will be another form of income as we will be offering a range of products made in Africa. Ranging from clothing to jewellery and ornaments. We understand that when most tourists are in Africa, these are the products they purchase most.

The external traders and sponsors (of which some have already approved) are our income as well.

Event Safety Management Plan

AFROFEST EVENT SAFETY MANAGEMENT PLAN

THE HILL FARM

OX49 5HS

WATLINGTON, OXFORD

OXFORDSHIRE

Friday 25 August to Monday 28 August 2023

This plan has been created for the AfroFest from the 25th to the 28th of August 2023. This guide will be accessible to every stakeholder of the music festival. It will be available for anyone who wishes to go through it mainly for their health and safety precautions that will be taken. The stakeholders mentioned above include all event staff, security departments, all volunteers and all local authorities.

Capacity

This event will mainly cater for 3000 people excluding the organisers. The capacity of the venue can make room for a maximum of 5000 people. The licence will be for 4000 people including the event organisers.

Event Licence

The appropriate licence for this event is the Premises licence. The application shall be made twelve months in advance as we are in 2022 now, the festival shall take place in 2023. This will give us enough time.

Site

The festival venue is a privately owned land that runs a sanctuary apart from hosting weddings and festivals. Enquiries will be handled by getting in touch with the AfroFest production team on this number 01709242673.

There shall be four main exits in case of emergencies. The first one will be North East of the farm house. Although the concert area South East will have barricades, three emergency exits will be created as shown in the site map. The South West area of the farm shall be closed because the road exits immediately for children as it leads to the main road which will be ever busy.

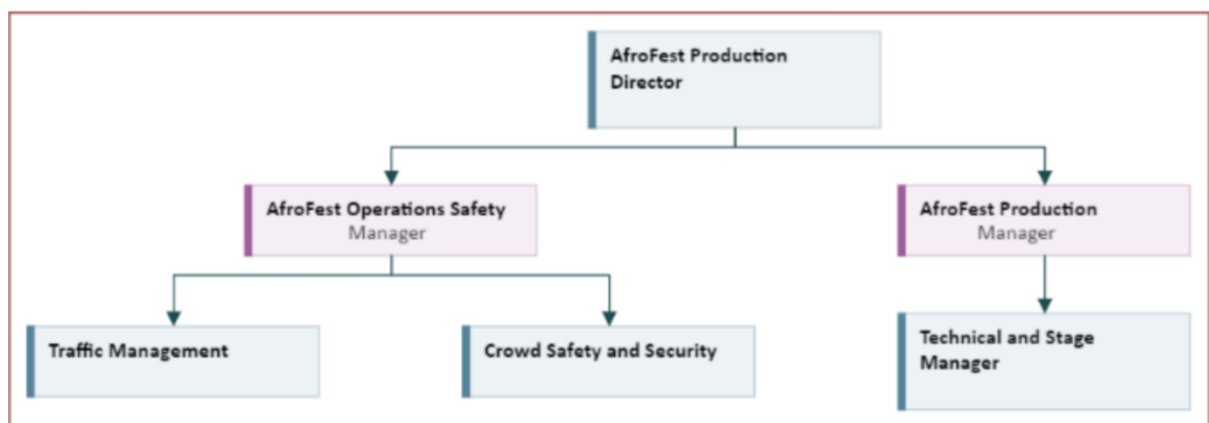
Event Management Structure

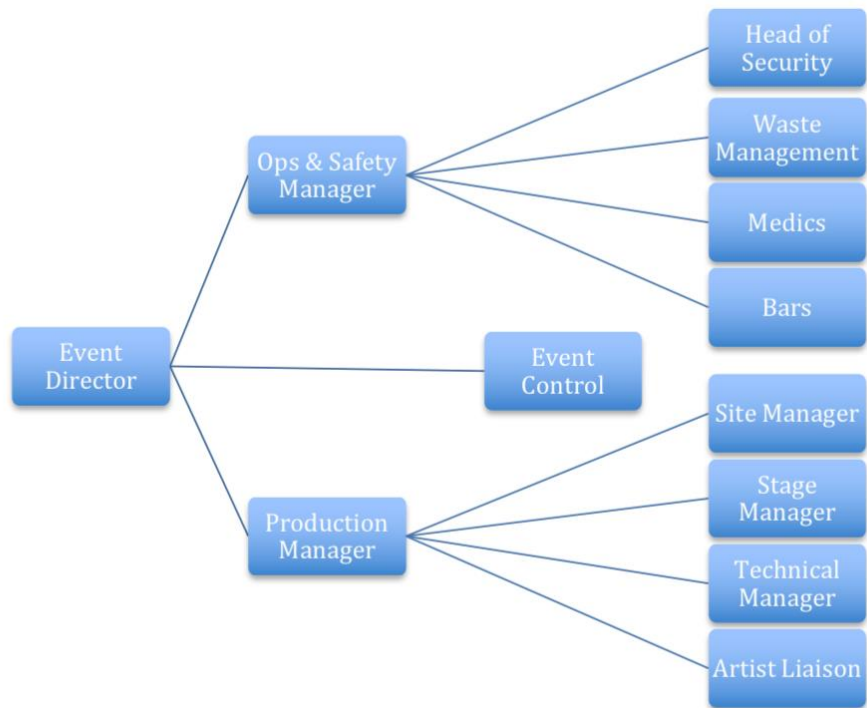
Below is the event management structure of the key festival staff. If any incident is to take place the lion, leopard and elephant system will be implemented through the following procedure;

Lion – the Festival Production Director, overseeing the festival at a strategic level.

Leopard – Festival Operations and Safety Manager and Production Manager. These liaise with local authorities and emergency service accordingly.

Elephant – Head of Security, Senior Medical Advisor, Stage Manager and Site Manager





There shall be a 24hour standby communication hub that will be handled by the Event Control (yet to be chosen). The head of teams shall be issued with radios that cover the whole site of the festival. Three mobile phones will be made available for the Event Director, Operations and Safety Manager and the Production Manager in case of emergencies. The event control room will be used by the Duty Controller on duty.

Event Insurance

Our insurance will not cover the whole event. Sound and Lighting, Food vendors and traders that will be on site will be responsible for their own insurance. The necessary insurance includes;

- The event cancellation insurance
- Employer's liability insurance
- Public liability insurance

Proposed Event Time-Line

Temporary office structures shall be set up from the beginning to the end. The production schedule will be as follows;

Time	Activity
0800 hrs	The site opens for build
1800 hrs	The site closes
0800 hrs	The site opens for build
1800 hrs	The site closes
0800 hrs	The site opens for build
1800 hrs	The site closes

0800 hrs	The site opens for build
1800 hrs	The site closes
0800 hrs	The site opens for external traders including food vendors
1000 hrs	The final sound check
1100 hrs	The final car park and campsite safety check
1200 hrs	The public car park opens
1400 hrs	The public camping site opens
1500 hrs	The final site safety check
1600 hrs	Bars and food vendors open
2200 hrs	Public car park closes
2300 hrs	The bars close
0000 hrs	Site closes, sweep completed
0600 hrs	Site opens for cleaning
0800 hrs	Site opens for traders
0800 hrs	Public car park opens
1200 hrs	Site opens for public (music festival begins)
1230 hrs	Bars, workshops, food vendors, open
1400 hrs	Public car park closes
0000 hrs	Stage entertainment closes
0100hrs	Bars Close
0100 hrs	Stage cleaning completed
1200 hrs	Site opens for public
1230 hrs	Bars, workshops, food vendors open
1400 hrs	Public car park closes
0000 hrs	Stage entertainment closes
0100 hrs	Bars close
0130 hrs	Site closes
0800 hrs	Site opens for breakdown
1400 hrs	Campsite closes, all public should be off site
1800 hrs	Site closes
0800 hrs	The site opens for breakdown
1800 hrs	The site closes. End of the event

Task	Date
Preproduction phase	July 2022
Build and Break phase	21 August 2023
The event phase	26 to 27th August 2023
Demounting phase	29 August 2023
Production team leaves site	31 August 2023

Preproduction phase

The preproduction phase requires the following tasks,

- Preparing this event safety management plan
- Preparing the site plan with all the emergency routes
- Working on the Risk Assessment plan of the event
- Setting out emergency plans
- Health and safety documentation

- Choosing suitable contractors.

Build and Break phase

The main teams that will be responsible in this phase will be the Site manager and the Operations and Safety manager. The break phase shall take place after the commencement of the event.

When the temporary structures are completed, a Completion Certificate will need to be produced by the responsible person as proof that the installation will be carried out properly and it is within the regulations.

The build phase will include the following;

- The testing of communication radios and phones
- The building of the Event Control Room temporary structure
- Supplies stocking for the bar areas and workshop facilitators
- Briefings of all teams
- A thorough survey of the site of the event to check if everything is in order.

Event phase

This will be the busiest phase that will require the Production manager and the Operations manager to be on-site from morning till sunset.

- The site and staff audit will take place before the event is opened to the public in order to confirm if administration, medical, welfare, sanitary and crowd management facilities are functional to get rid of any trip hazards.
- Any vehicles on site shall be removed not later than an hour before opening the vent to the public.
- Upon completion of the first festival night, the steward staff shall sweep the stage clearing it for the next day.
- The contracted security company will be positioned in the entire event site including the campsite during the day and overnight.

Demounting phase

Various considerations will be taken note of when dismounting the structures after the festival. They will all be in accordance with the Structural Engineers' document Temporary Demountable Structures 2007 Third Edition. These will be;

- Structural calculations (each structure will be inspected by a contractor professional to ensure that it will be erected according to the manufacturer's instructions)
- The wind performance characteristics (A severe weather or the wind management plan will be developed to make sure that the public as well as the members of staff will not be in any danger)
- Ground loadings

Crowd Management, Security and Stewarding

The Operations manager as well as the Security teams will be totally responsible for the crowd safety and management plan. Both teams will be guided by The Event Safety Guide HSG 195 and HSG 154 Managing Crowds Safely.

The Security and Steward teams will be dressed in an identifiable uniform. The roles are outlined below. The number of stewards might vary according to the ticket sales as their schedule needs to be ready 4 weeks prior to the main festival.

SECURITY	STEWARDS
Guarding against unlawful entry, protecting property and goods from being damaged or stolen.	Meeting and greeting attendees.
To promote and protect public safety	Managing queues, tearing tickets
To help out with the direction of traffic within the site.	Handling the enquiries from attendees
To deal with criminal acts and relaying any suspicious activity	Cooperating with the security team and emergency services should any suspicious activity or incident occur.
To be knowledgeable about the public places within the site to direct the attendees if they need assistance locating certain areas and to handle the enquiries.	
To monitor alcohol consumption and acting accordingly	

Staff

The food vendors and external traders will be responsible for their own staff. The temporary office shall be for the production staff.

Volunteers

All the volunteers will work under the leadership of the Head of steward. The duties that will be administered by the stewards will be shared among the volunteers as well. The volunteers will be trained two days before the festival begins.

Alcohol Policy

Alcohol will be sold in the festival while adopting a challenge 25 policy. Attendees that will be camping will be allowed to bring a considerable amount of alcohol on the first day. Searching will be done to ensure that they bring the stipulated amount.

Regarding the sale and consumption of alcohol, the following will be taken note of:

- ◆ All the drinks will be sold in marked glasses showing the amount. For example, 125ml.
- ◆ There will be no alcohol that will be sold to persons under the age of 18 years.
- ◆ Pre-entry checks by the security will be carried out at the entrances to ensure that no person is intoxicated before entering the event arena.
- ◆ No attendees believed to be under the influence will be served any more alcohol.

Drugs Policy

AfroFest will be mostly concerned with the sections 4, 5 and 8 of the Misuse of Drugs Act 1971. Thus, restriction of production and supply of controlled drugs, restriction of possession of controlled drugs.

The signs to be watched out for include;

- ◆ Erratic abnormal behaviour
- ◆ Defensive and/or secretive body language
- ◆ Persons moving through crowds talking to many different groups randomly
- ◆ Avoidance of security or authoritative staff
- ◆ Unnecessary over attire for example, wearing huge coats during very hot weather.

There shall be adequate signage all over the site regarding the zero tolerance of drug possession. The security team will be visible all over the areas of the event at all times. As the standard search will be carried out upon entry, if the attendee refuses to be searched, the security shall exercise the right of removing the attendee from the festival premises. Should a seizure take place because of personal overdose (including members of staff), the matter shall be handed over to the Police or medical area depending on the emergency. At the main entrance, there shall be a box to give the audience a chance to dispose of whatever they want before being searched. The box will be handed over to the Police when the festival ends.

Noise Management

As much as the festival will be hosted in a secluded area, noise management precautions will need some attention. Hence, noise propagation tests have been carried out in order to find out the most receptor positions. It was established that the maximum music noise level in the audience areas is 98dB. The event should end at the planned and agreed time as this information will be conveyed to surrounding areas. The ear protection buds supplied by the sound and lighting will be available upon request by the members of staff, volunteers, stewards, security and guests. It will be a requirement for the staff members that will be working closer to the live music to wear ear protectors.

Toilet, Water, Refuse and Waste Management

The Toilet, water and waste management external contractors will report to the Health and Safety Office.

The external contractor will be responsible for the toilets set-up, management and removal from the beginning to the end of the event. The external contractor will make sure that the toilets will be enough for everyone at the site, thus the public as well as the members of staff.

Again, the water and waste management will be handled by external contractors who will make sure that clean water does not run out, and waste is ever out of the way of the audience or members of staff till it is carried out at the end of the event. Precautionary measures will be taken because the Covid-19 virus has not fully subsided. Recycling waste whenever possible will be encouraged. The assigned litter pickers will thoroughly sweep and pick up any waste each day before the event is opened to the public

The contractors will have to provide:

- ◆ Bins with internal liner.
- ◆ The Roll-on-off skip units.
- ◆ Enough staff members to conduct an on-going operation to clear food and litter waste from the event site throughout the two days.

Barriers and Fencing

Afrofest will be a ticketing event hence barriers and fencing will be utilised. The barriers and the fencing will surround the whole perimeter of the site. The entry points and emergency exits will be marked on the barriers.

Staging, Lighting and Sound

The staging, lighting and sound for the whole event will be provided by external contractors. They will comply with the CDM Regulations.

Medical, Ambulance and First Aid

The medical provision at AfroFest will be supplied by the Medical Services.

The level of medical provision will include staffed ambulance, first aiders. A temporary structure shall be built for the medical, ambulance and first aiders. It will have to be accessible from any point of the site.

The closest Hospital that is 19 minutes away from the venue can be found at;

Thame NHS Community Hospital

East Street

Thame

OX9 3JT

The medical provision shall include the following as well:

- ◆ 1 Ambulance
- ◆ 1 Paramedic or Nurse Practitioner
- ◆ 1 Ambulance Technician.
- ◆ 6 First Aid at Work qualified staff

Car Park Management

The head of stewards and volunteers will deploy uniformed staff to the car park to manage the parking system that shall be devised especially for this event.

A number of strategies will be engaged. These include:

- ◆ Promoting a car share scheme for all the people attending the event.

♦ The appropriate signage to event entrances for example, the minimum speed in the car park being 5mph.

♦ The car park shall be opened early in order to reduce the possibility of queues forming on the public highway.

Fire Safety

The closest fire station (Watlington fire station) is a 5-minute drive in case of emergency. As there will be camping for some attendees, camp fire will not be allowed strictly. The security and the stewards will do rounds ensuring if the regulation is being adhered to. Firefighting equipment will be provided throughout the site in every structure. We are not willing to take any chances because smoking will be allowed in the festival. Cigarette bins will be provided throughout the site. The external traders and vendors will need to bring their own fire- fighting equipment and should ensure that they take extra precautions when it comes to the risks around fire.

AFROFEST RISK ASSESSMENT FORM

Hazard	Associated Risk and Harm	To Whom	Risk Assessment and Precautions Required
Slips, trips and falls, Collision	- Falling while carrying something fragile - Sprained or twisted ankles	Everyone including audience, crew as this can happen anywhere.	-Security and stewards should be aware of the hazard and act accordingly - Enough lighting at night to ensure that ground cables or obstacles are visible to everyone. - Cables will be covered and marked to avoid the trips. - Where possible cables will be routed away from pedestrian circulation areas
Working at height	- Fall, Dropping tools and equipment	staff, contractors	-Contractors working at height will need to submit the risk assessment of their work
Electricity	- Electrical shock due to negligence or faulty equipment	Staff, contractors, audience	-The Health and Safety officer to have PAT tests on all electrical equipment -Signage must be used to mark any electrical points -Cables shall be routed in a way that will not cause a hazard to the audience or event staff. -A competent electrician shall be at the festival the whole time in case emergency
Large crowds	- Stampede may cause injuries, fainting or death	Audience, security, stewards	-The crowd will be separated by barriers -The stewards and volunteers will be trained on how to react to any threats of audience crushing.
Loud Noise	- Temporary or permanent ear damage	Stage staff, musicians, audience	-Every person (the event crew and the audience) will have access to the free earplugs
Fire	- Injuries and burns - Smoke, air pollution) - Structures will be destroyed	All: audience and the event staff	-Clear signage on emergency exits -A 'no fire' policy on site -Firefighting equipment throughout the site
Terrorism	- Use of weapons like knives - Injuries that might lead to death	All, audience and members of staff	-searching of people on entry -terrorism nationwide level shall be examined before the commencement of the event

APPENDIX

Appendix A: live size sample models to be constructed for display



Appendix B: Artwork



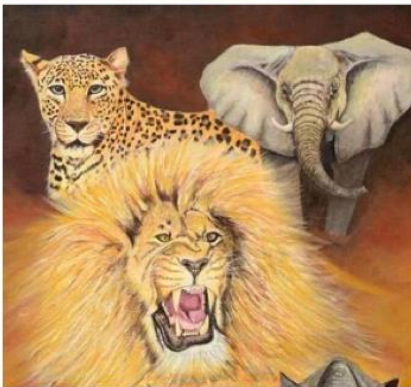
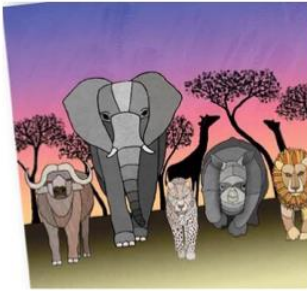
Appendix C: Wrist bands



Appendix D: Merchandise

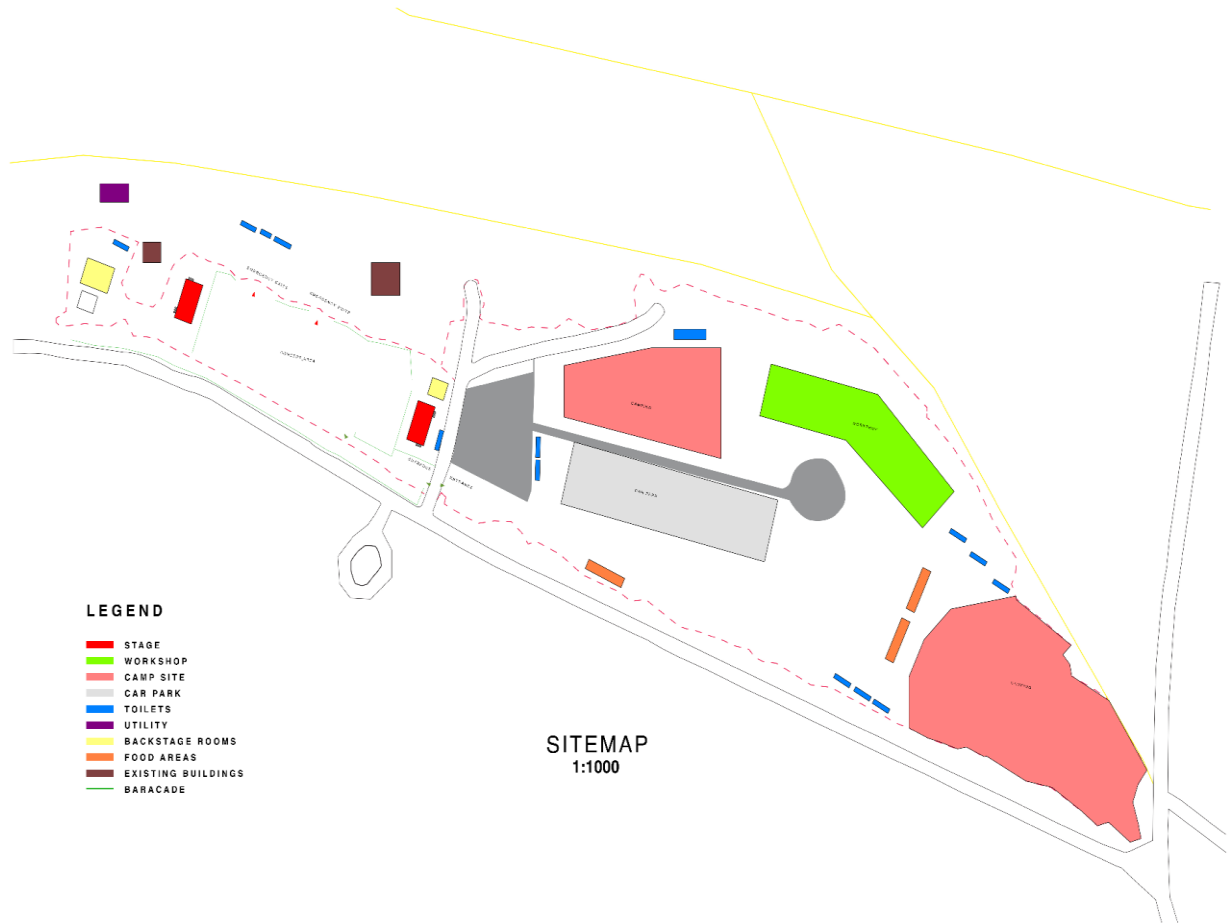


Appendix E: Traders Market



Appendix F. Site Map

AFRO FEST
WATLINGTON HILL FARM



Appendix G. Music Workshops and Children's activities



AFROFEST
children's
activities





AFROFEST

workshops



Appendix H. African Alcohol

African Alcohol 'Umqombothi'



Appendix I: Licensing

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://3e9rg52h4do72flcoa1td2xc-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



Could music benefit my business?

Music has the potential to enhance the atmosphere, lift the mood and help create an environment that people enjoy.

PPL PRS Ltd, Mercury Place, St. George Street, Leicester LE1 1QG.

[Find out more](#)



Premises Licence Application

[Insert name and address of relevant licensing authority and its reference number (optional)]

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

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We TAFANA SAKARA
(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 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

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description

67A WINDLEY ROAD
LEICESTER

Post town	<u>LEICESTER</u>	Postcode	<u>LE2 6QA</u>
-----------	------------------	----------	----------------

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£

Part 2 – Applicant Details

Please state whether you are applying for a premises licence as

Please tick as appropriate

- | | |
|---|---|
| a) an individual or individuals * | ☒ please complete section (A) |
| b) a person other than an individual * | |
| i. as a limited company | ☐ please complete section (B) |
| ii. as a partnership | ☐ please complete section (B) |
| iii. as an unincorporated association or | ☐ please complete section (B) |
| iv. other (for example a statutory corporation) | ☐ please complete section (B) |

Provision of late night refreshment (if ticking yes, fill in box I) ☒

Supply of alcohol (if ticking yes, fill in box J) ☒

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 6)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 2)		Indoors	☐
					Outdoors	☐
					Both	☐
Day	Start	Finish				
Mon			Please give further details here (please read guidance note 3)			
Tue						
Wed			State any seasonal variations for performing plays (please read guidance note 4)			
Thur						
Fri			Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 5)			
Sat						
Sun						

E

Live music Standard days and timings (please read guidance note 6)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 2)	
			Indoors	☐
			Outdoors	☒
			Both	☐
Day	Start	Finish	Please give further details here (please read guidance note 3)	
Mon			APPOEST MUSIC FESTIVAL WITH LIVE MUSIC PERFORMANCES	
Tue				
Wed			State any seasonal variations for the performance of live music (please read guidance note 4)	
Thur			DJ'S NIGHT PLAY RECORDED MUSIC	
Fri				
Sat	12 PM	12 AM	Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 5)	
Sun	12 PM	12 AM		

F

Recorded music Standard days and timings (please read guidance note 6)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 2)	
			Indoors	☐
			Outdoors	☒
			Both	☐
Day	Start	Finish	Please give further details here (please read guidance note 3)	
Mon			RECORDED MUSIC MIGHT BE PLAYED BEFORE THE EVENT, STARTS AND SHORT BREAKS	
Tue				
Wed				
Thur			State any seasonal variations for the playing of recorded music (please read guidance note 4)	
Fri			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)	
Sat	12 PM	12 AM		
Sun	12 PM	12 AM		

I

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)		Indoors	☐
					Outdoors	☒
					Both	☐
Day	Start	Finish	Please give further details here (please read guidance note 3)			
Mon			REFRESHMENTS WILL BE SOLD DURING THE EVENT			
Tue						
Wed			State any seasonal variations for the provision of late night refreshment (please read guidance note 4)			
Thur						
Fri			Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 5)			
Sat	12 PM	12 AM				
Sun	12 PM	12 AM				

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption – please tick (please read guidance note 7)	On the premises ☒
Day	Start	Finish		Off the premises ☐
Mon			State any seasonal variations for the supply of alcohol (please read guidance note 4)	Both ☐
Tue				
Wed				
Thur			Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5)	
Fri				
Sat	12 PM	12 AM		
Sun	12 PM	12 AM		

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

Name	T APADZWA GAPARA		
Address	67A KINDLEN ROAD LEICESTER		
Postcode	LE2 6QX		
Personal licence number (if known)			
Issuing licensing authority (if known)			

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8).

L

Hours premises are open to the public Standard days and timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon			Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 5)
Tue			
Wed			
Thur			
Fri			
Sat	12 PM	12 AM	
Sun	12 PM	12 AM	

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

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 9)

b) The prevention of crime and disorder

THERE WILL BE SECURITY GUARDS

c) Public safety

SECURITY GUARDS ON STANDBY

d) The prevention of public nuisance

SECURITY GUARDS ON STANDBY

e) The protection of children from harm

Part 3 Operating Schedule

When do you want the premises licence to start?

DD MM YYYY
25 08 2023

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

DD MM YYYY
27 08 2023

Please give a general description of the premises (please read guidance note 1)

THIS (AFROFEST) WILL BE A TWO DAY MUSIC FESTIVAL. THERE WILL BE TWO STAGES AND TWO BARS

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

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

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

Provision of regulated entertainment

Please tick any that apply

- | | |
|---|-------------------------------------|
| a) plays (if ticking yes, fill in box A) | ☐ |
| b) films (if ticking yes, fill in box B) | ☐ |
| c) indoor sporting events (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) | ☐ |

References

Bowler, J (2016) 6 Innovative Marketing Campaigns Launched at Famous Music Festivals. Available at [Music Festival Marketing: What are big brands doing? \(printsome.com\)](#). (Accessed: 11 July 2022)

By Africa.com. (2021) Best African Games for Children to Play. Available at [Best African Games For Children To Play - Africa.com \(www.africa.com\)](#). (Accessed: 3 July 2022).

Ents24. (2021) Watlington Hill Farm Events. Available at [Watlington Hill Farm, Events & Tickets 2022 | Ents24](#). (Accessed: 2 July 2022).

Field Trip Festival. (2016) Event Safety Management Plan. Available at [Microsoft Word - FT ESMP v2.docx \(wiltshire.gov.uk\)](#). (Accessed: 4 July 2022).

Langley, L. (2019) What are Africa's Big Five? Meet the continent's most iconic wildlife. Available at [What are the Big Five of Africa? \(nationalgeographic.com\)](#). (Accessed: 3 July 2022).

PRS for Music. (2022) Licences. Available at [Find a licence \(prsformusic.com\)](#). (Accessed: 12 July 2022)

S G Licencing. (2022) Apply for a Premises Licence to Sell Alcohol. Available at: [Premises Licence Applications - SG Licensing](#). (Accessed: 7 July 2022).

Staffing and Labour Guide. (n.d) Festival and Event Production. Available at <http://festivalandeventproduction.com/event-guides/staffing-and-labor-guide/>. (Accessed: 12 July 2022)

The Hill Farm. (2022) Neigh. Available at [Neigh – Neigh, Making connections between animals and humans. Nature, Growth & Happiness](#). (Accessed: 12 July 2022).