1. Event introduction

Future Films is a two-day Festival located in Hylands Park on the Hylands Estate in Chelmsford. The aim of this Festival is to shine light on upcoming film makers in the U.K that may not get chances to really show their films in a judged setting due to a lot of the great film festivals not taking on a high amount of amateur film makers to take on more critically acclaimed and high funded films. The aim is to keep the event purely for first time feature film makers who want to have their work judged against their peers and win some capital towards their next project.

The Future Film Festival will take place on December 11th, 2021. My report will focus on the appropriate licensing and documentation that is needed for the film Festival to happen in the safest way possible. The artefacts that will be discussed in this report are the budget, the site map, the insurance, the premises license, and the risk assessment.

1.1 Concept planning

The 5 W's - Why?

- This festival is made to implement a community within the film industry. British film makers find it hard to break into the mainstream as most feature films are glamourised as being 'American'. This makes it very hard for European films to get worldwide notoriety. One thing I noticed about the U.S and the U.K film market is that the United States has many film festivals for young film makers, to help them sharpen their skills and also give them some exposure and funding for future projects. Hopefully this starts a wave of other festivals a like.
- There are many avid cinephiles all over the world and this gives them a chance to see young talented filmmakers and begin supporting them from the ground up. Allows a hungry fanbase to find content to consume.

- Can empower the youth to also take arts more seriously as locally it can shine a light on achievements you can make from taking your craft seriously, hopefully inspire the younger generation who may not see arts as something to pursue in the long run.

What?

- A novice film festival in the East of the U.K, aimed at inspiring filmmaking youth and funding creativity.
- A fun movie going experience for cinephiles who may have never been to an outdoor theatre before
- A two day even showing multiple types of movies and animations and concepts on the best quality systems possible

Who?

- We aim to target adults and children of all ages. Film, much like music does not discriminate and a good film is a good film. It can be loved by all. We will aim to have priority seating for people in the industry and the elderly.
- In the East of England at a very well-known location, known for holding huge music festivals such as V -Fest. Hoping the location holds notoriety with potential consumers and it is very easy to locate.

When? December 11th - 12th, 2021; 12:30pm-9:30pm each day

Where? Hylands Park, Chelmsford

Transport?

The site chosen to host the Film Festival is also extremely convenient in terms of transport. Kear (2014) states that one of the top 13 factors to consider when choosing a location for an event is the proximity of the airport and public transport in order to give guests who are not driving the opportunity to reach the event easily. Not only is this location next to all forms of transport, with a bus stop in front of the premises and an easy

bus route, but there is also an airport 45 minutes away. In addition, putting on an event that is close to some public transport services should decrease the number of

1.3 Film

As shown in Appendix A, there will be two theatre stages. Theatre Stage 1 will be for the more globally appealing movies by the filmmakers and will be the area where the more expensive seats will be. There will be multiple intermissions between the movies to allow for food and drink and the concession areas. Hot and cold food will be available as described in the next area. Individuals must be 18 and over to enter this area.

There will be 6 films shown each day. There is a max run time for each film to be 55 minutes long. Each day will have its own genre. The first day theatre stage 1 will show drama genres, whereas the second day will show horror genre films. These two have been categorised as the cheapest films to make with the most impact on a viewer. At the end of each day our panel of judges will provide us with a winner and a runner up. Each being given a certain amount of funding for their next project, in hopes of it giving them a chance of achieving the mainstreams success they desire.

On theatre stage 2, we will be showing animations and shorts. There is a maximum run time of 20 minutes for these projects and there will be 20 projects shown during each day. This is an area with no age limit unlike stage area 1. Each stage will have their own panel of judges for the two-day period. Adults need to accompany the children in this area below age 18.

1.4 Food and Drink

Food and Drink will be paid for and provided by our sponsors 'VUE' cinema. With the pandemic the movie industry has seen a big hit, and with that hit came consumers finding alternatives for their theatre experience. VUE cinema has always been an advocate for amateur / youth filmmakers since they launched in 2003. This is a £150,000 venture for them in hopes that this will not only increase their dying brand image within the U.K community, but it will revitalise the movie going industry. All winners and contestant

sign an agreement allowing VUE cinema to run their movie in their many complexes in perpetuity. VUE will be donating £20,000 towards cold food and drinks and £100,000 towards the concessionary stands for hot food for the two-day event. They will also send one of their top senior role advisors to be one of the judges for stage area 1.

2.Budget

EXPENSES	ESTIMATED COST (£)
FIXED	
Infrastructure **Venue hire** **Estate Rental** **Equipment - PA/staging/Concessionary**	 25,000 11,000 8,000
Tenting **Fees/Programming brochures** **Heating**	12,000 2,500 6,000
Licensing	5,000
Wages/rent/utilities (office)	10,000
TOTAL	79,500
VARIABLE	
Promotion/marketing **Paid advertising** **Web development** **Special offers/giveaways**	3,000 3,000 2,500 10,000
Utilities **Power – Energy Generator Hire Ltd** **Water – Energy Generator Hire Ltd** **Toilets – Portable Toilet Hire Bucks** **Waste Management**	 50,000 12,000 35,000 10,000
Staffing **Security, Box Office, Stewards,** **Sound Engineers, Lighting Technicians,** **Bar** **Staff, Crew Catering, H&S Officer**	 100,000 40,000 35,000 40,000
Miscellaneous **Name tags/badges** **Other** **Fireworks**	 750 500 1000
Refreshments **Food** **Drink**	 10,000 10,000

TOTAL **Total (Fixed+Variable)**	253,750 333,250

2.2 Income Streams

Revenue streams:

- **Ticket sales** – tickets will be valued at £120 for a single two-day ticket for over 21 and £100 for under 21. Group bundles can be bought for £350 (4 adults). Two-day tickets for children under 18 will be able to enter for £60. Two-day family tickets (2 adults 3 kids) for stage area 2 can be bought for £350. Single day adult tickets are £75- and single-day children's tickets are £35.

- **Sponsorships** – the two main event sponsors are Vue Cinema and Estrella Beer. Estrella will be providing half the alcohol for free and the other half we will pay for at a discounted rate. This is because we will name the runner up price after them and make them the only alcohol beverage available during the night.

Other types of revenue: Grants, bank loan, angel investors, crowdfunding, brand partnerships, merchandise, traders and catering.

3. Site Map

Appendix A shows the predicted set-up for the event, with a KEY below it.

- **Access to emergency services** – There will be security at every are of the event. With 50 in total with radio and ambulance on site. This is to help make sure that the noises during the movies do stay tame, and that any alcohol abuse or loud behaviour can be put to an immediate stop. As shown in the Appendix A map, there is a wide aisle which allows for easy movement, but we do make sure that the only times (besides emergencies) people do move are in between movies or to go to the toilet.

- **Width of Aisle** – the width of the aisle is very wide. It directly leads towards the food, drink and toilet section of the event. This is for both stage 1 and stage 2. The. Toilets are located outside but there is an entrance to either stage front there, with security to check tickets on phones.
- **Interesting layout** – This layout is very unique, to allow each stage to be very close to each other but to also allow each area to not be disruptive of each other and have their own food, drink and toilet area.

4. Event Safety Management Plan

4.1 Purpose of an ESMP

The ESMP is the planning of an event so that it can be carried out as safely as possible in the most efficient way. A full ESMP should cover all areas of the Festival so that potential risks are managed. The checklist shown below recaps what is included in an ESMP. The information for the ESMP needs to be gathered from the programming team, box office, gate manager, volunteer manager, security company, bar managers and traders to name a few.

- ☐ Planning and management
- ☐ Venue and site design
- ☐ Fire safety
- ☐ Major incident planning (emergency planning)
- ☐ Communication
- ☐ Crowd management
- ☐ Transport management
- ☐ Structures
- ☐ Barriers
- ☐ Electrical installations and lighting
- ☐ Food, drink and water
- ☐ Merchandising and special licensing
- ☐ Amusements, attractions and promotional displays
- ☐ Sanitary facilities
- ☐ Waste management
- ☐ Sound: noise and vibration
- ☐ Special effects, fireworks and pyrotechnics
- ☐ Camping
- ☐ Facilities for people with special needs
- ☐ Medical, ambulance and first-aid management
- ☐ Information and welfare
- ☐ Children
- ☐ Performers
- ☐ TV and media
- ☐ Stadium music events
- ☐ Arena events
- ☐ Large events
- ☐ Small events
- ☐ Classical music events
- ☐ Unfenced or unticketed events, including radio roadshows
- ☐ All-night music events
- ☐ Unlicensed events
- ☐ Health and safety responsibilities

(Source: HSE, 1999, p. iii)

4.2 Other components of the ESMP

Components of an ESMP that are not referred to in this report but need to be observed and recorded for Whole Step Festival are:

- Early planning
- Timeline
- Capacity/demographic
- Management team
- Emergency services
- Organisational structure
- Bars & Alcohol
- Food concessions
    - Fairground rides

- Merchandise
- Unauthorised traders
- Power
- Concessions
- Catering
- Temporary supply
- Local Environment and Community
- Special Effects, Fireworks and Pyrotechnics
- Facilities for Disabled People
- Facilities for Children and welfare
- Accessibility o Toilets o Viewing platforms o Staff training
- Media and Publicity
- Contractor obligations and performance
- Counter Terrorism

5. Insurance

<u>One-off Public liability insurance:</u>

This is made to cover all bases, as a formality a Hiscox special events insurance proposal form was filled out in order to receive a company quote directly. Going direct to the insurance company can be a lot more expensive, so an alternate option would be to seek out a professional in this field who could find a selection of companies and find out the different details and different arrangements needed to be made. This would make sure that the event was insured at the best price available. A selection of quotes and offers would be gathered at different levels and types of coverage. From there we will select from the options the most appropriate one. The variety of our choice depends on the price and types of coverage.

The types of insurance that are required for the Festival are:

- Public Liability (insurance for other people not staff)
- Property liability for example- physical/stage/scaffolding/chairs
- Event liability – sub-section to not cover the money
- Cancellation insurance
- Severe weather insurance
- Employers' liability (e.g. volunteers and stewards)

The process of risk management is an attempt to mitigate or get rid of all your risk. However, eliminating all risk is very much impossible, so that is why purchasing event insurance is one of the most important parts of organising an event. An Event organiser needs to ensure that traders of food and drink at the event, provide their own Public and Employers Liability Insurance Certificates. This also goes for all the food traders, crew caterers and bars on the premises.

6. Premise licence

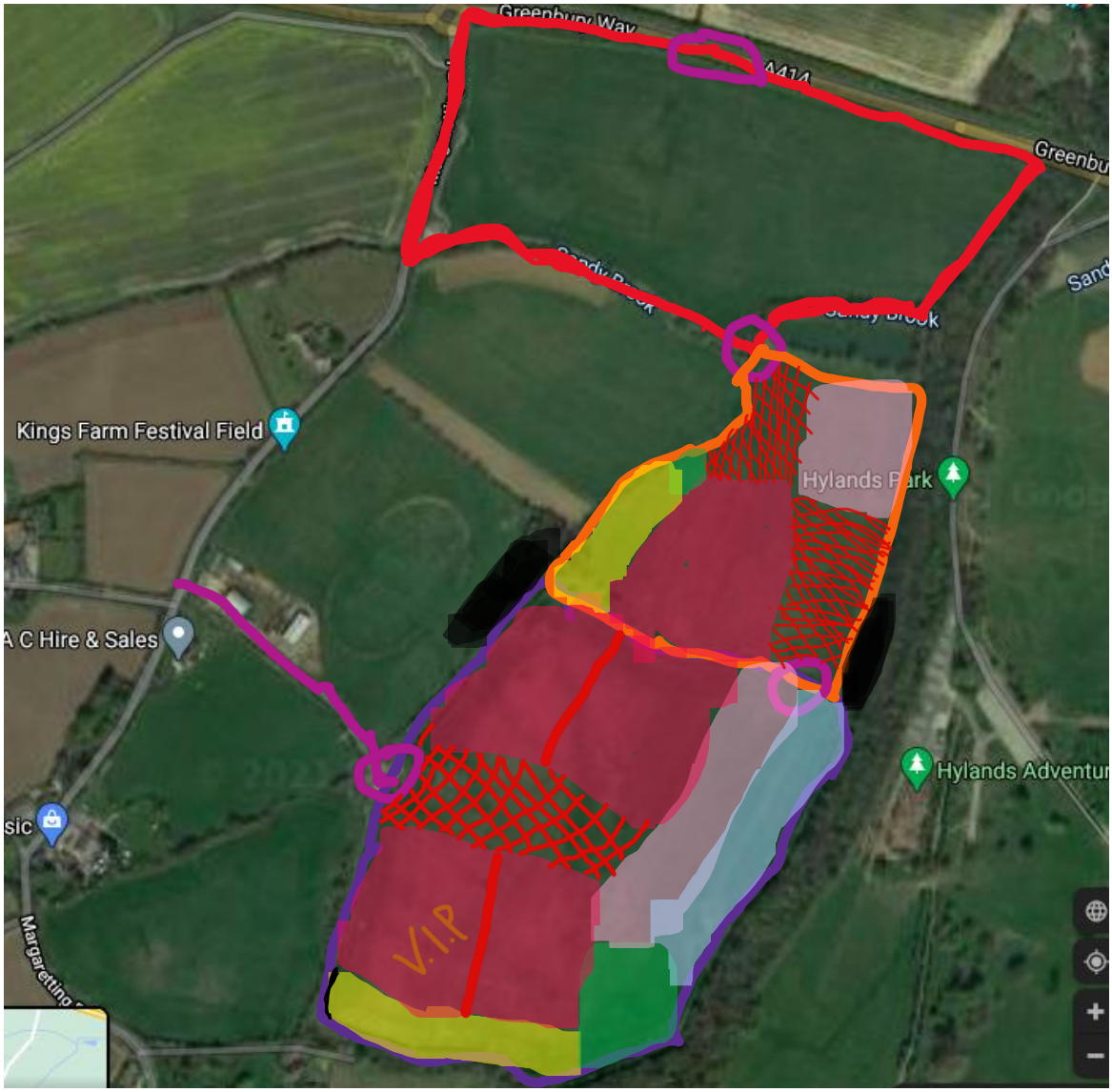
A premise licence requires communication with the Chelmsford Council. It also requires the site manager, licensing manager and designated premise supervisor to communicate with each other in regard to the other permits such as:

- Alcohol licence
- PRS licence (collective licensing)
- Personal licence
- Filming licence
- Lighting and lasers licence

8. Risk Assessment Form

A risk assessment is a way of managing potential risks in the planning stage of an event. The main problem that can arise if a risk assessment is not properly carried out, is the event not reaching and attaining its goals set out. In the case of any awful tragedies, if risk assessment is not carried out, a lot more bad can occur. Risk management is a legal requirement under the Management of Health and Safety at Work Regulations. Below a printed out and filled Risk Assessment can be seen in Appendix B

APPENDIX A



Pathways

Screen

Aisle and Walkway's

Theatre Stage 2

Technical Room

Restrooms

Theatre Stage 1

Seats; V.I.P is for crew members, friends and family

Car Park

Food, Alcohol and Beverage Stands

Entrance

Storage Unit