Portfolio One:
A UK Countryside Music Festival



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Event Introduction

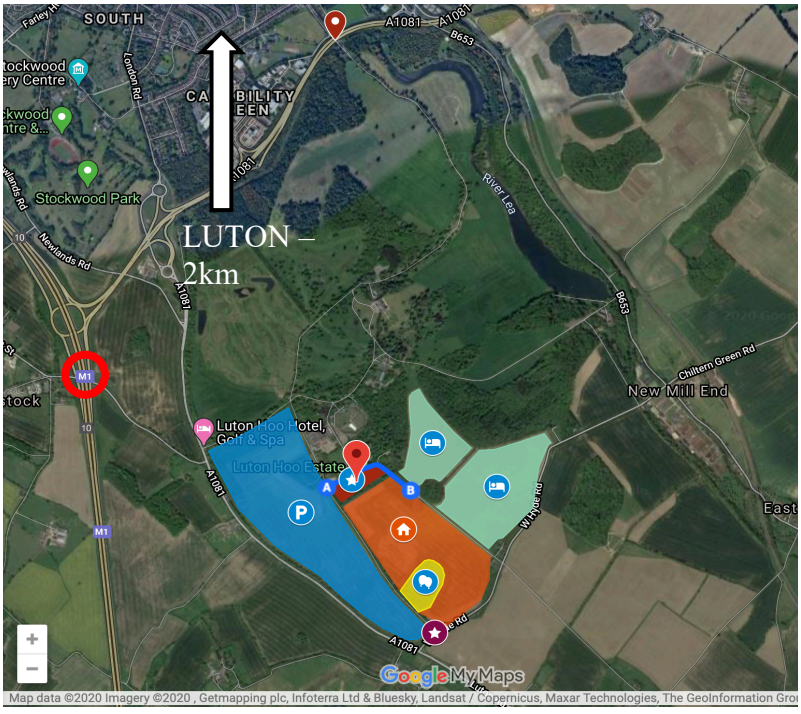
Luton Hootenanny is a two-day Jazz Festival to be held across the weekend of 19th/20th June 2021 at the Luton Hoo Estate in the Bedfordshire-Hertfordshire countryside. There will be food, drink, camping, yoga and wellness, comedy, and lots of contemporary Jazz music, as well as other genres. Although open to all ages, the primary target audience is a more mature, family-based audience.

Early Concept Planning – The 5 W's

What?	A two-day music festival of food, drink, wellness, comedy and contemporary Jazz music (among other genres)
When?	5th – 6th June 2021 (with two days either side for audience arrival and departure)
Why?	Primarily for the love of Jazz and music in general; also to try and reinvent what a 'Jazz' Festival can be
Where?	Luton Hoo Estate, LU1 3TQ (Farm Road)
Who?	Public: fans of Jazz music and music festivals in general. A more 'grown-up', family-based audience

Location

The venue of the festival will be the Luton Hoo Estate, just south of Luton and east of the M1 motorway. The estate itself covers over a thousand acres, but for the Luton Hootenanny we propose to use the fields to the south of the main estate and mansion (see map below), which total an area of about 400 acres. Although hopefully obvious, the venue, The Luton Hoo Estate, provided the inspiration for the festival name.



In the centre of the Luton Hoo Estate, but north of the fields we intend to use, is the Luton Hoo Hotel Golf & Spa (see Appendix One, Map 5). They will obviously be made aware of the event, and we could potentially work with them regarding hosting artists, any VIPs or any 'Special Experience' guests, but other than this, we expect and plan to have little to do with the hotel, and cause them as little disruption as possible. We will also need to speak to The Land Rover Experience company based at Luton Hoo as we will most likely infringe on their business by taking the fields they use for the weekend.

The proposed site is extremely well connected to road, rail and air:

M1 Motorway (Junction 10)	5-minute drive
Luton Station	13-minute drive
Luton Airport	15-minute drive

As well as having very good transport links, making it easy for people to get to the festival, Luton itself is positioned centrally with the south of England. The site is within a reasonable travelling distance from cities and towns such as: London, Watford, Milton Keynes, Northampton, Oxford, Cambridge etc. Trains very regularly depart St Pancras International Station for any audience coming from London, and typically take about 30 minutes.

The location we have selected and the site map we have designed offers the festival plenty of the space, arguably too much for a 3,000-person capacity event. However, this has been done with a view of hopefully allowing the festival the room to grow in future years if the inaugural one is as big a success as we hope.

Time & Date

The festival will open its doors at 12.00 on Friday 4th June 2021. There will be food and drink available on Friday 4th, but no live music. All live music will take place on Saturday 5th and Sunday 6th June. The audience will be encouraged to have left the site by 14.00 on Monday 6th June – all audience must have left the site by 22.00 on the 6th June.

We have selected these dates because we wanted the festival to fall relatively early in the 'festival season'. Being a new festival that people will be unfamiliar with we hope that by selecting an early date we will stand out and people will be willing to visit, before some of the larger festivals begin in the following months. Furthermore, we wanted the date to stand alone from the large, famous Jazz festivals: Montreux and Montreal (early to mid-July and mid to late-July respectively).

This particular weekend also falls at the end of the Summer Half-Term in the UK, which was important to bear in mind given that Luton Hootenanny intends to be family-friendly festival.

The final worthwhile points to raise are the reasons why we opted to run the event in 2021 and not 2020. Firstly, we felt that given the event will fall early in the festival season that we would not have sufficient time to plan the event as thoroughly as we should. Secondly, and increasingly more importantly, is the likelihood that the current Coronavirus pandemic would force the event to be cancelled. As a first-time event, if Luton Hootenanny was forced to be cancelled, especially if tickets had been sold already, it would be a financial and reputational disaster. Therefore, it became very clear that we should plan the event for the following summer, 2021, by which time the pandemic will have almost certainly passed its worst phase.

Music

The music for this event will be varied around a loose theme of contemporary Jazz. There is currently a very strong contemporary Jazz and neo-soul scene in the UK, especially coming out of London. Although some of these are extremely ambitious (*italicised)*, below is a list of the type and style of artists we hope to get to the festival:

- Alfa Mist
- Tom Misch
- Yussef Dayes
- Kokoroko
- Oscar Jerome
- GoGo Penguin
- Moonchild
- Vulfpeck
- Heralds of Change
- Skinshape
- Celeste
- *The Avalanches*
- Dat Brass
- *Khruangbin*
- *The Cinematic Orchestra*
- *RY X*
- L'Eclair
- DOMi & JD Beck
- Vincent Bugozi
- *Bonobo*

The music will be predominantly live bands and artists, but we may also look to add some talented DJs to the line-up. All music will be played on the main stage. See Appendix Two for an example line-up poster.

	Open	***Close***
Friday	Closed	
Saturday	12.00 (midday)	00.00 (midnight)
Sunday	12.00 (midday)	00.00 (midnight)
Monday	Closed	

For finding smaller, 'unsigned artists' to populate the earlier slots within the day, I will utilise my connections with TalentBanq, a booking agent who work exclusively with unsigned artists.

Comedy

We will also have a second stage towards the back of the main arena (see Appendix One, Map One) which will have comedy acts on throughout the day. Some of these will be aimed at children (especially those on earlier in the day), and the late-night shows will be more adult in their content. It is important to offer the audience some variety in the

entertainment available and we felt that comedy was an appropriate, popular and relatively easy/cheap choice.

	Open	*Close*
Friday	Closed	
Saturday	12.00 (midday)	22.00
Sunday	12.00 (midday)	22.00
Monday	Closed	

Yoga & Wellness

The Woodland Zone (see the yellow area in Appendix One, Map One) is a beautiful spot for Yoga and wellness sessions. These will take place on the Saturday and Sunday mornings, before the music on the second stage begins (due to the relatively close proximity). We will try and arrange for a wide range of activities/classes to cater for as many people as possible, and some will be appropriate for children. The sessions will require an element of 'signing up' beforehand in order to control participation numbers.

	Open	*Close*
Friday	Closed	
Saturday	06.00	12.00 (midday)
Sunday	06.00	12.00 (midday)
Monday	Closed	

Food & Drink

Food will be provided by external vendors, who will have to pay a relatively small fee for their pitch at the festival. We will ensure there are a large range of food and drink options available in the main arena, as well as some breakfast options in the campsite area. Food vendors will be open until late on Friday, Saturday and Sunday. Food vendors will be open until late, offering a range of options for breakfast, lunch and dinner, and in the late evening. There will be two bars offering a range of alcoholic and non-alcoholic drinks.

FOOD	*Open*	*Close*
Friday	12.00 (midday)	02.00
Saturday	06.00	02.00
Sunday	06.00	02.00
Monday	06.00	12.00 (midday)

Drinks (including alcohol) will be available at two bar locations in the main arena: one near the main stage and one near the second stage. The bars will be run by two bar managers

who are part of the Luton Hootenanny team as we want to create an income stream from alcohol sales.

BARS	*Open*	*Close*
Friday	12.00 (midday)	00.00
Saturday	10.00	00.00
Sunday	10.00	00.00
Monday	Closed	

Children Activities

As mentioned above, there will be children's activities and entertainment on throughout the weekend, including Yoga classes, children's entertainment shows on the second stage, face painting, glitter, walkabout performers etc. It is very important to us that people with families feel confident that their children are not going to get bored at our festival and so we will ensure that there is a plethora of interesting and exciting things for children of all ages.

Ticket Prices

A general admission ticket for Luton Hootenanny will cost £85. We think this is a very reasonable price for a two-day festival with camping Friday and Sunday night too. We felt that, being a new festival, it was important not to have a ticket price which put people off before giving the festival a chance. Having said this, ticket sales will be our main income stream and therefore it is crucial we get the balance right and do not sell ourselves short.

As well as general admission, we will offer early bird tickets, a group package, a child ticket, a family package, and a VIP ticket (see table below). Offering these different ticket prices should encourage ticket sales, and specifically encourage people with families to consider tickets more than they maybe would another festival (link to Investopedia price discrimination).

General Admission	Standard Adult ticket	£85
Early Bird	First 500 Adult tickets released	£75
Group Package	4x Adult Tickets	£300 (£75 each)
Under-15s	Tickets for children under-15	£30
Family Package	2x Adult tickets & 2x Under-15 tickets	£200 (£50 each)
Golden Ticket	2x premium, VIP tickets which includes a 3-night stay at the Luton Hoo Hotel (only 10 pairs available)	£1,000 (£500 each)

The Early Bird ticket is a common sales method and is designed to encourage early sales and uptake in the festival. This technique adds an element of pressure to the customer who may not want to miss out on the cheaper price, therefore buying immediately. As well as

stimulating early uptake in the festival, this method also creates the marketing opportunity of claiming: 'Early Bird tickets SOLD OUT'; which creates an impression of popularity for the festival, an important factor for those customers who may have been erring on the side of caution regarding buying a ticket.

The Golden Ticket is a premium, VIP ticket which will should create some extra income for the festival. The primary element of the Golden Ticket will be a three-night stay at the Luton Hoo Hotel, a 5-star hotel and spa on the Luton Hoo Estate, during the same weekend as the festival. This is aimed at a few people who may want to attend the festival but are put off by the camping aspect – the Golden Ticket offers a 'next-level' glamping option.

Pricing the Golden Ticket has been difficult and is somewhat of an ongoing project. The price of a standard double room at the Luton Hoo Hotel is about £340 and so we took this as a base rate of the value of the ticket – 3-night stay @ £340 = £1,020. Included in this is entrance to the festival, as well as other potential added bonuses (backstage passes etc.), which all make these tickets very valuable and hopefully appealing to some people.

The profitability of the Golden Tickets entirely depends on whether we can get some kind of deal on the rooms themselves from the Luton Hoo Hotel. If they are willing to offer a large discount (or ideally even give us the rooms for free), then the Golden Ticket package will become extremely profitable for us. The Golden Tickets are an experimental ticketing option and depending on the success or failure of them we may release more than twenty, or completely scrap the idea.

Budget

LUTON HOOTENANNY 2021 - BUDGET SHEET		
Projected Budget		***Comment***
Infrastructure		
Venue Hire	£ 50,000.00	This figure requires negotiation with the Luton Hoo Estate
Marquees (for bars)	£ 5,000.00	
Staging/Lighting/Sound	£ 50,000.00	Quote provided by PLS and includes all aspect of staging, lighting and sound
Trackway mats	£ 20,000.00	Calculated that we need approximately 8km of 1mx1m trackway. Price estimate based on https://www.multimatts.co.uk/hire (Multi Matts, 2020).
Fencing / Barriers	£ 15,000.00	5km of barrier / fencing needed (total perimeter of the arena and two campsites)
Scaffold	£ 5,000.00	
	£ 145,000.00	
Utilities		
Water	£ 20,000.00	175,000 litres of water needed. Calculated from a rate of 13.69 litres per capita per 'audience day' (Denny, 2011)
Toilets	£ 20,000.00	Rough estimate
Electricity generators	£ 5,000.00	
Waste disposal	£ 10,000.00	
	£ 55,000.00	
Food & Drink		
Alcohol Supplies	£ 50,000.00	
Bar Staff	£ 10,000.00	40 staff, working 10-hour shifts over the 3 days (@£9/hour)
	£ 60,000.00	
Staffing		
Security	£ 10,000.00	
Event staff (full-time & volunteers)	£ 12,000.00	30 staff (+ volunteers), working 10-hour shifts over the 4 days (@£9/hour)
Police / Ambulance	£ 5,000.00	
Videography / Photography	£ 2,000.00	Very important to capture the festival for future marketing and promo videos
	£ 29,000.00	
Entertainment		
Artist Fees (Music & Comedy)	£ 50,000.00	This is a generous budget and subject to change
Performers / Activities (Yoga)	£ 5,000.00	
Festival Décor / Design / Artwork	£ 15,000.00	This covers all aesthetic aspects of the festival
	£ 70,000.00	
Misc.		
Marketing	£ 10,000.00	
Printing / Signage	£ 4,000.00	
PRS / PPL	£ 15,000.00	4% of gross receipts (PRS, 2018).
Premises Application	£ 200.00	
Misc.	£ 5,000.00	This is flexible money to be spent wherever required
	£ 34,200.00	
Total Expenses	£ 393,200.00	
(Projected) Income Streams		
Ticket sales	£ 229,000.00	See breakdown of the calculation below
Traders Pitch Rent (£150/pitch)	£ 3,000.00	
Alcohol Sales	£ 125,000.00	
Sponsorship	£ 10,000.00	
Merchandise	£ 5,000.00	
Total Income	£ 372,000.00	
(Projected) Net Income	**£ (21,200.00)**	

Above is a projected budget sheet for Luton Hootenanny. In its first year of existence (and potentially future years) we do not particularly want Luton Hootenanny to return a profit because we unanimously agree that it is much more important in the long run to ensure that all stakeholders of the event see it as a huge success. We are hopeful that the event can turn into an annual festival, which in the future may return a profit, but for this year in particular it is essential to spend all the money we can afford on making the event as big a success as possible. The key stakeholders to impress are:

- Luton Hoo Estate management
- Artists
- Any event sponsors we can acquire
- Audience

Having said this, we cannot drastically overspend way beyond what we can recoup and therefore this creates a difficult balancing act.

Expenses

For ease of presentation and keeping track of the budget before the event, we have split expenditure into six departments: Infrastructure, Utilities, Food & Drink, Staffing, Entertainment and Miscellaneous.

Being a greenfield event, the Infrastructure and Utilities departments require large budgets, Infrastructure in particular. The cost of the venue hire is something we are still negotiating with the venue but is likely to be a significant cost. We are hopeful and willing to get the Luton Hoo Estate management as involved as possible with the planning of the event, especially if this means they will be happy to reduce the venue hire cost. We would seriously consider a collaborative planning effort with the Luton Hoo Estate if this is something they would be willing to consider.

To help reduce staffing costs during the weekend we will look to employ a large number of volunteers, although being a new festival this could be easier said than done. Having said this, as Luton Hootenanny is a relatively small festival, we do not think we will require any more than 100 volunteers, which we believe is an achievable target.

Finally it is important to explain that staging, lighting and sound have all been put under one budget within the budget sheet because we expect all three to be provided by one company, PLS. This company is one I am personally familiar with and their quote covers everything: set-up, Front of House on-the-day, de-rig, as well as all insurance and compliance with CDM regulations. The specification for the staging package (for the main stage) that we will choose are as follows:

- Full festival stage, 15m x 10m with blacked-out surround. Side and rear steps and disabled access ramp, back of house dressing rooms and production office. Roof with rigging for lighting. PA wings to sides
- FOH sound for approximately 3000 people
- FOH control tent (3x5m)
- Stage sound with 10 monitors and mixes with monitor desk
- Backline to include full drum kit, bass head and 8x12 cab, & 2 guitar head amps and 4x12 cabs, stage piano/synth as required and any other special backline requests
- All required microphones, stands and cable
- Lighting package for general stage lighting together with 8 sun- strip blinders, atomic and dataflash strobes, 16 moving head beam lights, 12 moving head wash lights
- Front of stage vertical smoke cannons and “cold-pyro” (this is like fireworks but without the safety implications)
- FOH lighting control
- Engineers: FOH sound, FOH lighting, Monitors, 2x stage manager
- 80kVA 3 phase super silent generator with all required cabling and distribution equipment
- Front of stage ped barriers sufficient to mark off the stage and required backstage areas


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Income Streams

The hope that the main source of income for the event will come from ticket sales, assuming we sell most/all tickets. Having said this, offering different ticket prices mean that we cannot be sure of our ticket income, even if we were to sell all tickets. Below is a rough estimate of the breakdown of ticket sales (if we manage to sell out):

Ticket Type	Price	Sales	People per ticket	Total people	Total income
General Admission	£85	1000	1	1000	£85,000
Early Bird	£75	500	1	500	£37,500
Group Package	£300	250	4	1000	£75,000
Under-15s	£30	50	1	50	£1,500
Family Deal	£200	100	4	400	£20,000
Golden Ticket	£1,000	10	2	20	£10,000
				2970	**£229,000**

As mentioned above, we cannot be sure which ticket types will prove the most popular until we go live with ticket sales, but this is a rough but realistic breakdown of how we think they may sell.

We expect that the second biggest income stream, after ticket sales, will come from the sale of alcohol at the two bars. We have estimated a conservative £50 alcohol spend per person over the course of the weekend (roughly £15 per day per person), for 2,500 members of the audience (therefore not including children and any non-drinkers). We are hopeful that the actual alcohol spend of the audience, especially given the relatively well-off nature of our target audience, will prove higher than £50pp.

We hope that the general clientele of the festival, slightly older and therefore with more money than a 16 – 21 year old audience (Reading/Leeds Festival), will create extra revenue throughout the event, at the bars, merchandise sales (festival and artist merchandise), and also for all the traders we will sell pitches to. This will be a major aspect of our pitch to food vendors and traders as we attempt to sell as many trading pitches as possible. Although, the level of demand for these trader pitches is an unknown at this point, we have set a preliminary pitch price of £150 for the entire weekend. We think this is a reasonable price and allows the traders a great opportunity to make a profit.

LUTON HOOTENANNY EVENT SAFETY MANAGEMENT PLAN

Luton Hoo Estate
Farm Road
Luton
LU1 3TQ

Friday 4th – Monday 7th June 2021

Introduction

This guide has been compiled exclusively for the Luton Hootenanny Event, June 2021. It has been created following the guidance of *The Purple Guide* but with details appropriately altered for the Luton Hootenanny 2021 (Events Industry Forum, 2017).

This guide has been created to ensure that all information regarding health and safety at the Luton Hootenanny is made available and clear to all relevant stakeholders. We want the Luton Hootenanny to be an exciting, fun showcase of talented musicians for a creative community of like-minded people, all within a safe and organised environment.

This guide will be given to all event staff, all volunteers, all local authorities, all security, and will be made accessible for all audience members if they wish to read it.

Capacity

The total capacity for the event site is 4,000 people: this figure includes all audience members, staff, security, volunteers, sound engineers, artists (and artist guests), food vendors etc.

There will be a maximum of 3,000 audience tickets sold. Although the site capacity and license will be 4,000 people, realistically there will never be more than 3,500 people on site at any one time.

Event Licence

The event recognises the importance of working closely and communicating openly and efficiently with all the relative and interested authorities to ensure the safe success of the event.

The relevant Premises Licence Application form can be seen in Appendix Three. This form was completed over twelve months in advance of the event to allow contingence for any necessary changes that may be required to the Premises Licence Application.

Site

The event site is on private land owned by the Luton Hoo Estate, which the event has worked and will continue to work very closely with. To make contact with the Luton Hoo Estate management please speak to a senior member of the Luton Hootenanny Production Team. Alternatively, for general enquiries, call this number (01582 721443).

For all site maps please see Appendix One. Main site map attached below.

In the case of emergency there are four emergency exits: two in the south end of the site and two in the north. In the case that a site evacuation become necessary all staff and volunteers would be instructed to send audience members to their closest exit (assuming that the exit remained accessible and safe). All emergency exits are wide roadways (4+ metres) which could facilitate a large evacuation in a short space of time. For emergency exit site map see Appendix One, Map Three.

Venue	Area (ha)	Perimeter (km)
Main Arena	34.2	3.06
Woodland Zone	5	0.85
Campsite One	12.5	1.58
Campsite Two	24.7	2.06
Backstage Area	2.93	0.79
Car Park	56	3.85
Overall site area	**165 hectare (1.65km^2)**	
Overall site perimeter	**6.18 km**	



Production Schedule and Team

During the week either side of the event the Event Production team will work from a temporary office in the Backstage Area (red zone above). Below is a basic production schedule:

	Target Date
Production Team move into site office	Mon 24th May
Load in and site rig begin	Fri 28th May
Load in and site rig completed	Weds 2nd June
Festival start (audience on site)	Fri 4th June
Festival end (audience off site)	Mon 7th June
Load out and site de-rig begin	Tues 8th June
Load out and de-rig complete	Fri 11th June
Production Team leave site	Fri 11th June

Event Safety

During the entire event, from when production first enter the site (24th May) until production leave (11th June), safety is of course of paramount importance. During this entire time the appointed Health and Safety Officer (as yet not chosen) will be on site. This full-time member of staff is responsible for ensuring the Luton Hootenanny's compliance with the Health and Safety at work Act (1974), as well as all other relevant safety legislation and site regulations.

Once the role of Health and Safety Officer has been assigned, the contact details will be entered here.

Insurance

We will ensure that we will have all necessary and appropriate insurance for this event:

- Public Liability Insurance (up to £5 million)
- Employers Liability Insurance (up to £5 million)
- Event Cancellation Insurance

Stage, Lighting and Sound contractors (PSL), as well as food vendors and other on-site traders, are responsible for providing their own insurance (public liability). It is the Health and Safety Officer's responsibility to check all contractors' insurance.

Crowd Management, Security and Stewarding

There will be a large team of security and stewards (volunteers) who will be primarily responsible for crowd management. All areas of the site (with the exception of the Woodland Zone and the Backstage area, which is out of bounds to most ticket holders anyway) are comfortably large enough to hold all ticket holders at any one time and therefore we do not need clickers to count the numbers of people in one area at once. The

Woodland Zone will have security/stewards at the entrances with clickers to count the number of people entering and leaving.

All major pathways/routes within the site will have trackway positioned, which should help any traffic flow issues.

All security staff will be under the leadership of the Head of Security. The primary roles of security staff at the event include:

- Maintaining a safe and secure event environment for all audience members and staff
- Refusing entry to anyone who they deem could become a potential problem or threat to the wellbeing of everyone else at the event (i.e. excessively drunken behaviour, violent, possession of weapons, possession of drugs etc.)
- Monitor crowd behaviour and traffic
- Be the first responders to any on-the-ground incidents

Below is a list of entry points (and therefore potential bottleneck) which will need security/stewardship at all times during the event. This list includes entry points between the festival and the outside world, and also entry points between differing zones within the festival site:

- Main festival entrance (audience)
- Arena Entrance One (Campsite side)
- Arena Entrance Two (Campsite side)
- Arena Entrance Three (Car Park Side)
- Car Park Entrance
- Woodland Zone Entrance (from Arena)
- Campsite One Entrance
- Campsite Two Entrance

Staff

All full-time festival production staff will be based in the temporary office within the Backstage Area.

All external traders and food vendors are responsible and liable for their own staff.

Volunteers

All volunteers fall under the leadership of the Head Steward, and will work closely with the professional security on site.

Volunteers will be given a training day and introduction to the site and fire procedures on Thursday 3rd June (the day prior to the event start).

The primary responsibilities of volunteers at the festival include: managing traffic flow, offering any assistance and advice (directions) needed, keeping the site tidy and clean during the event, and creating a fun, happy atmosphere within the campsites and main arena!

Noise Management

The site does not have many close neighbours, and all nearby residents will be very aware of the event. However, noise levels will need to be managed and kept to a reasonable level. The stages MUST be closed and all music stopped at the agreed times.

Stage One (Main)

	Open	*Close*
Friday	Closed	
Saturday	12.00 (midday)	00.00 (midnight)
Sunday	12.00 (midday)	00.00 (midnight)
Monday	Closed	

Stage Two (Comedy)

	Open	*Close*
Friday	Closed	
Saturday	12.00 (midday)	22.00
Sunday	12.00 (midday)	22.00
Monday	Closed	

Sound engineers will be briefed on keeping noise levels within the acceptable and agreed levels.

All staff, volunteers, security and guests will have access to ear protection if they want. All crew/staff working in very close proximity to loud music will be required to wear ear protection.

Food & Drink

The Luton Hootenanny will operate a Think 25 policy at both on site bars and when searching audience members on entry. Over-18 members of the audience will be permitted to bring a 'reasonable' quantity of alcohol onto the site on Friday 4th June, the quantity constituting 'reasonable' to be left to the discretion of security. Audience members will not be permitted to leave site and return with more alcohol.

All external food vendors are responsible for their own food, hygiene standards etc.

Drugs

The Luton Hootenanny operates a zero-tolerance on all illegal drugs. Security retain the right to search audience members when they enter the site and any drugs found will be confiscated and destroyed. In serious cases where large amounts of drugs are being brought in the festival retain the right to ban audience members from entry into the site.

Toilets, Water, Refuse and Waste Management

All toilets, water and waste on site during the event will be the responsibilities of respective external contractors. These contractors will be overseen by the Event Production team, specifically the Health and Safety Officer.

An external contractor will be responsible for all issues regarding toilets, including calculating the number required. All toilet facilities will be set-up, managed and removed by an external contractor. The three main areas for Portaloos will be the two campsites and the main arena, as well as some backstage. In the main arena there will be large urinal toilets for males as these are significantly more efficient. This allows us to allocate more Portaloo cubicles for females. All toilet facilities will also have hand-washing facilities attached.

Water facilities, for both washing hands and drinking, will also be provided by an external contractor, who will take full responsibility to ensure the cleanliness and efficiency in provision of water. There will not be any shower/body washing water facilities on site but being a two/three-day festival this should not be an issue.

Waste collection and disposal will also be managed by an external contractor, but overseen by the Health and Safety Officer from the event staff. Volunteers will be asked to keep waste collection (and recycling) under control during the event to minimise the effort and cost of the contractor after the event has finished.

Barriers and Fencing

The Luton Hootenanny event is a ticketed event and therefore barriers/fencing will run around the entire perimeter of the site. This barrier will only be broken at the entry points listed above.

Barriers will also be positioned to mark areas that are out of bounds to the general audience. These areas include:

- The backstage area
- Behind the bars

Staging, Lighting and Sound

All staging, lighting and sound will be provided by external company PSL.

PSL are responsible for all elements of the staging, lighting and sound, including reg and de-rig. They are responsible for complying with all CDM Regulations and other stage and lighting related Health and Safety regulations (Health and Safety at Work Act 1974).

Medical, Ambulance and First Aid Support

There will be qualified First Aid staff on site at all times during the entire festival (including site set-up: 24th May – 11th June)

During the actual event (Friday 4th – Monday 7th) there will be two St John's Ambulance stations to provide first response First Aid Support.

The nearest hospital to the site is Luton and Dunstable Hospital, and is a 15-minute drive away from site. The address for this hospital is:

The Luton and Dunstable Hospital
Lewsey Road
Luton
LU4 0DZ

Car Park Management

The car park is a very large area (56 hectares) within the site and requires a large number of stewards/volunteers to efficiently manage it on the busy days of entry and departure from the site (Friday 4th June and Monday 7Th June). This will co-ordinated by the Head Steward, who will create a specific 'Car Park Steward Team' to run the car park on these two days.

All staff working within the car park will be required to wear Hi-Vis jackets at all times and walkways within the car park for audience members and stewards to walk on will be clearly marked to ensure that cars and pedestrians are kept as separate as possible.

There will be a speed limit of 5mph clearly displayed throughout the car park to ensure that driving speeds are kept to a minimum at all times.

Fire Safety

Fire safety on site throughout the festival is of course of paramount importance.

The closest fire station, Luton Fire Station, is approximately a 10-minute drive from the site.

There will be a strict 'no campfire' policy enforced within the campsites and throughout the entire site, which will be monitored by volunteer stewards and security. The campsites have plenty of space to accommodate for all audience and therefore tents can be sparsely erected within the space. Stewards and security will be briefed on ensuring that people are not setting up tents too closely to one another.

Smoking will be permitted in most of the site and plenty of cigarette bins will be provided to ensure the safe stubbing out of cigarettes. Any no smoking areas (Woodland Zone) will be clearly signed.

There will be fire-fighting equipment (extinguishers) throughout the site, especially in roofed/covered areas (backstage, Production Office, Bars etc.).

All external food vendors/traders will be asked to bring their own fire-fighting equipment, especially those cooking with gas flames.

Risk Assessment Form

Hazard	Associated Risk and Harm	To Whom	Risk Assessment and Precautions Required
Slips, Trips & Falls	- Twisted/sprained ankles - Falling while carrying something (smashable) - Broken bones	All: crew, audience, security, artists. In particular crew working near/on the stage with lots of wiring	All wires on stage (and throughout site) will be clearly marked, taped to the floor and covered. All major pedestrian walkways will be lit well at night. Security and stewards to keep a constant awareness of potential trip hazards and deal with them appropriately.
Manual handling of heavy loads	- Dropping heavy loads on oneself - Back injury due to lifting incorrectly - Crushing	Crew and festival staff. Contractors. Potentially security and stewards.	There will be plenty of trolleys, golf carts and fork lifts in the backstage area throughout the event. All crew/staff will be briefed on the correct ways of handling heavy loads.
Working at Height	- Falling from height causing (serious) injury - Dropping things from height onto other people / Things falling from height	Staging crew. Potentially security.	All those working at height will be required to wear a high vis jacket. Harnesses will be provided for all. The staging contractor will be responsible for ensuring that the stage is completely cleared of all staff before a crew member begins working at height.
Structural Incidences	- Structural collapse - Things falling on top of people - People falling through things (i.e. staging)	All: staging crew, security, audience, artists.	The staging contractors will be responsible for complying with CDM regulations and ensuring that all safety measures have been taken.

	- High wind causing damage to structures and debris to cause harm		Any indication of a structural problem with staging or marquees will be flagged immediately to festival staff who have the power to call a SHOWSTOP.
Vehicles	- Crashes between multiple vehicles - Crashes between pedestrians and vehicles - Vehicles creating blockages to emergency exits	All: crew, staff, security, audience.	HGVs must have hazard lights on at all times while on site and the engine is running. Drivers must beep the horn before reversing and turning left/right. All car park staff must wear Hi-Vis jackets at all times. There will be a detailed traffic flow document given to all staff detailing the action plan to ensure the distancing of pedestrians and vehicles at all times.
Electricity	- Electrical shock due to faulty equipment or individual negligence	Staging crew, contractors, staff, security.	All electrical points will be clearly marked. Staging contractors required to ensure the absolute safety of all electrical points. All electrical equipment to have had PAT tests, verified by the Health & Safety Officer.
Large Crowds	- Crushes may cause injury, fainting, overheating etc.	Audience, security.	Barriers will be used in the main arena to separate the crowd. Security briefed and trained to spot any threats of audience crushing.
	-		
Loud Noises	- Temporary (or permanent) ear damage	All: crew, security, audience.	Every person on site will have access to free earplugs. Staging crew near PA system for much of the time will be strongly encouraged to wear ear protection at all times.

Pyrotechnics	- Burns to individual(s) - Damage or fire caused to staging/structures	All: crew, security, audience.	No pyrotechnics will be used at any point during the festival.
Fire	- Burns to individual(s) - Smoke - Damage caused to structures causing them to collapse	All: crew, security, audience.	All emergency exits will be clearly sign posted. All staff and volunteers briefed on the emergency plan in the case of a fire. Fire-fighting equipment throughout the site. Strict 'No Fire' policy throughout the entire site.
Terrorism	- Use of weapons to cause harm to people - Explosion/firearms/knives - Crushes created by panic caused by threat/action of terrorism	All on site	All emergency exits will be clearly sign posted. All staff and volunteers will be briefed on the emergency plan in the case of a terrorist incident. Security will search all audience members on entry to the site. Nationwide terrorist level at the time to be noted and considered prior to the event.

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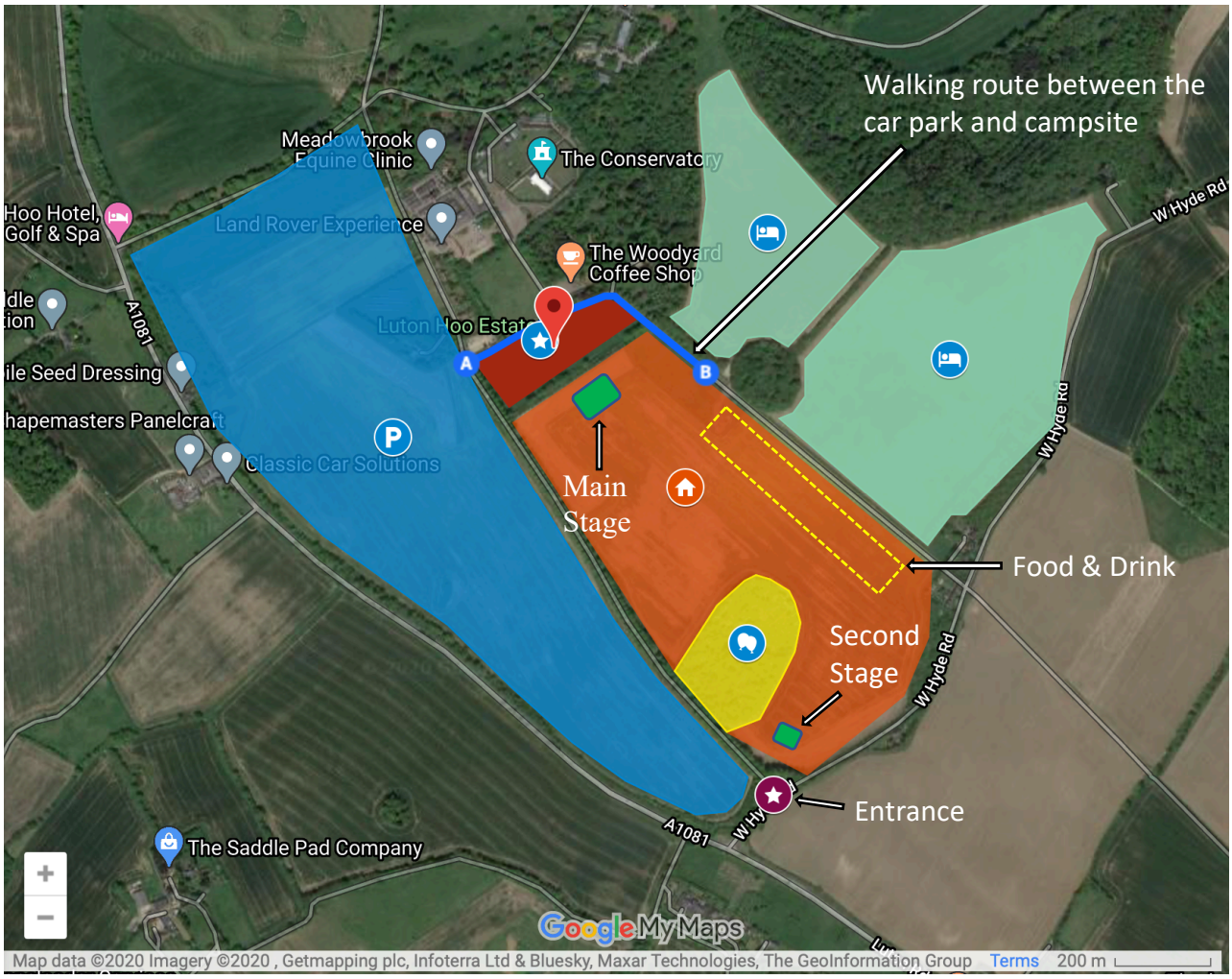
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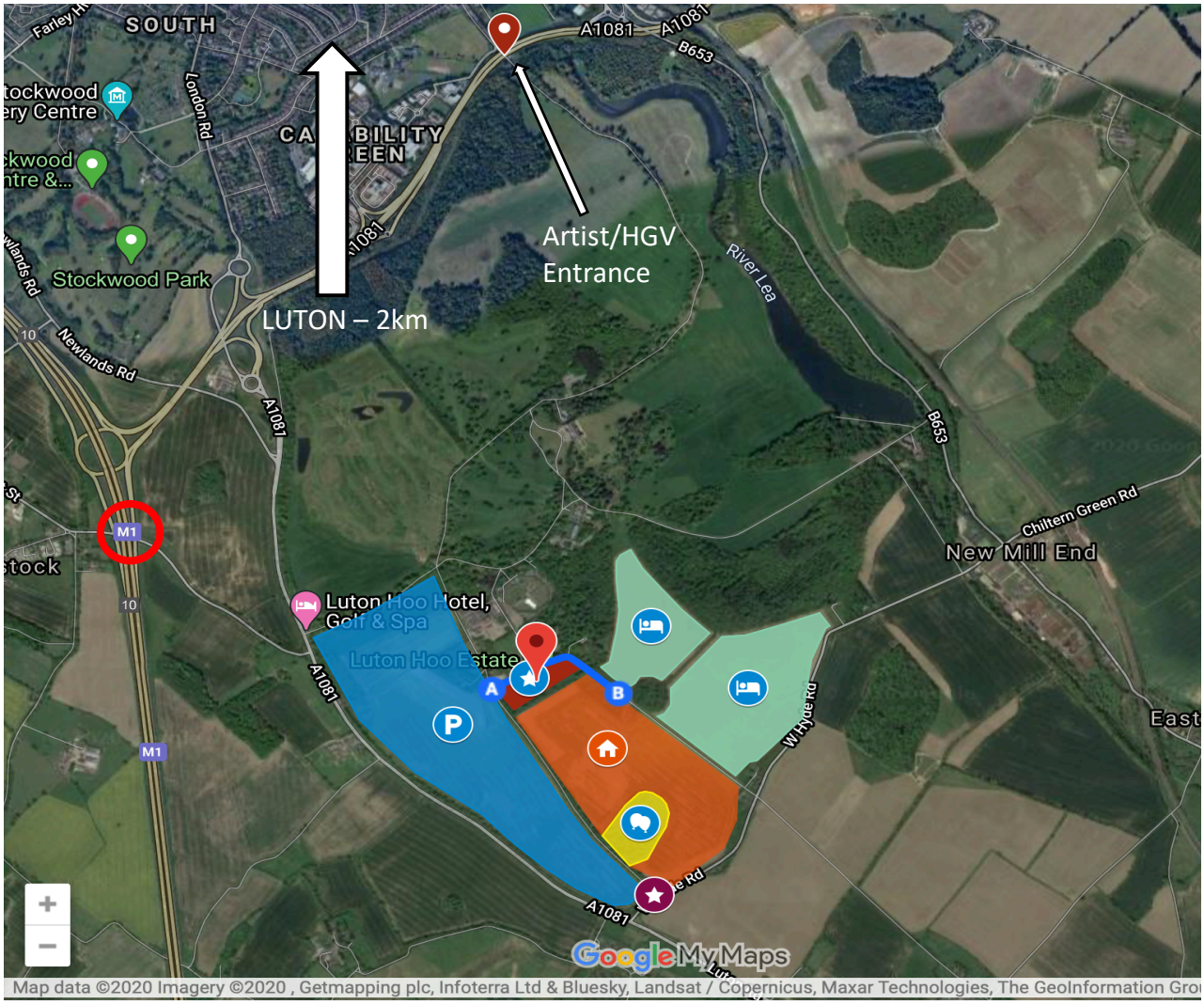
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Appendix

Appendix One – Site Maps

1. General site map
2. Zoomed out map
3. Emergency exit site map
4. Trackway path site map
5. Luton Hoo Estate Map (just North of event site)




A1081
B653
Artist/HGV
Entrance
LUTON – 2km
Stockwood Park
Newlands Rd
London Rd
River Lea
M1
New Mill End
Chiltern Green Rd
Luton Hoo Hotel,
Golf & Spa
Luton Hoo Estate
W Hyde Rd
A
B
P
Google My Maps
Map data ©2020 Imagery ©2020 , Getmapping plc, Infoterra Ltd & Bluesky, Landsat / Copernicus, Maxar Technologies, The GeoInformation Gro


The Conservatory
The Woodyard
Coffee Shop
Land Rover Experience
A1081
W Hyde Rd
P
Emergency Exit
The Saddle Pad Company


The Conservatory
The Woodyard Coffee Shop
W Hyde Rd
A1081
= Trackway path (7443m)
The Saddle Pad Company
Google My Maps


Key To Estate Map
1 Main Entrance
2 Formal Gardens
3 Rock Garden & Pet Cemetery
4 Croquet Lawns
5 Victorian Grass Tennis Court
6 All Weather Tennis Courts
7 Golf Course
8 Golf Practice Area
9 Clay Pigeon Shooting
N
Mansion House
Parkland
Flower Garden
Country Club
Main Entrance
Warren Weir
Engine Spring
Column Hill
Birch Wood
Flowergarden Wood
Stocking Wood
George Wood
Bull Wood
Lower Kidney Wood
North Lake
South Lake

Appendix Two – Mock-up Line-Up



Appendix Three – Premises Licence Application

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

Premises licence

Premises licence

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

Before you complete this form please be aware that you will be unable to submit the application online as legislation states that original signatures are required. Please check you are able to print this form, as some PCs may not have the appropriate software to do this. To test, select the button below.

If you encounter problems, please email licensing@centralbedfordshire.gov.uk and we will send you the application form.

Once you have tested the print option, before you complete the form, please read the guidance notes at the end of the form.

If you prefer to complete this form by hand please print off, and 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.

Name of applicant	James Gamble

Above named applies for a premises licence under section 71 of the Licensing Act 2003 for the premises described in Part 1 (the premises) and I/we are 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 (inc Town and Postcode or, if none, ordnance survey map reference or description	Luton Hoo Estate Farm Road Luton LU1 3TQ

Telephone number(s) of premises (if any)

Daytime Telephone Number	1582721443
Evening Telephone Number	7784688309
Mobile Telephone Number	7784688309
Non-domestic rateable value of premises	

Applicant details

Part 2 - Applicant details

Please state whether you are applying for a premises licence as:

a) an individual or individuals* ☑

If selected above, please complete section A

b) a person other than an individual*

i. as a limited company ☐

ii. as a partnership ☐

iii. as an unincorporated association or ☐

iv. other (for example a statutory corporation) ☐

If selected yes to any of the above, please complete section B

c) a recognised club ☐

If selected yes to the above, please complete section B

d) a charity ☐

If selected yes to the above, please complete section B

e) the proprieter of an educational establishment ☐

If selected yes to the above, please complete section B

f) a health service body ☐

If selected yes to the above, please complete section B

g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital ☐

If selected yes to the above, please complete section B

h) the chief officer of police of a police force in England and Wales ☐

If selected yes to the above, please complete section B

*If you are applying as a person described in (a) or (b) please confirm:

I am carrying on or purposing to carry on a business	☐

I am making the application pursuant to a:

Applicants

Section A - Individual Applicants

Title:	Mr
Forename:	James
Surname:	Gamble
Date of birth	18/02/1995
Nationality	British
I am 18 years old or over	yes
Address:	Flat 6 3rd Floor 359 Seven Sisters Road London
Post code:	N15 6RD
Daytime Telephone Number:	
Evening Telephone Number:	
Mobile Telephone Number:	
Email Address:	
I am 18 years or older	☑

Second Individual Applicant

Title:	
Forename:	
Surname:	

Email Address:	
Registered number (where applicable)	
Description of applicant (for example partnership, company, unincorporated association, etc)	

Operating schedule

Part 3 - Operating Schedule

When do you want the premises licence to start?	04/06/2021
If you wish the licence to be valid only for a limited period when do you want it to end	07/06/2021

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

General description of premises	The premises is entirely outside in four large fields in the southern part of the Luton Hoo Estate. One of these fields will be the Main Arena, which will host two stages as part of a two-day music festival over the weekend. Two fields will be for camping, and the final field will be used as a car park.

What licensing activities do you intend to carry on from the premises? (Please see sections 1 and 14 of the Licensing Act 2003 and Schedule 1 and 2 of the Licensing Act 2003)

Provision of regulated entertainment:

a) plays (if selected yes, fill in box A)	No
b) films (if selected yes, fill in box B)	No
c) indoor sporting events (if selected yes, fill in box C)	No

d) boxing or wrestling entertainments (if selected yes, fill in box D)	No
e) live music (if selected yes, fill in box E)	Yes
f) recorded music (if selected yes, fill in box F)	Yes
g) performances of dance (if selected yes, fill in box G)	Yes
h) anything of a similar description to that falling within (e), (f) or (g) (if selected yes, fill in box H)	Yes

Provision of entertainment facilities for:

i) making music (if selected yes, fill in box I)	No
j) dancing (if selected yes, fill in box J)	No
k) entertainment of a similar description to that falling within (i) or (j) (if selected yes, fill in box K)	No
Provision of late night refreshment (if selected yes, fill in box L)	Yes
The supply of alcohol (if selected yes, fill in box M)	Yes

In all cases complete boxes N, O, and P

A - Plays

Plays

Plays Standard days and timings (please read guidance note 6)

Please give further details here

State any seasonal variations for boxing or wrestling entertainments

Non standard timings. Where you intend to use the premises for boxing or wrestling entertainments at different times from those listed, please list

E - Live music

Live music

Live music Standard days and timings (please read guidance note 6)

Please 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	
Monday Finish	
Tuesday Start	
Tuesday Finish	
Wednesday Start	
Wednesday Finish	
Thursday Start	
Thursday Finish	
Friday Start	
Friday Finish	
Saturday Start	12.00
Saturday Finish	23.59
Sunday Start	12.00
Sunday Finish	23.59

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

Outdoors

Please give further details here

Two days of live music during a music festival - all to take place on one, main stage.

State any seasonal variations for the performance of live music

Non standard timings. Where you intend to use the premises for the performance of live music at different times from those listed, please list

F - Recorded music

Recorded music

Recorded music Standard days and timings (please read guidance note 6)

Please 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	
Monday Finish	
Tuesday Start	
Tuesday Finish	
Wednesday Start	
Wednesday Finish	
Thursday Start	
Thursday Finish	
Friday Start	
Friday Finish	
Saturday Start	12.00
Saturday Finish	23.59

Sunday Start	12.00
Sunday Finish	23.59

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

Outdoors

Please give further details here

Almost all music on the main stage will be played live, however between sets we will want to play some recorded music.

State any seasonal variations for the playing of recorded music

Non standard timings. Where you intend to use the premises for the playing of recorded music at different times from those listed, please list

G - Dance

Performances of dance

Performances of dance Standard days and timings (please read guidance note 6)

Please 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	
Monday Finish	
Tuesday Start	
Tuesday Finish	
Wednesday Start	
Wednesday Finish	
Thursday Start	
Thursday Finish	
Friday Start	

Friday Finish	
Saturday Start	12.00
Saturday Finish	23.59
Sunday Start	12.00
Sunday Finish	23.59

Will the performance of dance take place indoors or outdoors or both

Outdoors

Please give further details here

Most performance on the main stage will be live music, however some artists may bring dancers for their shows.

State any seasonal variations for the performance of dance

Non standard timings. Where you intend to use the premises for the performance of dance at different times from those listed, please list

H - similar to E/F/G

Anything of a similar description

Anything of a similar description to that falling within (e), (f) or (g)

Standard days and timings (please read guidance note 6)

Please 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	
Monday Finish	
Tuesday Start	
Tuesday Finish	
Wednesday Start	

Wednesday Finish	
Thursday Start	
Thursday Finish	
Friday Start	
Friday Finish	
Saturday Start	12.00
Saturday Finish	22.00
Sunday Start	12.00
Sunday Finish	22.00

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

The second stage in the main arena will be for live comedy/childrens' entertainment.

Will the entertainment take place indoors or outdoors or both

Outdoors

Please give further details here

State any seasonal variations for the entertainment of a smiliar description to that falling within (e), (f) or (g)

Non standard timings. Where you intend to use the premises for the entertainment of a smiliar description to that falling within (e), (f) or (g) at different times from those listed, please list

I - Late night

Late night refreshment

Standard days and timings (please read guidance note 6)

Please 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	06.00

Monday Finish	12.00
Tuesday Start	
Tuesday Finish	
Wednesday Start	
Wednesday Finish	
Thursday Start	
Thursday Finish	
Friday Start	12.00
Friday Finish	02.00
Saturday Start	06.00
Saturday Finish	02.00
Sunday Start	06.00
Sunday Finish	02.00

Will the provision of late night refreshment take place indoors or outdoors or both

Outdoors

Please give further details here

These hours indicate the hours in which food vendors will be open and providing food at the festival.

State any seasonal variations for the provision of late night refreshment

Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times from those listed, please list

J - Alcohol supply

Supply of alcohol

Standard days and timings (please read guidance note 6)

Please 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	
Monday Finish	
Tuesday Start	
Tuesday Finish	
Wednesday Start	
Wednesday Finish	
Thursday Start	
Thursday Finish	
Friday Start	12.00
Friday Finish	00.00
Saturday Start	10.00
Saturday Finish	00.00
Sunday Start	10.00
Sunday Finish	00.00

Will the supply of alcohol be for consumption
On the premises

State any seasonal variations for the supply of alcohol

Non standard timings. Where you intend to use the premises for the supply of alcohol at different times from those listed, please list

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

Name	James Gamble

Address	Flat 6 3rd Floor 359 Seven Sisters Road London
Postcode	N15 6RD
Personal Licence number (if known)	
Issuing licence authority (if known)	

K - Adult

Adult entertainment

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

Any entertainment, services:

L - Premises hours

Hours premises are open to the public

Standard days and timings (please read guidance note 6)

Please 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	00.00
Monday Finish	22.00
Tuesday Start	
Tuesday Finish	
Wednesday Start	
Wednesday Finish	
Thursday Start	
Thursday Finish	

Friday Start	12.00
Friday Finish	23.59
Saturday Start	00.00
Saturday Finish	23.59
Sunday Start	00.00
Sunday Finish	23.59

State any seasonal variations

Non-standard timings. Where you intend to use the premises to be open to the public at different times from those listed, please list

M - Objectives

Four licensing objectives

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

a) General. All four licensing objectives (b,c,d,e)

b) The prevention of crime and disorder

c) Public safety

d) The prevention of public nuisance

e) The protection of children from harm

Signatures

To be completed by hand once the applicantion has been printed