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ECO-MUSIC FESTIVAL

Introduction:

We are "Eco-events" an events company. Our events are designed to promote Eco-living and preserve our planet. This time we are set to organise an "Eco-Music Festival", a festival that designed to promote environmentally healthy living, preserving the planet, oceans and wildlife in this global warming era.

Project Planning

Dates:

Organise two days outdoor Music Festival 20, 21 July 2018 in the midst of summer. These dates are at the weekend Friday and Saturday, perfect days to attract working young crowd to enjoy summer nights in the festival setting. On these dates, no significant recorded events are happening in the area.

The aim:

Nowadays natural disasters are happening more often than ever. In a way, it seems as though the Mother Earth is trying to communicate with us about the dangers of global warming and the damages it caused on our planet. As the most prominent habitats on the world, we humans have a duty to protect and nurture our planet. With the growing love of Electronic Music, elaborated with the global warming would create an excellent opportunity to promote awareness amongst young people of this ever-growing problem.

The Activities throughout the festival:

The festival would take place surrounding the main stage area. We will have one big stage where all the main music sets would take place and three additional smaller marquees to organise a food hall, resting area with the designated smoking section and bar area with lounge/chill out music. The stage would be set with the concept in mind to give the best Electronic Dance Music festival experience as possible to the attendees. This idea in mind the stage would be set with large special laser lighting system, PA equipment that would deliver the best sound that is suitable for a festival of 3000 attendees. Also, we would have slide and movie projectors aimed to the stage to reflect the music to make the experience both visually and audibly exciting.

A wide variety of alcoholic drinks, beers and wines would be on sale on the premises during the festival hours.

Daily Activity and Timetable breakdown:

Day 1 and 2:

- 1 pm: The festival will open doors to the attendees.
- 1 pm to 6 pm: From there will be playlist of Electronic music for the attendees to enjoy upon arrival from the main PA system but non amplified music sets and no live DJs.
- 1 pm: Food marquees would be in full operation
- 3 pm: The bar will start serving alcohol at the second marquee where the chill lounge is located.
- 1 pm to 6 pm: There would be dressed up fun character-actors around the venue to entertain the crowd upon arrival.
- 1 pm to 6 pm: Also, 4 desk points will be displaying films, distributing leaflets, preserving oceans and promoting importance of Eco-living and recycling.
- Signages with "**Reduce, Reuse and Recycle**" would be displayed throughout the premises.
- 6 pm: The music DJ sets will start with the bang on the main stage with amplified music throughout the evening and night until 3 am in the morning.
- 10 pm to 12 am: The headlining DJ.
- 3 am: The amplified music would be finished and
- 4 am: The festival venues would be shut, and attendees would instructed to return to their camp-sites.

The Concept:

Through our Eco Music festival, we would like to bring the full front attention to this critical matter to public, focus on educating youth on the importance of living an Eco-friendly lifestyle that would protect our planet and preserve it in the years to come.

The objectives:

Organise an exemplary Eco-friendly festival to lead other festival organisers and work objectively together. It will be a Music Festival to send a universal message about a healthy Eco-living, protecting our seas from issues like plastic bags and garbage thrown into our oceans, as it has become a significant problem in recent years. Our waters contaminated by tons of plastic bags, bottles and plastic containers thrown by people every day. As a result, our seas under threat of irreversible damages and some of its habitats could suffer extinction. Events often have a significant impact on our environments; as they produce a sizeable amount of waste, and that's why it is essential to learn to run Eco-friendly events. This type of events economically cheaper and environmentally healthier.

We need to work together for better planet maintenance and a waste-free planet. People need to be educated on this concept of "**Reduce, Reuse and Recycle**". It will preserve our world. The best way of doing this is by showing and teaching people through the events and spreading the word.

Creative concept:

The festival would be a perfect marriage between Eco-living and music. As the event takes place outdoors, it will attract nature, outdoor lovers and the music will unite everyone in a fun-filled day. In addition, we will incorporate the festival with the best local restaurants serving their finest menus; continental cuisines consist of food from China, India, Italy, England, Japan, Thailand, Korea, and Turkey.

Location and capacity:

We have decided to organise our event at Eridge Park with the capacity of accommodating outdoor music festivals up to 30000 attendants, with five licensed outdoor events areas covering 3000 acres of beautiful green land it perfectly matched our festival's theme and 3000 attendees capacity. The location is nearby the Tunbridge, ideal in attracting festival goers across Kent, Sussex, London and from all over the South East. Eridge Park gives a beautiful new venue in a gorgeous English countryside that closely located to London. The local council encourages outdoor events with forward-thinking attitude. Also, it connects the suburban areas and South East Anglia. Over ground service connects to the town of Cambridge Wells, where from the main station train journey will take 40 minutes to reach London and the town is located only about 3 miles away from the venue. There are local buses in operation between the venue and the town of Cambridge Wells.

Live Outdoor Events (Eridge Park, 2017)

Need:

In this electronic music era outdoor Music Festivals are becoming more popular than ever. Although there are many events are happening in Sussex, Kent and South East area, there are no Outdoor Electronic Music festivals are organised.

We will offer our festival goers a rememberable music field two days in the most beautiful countryside setting in the midst of summer, weekend friends get together where they can enjoy the hottest new electronic music from the upcoming DJs and producers and have a chance to dance in the sets from the world famous DJs.

Solution

We have managed to book the most exciting up and coming DJs. But most importantly we have booked international superstar DJs Alan Walker, and K-391 to headline two days each day respectively.

Unfair advantage

The Festival-goers would not be able to attend another outdoor Electronic Music Festival headlining superstar DJs Alan Walker and K-391 in the UK as we managed to secure an exclusive deal within the United Kingdom jurisdiction.

And so the "Eco-Music Festival" would be the only festival they would have a chance to enjoy these incredible DJs in the United Kingdom territory.

Target Audience:

Adults (aged 21-40) electronic music lovers, with disposable income, active on social networks and Spotify, mostly single.

Channels

We will be spreading the word on Social Media platforms such as Facebook, Youtube, Twitter and Instagram. Also local radio stations and TV networks. In addition, we are targeting Electronic Music lovers from London, the capital city and some European countries.

Festival: Sponsors, Social Media, Display Ads

Another key promotions would run in conjunction with the DJs to run the promo flyers and videos on their social network pages to their fans. Alan Walker have 11,293,977 subscribers on youtube, his track "Faded" video had 1.4b views and K-391 has 626,136 subscribers on youtube and his tune "Summertime" video had 22,684,568 views.

DJ Costs broken down:

- Amplified Music and DJ sets 6 pm to 3 am.
- One DJ set will last for 2 hours.
- 4 DJs for 2 hours sets divided into 3 venues for two days.
- 12 DJs per day
- The total number of DJs for the full event is 24 DJs.
- 22 DJs are upcoming but reputable DJs.
- An average a DJ charges £150 per hour.
- Two hours set per DJ will cost £300.
- $£300 \times 22 \text{ times} = £6600$
- Alan Walker an international superstar DJ producer:
- £200K for hour set.
- K-391 another international superstar DJ producer:
- £160K for two hours set.

- The total cost for the DJs = £366600

Revenue from the ticket sales broken down:

- Tickets for the festival per head would be priced at £80 per head for one day program including the camp-site stay.
- Two days set saver ticket would cost: £140 per head including the camp-site stay.
- If the tickets are bought separate users each day will cost £80 per head and total of £160 for total of two days.
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- Expected average owning: on £140 two days ticket sale to 1500 attendees totals £210000
- And ticket sale for £160 for the rest of the 1500 attendees will bring in income £240000
- The total revenue from the ticket sales would be £450000

Sponsorship expected to total in disposal income £30000.

People throw away millions of tonnes of rubbish per year. Statistically, 44.3 percent household rubbish are recycled in the UK and there is an EU aim to reach 50% by the year of 2020. However, there are many easy ways to make event as much green as possible.

Project Timeline leading up to the festival:

Four months Prior

- Set goal and objectives
- Set date/time
- Prepare sponsor packages and identify sponsors
- Identify key event managers
- Secure location
- Complete initial facility walk-through
- Hire photographer and videographer

3 Months Prior

- Begin acquiring early bird ticketing
- Produce event budget
- Secure audio-visual company
- Secure caterer
- Inform staff about event and discuss potential involvement in event
- Develop theme
- Begin identifying and contacting speakers/entertainers
- Identify volunteers
- Complete sponsor pre-sales

- Identify speakers/entertainment
- Obtain any needed permits/licenses

2 Months Prior

- Narrow invitation lists
- Complete final plan for staff/volunteer involvement and assignment list
- Complete sponsorships
- Finalize menu
- Finalise speakers/entertainment contracts
- Complete insurance contracts
- Begin volunteer recruitment
- Begin preparing press releases, media advisories and press kits
- Develop visitor take-home pieces/event printing needs/banners/buttons etc.
- Begin preparing invitations
- On-site meeting with caterer and a/v company to go over specific needs
- Arrange for security
- Finish addressing invitations
- Add invitation to web site
- Make sure printed materials are available
- Send save the date information
- Arrange for valet/attendant parking
- Complete plans for promotions
- Complete program/agenda

4 Weeks Prior

- Designate RSVP personnel
- Complete press kits/press invitations
- Complete press room arrangements
- Complete all required printing
- Complete volunteer recruitment
- Finalise theme decor/floral/signage
- Finalise registration/welcome

3 weeks prior:

- * Finalise attendees number
- * Follow up emails for RSVP
- * Confirmation emails and replies to suppliers and volunteers
- * Final updates for event web page and social media pages
- * Onsite visit to check the progress
- * Event details to staff and volunteers

2 weeks prior

- * Confirm security staff
- * Confirm and check the licences
- * Final check on first aid and health and safety requirements are satisfactory on site
- * Confirm the valet and attendee parking on site
- * Final check on promotions and progress
- * Final rung through of complete program/agenda

1 week prior

- * Formal rung through the event on site
- * Final go through the checklist
- * Management meeting confirm and go through the detailed checklist
- * Make confirmation and reminder calls to the suppliers
- * Contact the venue for preparations and any queries they might have 1 day before
- * Finalise the venue decor and floor plan
- * Arrange meeting with staff, volunteers and suppliers
- * Brief the staff, volunteers, suppliers to make sure everyone is clear and ready
- * Distribute detailed event sheet of timeline/ brief to staff, volunteers and suppliers
- * The final job allocation for volunteers
- *

Technical Equipment:

Production manager:

- * Technical budget
- * Suppliers, technical suppliers
- * Stage set and rigging
- * Projection and video
- * Special effects
- * Power equipment
- * Security
- * First aid
- * Crew and their logistics
- * Etc... All the technical things

Marketing will be done by the following methods:

Local

- * TV
- * Radio
- * Outdoor posters/ leaflet etc)
- * Press ads

- * Web broad
- * Tourist attraction
- * Promoting at local shopping centres
- * Press coverage
- * Sponsorship
- * Branding
- * Relationship building
- * Celebs
- * Social networking, blogging

On the event

- * Brand ambassador, samples, banners, coupons, photography, video, data capture

Post event

- * Press Relations

Budgeting:

- * Venue
- * food and beverage
- * Stage setting
- * chairs & table,
- * microphone,
- * video display,
- * program list,
- * invitation cards,
- * signage,
- * security,
- * transport,
- * information pack/welcome pack,
- * suppliers,
- * management team,
- * cleaners,
- * car parking,
- * technician,
- * Internet,
- * contingency,
- * Tickets
- * DDR
- * First aiders Inc
- * Photographer whole day
- * Accommodation
- * Band

- * Furniture
- * Design print
- * 5 page website
- * Security staff
- * Artists and DJs

Licensing:

Letter to the Eridge Park Events Ltd:

Eridge Park Events Ltd
 Eridge Park
 Eridge Green
 Tunbridge Well
 Kent
 TN3 9JT
 Tel: +44 (0)1892 752802
 Fax: +44 (0)1892 750417
 Email: events@eridgepark.co.uk

Eco Events Ltd Company
 Email: Temuulen47@hotmail.com
 London

To Whom It May Concern:

Dear Sir or Madam,

We are "Eco-events" an events company. Our events are designed to promote Eco-living and preserving our planet. This time we are set to organise an "Eco-Music Festival", an eco-festival that is one of the first of its kind, designed to promote environmentally healthy living, preserving our planet, oceans and wildlife in this global warming changing era.

Date and Capacity: 20, 21 July 2018 two days outdoor Music Festival event in the midst of the summer for 3000 people. It is a weekend two days event on Friday and Saturday, perfect days to attract a young working crowd to enjoy summer nights in the festival setting. On these dates, no significant recorded events are happening in the area.

The aim of our Festival:

Nowadays natural disasters are happening more often than ever. In a way, it seems as though the Mother Earth is trying to communicate with us about the dangers of global warming and the damages it caused on our planet. As the most prominent habitats of the Earth, we humans have a duty to protect and nurture our planet. With the growing love of Electronic Music elaborated with the global warming would create an excellent opportunity to promote awareness of this ever-growing problem to young people.

The Concept:

Through our Eco Music festival, we would like to bring the full front attention to this critical topic to the public and focus on educating youth on the importance of living an Eco-friendly lifestyle that would protect our planet and preserve it in the years to come.

Objectives:

Set an exemplary Eco-friendly festival to other festival organisers and work together towards better future. It will be a Music Festival to send a universal message about healthy eco-living, protecting our oceans from problems like plastic bags and garbage, as it has become a significant concern in recent years.

Our waters contaminated by tons of plastic bags, bottles and plastic containers thrown by people every day. As a result, our oceans under threat of irreversible damages and some of its habitats could face extinction. Events often have a significant impact on our environments; as they produce a sizable amount of waste, it is essential to learn to run Eco-friendly events.

We need to work together for better planet maintenance and a waste-free planet. People need to be educated on this concept of "Reduce, Reuse and Recycle". It will preserve our world. The best way of doing this is by showing and teaching people through the events and spreading the word.

Creative concept:

The festival would be a perfect marriage between Eco-living and music. As the event takes place outdoors, it will attract nature lovers and the music that will unite everyone in a fun-filled day. In addition, in the spirit of promoting local businesses, we will incorporate our festival with the best local restaurants, serve some finest menus; continental cuisines consist of food from China, India, Italia, England, Japan, Thai, Korea, and Turkey.

As the estate hold necessary licenses in running outdoor festivals of our capacity we are hoping to collaborate with your event's team to push forward our festival.

Moreover, we are looking to organise our festival at FURNACE LAKE SITE. With the location in the heart of the Estate next to the Lake Site, Furnace Lake Site would provide the atmosphere we are looking to create for our festival attendees.

As listed the premises license covers: plays, film, live music, recorded music, dance, late night refreshment, provision of facilities for dancing, provision of facilities for entertainment and provision of facilities for making music it will facilitate our festival licensing requirements. Our festival will be consist of music and Eco-life promotions. The festival will consist of two days program of non-stop Electronic Music sets by DJs.

The Activities throughout the festival:

The festival would take place surrounding the main stage area. We will have one big stage where all the main music sets would take place and three additional smaller marquees to organise a food hall, resting area with the designated smoking section and bar area with lounge/chill out music. The stage would be set with the concept in mind to give the best Electronic Dance Music festival experience

as possible to the attendees. This idea in mind the stage would be set with large special laser lighting system, PA equipment that would deliver the best sound that is suitable for a festival of 3000 attendees. Also, we would have slide and movie projectors aimed to the stage to reflect the music to make the experience both visually and audibly exciting.

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Daily Activity and Timetable breakdown:

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- 4 am: The festival venues would be shut, and attendees would instructed to return to their campsites.

In addition we would like to cooperate our staging and production activities with "Entertee Productions Ltd" production company and happy to strike a deal with the Security company which you have accustomed with working.

Should you require more information, please do not hesitate to contact us.

Thank you for your cooperation.

Yours Sincerely

Temuulen Khorloo.

Critical Analysis of the Licensing of "Eco-Music Festival":

The local council should have processed the event and venue licensing as it falls under the local government authority's power. But in this case, the Eridge Park estate holds all the relevant licenses needed for our festival to go ahead, that eliminated the need for the licensing application process.

But if the licensing application was needed to be made, the following areas should have been processed.

Event Management Plan (focus on the licensing objectives and a contingency plan for potential problems. The concerned areas would be:

- Will it disturb residents?
- Traffic plan
- Safety for the residents and festival attendees,
- Festival waste and how to deal with this,

Those would be the questions local authority, and licensing committee is most concerned about when it comes to outdoor events and festivals.

- Other important factors need to be assessed ahead of the licensing applications are:
- Risk Assessment - Legal requirement
- Fire risk assessment
- Noise management plan
- Traffic management plan
- Application form
- Land use consent (could be in the form of a letter from the landowner)

What Licence is applicable for the event?

The main license got to obtain for our festival is "**Premises Licence**" as our event is going to sell alcohol, serving hot food and drinks between the hours of 11 pm to 5 am, and we will have the live performances, recorded music and providing dancing facilities that fall under this license.

Exemptions:

Some type of entertainment such are:

If you play: Educational and promotional films, films that are a part of an exhibition in a museum or gallery, some accidental music (live or recorded)

Restrictions

Only adults over 18 years old can apply for the licences.

Conditions:

(DPS), a designated premises supervisors are only allowed to apply for a premises licence and you must obtain a personal license to sell alcohol as well.

Additionally, more conditions could be added to the licence if you decided to sell alcohol, like age restriction.

How to apply:

Through the local council where the event is held.

Documents needs to be submitted:

- your details
- details of the DPS
- a detailed plan of the premises
- an operating schedule,
- hours when alcohol will be sold

You can only display "application notice" on the premises after 28 days from the day of your license submission.

Licence fees:

The application fee will depend on the rateable value of the property and can cost between a range of £100 to £1905. The value will be measured by the fee band of the venue.

If there is no rateable value on the premises, it will automatically fall into the lowest fee band.

Displaying your Licence

Licence then should be displayed at the premises, somewhere visible.

And rest of the Licence should be kept safely in case of police or council detection of the detailed check of the consent.

Length of Licence

Generally, licences are unlimited in duration, but the annual fee is applicable.

Fines and penalties

If the Licence not produced on request, you can be fined for £1000. And if licensable activities carried out on the premises without a proper license, it is punishable by up to 6 months prison sentence or fine, and in some cases, both punishments are carried out.

Premises licence England and Wales (GOV.UK, 2017)

Other Ideas Would be implemented:

Public Waste management /Reuse/Recycling

- The most of the large events produce waste such as paper & cardboard, metals, glass, plastics, electronics, batteries, bulbs, polystyrene and plastic grocery bags.

By taking small steps and initiatives, we can organise events that would be environmentally friendly. By involving the local council and sorting out recycling bins and pinpointing recycle locations throughout the festival with signages will provide tons of recycled rubbish that can be used again for products and save tens and thousands of pounds in the country's economy.

Little initiatives can make a huge impact:

- recycling plastic for seats and rubbish bins
- Cans, bottles and papers are sorted and recycled.
- offer locally grown vegetarian options,
- Donate unused food to shelters and charities.
- Use composter in the kitchens, turn the waste into compost to donate gardening and nutritional local businesses and charities.(less rubbish, healthier environment).
- Install faucet aerator to the taps through out the venue to reduce the water waste.
- Serve organic food, local food purchased from the local farmers.
- Send thank you notes through email instead of sending paper copies.

Additionally, it is important for events to promote local businesses, especially the ones that support eco-friendly options, we have chosen to use GWP Eco-Bins. These bins are made in the UK created by 100% recycled materials. These bins can be supplied within short notice and in any amount requested by the event organisers. They are not only eco-friendly, they are decorative and come to a range of different beautiful colours and sizes.

Those bins are available at website:

Eco Bins (GWP Group 2017)

Catering/Beverage

- There are lots of companies throughout the UK offer a wide range of eco-friendly options, for example:
- Food: Organic, free-range, wild, from sustainable methods, non-genetically modify and British seasonal produce.
- Drinks: Organic, biodynamic, fair trade champagne, wines, beers and soft drinks.
- Carbon Zero: Using British produce to avoid miles. This way a lesser amount of Carbon Dioxide will be used.
- Recycled biodegradable napkins and biodegradable and compostable plates, bowls, glassware, cutlery and serving trays to use.

Toilets

Recommend to use recycled toilet paper and hand towel that are 100% biodegradable.

We also thought about an innovative idea of using a water storage tank for rainwater during the festival if the weather forecast predicted rain, for flushing and cleaning the toilets.

The festival goers will be encouraged to use carbon friendlier options to get to the festival by:

- Cycling
- Use public transport trains instead of driving
- Car sharing: page will be available on the website
- In support of local businesses:
- Local people will be encouraged to work on the event.
- Volunteer on the day to help give directions to the event.
- Organise bicycles to use during the event and encourage locals to use bicycles instead of gas fuelling cars and automobiles.
- Flags printed with Eco-friendly water-based inks
- Banners

For decorations use recycled balloons, newspaper goody bags and party bag fillers all which are Eco-friendly.

- Biodegradable Latex Balloon

Latex balloons made from the milky sap of the rubber tree. It is grown on plantations in many tropical countries. The use of the latex balloons and other latex products make rubber trees economically valuable, which discourages people from destroying forests and provide valuable revenue to many third world countries.

Latex is a 100% natural substance that breaks down in sunlight and water.

Biodegradable Balloons and Ribbons (Little Cherry 2017)

- Newspaper goody bag

The newspaper bags made by an NGO (non-government organisation), whose main objective is to provide education and shelter to street children. The organization was started by street children who wanted to give something back in return for the opportunities had allowed them to escape desperate circumstances. These elder children now with children of their own, generate an income by making newspaper bags. This will allow them to take care of street children.

Leaflets of eco life information will be distributed and promoted throughout the festival.

India Shop Newspaper (The India Shop 2017)

- ***Additionally:***

-Stalls will be installed different locations throughout the venue run by the representatives of the charities and eco organisations to educate festival goers about the importance of eco-living and preserving our planet and seas.

-Music will mostly provide by the new and upcoming musicians, DJs and artists. We will book two headlining acts that perform each day consecutively during the rush hours.

Reflect on the event:

Reflect on the event:

Cons:

The "Eco-Music Festival" could have generated more revenue and raised lasting reputation if we had more time to organise the event. The areas most lacked attention would be more detailed promotional plan through social media and broadcasting platforms. Also, the festival could have attracted more substantial sponsor packages since the festival's core message is current and issues matter. More collaborating event specialists and professional to refine the plan must be noted. And by raising the festival profile could reflect on the pricing and ticket sales of the festival.

Pros:

This festival is one of the first of its kind to be organised in the UK jurisdiction with the important message attached to it. Although there are many more festivals organised in the UK, there isn't any mainly focusing on the Electronic Music scene.

The location of the festival is one of the big pros of the event as it located in the beautiful English countryside not far away from the capital city London, where many potential Electric music lovers would attend the festival next time. Also, it connects the suburban areas and South East Anglia.

Over ground service connects to the town of Cambridge Wells station where train journey takes 40 minutes to reach London and the town is located only about 3 miles away from the venue. There are local buses in operation between the venue and the town of Cambridge Wells.

Critical Analysis of the event:

The festival is lacking more fun-filled activities and entertainment during the day. Moreover, theme and narrative must be added to make the festival more attendee active. There is not a feeling of exclusivity, and attendees lack a sense of belonging to something unique and special. By creating theme and narrative would give the attendees a positive feeling of specialness, belonging and psychological attachment. The concept, the core message and the location of the festival hold rounded positive elements to compete in the festival-scene. By improving on the factors above, projecting detailed attention to the budgeting and project planning can bring this festival to its full potential.

References:

Eridge Park 'Live Outdoor Events' 2017

<http://eridgepark.co.uk/events-1/live-outdoor-events/> [Accessed 28 December 2017]

GOV.UK 'Premises licence England and Wales' 2017

<https://www.gov.uk/premises-licence> [Accessed 21 December 2017]

GWP Group 'Eco Bins' October 2017

<https://www.gwp.co.uk/packaging/specialist-corrugated/eco-bins/> [Accessed 22 December 2017]

Little Cherry Eco-friendly Party supplier 'Biodegradable Balloons and Ribbons'

<https://www.littlecherry.co.uk/> [Accessed 21 December 2017]

The India Shop 'India Shop Newspaper' recycled Indian Newspaper bags

<http://www.theindiashop.co.uk/index.php?route=product/category&path=70>
[Accessed 19 December 2017]

Image:

Eridge Park 'Live Outdoor Events' 2017

<http://eridgepark.co.uk/events-1/live-outdoor-events/> [Accessed 28 December 2017]