Live Music and Event Management – Portfolio 1

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Module Code: SBTY7005
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The Event

“Rust” is an 18+ two-day electronic music festival taking place in August 2020 at the Kentwell Hall estate in Long Melford, Suffolk. The music performances at the event will be DJ’s only. The music for the event focuses on genres such as house, techno and disco which will be performed across two stages, the main stage in an open field and a much smaller woods stage which will be open into the early hours.

The artistic theme of the festival focuses around tribal and natural elements mixed with abandoned industrial art pieces around the site, especially on the main stage and in the woods stage area.

The capacity of the event is 3000 people and will accommodate 2000 campers and 1000-day ticket holders each day.

The Venue

The venue we have chosen for the event is Kentwell Hall, a 30-acre, 15 century privately owned estate located on the outskirts of the picturesque village of Long Melford in Suffolk. The manor house is surrounded by a moat keeping it separate from festival attendees as only portions of the site will be accessible. Kentwell Hall is experienced in hosting events and has many of the facilities such as power, water and gas supplies already installed.

Kentwell Hall is located just off the A134 and features a 1 mile long, paved, two-way driveway separating it from the village. The estate sits on a high point compared with the surrounding areas, away from any rivers or streams meaning the risk of flooding is low and the area is mostly flat.

In the appendix there are 3 maps relating the site. A site map, a graphical illustration of the site and a topographical map. These maps provide a detailed overview and the geographical surroundings of the event.

Key Stakeholders

The event organisers
The local authority
The venue
The artists
The vendors
The contractors
The paying customer

Financing

The current budget is an ongoing process and is an estimated projection. The actual budget won't be filled in until we have confirmed figures.
2000 weekend camping tickets are available at £100 and separate 1000-day tickets are available on each day at £65.
2000 camping tickets at £100 = £200,000
1000-day tickets for day 1 at £65 = £65,000
1000-day tickets for day 2 at £65= £65,000

Which means that assuming the festival sells out, it will earn £330,000 from ticket sales.

Four festival supporters, three event sponsors and one headline sponsor slots are available. Meaning that the total amount of money earned through sponsorships is £8,400.

Sponsorship Opportunities	Festival Supporter	Event Sponsor	Headline Sponsor
Value	£700	£1,200	£2,000
Festival Passes	2	3	5
Social Media Promo	✓	✓	✓
Logo in Festival Programme	✓	✓	✓
Logo on Tickets			✓
Press Release Feature		✓	✓
Dedicated Press Release		✓	✓
Banner Featured in Food/Drink Area			✓
Stall Site Location			✓

Estimated £30 spent per day per person on alcoholic and non-alcoholic drinks, for 3000 people that would equal £180,000

If we are renting 10 slots to vendors for £500 for the weekend that would provide us with an income of £5000.
With the caterers, we will hire out space to them and then demand 20% of their total revenue. With 5 food stands, we will earn £2500 from rent. We then expect that the average person will buy five meals during the course of the festival at an average price of £8.50. That would mean an estimated revenue of £127,500. Of which we will take 20%, equalling £31,875. Through direct merchandising, we expect to earn £5000.

Total estimated revenue equals £562,775
15% contingency equalling £84,416
Total expenses minus (excluding contingency) equals £399,150

Minus contingency and expenses =
£79,209 Profit

Item or Category	Projected Budget	Actual Budget
Venue	£35,000	NA
Staff	£120,000	NA
A / V Equipment	£15,000	NA
Décor	£20,000	NA
Artists	£25,000	NA
Signage & Branding	£1,000	NA
Event Website	£500	NA
Ticketing Partner	£4,000	NA
Stage	£2,400	NA
Utilities	£40,000	NA
Waste Disposal	£5,000	NA
Marketing	£40,000	NA
Infrustructure	£70,000	NA
Photography / Video	£1,250	NA
Actors/Talent	£20,000	
15% Contingency	£84,416	
Total (Exc. Contingency)	£399,150	
Total (Inc. Contingency)	£483,566	

Event Safety

Health and safety is paramount to the success of this event therefore, we have been vigilant in making sure the whole event complies with Health and Safety legislation and follows recommended guidance. A work in progress risk assessment has been included in the appendix and will be added too as more risks become apparent. Contact will be made with the appropriate companies to advise us on risk management.

Primary Legislation:

The primary pieces of legislation we have looked at regarding safety at this festival is The Health and Safety at Work etc Act 1974 (UK Government, 1974). Which ensures a healthy and safe workplace with adequate lighting, heating, ventilation and toilet facilities. In addition to safe machinery and equipment, such as lasers, structures, generators and vital information provided by instruction, supervision and relevant training. The Occupiers Liability Act 1957 (UK Government, 1957). Which requires us to provide a duty of care to all visitors. The Occupiers Liability Act 1984 (UK Government, 1984). Which requires us the occupier to provide a duty of care to all persons other than visitors.

Communication in the event of an incident:

If a major incident is declared, we follow a strict system to ensure that the incident is taken care of quickly and efficiently.

The exact location, type of incident, hazards present or suspected, routes that are safe to use, as well as the number, type, severity of casualties. In regard to emergency services it must be stated that they are either present or required.

Medical

Our medical aims are to minimise impact of the event on local NHS resources and to ensure that we are well equipped in the event of a medical emergency. Thus, we have opted for a paramedic led service.

Paramedic or Nurse-led service		
Description: Small event, typically 2000 to 10,000 attenders Low risk of significant problems	**Minimum crew:** 1-2 paramedics 2-4 nurses 2 first responders/4000 attenders 1 manager	**Consider:** Doctor Site ambulance(s) and crew(s) Rapid Responder Vehicle

In the event of the need for an ambulance all staff have been trained to ensure the NHS ambulance service receives all the information they require. We follow NHS guidelines and do this in the form of a METHANE message:

- **M** Incident standby or declared – (pre-alert)
- **E** Exact Location (with grid reference)
- **T** Type of incident
- **H** Hazards, (general or specific)
- **A** Access and egress
- **N** Numbers of casualties
- **E** Emergency services required

Fire Safety

Fire safety is of paramount importance for this festival as such we have taken careful attention to ensure we are operating in line with the Regulatory Reform (Fire Safety) Order 2005 (UK Government, 2005). We are making sure to identify fire risks, such as deliberate, cooking and catering appliances (official and campsites), cigarettes, campfires, faulty electrical equipment, lighting equipment, vehicle exhausts and lightning strikes. But also, with thanks to The Performance Textiles Association's (Muta) guidance we have identified the materials which are at higher risk, such as tents & marquees, stages, scenery, litter & waste, flammable gases, generator fuel, dry vegetation, soft furnishings and vehicles. We will follow their recommendations for materials used on site.

In addition to this we will ensure adequate distance between temporary structures, tent stands and vehicles. The routine removal of rubbish and waste from the site, providing enough waste bins, ensuring LPG cylinders are safely installed, stored and used. Restricting the use of petrol generators, animal bedding is stored away from ignition sources and the creation of a timetable for periodic site inspections.

All escape routes are situated away from narrow areas, campsites, closed compounds and past gas or flammable stores.

Our exit width calculations are as follows:
Exit width – Open air escape time = 10mins, flat surface, 82 persons/meter/minute - 3000 plus 100 staff = 3100 people – Total exit width required = No. of persons / flow rate x escape time. Therefore 3100 / (82 x 10) = 3.78 meters.

The width of our exits is at a minimum of 5 meters, so we have enough space. Illuminated exit routes and signage with primary and emergency lighting will be present at all exits. Fire extinguishers will also be located at identified fire points such as exit routes and stages; they will be under steward control.

There is one local fire station under 2 miles from the festival site and another 5 miles away, meaning response time should be very fast.

Electrical & Lighting

There are many risks involved when working with electricity especially with a music festival as it's on a large scale. Therefore, all electrical work must be carried out by competent persons in accordance with the Electricity at Work Regulations 1989 (UK Government, 1989). Whilst all electrical installation is done as laid out in the British Standards (BS) 7671: Requirements for electrical installations (also known as the 'IEE Wiring Regulations') – which covers practice for temporary systems for entertainment related purposes, code of practice for earth, protection against lightening, emergency lighting, graphical symbols and signs.

Here is a list of all the factors we have considered for our electrical installations:

- Site Layout
- Power requirements
- Access to a mains power supply
- Location of existing powerlines (buried or overhead)
- Timetable of power requirements
- The use of generators
- Earthing
- Temporary over head or buried cables
- Controls for stage lighting
- Electrical requirements for emergency and exit signs
- Power supplies for catering equipment, first-aid points and control room
- We have looked into integrating renewable power sources – all food and drink stands are powered with one DC Solar Solutions' Model Solar Eclipse SCT20 powered generator (https://www.topshelfintegratedsolutions.com/mobile-solar-solutions) – Noise and emission free

Crime & Disorder

Rust will have contracted SIA trained security personnel in key positions around the site. There is a zero-tolerance drug policy, therefore no illegal substances (including legal highs) may be brought onto the site. If any are found the offending party will be immediately ejected and may face prosecution.

In addition to this we have a zero-tolerance policy towards any kind of sexual assault or harassment at our festival. Security staff and stewards have been properly brief on the risk of sexual offenses and will be vigilant for signs of anyone who appears to be intoxicated and with people they did not arrive with.

We make sure that all staff are properly vetted, and any individual staff member will be reported immediately to a supervisor if they try to gain entry into areas, they lack the relevant permission for.

Thefts are the most common crime at events therefore lockers are available on site in the camping area.

Project Planning

Communication

Communication for the event is done via radio, different teams will have different channels with an encrypted channel for managers and HQ. Free shuttle bus services are available from Bury St Edmunds train station and Sudbury train station to the festival site to minimise traffic and control the number of people arriving to the site. Kentwell Hall has a designated parking field, identifiable in the site map. Camper vans and RV camping is not allowed.

Barriers and Fencing

Barriers and fencing are crucial to crowd behaviour control and we intend to utilise them to the best of our ability. At this event, they serve the purpose of defining routes, shielding hazards, influence attendee behaviour, remove sightlines, prevent the audience from climbing on top of structures and prevent the build-up of audience pressure.

The following legislation has been followed for the planning and deployment of barriers and fencing at the event:
Health and Safety at Work Act etc 1974 (Government, UK, 1974)
Management of Health and Safety at Work Regulations 1999 (Government, UK, 1999)
The Provision and Use of Work Equipment Regulations 1998 (Government, UK, 1998)

The following guidance's on design, procurement and use has been taken into account when using barriers and temporary demountable structures:
Temporary Demountable Structures (Government, UK)

Managing Crowds Safely (Government, UK).

The risk of a crowd surge is low due to the large space and the number of people split up between two stages. Therefore, the majority of barriers are tensor barriers, such as rope and tape. As well as this the site already has fencing which separates each area. Pressure barriers in the form of an A-frame stage barriers are being used in the front of the stage and in key chokepoint locations.

We have agreed with Kentwell Hall estate that all fencing currently in use by them and that is obstructive to the festival will be temporarily removed.

Crowd Management

For crowd management the following legislation has been followed:
Management of Health and Safety at Work Regulations 1999 (Government, UK, 1999)
Occupiers Liability Act 1984 (Government, UK, 1984)

In terms of guidance, the following has been taken into consideration:
Managing Crowds Safely (Government, UK)
Event Stewarding & Crowd Safety Services (BSI, 2009)

The head steward and the head of security have been appointed to manage crowd safety, who will follow a progressive plan of; arrival, ingress, event, egress, contingency and then emergency procedures. There will be a two-way flow system at all entries and exit.

Audience Profile

As the festival is an 18+ event there will be no children allowed onto the site. An identification check at the entrance will ensure everyone in the festival site is over 18. Due to the nature of the music, we expect the average age group to be people between 18 and 35 of either gender, consisting of mostly students and young professionals. We anticipate people from all across the UK but especially from London and Cambridge due to its easy access via train. This age group are big users of social media and our marketing efforts will reflect that. Many of the attendees will be regular at nightclubs and are on the whole not aggressive, but drug usage is high.

Waste Management

Waste management is vital for a successful and safe festival. The Health and Safety at Work Act 1974 ensures the health and safety of employees and others who are handling, storing, transporting and disposing of the waste are protected. Monitoring the build-up of waste is crucial as it presents direct and indirect risks to health and safety. Waste is properly stored in designated areas with easy access for removal by contractors.

Special attention will be made in the following areas:

- Camping areas
- Catering areas

- Entrances and exits
- Arenas and stages
- Medical posts

Litter collection will primarily be done by workers specifically trained to pick up the waste and empty recyclables placed around the site.

Toilets

1 toilet per 50 female attendees with the estimate of there being 1500 women = 30 toilets. 1 toilet and 1 urinal per 50 male attendees with the estimate of there being 1500 = 15 toilets plus 30 urinals. Therefore, the event will have a total of 45 total toilets and 30 urinals.

Noise

The Control of Noise at Work Regulations 2005 – Provide employees with hearing protection and the legal limits on noise exposure is not exceeded. Levels of noise exposure which must not be exceeded - Daily noise exposure of 87 dBA; peak sound pressure of 140 dBC. The average sound of the event shall not exceed 107 dB. In order to minimise disturbance to local residents, careful planning has gone into ensuring noise won't be a nuisance. Kentwell Hall is relatively distant from local residential areas and speakers will be directed away from housing. The noise level will also be monitored in and around the surrounding area.

Campsites

Gazebos are not permitted. Animals shall be excluded from the campsite area for 5 weeks before public access so as to reduce the chances of sickness. Bins will be placed at regular intervals on pathways around the campsite. Dogs are not permitted on the site during the festival so as to reduce the risk of bites and other health concerns. Lighting will be provided around the campsite, especially in designated footpath areas so as to reduce the risk of trips and crime. Open fires, BBQ's and camping gas stoves are not permitted so that the risk of fire is minimised. Due to the small size of the campsite, a fire watch tower will not be used although fire extinguishers will be placed at the entrance to the campsite, manned by trained stewards 24 hours of the day. In addition to this a small campsite office located at the entrance of the campsite with a welfare point.

Food Drink & Water Provision

All food operators have an appropriate written Food Safety Management System. The system that will be used for this event is the Nationwide Caterers Association system (NCASS).

Weather

If temperatures are high there is a risk of sun exposure, therefore limiting strenuous activities when possible, always carrying a bottle of water, and being aware of sunstroke is important. Plenty of water must be made available.

The Met Office offers a free 24-hour service so that we can plan and react accordingly to severe weather warnings.[1]

Licensing

To engage in licensable activities such as, the sale of alcohol, the supply of alcohol, the provision of regulated entertainment and the provision of late-night refreshment, a premises licence is required under The Licensing Act 2003 (UK Government, 2003).

The Licensing Act 2003 highlights four licensing objectives as follows:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm

For Rust Festival to gain a premise license we must apply to the Babergh District Council, which is the licensing authority for the Kentwell Hall premise.

Event Management Plan (EMP)

According to the Babergh District Council, the premises licence holder must create and put into action an EMP for any event likely to attract 500 or more people. The following must be included:

- Nature of the event and range of licensable activities intended
- A site plan delineating the contained area of licensable activities and of car parking
- Event open timings and set up and build-down programme
- Expected attendance numbers
- Traffic and parking control
- Marshall, stewards, security or crew numbers
- Child safety and protection measures
- Temporary structures and equipment
- Compliance with the Licensing Act 2003 and promotion of the four licensing objectives
- Catering facilities and hygiene
- Toilets and first aid facilities/medical provisions
- Litter and waste disposal arrangements
- Expected noise levels and times
- Fire and health and safety risk assessments
- Emergency vehicle access and site evacuation plans

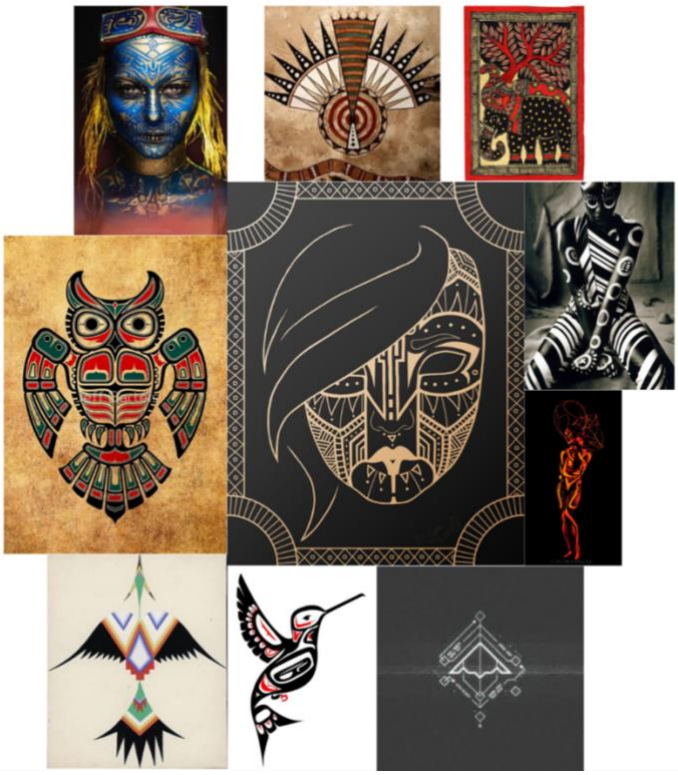
[1] https://www.metoffice.gov.uk/weather/warnings-and-advice/uk-warnings#?date=2020-03-14

Marketing

For the marketing of Rust, we have worked hard to ensure the USP is uniquely different from other festivals. Not only are we selling the music but an immersive lifestyle also. Therefore, the creative visual aspect of the festival and the marketing around it is paramount. We have a long-term multiyear spanning goal about how we wish the art design and the narrative of the festival to evolve. The narrative of how a dance music led tribalistic movement which began in a woodland area evolved and moved into reclaiming an abandoned industrial site for nature. Rust plans to be a truly immersive festival hence, a lot of money has been invested into the décor and the actors for the festival. This experience will be built upon year after year.

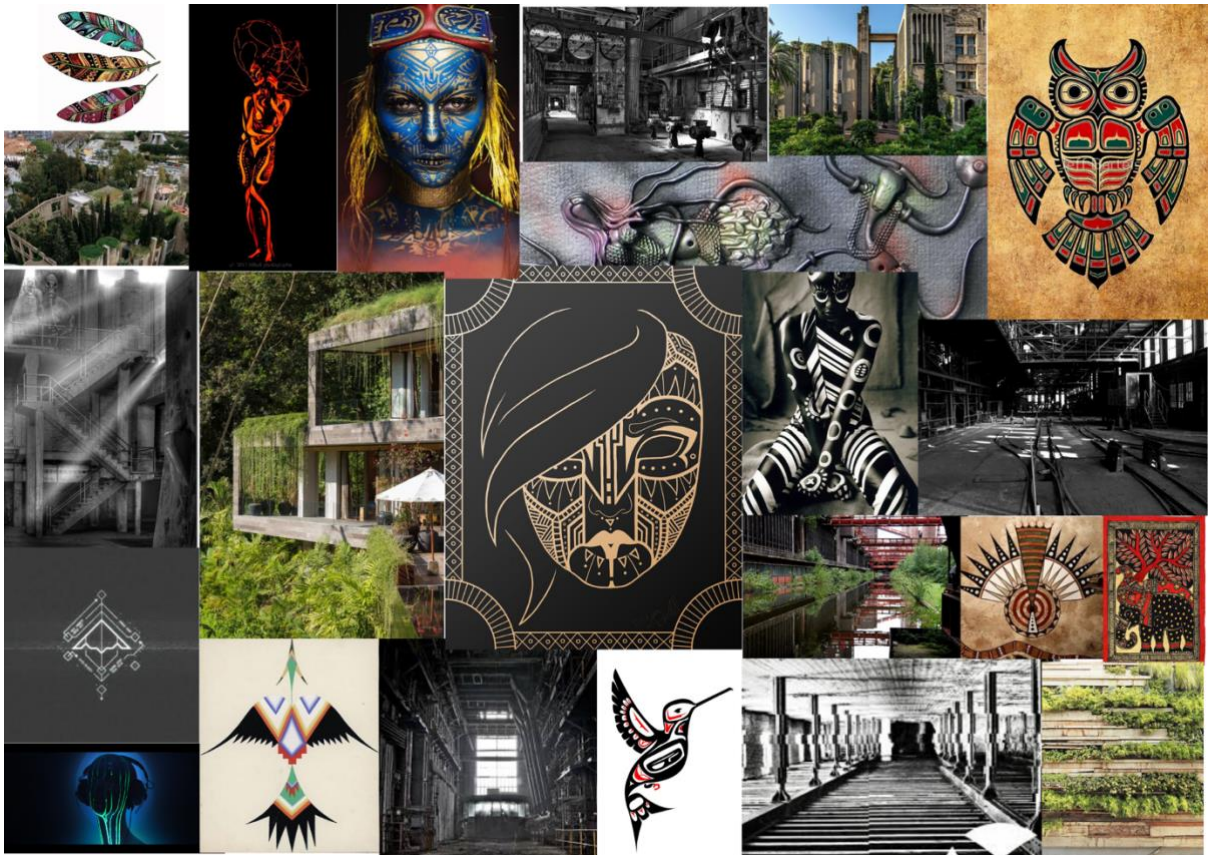
Phase 1:

The art and visuals are tribal in nature with a modern spin on it. The marketing assets will reflect this in every way it can. As this is the first year the festival is running, video content will have to be especially creative, relying on small story-driven pieces visualising the nature of the festival and perhaps use appropriate artist-owned footage. Phase 1 will last two years before a location change to a more urban setting.



Phase 2:

The new location will be in an old industrial area. A brownfield site up for reclamation. The tribal and organic feel of the event will be transposed into a new environment. A stark and aggressive factory site reclaimed by nature. Festival attendees are part of this environmental reclamation and nature and art will act as a beautiful and stark contrast to the aggressiveness of the abandoned industrial site. Video promotion can use this narrative to market the festival and set it apart from others.



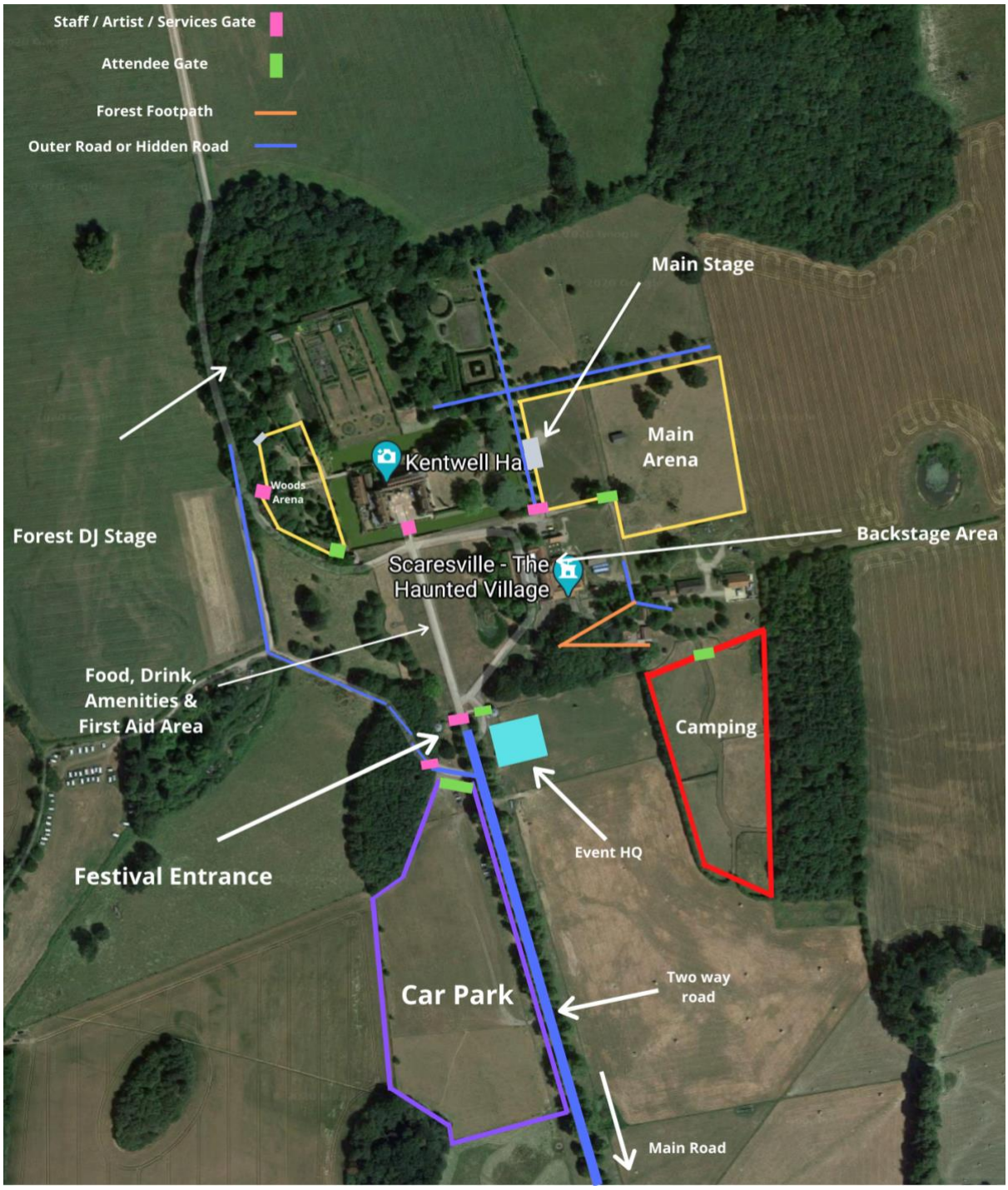
Press releases, high usage of social media marketing and a collaborative effort with artists and sponsors to ensure the festival has as much exposure as possible. The aim is to sell an idea and an experience, not a product.

Event Timeline

Date	Action
01/02/2020	Submission to council
15/02/2020	Line up announced
01/03/2020	Tickets go on sale with big marketing push
01/04/2020	Search for volunteers
14/04/2020	Sponsors comfirmed
10/08/2020	Festival build begins
10/08/2020	Attendees receive tickets
21/08/2020	Festival
23/08/2020	Take down begins
30/08/2020	Reflection meeting

Appendix A

Site Map

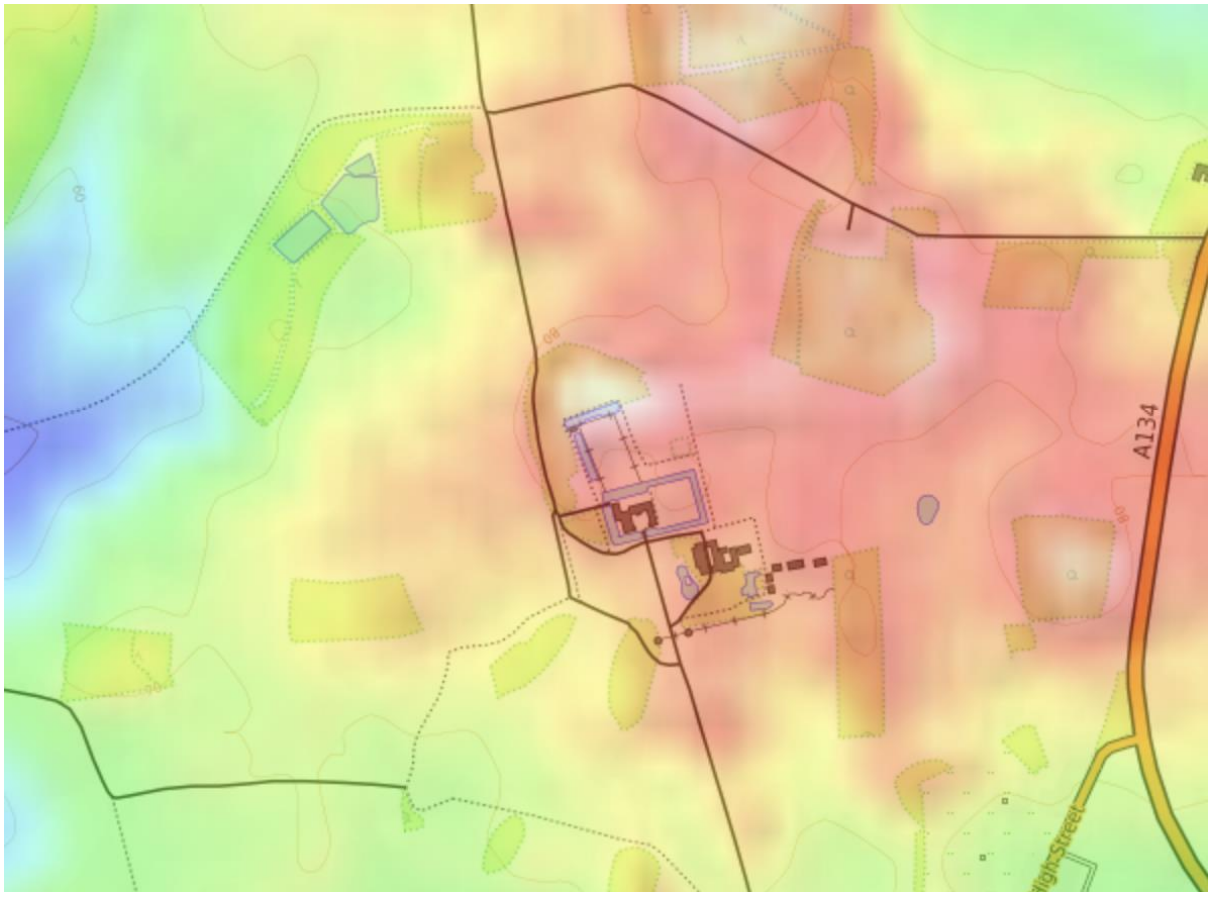


Appendix B

http://schools.kentwell.co.uk/map-kentwell-manor

Appendix C

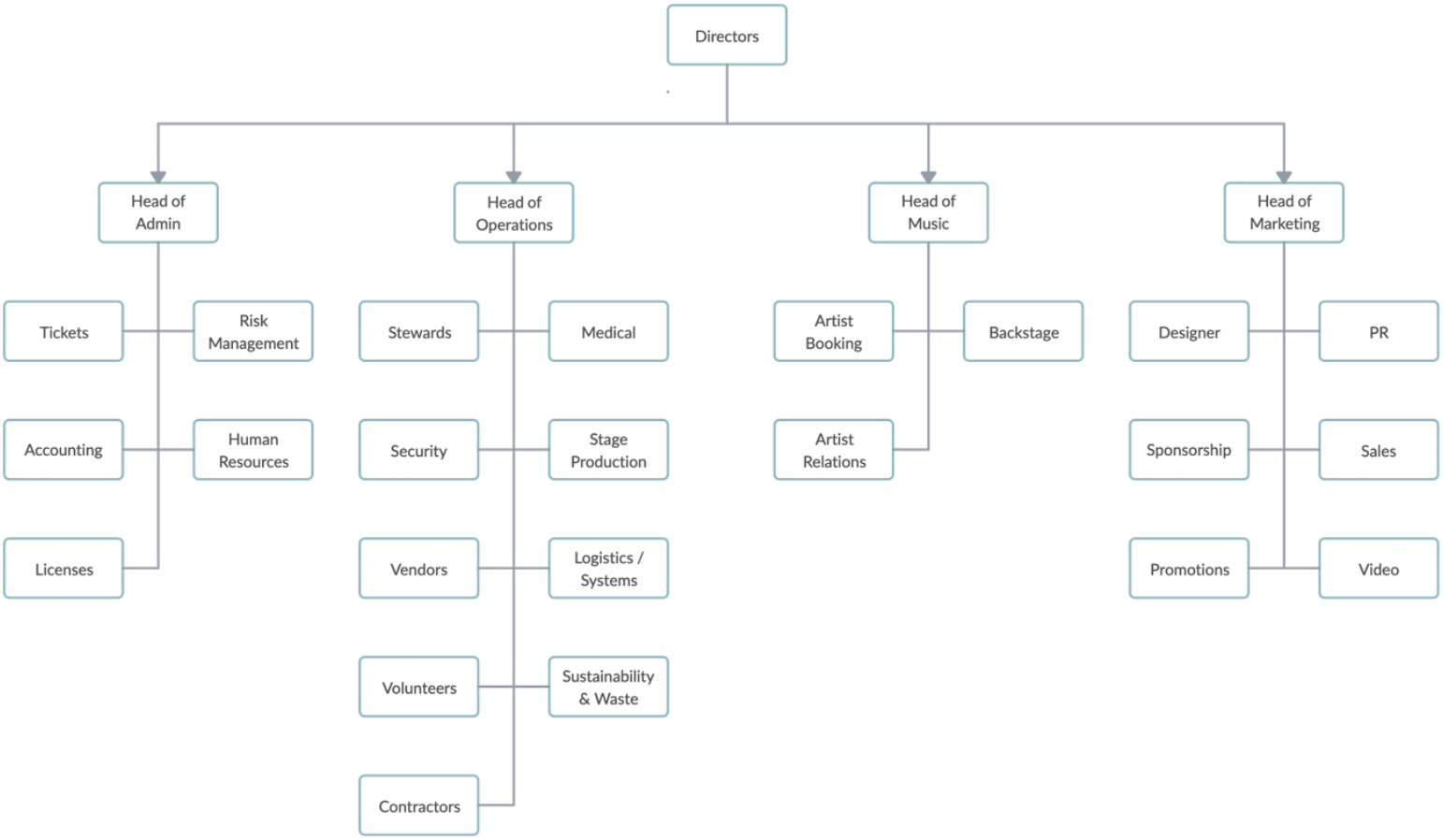
Topographical Map



https://en-gb.topographic-map.com/maps/b9/England/

Appendix D

Staff Structure



Appendix E

Risk Assessment

What are the hazards?	Who might be harmed and how?	What are you already doing?	What needs to be done?
Moat (2 meter deep water)	Festival attendees and staff	Life guard buoys situated around the moat. Instructed stewards and security on risks. Moat fenced off with rope.	Steward rota made for patrolling the moat
Slips and trips	Either staff or attendees may slip or trip causing injury	Walkways, toilets and woods stage is well lit. Cables are either off the ground or buried within cable ramps.	
Working from height	Staff may suffer from injuries occurring from either falling from height or dropping something, striking someone below.	All staff working from height has undergone the necessary training and wearing the appropriate safety gear. Those working below wear the correct head gear.	
Electric shock	Staff may suffer electric shocks if they are working with electrical equipment and and faulty or exposed wiring may harm attendees.	Valid PAT tests for all electrical equipment. All instillations perfumed by a qualified person. Circuit brakers installed in all power supplies. All generators locked away from any unauthorised people.	
Manual handling injury	Staff and contractors may suffer injuries due to heavy lifting.	Training an instruction given to all staff. Trolleys are available on site to assist with heavy items. Risk assessments are carried out correctly by contractors.	
Exhaustion	Fatigue may effect staff, causing collapse or machinery error.	Ensure all staff have sufficient breaks and are not over overworked.	A detailed shift timetable is made by all departments by the department supervisor.
Food and beverage poisoning	Attendees and staff are at risk of contaminated food and water causing serious illness.	All food vendors are registered and have completed food hygiene training.	

Crowding	Crowding caused by volume of numbers attending event causing congestion and/or crushing, trampling, surging, swaying or crushing Queues causing congestion and/or crushing, trampling, surging, swaying or crushing Front of stage crowding causing congestion and/or crushing, trampling, surging, swaying or crushing. Staff and Attendees	Festival capacity limited to 3000 by ticketed admittance only. Stage positioned at the widest possible angle for view. Identified entry points staffed by security and stewards. Signage system for all journey phases to be in place. Ability to control and limit exit from event area and movement within and hold within event area or direct to other exits. Trained staff to support crowd flow and identify crowding at early stages to enable proactive response-staff in high Vis clothes and readily identifiable uniforms. Control Points supported by barriers are in place at identified locations.	Stewards to be clearly identified using high visibility jackets / tabards. Use of radio communication to co-ordinate stewards and security staff. Event control to receive all radio comms. Steward & Security Manager involved in assessing plans. All Steward Supervisors to receive briefing prior to the event and be given printed instructions.
Public vehicles and pedestrian traffic	Damage to vehicles. Trauma to staff; delay in timings /blockage of migration site. Strains, broken limbs, head injury. Staff, attendees.	Drivers to report to management before any manoeuvres on site. Vehicles only to move within agreed designated areas. The event area is to be closed to general traffic. Reversing on site is only permitted with a banks man to supervise safe movement. Vehicles to observe a safe site speed limit of walking pace. Banks man, drivers and workers to wear high visibility clothing whilst working near any vehicle road.	

Terrorism	The threat of terrorism and the consequences of attack or response to hoax incidents is a significant risk	Trained Security staff. Police involvement.	No further controls identified here for Security reasons.
Noise exposure	Noise induced hearing loss Tinnitus. Attendees and staff Disturbance from noise	Staff working with PA system/ announcement systems will be moved around to prevent noise exposure. The noise levels will not exceed a time weighted average above 80db	Ear Protection to be located at each Stage.
Fire	Temporary structures, waste, generators and cooking areas have the potential to cause a fire. Burns, death and lung damage to all staff and attendees.	Rural space with spread out temporary structures. Staff are trained in dire safety procedures. Naked flames are prohibited with the exception of professional caterers. No fireworks or pyrotechnics. Appropriate firefighting equipment will be located in key areas. Designated evacuation sites.	

Weather	Extreme weather leading to structural damage and flooding. Staff and attendees.	Systems for control of risks to staff. The temporary structures will be constructed by approved contractors according to CDM, and wind action plans will be identified. Temporary barriers are available to identify and isolate pooling and spillages.	
Medical incident	Collapse of individual from multiple, potential causes are possible including some risks in this assessment.	Private Medical services on site. Specialist event medical services to man First Aid Points. A search and amnesty bin policy for drugs and other prohibited items is in place	Escalation to NHS response control is via Event Control

https://www.babergh.gov.uk/business/licensing/licensing-large-scale-temporary-events/procedural-information/

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

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

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

I/We Elliot Devine-King
(Insert name(s) of applicant)
apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description Kentwell Hall Long Melford Sudbury CO109BA			
Post town	Long Melford	**Post code**	CO109BA

Telephone number at premises (if any)	01787310207
Non-domestic rateable value of premises	£**14750**

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as

		Please tick yes	
a)	an individual or individuals *	☒	please complete section (A)
b)	a person other than an individual *		
	i. as a limited company	☐	please complete section (B)
	ii. as a partnership	☐	please complete section (B)
	iii. as an unincorporated association or	☐	please complete section (B)
	iv. other (for example a statutory corporation)	☐	please complete section (B)
c)	a recognised club	☐	please complete section (B)
d)	a charity	☐	please complete section (B)
e)	the proprietor of an educational establishment	☐	please complete section (B)

f)	a health service body	☐	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 in Wales	☐	please complete section (B)
ga)	a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England	☐	please complete section (B)
h)	the chief officer of police of a police force in England and Wales	☐	please complete section (B)

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

	Please tick yes
• I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or	☒
• I am making the application pursuant to a	
○ statutory function or	☐
○ a function discharged by virtue of Her Majesty's prerogative	☐

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr ☒	Mrs ☐	Miss ☐	Ms ☐	Other Title (for example, Rev)	
Surname Devine - King			**First names** Elliot		
I am 18 years old or over				☒	Please tick yes
Current postal address if different from premises address	298 Caledonian RD Islington London N11BA UK				
Post Town	Islington		**Postcode**	N11BA	
Daytime contact telephone number	07807783948				
E-mail address (optional)	elliotdevineking@gmail.com				

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr ☐	Mrs ☐	Miss ☐	Ms ☐	Other Title (for example, Rev)	
Surname			**First names**		
I am 18 years old or over				☐	Please tick yes

Current postal address if different from premises address			
Post Town		**Postcode**	
Daytime contact telephone number			
E-mail address (optional)			

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name
Address
Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.)
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

Day		Month		Year			
2	1	0	8	2	0	2	0

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

Day		Month		Year			
2	3	0	8	2	0	2	0

Please give a general description of the premises (please read guidance note1)
Kentwell Hall is a privately owned country estate. It consists of a country house, 30 acres of grounds and a one mile long two way paved driveway separating it from Long Melford village.

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

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

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

Provision of regulated entertainment		**Please tick yes**
a)	plays (if ticking yes, fill in box A)	☐
b)	films (if ticking yes, fill in box B)	☐
c)	indoor sporting events (if ticking yes, fill in box C)	☐
d)	boxing or wrestling entertainment (if ticking yes, fill in box D)	☐
e)	live music (if ticking yes, fill in box E)	☐
f)	recorded music (if ticking yes, fill in box F)	☒
g)	performances of dance (if ticking yes, fill in box G)	☐
h)	anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)	☐
Provision of entertainment facilities:		
i)	making music (if ticking yes, fill in box I)	☐
j)	dancing (if ticking yes, fill in box J)	☐
k)	entertainment of a similar description to that falling within (i) or (j) (if ticking yes, fill in box K)	☐
Provision of late night refreshment (if ticking yes, fill in box L)		☒
Supply of alcohol (if ticking yes, fill in box M)		☒

In all cases complete boxes N, O and P

F

Recorded music Standard days and timings (please read guidance note 6)			**Will the playing of recorded music take place indoors or outdoors or both – please tick** (please read guidance note 2)	Indoors	☐
				Outdoors	☒
Day	Start	Finish		Both	☐
Mon			**Please give further details here** (please read guidance note 3) Recorded music will be played in performances by DJ's throughout the event on both stages. Also as background music in other areas of the event. Music will stop on the main stage at 00:00 but will continue until 03:00 at the woods stage.		
Tue					
Wed			**State any seasonal variations for the playing of recorded music** (please read guidance note 4)		
Thur					
Fri	14:00	00:00	**Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list** (please read guidance note 5)		
Sat	00:00	03:00			
	14:00	00:00			
Sun	00:00	03:00			

L

Late night refreshment Standard days and timings (please read guidance note 6)			**Will the provision of late night refreshment take place indoors or outdoors or both – please tick** (please read guidance note 2)	Indoors	☐
				Outdoors	☒
Day	Start	Finish		Both	☐
Mon			**Please give further details here** (please read guidance note 3) Hot food and drink will be available to purchase from vendors		
Tue					
Wed			**State any seasonal variations for the provision of late night refreshment** (please read guidance note 4)		
Thur					
Fri	23:00	00:00	**Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list** (please read guidance note 5)		
Sat	00:00	04:00			
	23:00	00:00			
Sun	00:00	04:00			

M

Supply of alcohol Standard days and timings (please read guidance note 6)			**Will the supply of alcohol be for consumption (Please tick box)** (please read guidance note 7)	On the premises	☒
				Off the premises	☐
Day	Start	Finish		Both	☐
Mon			**State any seasonal variations for the supply of alcohol** (please read guidance note 4)		
Tue					
Wed					
Thur			**Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list** (please read guidance note 5)		
Fri	12:00	00:00			
Sat	00:00	02:00			
	12:00	00:00			
Sun	00:00	02:00			

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

Name Elliot Devine-King	
Address 298 Caledonian RD Islington London N11BA UK	
Postcode	N11BA
Personal Licence number (if known)	
Issuing licensing authority (if known) Babergh District Council	

N

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

O

Hours premises are open to the public Standard days and timings (please read guidance note 6)			**State any seasonal variations** (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			
Wed			
Thur			**Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list** (please read guidance note 5)
Fri	12:00	23:59	
Sat	00:00	23:59	
Sun	00:00	14:00	

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

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

Provide a safe enviroment for all festival attendees, staff and contractors across the festival weekend. We aim to ensure that minimal disruption is made on to the local community. Health and saftey information will be made readily available and information in regards to the policies of the festival will be easily available for everyone. A full risk assessment will be carried out for the event with the guidence of local authority advisory groups.

b) The prevention of crime and disorder

The event will be fully ticketed with security personal at key locations in and around the festival site. Bag checks and pat downs will be used to ensure no weapons, drugs or other illegal/dangerous items and substances will enter the festival site. The local police force will be notified of the event and the DPS will ensure that all conditions layed out in the license will be followed strictly.

c) Public safety

Careful consideration has been made to ensure that overcrowding will not be an issue, with trained stewards and volunteers available to assist attendees. Disposable hearing protection is made available not only for staff but also for free for attendees. A medical tent will be easily identifyable and accessable for attendees, whilst first responders will be patrolling the festival site. Stewards have been trained on crowd safety and will ensure that everyone is safe during the festival. The use of barriers will ensure that all crowds are well organised and safe. Free water will be available, of which stewards and bar staff can provide.

d) The prevention of public nuisance

The stages will not effect local communities as they will be carefully placed as too not direct noise into residential areas. Music on the main stage cuts out at midnight whilst the woods stage is far smaller and is in an area far from any camping sites or residential areas. Thanks to the forest it has a natural sound barrier. All local residents will be notified of the event a two months before the event. Litter will be cleared and disposed of during and after the event to ensure no ecological damage has been done to the area. The event will also profive free shuttle buses from both Sudbury train station and Bury St Edmunds station to ensure visitors do not cause traffic disruptions or noise in the local area.

e) The protection of children from harm

Children will not be allowed entry to this event as it is 18+. If any child is found in the event site appropriate action will be taken by the stewards to enusre their safe return back to their parents/guardians.

Please tick yes

- I have made or enclosed payment of the fee ☒
- I have enclosed the plan of the premises ☒
- I have sent copies of this application and the plan to responsible authorities and others where applicable ☒
- I have enclosed the consent form completed by the individual I wish to be premises supervisor, if applicable ☒
- I understand that I must now advertise my application ☒
- I understand that if I do not comply with the above requirements my application will be rejected ☒

IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (See guidance note 11). **If signing on behalf of the applicant please state in what capacity.**

Signature	
Date	15 March 2020
Capacity	Applicant

For joint applications signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent. (please read guidance note 12). **If signing on behalf of the applicant please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)			
Post town		**Post code**	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail your e-mail address (optional)			

https://www.babergh.gov.uk/assets/Licensing/Temporary-Event-Notice-24.04.2017.pdf

Temporary Event Notice

Before completing this notice, please read the guidance notes at the end of the notice. If you are completing this notice by hand, please write legibly in block capitals. In all cases, ensure that your answers are inside the boxes and written in black ink or typed. Use additional sheets if necessary. You should keep a copy of the completed notice for your records. You must send at least one copy of this notice to the licensing authority and additional copies must be sent to the chief officer of police and the local authority exercising environmental health functions for the area in which the premises are situated. The licensing authority will give to you written acknowledgement of the receipt of the notice.

I, the proposed premises user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry on a temporary activity at the premises described below.

1. The personal details of premises user (Please read note 1)			
1. Your name			
Title Surname Forenames	Mr ☑ Mrs ☐ Miss ☐ Ms ☐ Other (please state)		
2. Previous names (Please enter details of any previous names or maiden names, if applicable. Please continue on a separate sheet if necessary)			
Title Surname Forenames	Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other (please state)		
3. Your date of birth	Day 20	Month 08	Year 1995
4. Your place of birth	Kingston upon thames		
5. National Insurance Number	PA 53 58 90 C		
6. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)			
298 Caledonian Rd, Islington, London, N11BA, UK			
Post town Islington	Postcode N11BA		
7. Other contact details			
Telephone numbers Daytime Evening (optional) Mobile (optional)	07807783948		
Fax number (optional)			
E-Mail address (if available)	elliotdevineking@gmail.com		

8. Alternative address for correspondence (If you complete the details below, we will use this address to correspond with you)	
Rise Farm, Preston St Mary, Sudbury, Suffolk, CO109LT	
Post town Preston St Mary	Postcode CO109LT

9. Alternative contact details (if applicable)	
Telephone numbers: Daytime Evening (optional) Mobile (optional)	
Fax number (optional)	
E-Mail address (if available)	

2. The premises	
Please give the address of the premises where you intend to carry on the licensable activities or, if it has no address, give a detailed description (including the Ordnance Survey references) (Please read note 2)	
Kentwell Hall, Long Melford, Sudbury, CO109BA	
Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)? If so, please enter the licence or certificate number below.	
Premises licence number	BPL0255
Club premises certificate number	
If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, please give a description and details below. (Please read note 3)	
Partial use of the grounds outside the manor house	
Please describe the nature of the premises below. (Please read note 4)	
Kentwell Hall is a privately owned country estate. It consists of a country house, 30 acres of grounds and a one mile long two way paved driveway separating it from Long Melford village.	
Please describe the nature of the event below. (Please read note 5)	
"Rust" is an 18+ two-day electronic music festival taking place in August 2020 at the Kentwell Hall estate in Long Melford, Suffolk. The event is DJ only with a limited live element to it. The music for the event focuses on genres such as house, techno and disco which will performed across two stages, a main stage in an open field and a much smaller woods stage which will be open into the early hours.	

3. The licensable activities	
Please state the licensable activities that you intend to carry on at the premises (please tick all licensable activities you intend to carry on). (Please read note 6)	
The sale by retail of alcohol	☑
The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club	☐
The provision of regulated entertainment (Please read note 7)	☑
The provision of late night refreshment	☑
Are you giving a late temporary event notice? (Please read note 8)	☐
Please state the dates on which you intend to use these premises for licensable activities. (Please read note 9)	
21/08/2020 - 23/08/2020	
Please state the times during the event period that you propose to carry on licensable activities (please give times in 24 hour clock). (Please read note 10)	
Friday - 12:00 - 00:00 Saturday - 00:00 - 03:00 12:00 - 00:00 Sunday - 00:00 - 03:00	
Please state the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers. (Please read note 11)	3250

If the licensable activities will include the sale or supply of alcohol, please state whether these will be for consumption on or off the premises, or both (please tick as appropriate). (Please read note 12)		
	On the premises only	☑
	Off the premises only	☐
	Both	☐

Please state if the licensable activities will include the provision of relevant entertainment. If so, please state the times during the event period that you propose to provide relevant entertainment (including, but not limited to lap dancing and pole dancing). (Please see note 13)
Friday - 14:00 - 00:00 Saturday - 00:00 - 03:00 14:00 - 00:00 Sunday - 00:00 - 03:00

4. Personal licence holders (Please read note 14)		
Do you currently hold a valid personal licence? (Please tick)	Yes ☐	No ☑
If "Yes" please provide the details of your personal licence below.		
Issuing licensing authority		
Licence number Date of issue Any further relevant details		

5. Previous temporary event notices you have given (Please read note 15 and tick the boxes that apply to you)		
Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?	Yes ☐	No ☑
If answering yes, please state the number of temporary event notices (including the number of late temporary event notices, if any) you have given for events in that same calendar year		
Have you already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No ☑

6. Associates and business colleagues (Please read note 16 and tick the boxes that apply to you)		
Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	Yes ☐	No ☑
If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your associate(s) have given for events in the same calendar year.		
Has any associate of yours already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No ☑
Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice?	Yes ☐	No ☑
If answering yes, please state the total number of temporary event notices (including the number of late temporary event notices, if any) your business colleague(s) have given for events in the same calendar year.		
Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?	Yes ☐	No ☑

7. Checklist (Please read note 17)	
I have: (Please tick the appropriate boxes, where applicable)	
Sent at least one copy of this notice to the licensing authority for the area in which the premises are situated	☑
Sent a copy of this notice to the chief officer of police for the area in which the premises are situated	☑
Sent a copy of this notice to the local authority exercising environmental health functions for the area in which the premises are situated	☑
If the premises are situated in one or more licensing authority areas, sent at least one copy of this notice to each additional licensing authority	☑
If the premises are situated in one or more police areas, sent a copy of this notice to each additional chief officer of police	☑
If the premises are situated in one or more local authority areas, sent a copy of this notice to each additional local authority exercising environmental health functions	☑
Made or enclosed payment of the fee for the application	☑
Signed the declaration in Section 9 below	☑

8. Condition (Please read note 18)
It is a condition of this temporary event notice that where the relevant licensable activities described in Section 3 above include the sale or supply of alcohol that all such supplies are made by or under the authority of the premises user.

9. Declarations (Please read note 19)	
The information contained in this form is correct to the best of my knowledge and belief. I understand that it is an offence: (i) to knowingly or recklessly make a false statement in or in connection with this temporary event notice and that a person is liable on summary conviction for such an offence to a fine of any amount; and (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on summary conviction for any such offence to a fine of any amount, or to imprisonment for a term not exceeding six months, or to both.	
Signature	
Date	15/03/2020
Name of Person signing	Elliot Devine-King

For completion by the licensing authority

10. Acknowledgement (Please read note 20)	
I acknowledge receipt of this temporary event notice.	
Signature	On behalf of the licensing authority
Date	
Name of Officer signing	

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