LIVE EVENTS MANAGEMENT PORTFOLIO 2

Organisation of event at Tileyard Studios

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1. The event

TILEYARD PRESENTS! 2021, MUSIC AND MOVIES

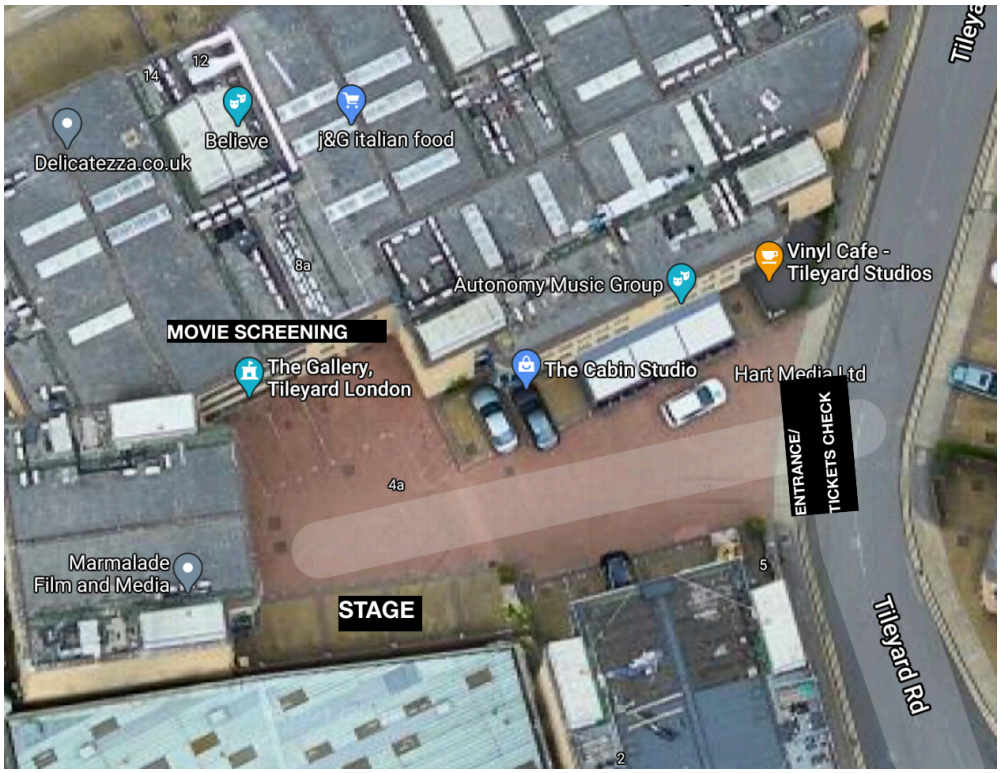
When: July 24, 2021 (11 am - 8 pm)
Who: The event mainly targets a young audience (16-30) but it is addressed to all ages and demographics. The audience should share a curiosity towards today's creative industries, music and film discovery, and creative exhange.
What: A one-day music and film festival, which aims at showcasing the upcoming young talents of the creative industry and encouraging the network and the collaboration between young creatives. In particular, the music lineup will focus on the different genres of today's pop (RnB, Alternative Rock and Electronic) while the film lineup will feature short movies by exciting new directors based around the country.
Why: The event wants to encourage the network between young and emerging creatives. The festival does not just positions itself as an entertainament event, but also as a place for exchange, inspiration and new creative inputs.
Where: Tileyard London. Precisely, the event will take place around the spaces of The Gallery, which will host the screening of the short movies, and the outside courtyard surrounding the gallery that will be set up as part of the event and host the stage where the concerts will take place.

2. Programming (location, lineup, timetable)

Location

Tileyard courtyard and Tileyard Gallery will constitute the site of the event. In particular, the stage will be located in front of the gallery in the courtyard, while the movie screenings will happen inside the Gallery. The food and drink area will be covered by the Vinyl Cafè, while the festival entrance is

going to be placed at the beginning of the courtyard, next to the street. Below there is a site map of the day of the event.



Line up and timetable

Since the concept of the event is to encourage and showcase young local talents, we decided to book relatively emerging creatives, both for the music as for the movies lineup. Regarding the live shows, we would like to feature UK-based emerging artists who could represent different nuances of today's pop music. The first live show will be played by Killowen, a young student of Tileyard's Production MA who is currently working on a series of singles. He recently caught the attention of BBC Radio 1 being broadcasted by Gemma Bradley. The second act will be Baby Queen, a rising name of the UK scene who is combining sharp humorous lyrics with an alternative-rock sound. Finally, UK-based DJ and producer India Jordan will play a special set to close the showcases. We think that this represents a diverse and inclusive lineup in terms of gender, age and music genre.

Below there are details about the music artists social profiles and genre.

Music showcase 1: Killowen (Tileyard Student of Production, emerging artist and producer) IG: https://www.instagram.com/killowen_/ - Representing RnB Pop
Music showcase 2: Baby Queen (London based upcoming artist) IG: https://www.instagram.com/queenofthebabies/ - Representing Alternative/Rock Pop
Music showcase 3: India Jordan (London based DJ/Producer) IG: https://www.instagram.com/indiajordan_/ - Representing Electronic/Club Pop

As for the movies screenings, we chose to focus on upcoming directors from around the UK. The first director that we would love to host is Fyzal Boullifa, a British filmmaker of Moroccan descent, already nominated for a BAFTA in 2013 and who recently directed Lynn + Lucy, the first movie that will be screened at our one-day festival. Plot and trailer follow.

Lynn + Lucy (2020) - Lynn and Lucy are life-long best friends, their relationship as intense as any romance. Neither has ventured far from where they grew up. Lynn, who married her first boyfriend and whose daughter is fast growing up, is delighted when the charismatic, volatile Lucy has her first baby boy. Lucy, however does not react to bring a mother as Lynn expects. Soon, they find their friendship is tested in extreme circumstances.

The second director we are going to host is Richard Kattah, a young award-winning director based in London. The festival will screen his latest effort, "Step Back"(2021) , a crime drama short film. Plot and trailer follow.

Step back (2021) - Step back follows the story of Marcus, a 16 years old boy caught up in gang culture. His choices will make him face his present and revaluate his future, which can be still written in a different way.

The third director we chose to feature is Hope Dickson Leach, a more experienced film director who is gonna screen her 2016 debut, The Levelling. The movie has been already praised by the likes of The Guardian and Variety as a "powerful tale and a tremendous debut". Plot, trailer are below.

The Levelling (2016) Trainee veterinarian Clover Catto returns to the farm where she grew up after hearing news that her brother Harry has died - in what appears to be a suicide. Finding the family home in a state of horrendous disrepair, Clover is forced to confront her father Aubrey and face an emotional journey of reckoning.

When programming the timetable, we thought it was necessary to provide entertainment throughout the entire day, with short breaks between each activity. The event doors will open at 11 am, and the first movie screening will happen half an hour later, allowing the audience to take the seats and have a look at the event program. Live shows and movies will alternate to keep the audience engaged. Regarding noise curfew, we will stop all the shows at 8 PM and the audio range level will always be monitored not to surpass 100 dB. Below there is a detailed timetable of the programme.

TIME	EVENT
11.00 AM	DOORS OPEN
11.20 - 12.50 AM	MOVIE: LUCY + LYNN
12.50 - 1.30 PM	BREAK
1.40 - 2.20 PM	MUSIC SHOWCASE: KILLOWEN
2.40 - 3.10 PM	SHORT MOVIE: STEP BACK
3.10 - 4.00 PM	BREAK
4.00 - 4.40 PM	MUSIC SHOWCASE: BABY QUEEN
5.10 - 6.30	MOVIE: THE LEVELLING
7.00 - 8.00 PM	MUSIC SHOWCASE: INDIA JORDAN

3. Budgeting

The standard ticket will be sold at 25 pounds, while the student ticket at 15. Since we are trying to encourage artistic exchange between young creators, we thought about adding a student ticket in order to make the participation more accessible. With an event capacity of 150 people and by presuming tickets are going to be split fairly between students and non-students, we expect to have an income of £3000 pounds. We also thought about asking the vinyl cafe to have a 20% split on the takings of the day. These we estimated to be around £85. Another income will come from sponsors (like RedBull, Coca Cola, Beats etc) : each would bring in approximately £500. Meaning that we would expect to make £1,500 from these sponsorship details.

Regarding expenses, they are constituted by stage and staff hire, licenses and artists' fees.
We will be employing five security guards and sixteen members of general staff (production, runners, ticketing etc). Additionally, four volunteers will work on the site. Security guards and staff will be paid the national living wage of £8.7 per hour. Total staff expenses will amount to £1256,00. Artists fees will be reasonabelly kept low because of the nature of the event, which aims at collaboration and network between young professionals. For Stage hire/build we expect the price to come to around £2,000. In total, we would expect to turn a profit of £879. Budget graph can be found in APPENDIX 2.

4. Marketing

Social media
The festival's marketing was set up by Eva. We decided not to create a brand new instagram page, but to use the Tileyard's one, as we could advantage from the alreaady existing following. However, we agreed on creating a unique hashtag for the event, #TileyardPresents2021, which will help us group the event's participants and encourage content sharing also after the event. The event's poster will be posted on Tileyard social channels, as well as on Pinterest, Google+ and Pinterest, which could help us target a young audience outside the Tileyard's circle. On social media such as Facebook will be created an event, with a ticket link reindering people on DICE. The ticket app itself will also be used as an important promotion platform, since the events are usually shown by closest locations. We also thought to run small contests promoting the ticket sale and to create audience engagement through captions such as "Tag someone you would attend our event with.

SEO
To optimise the Google search of our event, we will publish a press release and several posts about the event. Some of the key words that will be used are: Tileyard, Tileyard presents, Tileyard Events, Events in London, Networking Events. For this operation we will use Keyword Planner (Google)

Email marketing
We plan to set up a mailing list several weeks before event day. Once the addresses will be collected, they could be used to inform the audience about tickets competitions, previews of the guests and performers and special offers.

Blogging
A website is a great tool that can be used to optimise google search when the audience searches for our event. Also, write engaging articles about the event can be useful to give more information about the festival, and to be able to share it on different social platforms.

Sponsors
Possible partners could be RedBull or Beats.

Word of mouth

Word of mouth still remains an unbeatable way of marketing: according to Nielsen, 92% of people trust recommendation from friends and family more than any other type of advertising. Though it is a natural event that can not be programmed, there are some ways in which it can be encouraged. For example, the event can present a 'word of mouth trigger', that is something memorable, that stands out from the rest of the competitors. Another option is to use visual triggers (for example the poster, or the website) or to encourage user generated content. This is made by offering discounts or special offers, competitions or contests to the audience.

5. Licences

Since Tileyard London is under the local council of Islington, we will need to apply for a premises license from this council. Premises License application can be seen in APPENDIX 1. The sale of alchol will be managed by The Vinyl Cafè, which already holds a licence for it. Regarding live music, we will follow the latest prescriptions by the Live Music Act. Since the introduction of the Live Music Act in 2012, an event license is indeed no longer required for live events if it meets these requirements:

- The event takes place at an alcohol on-licensed premises
- Audience is composed by no more than 500 people
- The event takes place between 8 AM and 11 PM

With this applying to our event, we will still need a music licence from PRS PPL (https://pplprs.co.uk), which will cover the performance of live music.
In addition to this, we will also need to apply for a 'non-theatrical' film licence to show films in public.
We will need a permission from the movies' copryright owners, which is granted by a UK distributor in the form of a licence or film booking. The process varies based on the film distributor.

- Lucy + Lynn is distributed by BFI. They can be contacted through this email bookings.films@bfi.org.uk in order to get the licence.
- Step Back is a short indipendent movie. For the licence, we will speak directly to the director Richard Kazeh
- The Levelling is distributed by Peccadillo Pictures. The company needs to be direclty contacted at enquiries.peccapics@peccapics.com to require a licence.

6. Event Management Plan

1. **Mission Statement**

Our mission is simple. We are intending to give young talent a spotlight and using our event we aim to showcase the best on offer from music and film. Right at the creative heart of London. To create a brighter future for all the talent showcased.

2. **Event Outline**

At Tileyard Presents Music and Movies we are aiming to provide a one-day music and film festival, which aims at showcasing the upcoming young talents of the creative industry and to encourage the network and the collaboration between young creatives. Bring them all together to showcase the next generation of the arts world. In particular, the music line up will focus on the different genres of today's pop (RnB, Alternative Rock and Electronic) while the film line up will feature short movies by exciting new directors based around the country. Our event will be held at Tileyard in Kings Cross,

London, which is a hub for the creative industries here in London on Saturday 24th July 2021. The official opening will take place at 11am on the 24th July. The following activities will be available to the ticket holders between 11:30am and 10pm.

- Stalls
- Catering concession outlets
- Live music
- Film Screenings

We will be showing several films over the day from indie directors and production companies. After each film there will be a set from an artist. With an onsite café food and drink will be available through the Vinyl Cafè. In addition, some independent stalls (food) will be permitted to operate.

3. Aims and Objectives

This plan aims to provide a complete event document in order that all the individual organisations who will be participating in the event clearly understand both their own roles and how these roles interact with other contributors.

The main objectives are:

- to provide a successful, safe, enjoyable event
- to consider and plan for possible problems
- to identify trigger points for implementation of emergency procedures

4. Event Management Structure

- Event Manager
- Site Manager and Deputy Event Manager
- Stewarding Coordinator
- Safety Officer
- Medical and First Aid Provision

Major Incident Emergency Management Team

- Event manager
- Site Manager and Deputy Event Manager
- Stewarding Team

5. Emergency Procedures

If the event management team consider that an emergency is to be declared, instructions will be given to the event visitors by the Event Manager using the PA system or a megaphone.

6. Evacuation Plan

If the Major Incident Emergency Management Team decide that a controlled evacuation of the main event area is required, then the following procedure will apply.

• Stewards take positions

• On stage announcement made by the event manager

7. Severe Weather and Event Cancellation

Using the Met office weather report, weather forecast will be checked a week prior to ensure no severe weather is due. The Event manager will make the final decision if the event should be cancelled or postponed.

8. **First Aid**

We will have 2 trained first aid personnel at the event. There will be an easy to find first aid point situated by the Vinyl Café.

9. **Fire Precautions and Equipment**

For the Performance Area and The Gallery: two water type extinguishers, one dry powder extinguisher on each side of the stage, one light duty fire blanket. The Event management team will ensure that the stewards are fully conversant with the relevant fire and safety procedures for any events that may occur across the site.

10. **Communications**
    The event management team stewards, first aid and event staff will have access to either handheld radios or mobile phones. The stage PA will be used for safety announcements and may be used for emergency announcements if needed. A back-up system utilising a battery powered megaphone will be used if the main PA system fails.

11. **Staffing**

For this event we will require 10 stewards, 10 event staff, 5 SIA trained security. The Vinyl Café can provide their own staff. Stalls are permitted to have up to 4 staff each.

12. **Waste Management**

The event area will be inspected before and after the event and large litter items will be removed. Additional rubbish bins will be provided.

13. **Toilets**

4 additional portable toilets will be brought onto the site to accompany the existing toilets at the Vinyl Cafè.

14. **Catering**
    Food and drinks will be available from the Vinyl Café and several other stalls onsite.

15. **Lighting**
    No additional lighting should be required. The site has some lighting that may be used in event of low lighting but at peak summer with a 9pm finish it should not be required.

16. **Noise Management**

Minimizing the noise pollution from the music performance is crucial. Whilst the site is set away from private residences. We do not wish to disturb anyone nearby.

7. Floor Management

- In total we will have 20 staff including 5 security and us four will work as volunteers to keep the event running
- Security will be split in different areas of Tileyard, one inside and 4 patrolling outside.
- The debunk of the event will be operated by staff and volunteers.

- For the security we will hire Mitie Company, who will provide their own equipment.

8. Reflective Summary

We decided to imagine the organization of this event in a covid-free environment since the current situation has not allowed events to take place so far. We organized ourselves by creating a drive folder (created by Lucy) and by setting up weekly online meetings on Zoom to work on the project. The starting point was to decide the 'what' and the 'why' of the event. The first meeting was dedicated to brainstorming, from which it emerged that we wanted to find something original combining more than one artistic discipline. From here, I had the idea of combining music and film, two related forms of art. The initial meeting was also functional to decide which role each would have taken on for the event's organisation. Lucy chose budgeting and meeting minutes, Joe marketing, Eva staffing and Event safety plan and I decided to deal with programming and licensing. During the following days, we continued to exchange ideas through the WhatsApp group to put the 'why' of the event into focus. We had the festival theme, but we needed to offer a precise reason behind its happening. The second meeting saw us finalizing the purpose of the festival: I proposed the idea of making the event a meeting place, network, and collaboration between creatives by showcasing emerging talents in music and movie direction. The proposal was welcomed with enthusiasm and we, therefore, implemented it, sharing the idea that creating an event within Tileyard spaces must have an aspect that goes beyond entertainment. We decided that the live shows, following this input, would therefore have been showcases (of short duration), and that the movie screenings would have alternated to them. Regarding the date, even if it was initially decided for July 23, it was then changed to Saturday 24: we thought that this date was more suitable for any work or study commitments of the participants. Subsequent meetings served to exchange further ideas about our roles. In fact, there was an exchange of roles between Joe and Eva, who decided to take care of the marketing and the floor management, while Joe switched to Event Management Plan. As part of my programming role, the next steps were finding the artists for the live shows and the movies to screen, as well as organizing them into a reasonable timetable. For me it was important to showcase inclusivity in the programming of the festival. For this reason, I have tried to select a equitable and diverse lineup, both in terms of genre and career level. I also decided to include on the line up a Tileyard Student I recently collaborated with, kILLOWEN. I think the inclusion of a tileyard member in the lineup can further promote the network between students and outsiders, as well as serve as a symbol for the potential of the institute and event.
As for the films, Lucy had initially suggested three very interesting titles, but unfortunately they were not in line with the concept of the event. These were then replaced by a selection of mine, which could better fit the festival's purpose. I did not want to screen films just for their quality, but to showcase upcoming directors. We also thought of inviting the movie directors to the festival to give them the opportunity to talk about their work and to network with other professionals or students. The event timetable covers the whole day, being the festival a one-day event. Doors will open at 11 AM, but the first live show will not take place before 1.40 PM, which we believe is a reasonable time to play amplified music. We are also confident that -considering the day chosen for the event-there will be less activity than usual in the surrounding offices. In any case, all offices in the Tileyard complex will be notified of the event's presence and invited to take part. Regarding programming specifically, I decided to alternate the film screenings with live shows, and to offer small breaks between them to give time to the audience for a lunch break or a drink. The last show (India Jordan DJ set) will take place at 7 PM and will end at 8 PM, again in order to respect the noise curfew and prevent public nuisance. Once I had collected all the information relating to the lineup and timetable, I proceeded to create the poster of the event (APPENDIX 3).

The event venue consists of the spaces of the Gallery and the outside courtyard. The vinyl cafè is part of the festival as our food and drink supplier, but it does not constitute a site where the event activities will take place, even if people can still use it as a relax area during breaks.

With regard to the capacity of the event, it was unanimously decided to keep it at 150 people (same as The Gallery capacity), so that all participants could participate in the screening of the films with no overcrowding. This small capacity affects ticket sales, which do not represent a consistent source of income. Regarding tickets price, we have decided to offer a discount to students (£15) and to keep the standard ticket at £25. We would like to sell tickets through the DICE platform to attract art and music enthusiasts. In fact, DICE hosts live streams of both concerts and artistic performances, therefore we think it is a suitable platform to promote the event. Eva then proposed to offer group tickets to attract more customers. Subsequently, Joe completed the EMP, and we discussed together as a group the amount of staff to employ. It was decided to employ a total of 20 people plus 5 stewards for security. Another aspect of my role was licensing. I completed the application for the premises license from the council of Islington and inquired about the others. I discovered that for film screening, you must privately contact each distributor (or director in the case of independent films) and apply for a temporary license for screening. Live music, on the other hand, does not need special licenses in this case because the event has a capacity of less than 500 people and takes place on a site that holds a premises license. It is however necessary to contact PRS PPL to cover the performances.
Regarding the sale of alcohol, no license is required because the sale will be handled by the Vinyl Cafè. Finally, we discussed budgeting and Lucy completed the budget sheet. She also was responsible for meeting minutes (see APPENDIX 4). We struggled a bit because the sheet was modified several times, but it was necessary in order to consider the presence of sponsors (suggested by Eva) and the discount applied to the groups, two things that were added later on. Another point of discussion were artists fees. Lucy had originally suggested a total of £ 150 for the total of the performances. Although the nature of the event allows the fees to be kept lower than standard, I found them to be too much below average, and I suggested to raise it to at least 100 pounds per artist.

In general, I was thrilled to work on organizing an event within the Tileyard space. Although I would have preferred a little more attention to certain aspects, the group work was consistent and always coordinated, our roles were defined and we were really excited about the concept for the event.

References

Nielsen, 2012, Global Trust in Advertising https://www.nielsen.com/us/en/insights/report/2012/global-trust-in-advertising-and-brand-messages-2/

M.Glover, 2021, Word of Mouth Marketing, https://www.bigcommerce.com/blog/word-of-mouth-marketing/#what-is-word-of-mouth-marketing

BFI https://www.bfi.org.uk/

Outdoor stages, https://www.outdoorstages.co.uk/blog/article/how-much-does-it-cost-to-hire-an-outdoor-festival-stage.php

Event Sponsorship, https://www.event-architecture.com/blog/2018/9/5/is-an-event-sponsorship-worth-the-cost

APPENDIX 1- PREMISES LICENCE

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

For help contact
licensing@islington.gov.uk
Telephone: 020 7527 3031

* required information

Form errors

Some data entered into this form is invalid. Please resolve before continuing.

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You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference		You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

( ) Yes (•) No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name	Giulia	
* Family name	Fontana	
* E-mail	giuliafontana0001@gmail.com	
Main telephone number	+393450433131	Include country code.
Other telephone number		

[ ] Indicate here if you would prefer not to be contacted by telephone

Are you:

( ) Applying as a business or organisation, including as a sole trader
(•) Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

in accordance with section 12 of the Licensing Act 2003.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

(•) Address ( ) OS map reference ( ) Description

Postal Address Of Premises

Building number or name	The Gallery (Tileyard London) + Courtyard
Street	Tileyard Road
District	
City or town	London
County or administrative area	London
Postcode	N79AH
Country	United Kingdom

Further Details

Telephone number	+44 20 3725 6104
Non-domestic rateable value of premises (£)	

Enter non-domestic rateable value of premises

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APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- [x] An individual or individuals
- [ ] A limited company / limited liability partnership
- [ ] A partnership (other than limited liability)
- [ ] An unincorporated association
- [ ] Other (for example a statutory corporation)
- [ ] A recognised club
- [ ] A charity
- [ ] The proprietor of an educational establishment
- [ ] A health service body
- [ ] A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- [ ] A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- [ ] The chief officer of police of a police force in England and Wales

Confirm The Following

- [x] I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- [ ] I am making the application pursuant to a statutory function
- [ ] I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

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INDIVIDUAL APPLICANT DETAILS

Applicant Name

Is the name the same as (or similar to) the details given in section one?

(•) Yes ( ) No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

First name	Giulia
Family name	Fontana

Is the applicant 18 years of age or older?

(•) Yes ( ) No

Current Residential Address

Is the address the same as (or similar to) the address given in section one?

(•) Yes ( ) No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name	Flat 5
Street	2 Treadway Street
District	
City or town	London
County or administrative area	London
Postcode	E26QW
Country	United Kingdom

Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

(•) Yes ( ) No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail	giuliafontai
Telephone number	+393450433131
Other telephone number	

Select if the contact details are different from those provided in section one

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OPERATING SCHEDULE

When do you want the premises licence to start? 24 / 07 / 2021 (dd mm yyyy)

If you wish the licence to be valid only for a limited period, when do you want it to end 25 / 07 / 2021 (dd mm yyyy)

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

We want to host a one-day event where young UK creatives are showcased. in particular, there will be three live shows and three movie/short-movies screenings. On the site alchol and food will be sold by the Vinyl Cafè. We expect 120 people to be there.

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

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PROVISION OF FILMS

See guidance on regulated entertainment

Will you be providing films?

(•) Yes ( ) No

Standard Days And Timings

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		End	
	Start		End	
TUESDAY	Start		End	
	Start		End	
WEDNESDAY	Start		End	
	Start		End	
THURSDAY	Start		End	
	Start		End	
FRIDAY	Start		End	
	Start		End	
SATURDAY	Start	11:20	End	18:30
	Start		End	
SUNDAY	Start		End	
	Start		End	

Continued from previous page...

Will the exhibition of films take place indoors or outdoors or both?

(•) Indoors ( ) Outdoors ( ) Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Movie exhibitions will take place inside The Gallery.

State any seasonal variations for the exhibition of film

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where the premises will be used for the exhibition of film at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

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PROVISION OF LIVE MUSIC

See guidance on regulated entertainment

Will you be providing live music?

(•) Yes ( ) No

Standard Days And Timings

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		End	
	Start		End	
TUESDAY	Start		End	
	Start		End	
WEDNESDAY	Start		End	
	Start		End	
THURSDAY	Start		End	
	Start		End	
FRIDAY	Start		End	
	Start		End	
SATURDAY	Start	13:40	End	20:00
	Start		End	
SUNDAY	Start		End	
	Start		End	

Enter Wednesday end time 2

Continued from previous page...

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

( ) Indoors (•) Outdoors ( ) Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Live shows will take place outside the Gallery, where a stage will be set up in Tileyard's courtyard.

State any seasonal variations for the performance of live music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the performance of live music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 15 of 21

SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

(•) Yes ( ) No

Standard Days And Timings

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		End	
	Start		End	
TUESDAY	Start		End	
	Start		End	
WEDNESDAY	Start		End	
	Start		End	
THURSDAY	Start		End	
	Start		End	
FRIDAY	Start		End	
	Start		End	
SATURDAY	Start	11:00	End	20:00
	Start		End	
SUNDAY	Start		End	
	Start		End	

Continued from previous page...

Will the sale of alcohol be for consumption:

( ) On the premises ( ) Off the premises (•) Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

The sale of alcohol will be managed by The Vinyl Cafè.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 17 of 21

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

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		End	
	Start		End	
TUESDAY	Start		End	
	Start		End	
WEDNESDAY	Start		End	
	Start		End	
THURSDAY	Start		End	
	Start		End	
FRIDAY	Start		End	
	Start		End	
SATURDAY	Start	11:00	End	20:00
	Start		End	
SUNDAY	Start		End	
	Start		End	

State any seasonal variations

Section 18 of 21

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)

List here steps you will take to promote all four licensing objectives together.

MUSIC AND MOVIES lists as an absolute priority the safety of its audience, its staff and its performers. The organisers and the staff will act accordingly to the government policies to assure that the event happens in all safety.

b) The prevention of crime and disorder

There will be bag checks at the event entrance. Only tickets holders will be permitted entrance. None of these items will be allowed on site: weapons of any kind, alcohol (only possible to buy it from the Vinyl Cafè), drugs and illegal substances, explosives. The staff will monitor the audience behaviour in order to prevent dangerous events.

c) Public safety

The event will be strictly monitored by our staff and volunteers. The numbers of tickets on sale is 120, which matches with the maximum capacity of the indoor venue, The Gallery. We believe that keeping a low capacity would prevent overcrowding. Crowd flows will in any case be managed by our staff.

d) The prevention of public nuisance

The event will follow a noise curfew, so the amplified sounds from the live shows will stop around 8 PM. The movie screenings won't cause any noise because it will be held inside The Gallery. We believe that the small capacity of the event (120 people) could not represent a possible case of disorderly conduct.

e) The protection of children from harm

The event is targeted to an audience of 18-40 years old. Therefore we do not expect any children to be present at the event.

APPENDIX 2 - BUDGET GRAPH

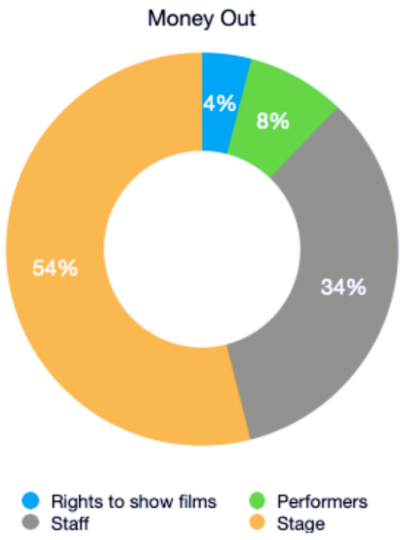
Budget

*Values are rounded to the nearest pound

Money In	
Standard Ticket	£1,875
Sudent Ticket	£1,125
20% Vinyl café cut	£85
Beats sponsorship	£500
Redbull Sponsorship	£500
CocaCola Sponsorship	£500
Total income	**£4,585**

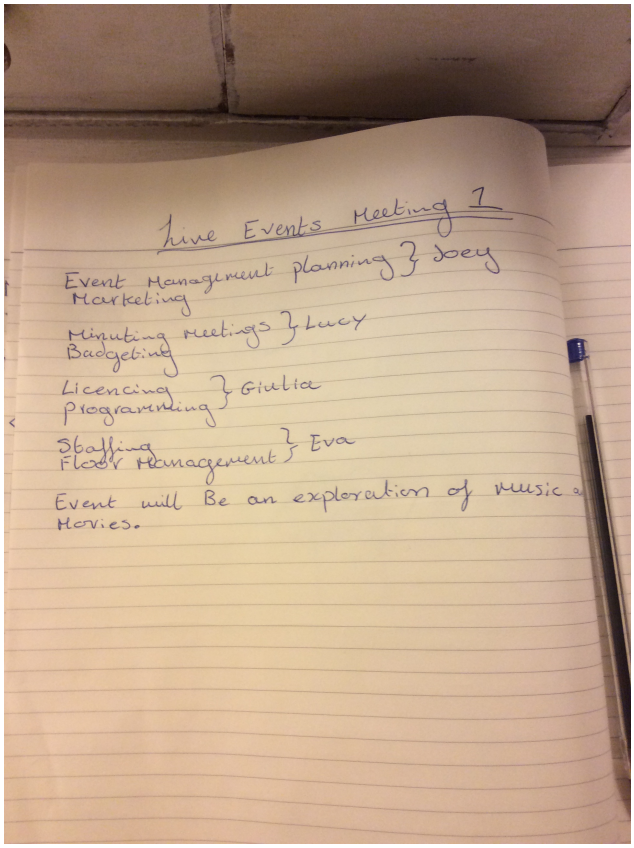
Money Out	
Rights to show films	£150
Performers	£300
Staff	£1,256
Stage	£2,000
Total	£3,706

Money Left Over	
Income minus expenses	£879



APPENDIX 3 - FESTIVAL POSTER

APPENDIX 4 - MEETING MINUTES



Live Events Meeting 1

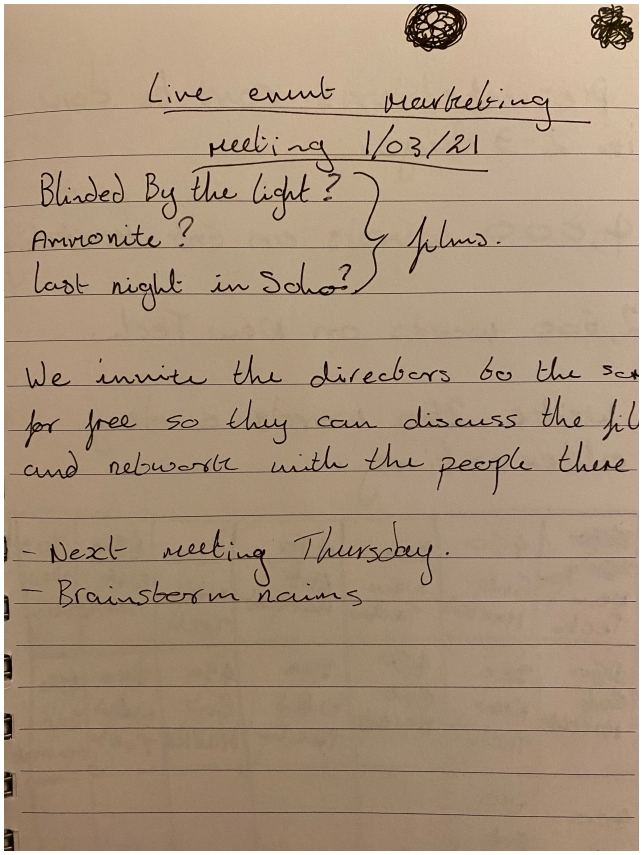
Event Management planning
Marketing } Joey

Minuting Meetings
Budgeting } Lucy

Licencing
Programming } Giulia

Staffing
Floor Management } Eva

Event will Be an exploration of music a
Movies.



Live event Marketing
meeting 1/03/21

Blinded By the light?
Ammonite?
Last night in Soho?
} films.

We invite the directors to the sc
for free so they can discuss the fil
and network with the people there

- Next meeting Thursday.
- Brainsterm naims

12 March 2021 at 20:22

Title:
Tileyard Presents! 2021; Music and Movies

Event management plan - element 1

map - element 2

temporary event notice - element 3

advertising images (Poster) - element 4

Ingoing/outgoing financial chart - element 5

Putting the event on the 24th July as that is a Saturday.