Justine Perret

Student Number 2104328

BMTY7005 Live Music and Event Management

Portfolio 1

Discipline Tutor: Robert Guterman

Table Of Contents

1.0 Introduction **3**

2.0 Event Planning **3**

2.1 Concept 3

2.2 Site Map 3

2.3 Health & Safety 4

2.4 Licensing 4

2.5 Programming 5

2.6 Staffing 6

2.7 Timeline 6

2.8 Contingency Plan 7

3.0 Promotion **7**

4.0 Finances **8**

4.1 Ticketing 8

4.2 Sponsorships 8

4.3 Budget 8

5.0 Reflection **10**

6.0 Bibliography **12**

7.0 Appendices **14**

Appendix A: Site Map 14

Appendix B: Risk Assessment 15

Appendix C: Outdoor Event Application Form 16

Appendix D: Sustainable Event Commitment for Outdoor Events 24

Appendix E: Premises Licence Application (relevant pages) 28

Appendix F: Programme 39

Appendix G: Team Structure 41

Appendix H: Timeline 41

Appendix I: Poster 42

Appendix J: Ticket Prices 43

Appendix K: Expenses 44

Appendix L: Income 45

Appendix M: Profit and Loss 46

1.0 Introduction

“Born In Brighton” is a two-day cultural festival. It will take place in Preston Park, in Brighton, on the 25th and 26th August 2023. The event is all about local people: local performers and local independent traders. Daytime music will be kept family-friendly while evening performances will be more tailored to the local indie and rock scenes. The festival will entertain up to 3,000 attendees each day. Camping will not be offered as the site is in the city.

2.0 Event Planning

2.1 Concept

The event will begin at 13:00 and finish at 23:00 on both Saturday and Sunday. There will be constant music with performances on one stage or background music between them. The performers will all be Brighton-based. A different area of the site will be dedicated to local food trucks and local independent traders who will apply and pay a fee to participate.

2.2 Site Map

Preston Park will be divided into five main areas: car park, backstage, arena, fair and restricted space, which is a zone left out of the event so that a portion of the park remains open to the public (see Appendix A). The car park will have one entry point and one exit point, with one-way traffic operating in order to avoid congestion on small roads. Additionally, there will be a separate route for pedestrians exiting the car park. This pedestrian route crosses the path of the route dedicated to contractor vehicles, which is why the latter will be closed once the event begins.

The festival site is easily accessible by bus or by foot, which is how most attendees are expected to be travelling, as they should be residents.

Once the event ends on each day, the entry gate will be turned into a second exit gate to avoid congestion in the egress stage. Dispersal will be handled by the security staff and people will be encouraged to leave the park.

2.3 Health & Safety

The risk assessment table (see Appendix B) identifies the main hazards, potential victims and the measures put in place to minimise the risk. The main risks associated with the event are alcohol and drugs intoxication and traffic accidents. The first will be limited by trained bar and security staff, bag checks, advertised free water and qualified medical personnel on site. There are many more risks involving independent contractors with electrical equipment, stage infrastructures and large vehicles. Those contractors will provide their own informed and detailed risk assessments.

In addition, the Brighton & Hove City Council Safety Advisory Group will provide guidance to ensure that “those involved in the event have the capacity and capability to deliver a safe event as defined in the relevant guides” (Brighton & Hove City Council, 2013, p.10). Further information about the safety plan can be found on pages 36 and 37 of this document.

2.4 Licensing

Putting on such an event in a municipal park involves multiple applications. First is the *Outdoor Event Application Form* (see Appendix C) to obtain the right to organise the festival on council property. The document states that the event organiser must have Public Liability Insurance of minimum £10 million covering both

the public and employees. The form also indicates the obligation to fill out a *Sustainable Event Commitment for Outdoor Events* (see Appendix D). The main measures applied to “Born In Brighton” will be switching off as many appliances as possible between the two days of the festival, using conference calls when planning, recycling and ensuring that caterers are using recyclable plates and cutlery. In addition, there will be a fee for visitors to use the car park, which should encourage them to attend using public transportation.

As the event involves live performances of music and the sale of alcohol and is larger than 500 people, a *Premises Licence* is required under the Licensing Act of 2003 (see Appendix E). The Licensing Act aims to ensure the prevention of crime and disorder, public safety, the prevention of public nuisance and the protection of children from harm. A brief description of the measures put in place in order to meet the four objectives can be found in the license application. A “licence summary” will have to be displayed around the site (UK Government, 2022). A street trading permit will also need to be granted by the council for independent traders to trade on council land. We will need to provide the council with a detailed event management plan.

Additionally, licenses will need to be obtained from the PRS and the PPL, respectively for “Popular Music Concerts”, which include “events such as concerts and festivals where a charge is made for admissions” (PRS For Music, 2021) and “Specially Featured Entertainment” (PPL, 2021).

2.5 Programming

Saturday’s line-up is heavy, with acts ranging from alternative rock to psychedelic rock, while Sunday’s line-up is softer, with indie pop and indie surf rock

(see Appendix F). On both days, afternoon performances are family-friendly. The line-up is made up exclusively of Brighton-based musicians.

There will be eleven performances on the first day, with the first eight lasting thirty minutes and the last three being headlines and lasting forty-five minutes. On the second day, as it is a Sunday, there will only be ten acts and the last headliner will finish earlier. Breaks of fifteen to twenty minutes have been scheduled between performances so that the stage can be set up for the next act. Headlining bands such as Beach Riot or Dutch Criminal Record are popular in the Brighton music scene and are great representations of local up-and-coming talent.

2.6 Staffing

As “Born In Brighton” is a relatively small event, the event management team will be smaller than it would be for a typical festival and most team managers will have multiple roles. The staff under the leadership of the director is divided into two: operations and production. The operations and production directors will each have four managers report to them. Those managers will also have a team under them (see Appendix G).

2.7 Timeline

The Brighton & Hove City Council’s *Outdoor Events Policy* (2013, p.6) states that the license applications and management plan should begin “at least 6 months before event set up on site begins.” For this reason, the process will begin in October 2022, along with team recruitment. Contractor and independent traders outreach will begin around December, at which point we assume the licenses will have been granted. The GANTT chart in Appendix H represents a timeline of the main tasks.

2.8 Contingency Plan

In the event of terrible weather or any other issues that would prevent the festival from going ahead, “Born In Brighton” would either be cancelled or postponed, depending on what would be the biggest financial burden.

3.0 Promotion

An Instagram account will be made for the event and it will be used to advertise the festival with hashtags such as #festival, #brighton or #local and Brighton-targeted promotion. There will also be a Facebook event. We will also require performers to advertise the event on their social media profiles. Additionally, the local press will be contacted. The Brighton Argus will be sent a press release explaining what the event is and how it relates to the community. Brighton is also known for its arts and music higher education degrees. The festival will be advertised through university mailing lists from BIMM, Waterbear, University of Sussex and Brighton University. This should also help with volunteer recruitment. Aside from digital promotion, posters (see Appendix I) will be posted around the city, on communal boards in public buildings and universities. Flyers will also be distributed to postboxes.

These methods cover “below the line" and “above the line” advertising. The promotion is therefore “through the line”, which “ involves an integrated approach where both ATL and BTL strategies are combined” and allows to “communicate with every customers in every way possible” (Furman, 2022).

4.0 Finances

4.1 Ticketing

Ticket sales will be made through Eventbrite and there will be different pricing depending on what category the buyer fits into (see Appendix J). Free admission for children under twelve will encourage families to attend. However, this will be limited to two free tickets per booking. As sales are expected to go over the VAT registration threshold of £85,000 and I am a sole trader, VAT will be deducted from ticket sale income (Low Incomes Tax Reform Group, 2022). The ticketing platform's commission is not included in the ticket price.

Coloured wristbands will be distributed upon entry after ID checks have been conducted. There will be one colour for children with free admission, one for anyone under eighteen and one for anyone over eighteen.

4.2 Sponsorships

As many of the performers are either current students or alumni at BIMM Brighton, the college could benefit from the exposure. A representative could be on site and have a booth and banners. Additionally, North Laine Brewhouse, a local pub and brewery, will sponsor the event by providing discounted beer for the festival's own bar.

4.3 Budget

4.3.1 Expenses (see Appendix K)

The estimated expenses come to a total of £117,160. Hiring Preston Park will cost around £3,000 with an added £5,000 reinstatement deposit

(Brighton & Hove City Council, 2019, p.7). The PRS licence costs 4.2% of the gross profit (PRS For Music, 2021, p.1) and, based on the estimated income, should come to £2,650. Public liability, employer's, cancellation and equipment insurances will cost approximately £2,000 (Protectivity, 2022).

When it comes to equipment such as the stage, barriers and generators as well as hospitality items such as picnic tables and stocked mobile bars, the estimate is £47,000. A picnic table costs around £30 (Innovative Hire, 2022) and we would get at least 200 tables sitting four to six individuals so that 800 to 1200 people could be seated at any one time. Tardis (2022) identify the need for forty toilets for this type of event and this capacity. With this in mind, we will get forty unisex toilets. Water will be carried by four 1,200L bowsers. If the event is sold out on both days and taking staff into account, everyone will have at least 1.5L of free water.

Performers will be paid £100 per act and each performer will benefit from discounted food and drinks. Security costs are high as we want to make sure that the event runs smoothly and security guards will be needed to protect the site at night.

4.3.2 Income (see Appendix L)

The event's main sources of income will be ticket sales, vendors and the bar. The estimated incomes from ticket sales and the bar are based on a 60% attendance. Food trucks and independent vendors will each pay a buy-out of respectively £500 and £200 per day. There will also be a 10% commission taken from any merchandise sales made by performers. The estimated income is calculated based on the sales of £20 t-shirts. A large

VAT sum will be claimed back on expenses such as stationery, contractor services, promotion and employment (Green, 2022).

4.3.3 Profit and Loss (see Appendix m)

The estimated loss for this event is £35,000. However, all estimates are pessimistic to avoid disappointment. If attendance were to be 80%, ticket sales and the bar would generate an estimated additional £15,000.

5.0 Reflection

In order to properly reflect on the experience, I will use Gibb's Reflective Cycle.

- **Description**: "Born In Brighton", a 3,000 capacity festival happened between the 25th and the 26th of August 2023. 70% of tickets were sold, meaning that 2,250 people attended the event. There were fifty volunteers and twenty members of staff looking after the festival. It went well, however we lost a lot of money.
- **Feelings**: During the event, I felt overwhelmed and underprepared as it was my first time organising a large-scale concert. During the set-up and clean-up, I felt stressed and rushed. I think that most of the staff felt the same way, however we are all happy with how we handled things overall.
- **Evaluation**: The attendees were happy with the music and the overall experience, but we had to cut several sets short because people ran over their slot times. Fortunately, no one was injured and the medical personnel did not have to intervene at any time. We had a few volunteers give attendees wrong

information and the vendors made a huge profit from the event, which we did not.

- **Analysis**: We had good programming and picked adequate local artists, however we did not allocate enough time between sets to make up for potential timing issues. Our security personnel was well-trained and we worked with enough people to avoid any injuries. Volunteers sometimes were not communicated information properly because of a lack of training and radios. We ran at a loss because the costs were very high and we did not use every stream of revenue possible.
- **Conclusion**: Through this experience, I learned that it is crucial to prepare for the worst in all aspects, including set-up time and performance slots, and that thorough training should be given to volunteers. I also learned to make use of every income stream that I can.
- **Action Plan**: If I were to put on another festival, I would begin the changes in the organisational phase and delegate more tasks. I would make sure that volunteers are trained properly by setting up an additional day of training. I would also give ourselves two days to set up rather than one. When it comes to the performances, I would leave longer breaks between sets so that we would not have to cut anyone off. Additionally, I would use a guarantee against 80% deal with vendors rather than a buy-out.

6.0 Bibliography

Brighton & Hove City Council (2013) *Outdoor Events Policy*. Available at: https://www.brighton-hove.gov.uk/sites/default/files/migrated/article/inline/PDF%20D-08%20Outdoor%20Events%20Policy%20v6.pdf (Accessed: 12 April 2022).

Brighton & Hove City Council (2016) *Sustainable event commitments for outdoor events*. Available at: https://www.brighton-hove.gov.uk/sites/default/files/2020-02/D-36%20Sustainable%20Events%20Commitment%20for%20Outdoor%20Events%20v8.pdf (Accessed: 13 April 2022).

Brighton & Hove City Council (2019) *Outdoor Event Application Form*, 20 January. Available at: https://www.brighton-hove.gov.uk/sites/default/files/migrated/article/inline/event-application-form.doc (Accessed: 13 April 2022).

Brighton & Hove City Council (2022a) *Organising an event on council land*. Available at: https://www.brighton-hove.gov.uk/libraries-leisure-and-arts/events-and-filming/organising-event-council-land (Accessed: 12 April 2022).

Brighton & Hove City Council (2022b) *Apply for a premises licence*. Available at: https://www.brighton-hove.gov.uk/business-and-trade/licensing-and-gambling/apply-premises-licence (Accessed: 12 April 2022).

Brighton & Hove City Council (2022c) *Street trading – guidance and policy*. Available at: https://www.brighton-hove.gov.uk/street-trading-guidance-and-policy#street-trading-fees-2021-to-2022 (Accessed: 13 April 2022).

Furman, J. (2022) “Everything You Need to Know About ATL, BTL and TTL Advertising”, *Business 2 Community*, 17 March. Available at: https://www.business2community.com/marketing/everything-need-know-atl-btl-ttl-advertising-01902793 (Accessed: 13 April 2022).

Green, N. (2022) “How to claim back VAT as a small business”, *Unbiased*, 23 March. Available at: https://www.unbiased.co.uk/life/small-business/how-to-claim-back-vat-as-a-small-business (Accessed: 13 April 2022).

Innovative Hire (2022a) *Wooden Picnic Bench*. Available at: https://innovativehire.co.uk/product/wooden-picnic-bench (Accessed: 12 April 2022).

Innovative Hire (2022b) *Converted Shipping Container Bar*. Available at: https://innovativehire.co.uk/product/20ft-converted-shipping-container-bar (Accessed: 12 April 2022).

Low Incomes Tax Reform Group (2022) *Do I have to pay VAT if I am self-employed?*, 22 March. Available at: https://www.litrg.org.uk/tax-guides/self-employment/do-i-have-pay-vat-if-i-am-self-employed (Accessed: 12 April 2022).

Outdoor Stages (2022) *Packages*. Available at: https://www.outdoorstages.co.uk/ (Accessed: 13 April 2022).

Portable Partitions Company (2022) *Hire Barriers*. Available at: https://portablepartitionscompany.co.uk/hire/#hire-barriers (Accessed: 12 April 2022).

PPL (2021) *Tariff For The Public Use Of Sound Recordings – Specially Featured Entertainment Tariff*, October. Available at: https://3egrg52h4do72flc0a1td2xc-wpengine.netdna-ssl.com/wp-content/uploads/PPLPP001-SFE-Oct-2021-1.pdf (Accessed: 12 April 2022).

Protectivity (2022) *Event Insurance*. Available at: https://www.protectivity.com/product/event-insurance (Accessed: 12 April 2022).

PRS For Music (2021) *Popular Music Concerts – Tariff 'LP'*, July. Available at: https://3egrg52h4do72flc0a1td2xc-wpengine.netdna-ssl.com/wp-content/uploads/LP-2021-07-Tariff.pdf (Accessed: 12 April 2022).

Tardis (2022) *Portable Toilet Calculator*. Available at: https://tardishire.co.uk/toilet-hire/tardis-toilet-calculator (Accessed: 13 April 2022).

UK Government (2022) "Premises licence (England and Wales)", GOV.UK. Available at: https://www.gov.uk/premises-licence/brighton-and-hove (Accessed: 12 April 2022).

7.0 Appendices

Appendix A: Site Map

Appendix B: Risk Assessment

HAZARD	WHO AND HOW	MEASURES IN PLACE	FURTHER ACTIONS
INTOXICATION	Festival attendees and performers are always at risk of intoxication when alcoholic beverages are sold on the premises. Attendees could also bring drugs onto the premises.	• trained bar staff • advertised free tap water • medics on site • security staff • bag check upon entry	
CONTRACTOR VEHICLES	Everyone on site, including members of the public, are at risk of injury if hit by a moving vehicle.	• separate one-way route for contractor vehicles • trained operators • all staff to wear protective equipment such as Hi Vis jackets	Ensure there is no movement of contractor vehicles in public areas when the site is open to the public.
PUBLIC VEHICLES	Pedestrians are at risk of being hit by moving vehicles on site.	• one-way route for public vehicles, separate from pedestrian route • car park area well-lit and organised	
FALLING	Festival attendees, performers and staff are at risk of injury by falling.	• site well-lit in areas such as toilets and pedestrian routes • cable runs covered by ramps • high-risk areas fenced off	Brief security staff on fenced-off areas and risks.
CRUSHING	Everyone on site could suffer serious injuries from being crushed by a crowd.	• stage protected by barriers • security staff briefed on moshing and crowd-surfing	Have security staff observe the area at all times.
NOISE EXPOSURE	Everyone on site is at risk of suffering damage to their hearing.	• noise limits respected • free earplugs for all attendees and staff • noise risk assessment	Rotate staff working in high-risk areas.
ELECTROCUTION	Everyone on site is at risk of potential fatal electrocution from faulty electrical equipment.	• all electrical equipment to have passed security tests for outdoor use • all electrical equipment to be handled and installed by trained professionals • circuit breakers • generators away from public	Look out for spillages near electrical equipment.
FIRE	Everyone on site is at risk of smoke inhalation or burns from a fire.	• sufficient distance between the stage and the barriers so that smoking is not an issue • make fire exits visible and easily accessible • no flammable equipment too close to electrical equipment	• fire exits checked throughout the event • fire risk assessment
TERRORISM	Everyone on site is at risk of serious or fatal injury from terrorism-related activities.	• security staff briefed on hostile behaviour or reconnaissance • local authorities notified • bag checks upon entry	Train staff and establish a system for reporting suspicious behaviour.
PUBLIC DISORDER	Everyone on site is at risk of injuries resulting from violent behaviour.	• trained fixed and mobile security staff • local authorities notified	

Appendix C: Outdoor Event Application Form

Brighton & Hove City Council	**Outdoor Event Application Form**	
	Outdoor Events Team	eventsinfo@brighton-hove.gov.uk
	Tel: 01273 292711	
	The Events Office, Brighton & Hove City Council, Brighton Centre, Kings Road, Brighton BN1 2GR	

Dear Sir / Madam,

Thank you for your enquiry about holding an outdoor event in Brighton & Hove. Anyone organising an event on council owned land must complete this form. Please email the completed form to the details above. If returning this form via email, a signature is not required as long as the email is sent from the person named as the main contact. If you are not able to send the form electronically, please post it.

Please complete every section of this form, the more information you provide means the fewer questions we have to ask and a quicker response to the application. Further guidance on completing this form is contained in the council's Outdoor Events Policy.

Under the Licensing Act (2003), you may need an additional license if your event involves any licensable activities such as the performance of dance, music or the supply of alcohol. The Events Office can confirm whether a separate license is necessary. Please note that this will incur an additional cost and will more often than not require a Noise Management Plan.

All event sites must be left in a clean and tidy condition. Organisers are responsible for the full cost of the repair to any damage to the site. Organisers must also have adequate Public Liability Insurance cover and a Health and Safety Policy. Finally, all event organisers must sign up to the Sustainable Event Commitment to help minimise the environmental impact of the event. This form is available on our website or will be sent to you alongside your request for this form.

Events where the public will be sold a service, charged for admission or commercial events such as product exposure / sampling, company functions, photographic shoots or filming will require the payment of a fee to Brighton & Hove City Council.

Once we have received the completed form, it will be circulated to other council departments such as City Parks, Licensing and Highways who may be required to be involved with your event for consideration. If the event is approved, you will receive an Event Consent form. Please make sure that the person in charge of the event carries the Event Consent form with them on the day.

You can advertise your event with VisitBrighton using this form. You can also advertise your event on lamppost advertising banners and our double crown poster sites which are on the seafront between the Brighton and Hove boundaries.

Should you require any further information, please contact The Events Office.

Yours faithfully,

The Events Office, Brighton & Hove City Council

Contact Details

Name of organisation	N/A		
Address	5 Oriental Place, BN1 2LJ		
Name of main contact	Justine Perret		
Email	justine.perret.99@gmail.com		
Phone Numbers	Landline N/A	Mobile 07444132007	
Name of contact person on the day (if different from above)	N/A		
Email	N/A	Mobile no.	N/A

Event Details

Name of event	Born In Brighton		
Proposed location	Preston Park, Preston Rd, BN1 6SD		
Event proposed start date(s)	25.08.2023	Proposed finish date(s)	26.08.2023
Event proposed start time(s)	13:00	Proposed finish time(s)	23:00
Site set up / clean up proposed start date	24.08.2023	Proposed finish date	27.08.2023
Site set up / clean up proposed start time	9:00	Proposed finish time	20:00
No. of participants (including visitors) anticipated	3,050 – 3,250		

Description of Activities

This section is very important to your application. It helps us to ensure you will have a successful and well-run event. If any of these details change it is up to ***you*** to inform us.

Description of Activity *Please note it may be easier to attach a full programme of activities to the application. Please specify all components, stalls, activities, music, dog shows, etc.* See programme attached	
Do you have a site plan? Yes ☒ No ☐ *This is important if your event includes structures such as tents, stages, parking areas etc.*	
Will there be any of the following that may require a further license or permit? *If yes, please give further details. You may be eligible for a Temporary Event Notice (TEN) if the event is under a certain size. Further details on eligibility for a TEN are on the council website*	
Live music	Yes ☒ No ☐
Recorded music	Yes ☒ No ☐
Dancing	Yes ☐ No ☒
Performance of plays	Yes ☐ No ☒
Films	Yes ☐ No ☒
Alcohol	Yes ☒ No ☐ *If yes, please indicate in your risk assessment how you intend to minimise the risk of injury associated with intoxication or excessive alcohol consumption.*
Food and / or drink	Yes ☒ No ☐ *The provision or selling of food is not allowed on the seafront. Food Hygiene Legislation applies to any activity that involves handling food and drink. You must contact the Food Safety Team before submitting this application. Contact: Christine Adams on 01273 291790.*
Road closures	Yes ☐ No ☒ *If yes, contact highwayevents@brighton-hove.gov.uk or 01273 293366*
Street collections	Yes ☐ No ☒ *If yes, you will need a Street Collection License* *Contact ehl.safety@brighton-hove.gov.uk or 01273 294429*
Street trading	Yes ☒ No ☐ *If yes, you will need a Street Trading Permit* *Contact: See street collections*

Will waste be produced? (food, general waste, plastics, paper etc.) Yes ☒ No ☐ *If yes, give details of your plans for recycling and waste management. Any questions, contact Cityclean on 01273 292929:*
Do you require power? Yes ☒ No ☐ *If yes, give details of how you intend to supply it:* Generators
Do you require water? Yes ☒ No ☐ *If yes, give details of how you intend to supply it:* Towed water bowsers
Will you be providing temporary toilets in addition to public toilets? Yes ☒ No ☐ *If yes, give details. Please note that existing facilities may not be available or may not be adequate for the number of people at the event. HSG195 has guidance on no. required.* 40 portable toilets will be made available – 30 female, 10 male
Will you encourage people to travel sustainably? Yes ☐ No ☒ *If yes, give details, for example by telling people coming about the JourneyOn website.*
Will you require vehicle access at the event? Yes ☒ No ☐ *If yes, give details (number and type of vehicles to be used):* Contractor vehicles including cars and large vans
Will the event be accessible and open to all? Yes ☒ No ☐ *Under the Equality Act (2010) you must not discriminate on the basis of race, colour, ethnic or national origins, religion and belief, gender, sexual orientation or marital status and disability or age.*

Please use this space for any further information that might help with your application:

Publicity

Do you give permission for your contact details to be added to a database, for use both internally and by members of the public inquiring about the event?	Yes ☒ No ☐
Do you give permission for the event to be displayed on the council website? https://www.brighton-hove.gov.uk/content/leisure-and-libraries/events-and-filming/events-diary	Yes ☒ No ☐
Do you give permission for the event to be displayed on the Visit Brighton Website? https://www.visitbrighton.com/whats-on/events	Yes ☒ No ☐

Terms and Conditions of Hire

1. The Council will not be responsible for any loss, damage or injury of any description to persons or property which may be sustained subsequent upon or arising directly or indirectly from the holding of the said event and the organisers shall indemnify the Council against all such claims.

2. The organisers will have minimum Public Liability Insurance cover of £10 million for each and every incident against all liability arising covering both the participants in the event (including any officials employed in connection therewith) and all third parties.

3. The organisers will comply with the regulations (if any) and the conditions which may be required by the insurers in respect of this event.

4. The organisers will take all reasonable steps which may be necessary to ensure the (a) safety of the public in particular safety from all machinery, vehicles and other equipment (if any) in use at the event and (b) the safety of all machinery, vehicles and other equipment (if any) in use at the event and to permit the Council's officials to inspect the said machinery, vehicles and other equipment at any time and to comply with any directions given by such officials to repair or discontinue as necessary the use of any such equipment which in the opinion of the officials is defective. A risk assessment is required for all events. A template risk assessment is provided as an appendix.

5. The site or area being used will be left in a clean and tidy condition to the satisfaction of the council's Outdoor Events Manager. The organisers are to be responsible for the full costs of the repair of any damage to the site which occurs as a result of the holding of this event, such repairs are to be carried out by the Council at the organisers' expense or by an approved contractor as agreed by the council's City Parks department. Depending on the size and nature of the event, a returnable deposit against reinstatement of the ground may be required. See appendix for current deposit requirements.

6. If suitable and / or adequate public toilets are not available, provision must be made to the satisfaction of the council's Outdoor Events Manager.

7. An application fee and a hire fee may be required for this event. See appendix for current fees.

8. Car parking on any green field site is not permitted unless prior arrangement and permission is obtained through the council's Outdoor Events Manager.

9. The Council reserve the right to revoke this consent on giving written notice to the organisers if in the opinion of the Outdoor Events Manager it is impossible, impracticable or inadvisable to allow the event to take place by reason of the nature of the event, the condition of the open space or of any buildings, equipment, fixtures or fittings therein or the carrying out of works of maintenance or repair thereto, the existence of any industrial dispute involving the council's servants or agents, or any other circumstances outside the council's control, and on the consent being revoked as aforesaid the organisers shall be repaid any deposit or sum of money that may have been paid but shall have no claim against the council for any damage or loss they may sustain or in respect of any liability which they may incur or have incurred in consequence of any such revocation.

10. The organisers will comply with the requirements or regulations of any national governing institution which lays down regulations so far as the proposed event is concerned.

11. The organisers will have plans and procedures in place to deal with the following:

Event communications	Transport (including parking)
Security and stewarding	Toilet and drinking water provision
Crowd management	Food safety
Emergencies	Waste management & recycling
Fire	Environmental impact
First aid	Disability compliance
Lost children and vulnerable adults	Equal opportunities

Declaration

Please confirm that the following documents will be attached to your application and that you accept the Terms & Conditions of Hire.

Site Plan attached?	Yes ☒ No ☐
Risk Assessment attached?	Yes ☒ No ☐
Copy of Public Liability Insurance attached?	Yes ☒ No ☐
Sustainable Event Commitment completed and included?	Yes ☒ No ☐
By returning this form, I confirm that I have read and accepted the Terms and Conditions of Hire. I confirm that the information provided is correct and I apply for permission to hold the event described on Brighton & Hove City Council land.	Yes ☒ No ☐

Signed *	
Name (block capitals)	JUSTINE PERRET
Role at event	Event Manager
Date	12.04.2022

* If returning this form by email, a signature is not required as long as the email is sent from the person named above as the main contact.

Appendix 1

OUTDOOR EVENT FEES 2019/20

Payment can be made by invoice, by card over the phone or by sending a cheque payable to 'Brighton & Hove City Council' to the Events Office. See the Outdoor Events Policy for more information about fees. These fees will be subject to change as of April 2020.

1. HIRE FEE

PARKS AND OPEN SPACES (per day)

	Small	**Medium**	**Large**
Commercial	£1110	£2230	Negotiable
Charity (National)	£550	£1100	£2200
Community*	£130	£275	£550

MADEIRA DRIVE (per day with Road Closure from 6am to 6pm)

Commercial	£9300
Charity (National)	£2950
Enthusiast	£1900
Community*	£1650

Community events may be eligible for a full or partial waiver of the hire fee. Refer to the council's Outdoor Events Policy.

COMMERCIAL PROMOTIONS (all sites)

Per day (weekends)	£1630
Per day (weekdays)	£1350

CORPORATE HIRE (all sites)

Per Day	From £500

2. REINSTATEMENT DEPOSIT

Commercial	£5000
Charity/Community	£500

Appendix 2

Risk Assessment

You can use this template or attach your own risk assessment with your application.

Brighton & Hove City Council has a duty to ensure the safety of people using their land under the Health & Safety at Work Act (1974). Provide details of all activities taking place at your event that might pose a hazard or risk and what you plan to do about them to minimise the risk. Some examples of issues to consider:

- Fireworks
- Bouncy castles
- Machinery
- Fuel / generators
- Electrical equipment
- Accidents
- Vehicles
- Structures
- People (including crowd control)
- Activities requiring participation.

Hazard / Risk	**What** could go wrong?	**Who** is likely to be injured or **what** is likely to be affected?	**How** are you going to reduce the possibility of someone being injured or a pollution incident occurring?	**Do** you think anything else could or should be done?
EXAMPLE Generator diesel	Fire, Explosion, Spill, Skin reaction to chemicals	Any person at event, Soil, Water	Fuel to be stored safely in bunded container. Only trained personnel with protective clothing to use equipment. Spill kits to be available. Careful placement of generator in site i.e. not near water/sea	Dedicate a member of staff trained in use of spill kit to supervise generator. Ensure that diesel soaked materials are treated as hazardous waste.
EXAMPLE Crowds	Crushing	Any person at event	Design layout of event to reduce concentration of people in anyone place	Stewarding – volunteers or professional company.
EXAMPLE Alcohol intoxication	Falls, injuries from broken glass, fights, passing out (unconsciousness)	Adults and potentially young people	Not serving alcohol to people already heavily under the influence of alcohol. Asking for ID if the person looks under 25. Using plastic cups, having recycling points and litter pickers on site. Access to free drinking water	Selling beers & ciders with less than alc 5.0% vol. Putting in place measures to prevent alcohol from being brought onto the premises (e.g. alcohol 'amnesty' bins). Having a designate first aid facilities to deal with casualties

Sustainable Event Commitment for Outdoor Events

Dear Event Organiser,

Events are a vital part of our city's economy; attracting visitors and making this a vibrant place to live and visit. The city's Sustainable Events Programme provides support to anyone organising an event to minimise negative impacts and maximise benefits to the environment, people and the local economy.

What you can do

Events of any size can sign up to our Sustainable Event Commitment. By signing up, you commit to take actions that improve sustainability at your event.

Which actions to take

Just choose ten or more actions and from any of the sections in this document: Energy & Water, Travel & Transport, Waste & Recycling, Food & Beverage, Suppliers & Products and Community, Landscape, Health & Culture.

Why make the Sustainable Event Commitment

By making commitment, you can publicly show everyone involved with your event that you have taken actions to manage it in a responsible way and you have chosen products and services that have a positive local economic and social impact. Some of the actions you will take will save you money too.

Further information

Tailored guides are available for different types of events including:

- Meetings
- Outdoor events
- Conferences

Visit the Sustainable Events pages to download guides for other types of event and find details of suppliers who can help you with the actions in our Suppliers List.

Please complete and return this form to the Events Team.

Thank you.

Document ref.	Document owner	Revision date	Version	Page
D-36	Shelaine Siepel	01/07/16	8	1 of 4

Event Details

Name of event	Born In Brighton
Date of event	25-26 August 2023
Name of event organiser	Justine Perret
Event organiser contact details	07444132007 / justine.perret.99@gmail.com

Energy & Water

Done		
	Book an outdoor site covered by ISO 20121, the International Standard for Sustainable Events	✓
1.1	Measure the amount of electricity and / or water used during the event if there is a metered supply	☐
1.2	Specify low energy LED lighting for the site including flood lighting	☐
1.3	Use solar powered and / or biodiesel generators instead of diesel	☐
1.4	Put in a procedure to power down the site after hours including switching off lights to the minimum level required for security at night or use daylight / movement sensors to ensure lights only come on when they are needed	☒

Travel & Transport

Done		
	All Brighton & Hove outdoor sites can be accessed by public transport and city centre venues are within walking distance of most city amenities including shops, restaurants, hotels, the train station and buses.	✓
2.1	Use conference calls or skype to reduce the need for travel when planning the event.	☒
2.2	Make it clear on all communications with visitors, exhibitors and suppliers that you would like them to choose the most sustainable transport options and make it easy by using the JourneyOn website with live transport info. Tell people about safe cycle routes and cycle storage.	☐
2.3	Set up cycle storage, crowd barriers can be used as long as someone is keeping an eye on them to ensure security and a disclaimer displayed.	☒
2.4	Survey people to see where they have travelled from and how they travelled when they register at the event. Use the information to calculate the carbon footprint of travel.	☐

Waste & Recycling

Done	**As the event organiser, you have a Duty of Care to ensure that all waste from the event is properly disposed of within the law. Anyone that takes ANY waste from your site must be registered with as a Registered Waste Carrier. Check the register here: https://www.gov.uk/guidance/access-the-public-register-for-environmental-information. Recycling is available through Cityclean and many waste companies. Unless you ask, some companies will only offer general waste collection, so it is important to ask.**	✓
3.1	Recycle plastic bottles, cans and glass at your event.	☒
3.2	Recycle food waste at your event. Not many companies offer this as a service yet, but do ask your contractor and check the Supplier List. Caterers will have to use compostable food packaging to make this work.	☐
3.3	Design display materials (signs, stands, banners, lanyards) without dates so that they can be reused.	☐
3.4	For sporting events, plan for minimising litter from discarded drink / food packaging either by asking competitors not to throw away containers or have litter pick stations.	☐

Food & Beverage

Done	**Many caterers now offer sustainable food options including fair trade, locally sourced, in-season, meat-free, organic, animal welfare standards or sustainable fish.**	✓
4.1	Book caterers that offer one or more of the above.	☒
4.2	Plates, cups and cutlery should be reusable or recyclable (or compostable if you are having food waste recycling).	☒
4.3	Make free drinking water available.	☒
4.4	Ask your caterers to take an online course in sustainable catering.	☐

Suppliers & Products

Done	**Brighton & Hove has a thriving green business community – from hotels, to restaurants to service providers.**	✓
5.1	Book a meal in a restaurant from the Green Traveller Guide or a Sustainable Restaurant Association member.	☐
5.2	Book accommodation from the Green Traveller Guide or with a Green Tourism Business Scheme member.	☐
5.3	Consider where products & services are coming from. Suppliers in and around Brighton & Hove are listed on the Sustainable Event Supplier List.	☒
5.4	Choose fair trade or recycled giveaways and encourage exhibitors to do the same.	☐
5.5	Take on a volunteer or an intern. You could advertise your post on: Do-It.org.	☒

Community, Landscape, Health & Culture

Done	**Book an outdoor site with controls in place to consider local residents and protect the local landscape including remediation deposit if the site is damaged. Please note that sky lanterns and helium balloons are dangerous to animals both on land and in the sea and are not permitted.**	✓
6.1	Link up with a local charity so that they benefit from the event	☐
6.2	Ensure you have an effective procedure for dealing with complaints	☐
6.3	Minimise damage to the site by protecting grass, flowerbeds and other vegetated areas, especially if the ground might be wet	☐
6.4	Use trees and plants from the nursery at Stanmer Park or plants in pots rather than cut flowers. Trees will be planted out across the city afterwards. See Supplier List.	☐
6.5	Ensure you have procedures and equipment in place to deal with environmental emergencies such as oil or chemical spills and that people have the right training to deal with them	☒

Anything Else?

Use this space to give details of anything else you are doing.

Declaration

I confirm that as part of this event I commit to making a positive impact by taking the actions marked above. I agree to being contacted after the event to feedback on what was achieved and details of the actions to be taken included in publicity materials on sustainable events.

Name: Justine Perret Organisation: N/A Date: 12.04.2022

Appendix E: Premises Licence Application (relevant pages)

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 Justine Perret
(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 **Preston Park** **Preston Rd, Brighton** **BN1 6SD**			
Post town	Brighton	**Postcode**	BN1 2LJ

Telephone number at premises (if any)	01273292929
Non-domestic rateable value of premises	**£**

Part 2 - Applicant details

Please state whether you are applying for a premises licence as **Please tick as appropriate**

a)	an individual or individuals *		X	please complete section (A)
b)	a person other than an individual *			
	i	as a limited company/limited liability partnership		please complete section (B)
	ii	as a partnership (other than limited liability)		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)

1

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 (by ticking yes to one box below):

- **X** 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 **X**	Ms	Other Title (for example, Rev)	
Surname Perret			**First names** Justine		
Date of birth 14/02/1999	I am 18 years old or over		**X** Please tick yes		
Nationality Swiss					
Current residential address if different from premises address	5 Oriental Place BN1 2LJ Brighton				
Post town	Brighton		Postcode	BN1 2LJ	
Daytime contact telephone number	07444132007				
E-mail address (optional)	justine.perret.99@gmail.com				
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service (please see note 15 for information)					

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? DD MM YYYY 2 4 0 8 2 0 2 3

If you wish the licence to be valid only for a limited period, when do you want it to end? DD MM YYYY 2 7 0 8 2 0 2 3

Please give a general description of the premises (please read guidance note 1)

Preston Park is the largest municipal park in Brighton. It is surrounded by roads and habitations and contains sports faciliites. During the event, a portion of the site will be fenced-off in order to leave space for locals to access some of the park.

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 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)		Please tick all that apply
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)	**X**
f)	recorded music (if ticking yes, fill in box F)	**X**
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 late night refreshment (if ticking yes, fill in box I)	
Supply of alcohol (if ticking yes, fill in box J)	**X**

In all cases complete boxes K, L and M

r

E

Live music Standard days and timings (please read guidance note 7)			**Will the performance of live music take place indoors or outdoors or both – please tick** (please read guidance note 3)	Indoors	
				Outdoors	**X**
Day	Start	Finish		Both	
Mon			**Please give further details here** (please read guidance note 4) Live, amplified music will be played on one outdoor stage and soundchecks will be performed before the public event.		
Tue					
Wed			**State any seasonal variations for the performance of live music** (please read guidance note 5)		
Thur					
Fri			**Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list** (please read guidance note 6)		
Sat	10.00	23:00			
Sun	10.00	22:00			

F

Recorded music Standard days and timings (please read guidance note 7)			**Will the playing of recorded music take place indoors or outdoors or both – please tick** (please read guidance note 3)	Indoors	
				Outdoors	X
Day	Start	Finish		Both	
Mon			**Please give further details here** (please read guidance note 4) Recorded music will be played in-between live music performances as well as in the context of DJ performances		
Tue					
Wed			**State any seasonal variations for the playing of recorded music** (please read guidance note 5)		
Thur					
Fri			**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 6)		
Sat	10.00	23:00			
Sun	10.00	22:00			

J

Supply of alcohol Standard days and timings (please read guidance note 7)			**Will the supply of alcohol be for consumption – please tick** (please read guidance note 8)	On the premises	X
				Off the premises	
Day	Start	Finish		Both	
Mon			**State any seasonal variations for the supply of alcohol** (please read guidance note 5)		
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 6)		
Fri					
Sat	13.00	23:00			
Sun	13.00	22:00			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name	Justine Perret
Date of birth	14/02/1999
Address	5 Oriental Place Brighton BN1 2LJ
Postcode	BN1 2LJ
Personal licence number (if known)	
Issuing licensing authority (if known)	Brighton & Hove City Council

K

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 9).

Alcohol will be available for purchase during the event throughout the performance site.

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)

Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat	13.00	23:00
Sun	13.00	23:00

State any seasonal variations (please read guidance note 5)

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 6)

the protection of children from harm: including moral, psychological and physical harm.

M

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

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

b) The prevention of crime and disorder

The event will be ticketed and have contracted security personnel. Bag checks will be conducted upon entrance to ensure that no prohibited items such as weapons, drugs or alcohol are brought onto the premises.

c) Public safety

A risk assessment procedure will be carried out to minimise risks of harm or injuries for both staff and attendees. Crowd management will be carried out with barriers and security staff. Water will be made avaialble for free in multiple areas.

d) The prevention of public nuisance

The stage is positioned so that the noise will be parallel to the near housing rathet than perpendicular, minimising the nuisance. Nearby residents will be notified of the event and offered free tickets. All noise will stop strictly at 11pm on the Saturday and at 10pm on the Sunday. Staff will ensure that the clean up is done promptly, throroughly and safely.

e) The protection of children from harm

The event is a family event and is open to individuals of all ages, however anyone inder 16 will be required to be accompanied by an adult. Additionally, attendees under 18 will be provided a different-coloured wristband so bar staff can identify them. Bar staff will still be able to request to see a proof of ID if in doubt and reserve the right to turn down a sale if they suspect a sale by proxy. There will also be several meeting points that lost children can go to.

Checklist:

Please tick to indicate agreement

•	I have made or enclosed payment of the fee.	X
•	I have enclosed the plan of the premises.	X
•	I have sent copies of this application and the plan to responsible authorities and others where applicable.	X
•	I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.	X
•	I understand that I must now advertise my application.	X
•	I understand that if I do not comply with the above requirements my application will be rejected.	X
•	[Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).	X

It is an offence, under Section 158 of the Licensing Act 2003, to make a false statement in or in connection with this application. Those who make a false statement may be liable on summary conviction to a fine of any amount.

It is an offence under Section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so by reason of their immigration status. Those who employ an adult without leave or who is subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum and Nationality Act 2006 and pursuant to Section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Declaration	• [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in

	the UK (please read guidance note 15). • The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	
Date	2 February 2022
Capacity	Applicant

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). **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 14)			
Post town		Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

Notes for Guidance

Appendix F: Programme

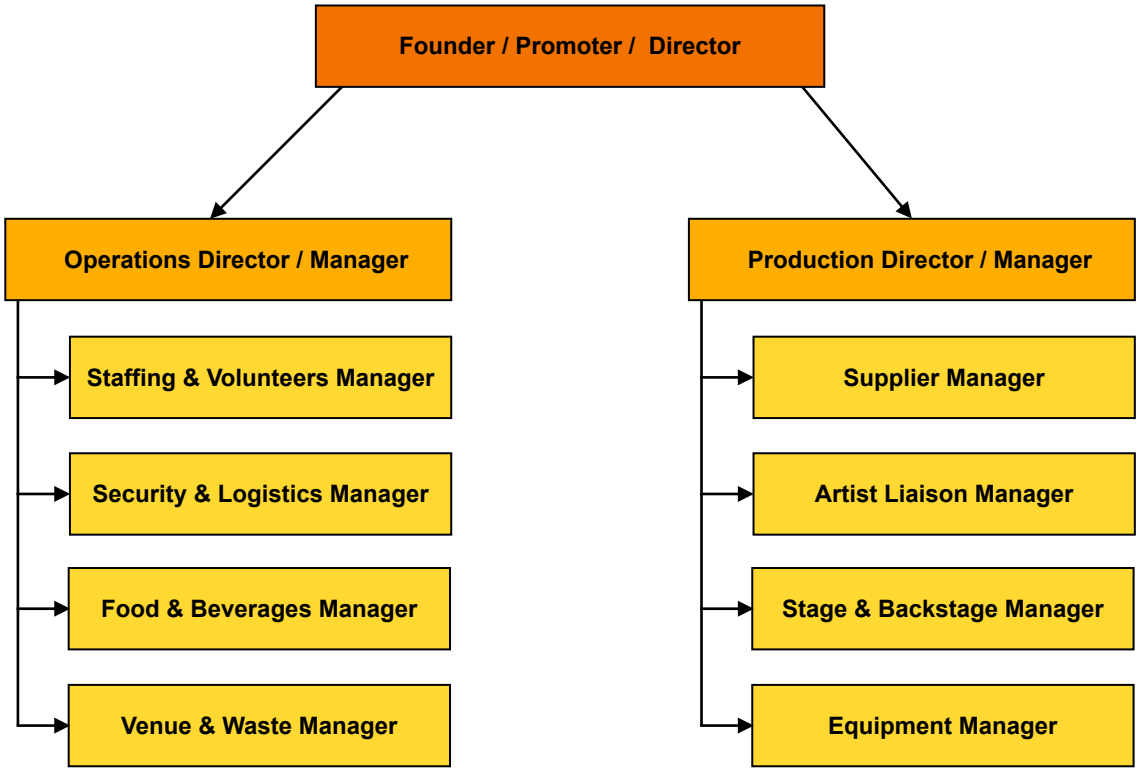
Saturday

slot	performer	genre	members	instruments
13:30 – 14:00 (30')	Aly	acoustic rock	Alex	guitar, vocal
14:15 – 14:45 (30')	Lisa Nora	acoustic folk	Lisa	guitar, vocal
15:00 – 15:30 (30')	Clara McHugh	acoustic indie	Clara	guitar, vocal
15:45 – 16:15 (30')	Rosin	soft indie	Rosin	piano, vocal
			George	guitar
16:30 – 17:00 (30')	Caramel	indie rock	Jamie	guitar, vocal
			James	bass
			Olly	guitar, vocal
			Peter	drums
17:15 – 17:45 (30')	Smoke Filled Room	alternative rock	Anna	guitar, vocal
			Louis	bass, synth
			Chloe	drums
18:00 – 18:30 (30')	Belmondo	heavy rock	Laurent	guitar
			Jules	drums
			Carmen	bass, vocal
			Kelan	guitar, vocal
18:45 – 19:15 (30')	Cloud	psychedelic rock	Tom C	guitar, vocal
			Alex	synth, vocal
			Dan	bass
			Charlie	guitar
			Tom T	drums
19:30 – 20:15 (45')	Slant	indie rock	Katy	guitar, vocal
			Frankie	synth, vocal
			Aurora	drums
			Jamie	guitar
			James	bass
20:35 – 21:20 (45')	Gnarlah	heavy rock	Ren	guitar, vocal
			Jacob	drums
			Travis	bass, vocal
21:40 – 22:25 (45')	Beach Riot	fuzz pop/rock	Rory	guitar, vocal
			Cami	guitar, vocal
			Johnny	drums
			Jim	bass

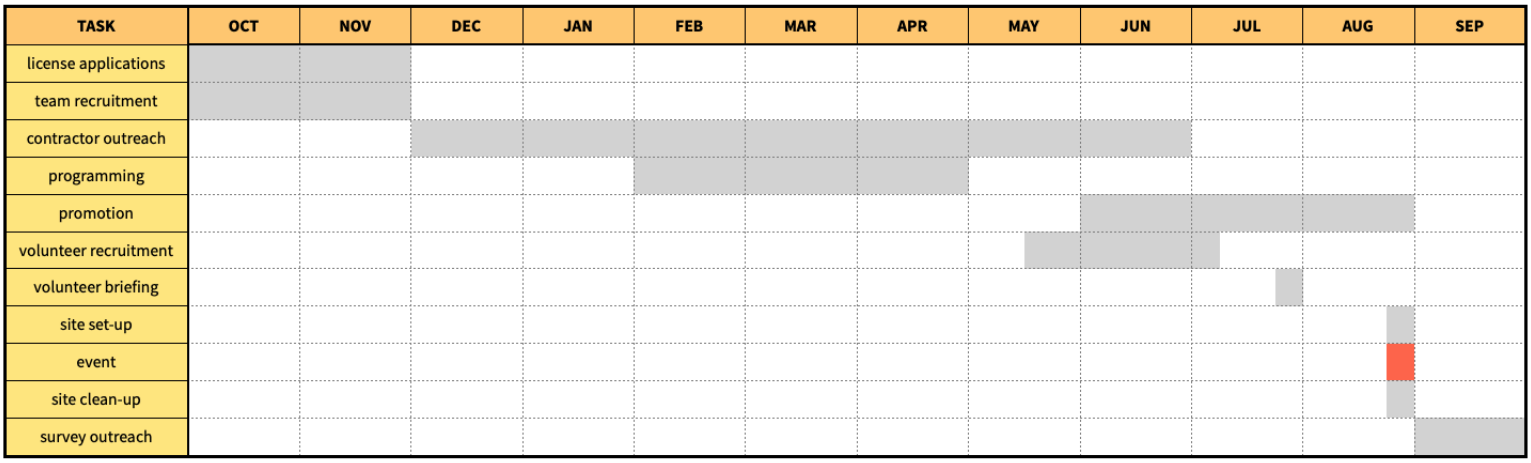
Sunday

slot	performer	genre	members	instruments
13:30 – 14:00 (30')	Rose Thorn	bluesy pop	Sarah	vocal
			Calum	piano
			Jen	guitar
			Jules	drums
14:15 – 14:45 (30')	Frankie Jean	bluesy pop	Frankie	vocal
			Harry	guitar
15:00 – 15:30 (30')	DeTeresa	electronic pop	Inés	vocal
			Jomo	electronic drums
15:45 – 16:15 (30')	Comforts	indie rock	Jo	guitar, vocal
			Harry	bass
			Alex	drums
			Tom	guitar, vocal
16:30 – 17:00 (30')	Silktape	indie rock	George	guitar, vocal
			James	guitar, vocal
			Alex	drums
			Callum	bass
17:15 – 17:45 (30')	Vi0let	RnB	Caitlin	vocal
			Caleb	drums
			Callum	guitar
18:00 – 18:30 (30')	SOFY	indie pop	Sophie	vocal
			Sam	guitar, vocal
			Ed	bass
			James	piano
			Will	drums
18:45 – 19:30 (45')	The Yellow Bellies	indie rock	Nico	guitar, vocal
			Reilly	guitar, vocal
			Jack	bass
			George	drums, vocal
19:50 – 20:35 (45')	Youth Sector	alternative rock	Henry	guitar, vocal
			Jack	guitar, vocal
			David	bass, vocal
			Louis	drums
			Dan	synth
20:55 – 21:40 (45')	Dutch Criminal Record	indie surf rock	Ed	guitar, vocal
			Craig	drums
			James	bass, vocal

Appendix G: Team Structure



Appendix H: Timeline



Appendix I: Poster

Appendix J: Ticket Prices

	1 day	2 days
children under 12	free	free
children over 12	£5	£8
students	£15	£20
adults over 18	£25	£30

Appendix K: Expenses

Event budget for Born In Brighton

Expenses

	Estimated	Actual
Total expenses	**£116,310.00**	**£0.00**

Administration	Estimated	Actual
Park hire	£3,000.00	
Reinstatement deposit	£5,000.00	
Premise licence	£500.00	
Street trading permit	£60.00	
PRS	£2,650.00	
PPL	£800.00	
Insurance	£2,000.00	
Total	**£14,010.00**	**£0.00**

Equipment	Estimated	Actual
Stage (+ lights + PA)	£4,000.00	
Barriers	£3,000.00	
Generators	£2,000.00	
Lamps	£1,500.00	
Backstage furniture	£150.00	
Sound (mics, amps, etc.)	£2,500.00	
Radios	£200.00	
Fire extinguishers	£400.00	
Market tables	£500.00	
Wristbands	£300.00	
Other	£1,500.00	
Total	**£16,050.00**	**£0.00**

Hospitality	Estimated	Actual
Picnic tables & benches	£7,000.00	
Mobile bars + stock	£35,000.00	
Toilets	£2,000.00	
Water	£1,600.00	
Recycling bins	£700.00	
Other	£1,500.00	
Total	**£47,800.00**	**£0.00**

Staff and gratuities	Estimated	Actual
Staff food & drink	£4,500.00	
Performers food & drink	£700.00	
Total	**£5,200.00**	**£0.00**

Staff	Estimated	Actual
Performers	£2,100.00	
Security	£15,000.00	
Medical	£5,000.00	
Sound engineers	£1,500.00	
Other	£8,000.00	
Total	**£31,600.00**	**£0.00**

Promotion	Estimated	Actual
Poster printing	£200.00	
Flyer printing	£200.00	
Banner printing	£200.00	
Social media ads	£150.00	
Total	**£750.00**	**£0.00**

Miscellaneous	Estimated	Actual
Stationery supplies	£400.00	
Other	£500.00	
Total	**£900.00**	**£0.00**

Appendix L: Income

Event budget for Born In Brighton

Income

	Estimated	Actual
Total income	£81,250.00	£0.00

Admissions

Estimated	Actual	Type	Price	Estimated total	Actual total
100		Adults 1-day @	£25.00	£2,500.00	
330		Adults 2-day @	£30.00	£9,900.00	
100		Students 1-day @	£15.00	£1,500.00	
300		Students 2-day @	£20.00	£6,000.00	
50		Children over 12 1-day @	£5.00	£250.00	
30		Children over 12 2-day @	£8.00	£240.00	
100		Children under 12 1-day @	£0.00	£0.00	£0.00
30		Children under 12 2-day @	£0.00	£0.00	£0.00
				£20,390.00	£0.00

Vendors

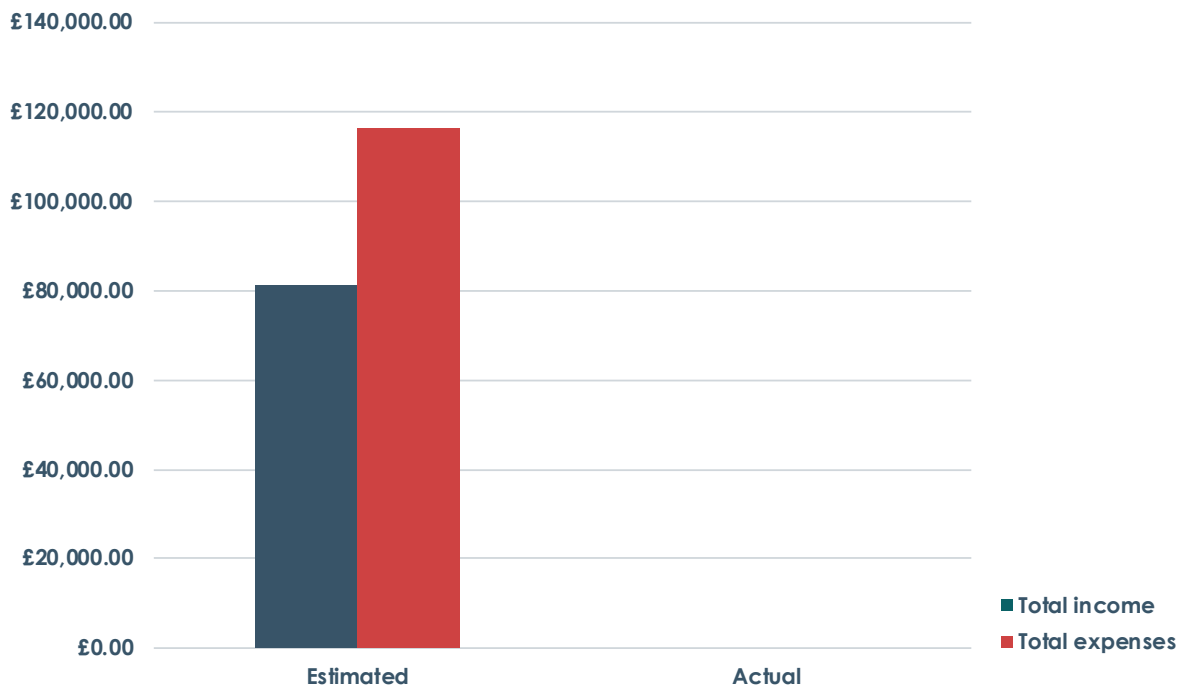
Estimated	Actual	Type	Price	Estimated total	Actual total
6		Food trucks	£1,000.00	£6,000.00	£0.00
15		Independent shops	£400.00	£6,000.00	£0.00
				£12,000.00	£0.00

Other

Estimated	Actual	Type	Price	Estimated total	Actual total
5,000		Drink from bar	£5.00	£25,000.00	£0.00
300		Car park	£5.00	£1,500.00	£0.00
1		BIMM sponsorship	£3,000.00	£3,000.00	£0.00
50		Merch 10% commission	£2.00	£100.00	£0.00
1		VAT claim	£19,260.00	£19,260.00	£0.00
				£48,860.00	£0.00

Appendix M: Profit and Loss

Event budget for Born In Brighton

Profit loss summary

Total	Estimated	Actual
Total income	£81,250.00	£0.00
Total expenses	£116,310.00	£0.00
Total profit (or loss)	-£35,060.00	£0.00