# Sprung Festival

## Spring Student Festival

Temuulen Khorloo - 10 January 2018

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# We are: Team Sprung:

We are eight music industry master's students, each experienced in different sectors of the creative industry.

*THE TEAM*

- Desirée Banugo / Marketing & Sponsorships Manager
- Colin Crook / Design & Production Coordinator
- Temuulen Khorloo / Charity Officer
- Jonathan Farmer / Curation
- Elizabeth Hehn / Event Operations
- Jordan Lazarus / Finance & Administration
- Denis Simms / Copywriter
- Aaron Watts / Social Media Manager

## Idea /Concept:

Sprung is a one-day event organised at Tileyard Studio, King's Cross, on 21 March 2017. The entire event organised, programmed, performed by students. Although our targeted audience is students, it is a free and open event to all who wish to attend. Sprung will run throughout the day and evening organised by eight music industry master's students, each experienced in different sectors of the creative industry. The entertainment program will have acts and live music showcased by the students of Fashion and Music schools. While exciting live music and fashion show would be the centre focus of the event, games, competitions, exhibits, cross-cultural music; intercontinental culinary would also be a part of the event programming. Furthermore, it is cost-effective and attracts a broader audience. Our event mantra is "Fresh New Beginnings".

## Reasons why

As the events take place in the spring a crucial before graduation period, through our student targeted event, we devoted passing on the positive energy of fresh new beginnings and perspectives as they journey into the professional world of creative industry.

# The main charity association and the cause

Sprung is a non-profit event held in association with Youth Music charity, to promote and raise awareness for this incredible charity. As the music is a universal language of love and prosperity, Youth Music charity is changing lives of young people face challenging circumstances every day. Their go to mantra is everyone deserves a chance in life and in making music. Working towards encouraging, inspiring and giving hope to youngsters facing difficult life, this charity inline with our event aim perfectly. We would like to encourage these young professionals to do good and give back.
Partnerships and Sponsors:

## Other Charities

BRIT Trust
Flinton Chalk (111 hz) / Asperger's Society
Mind
Musicians Union
Nordoff Robbins
Nottingham Trent University
Poet In The City
PRS Foundation
PRS grant
RNIB (Camden)
Section 106 funding
University of Wales TSD

## Web links:

https://www.musiciansunion.org.uk/Home/Advice/Your-Career/Finance/Sources-of-Funding
PRS Foundation - http://prsfoundation.com/funding/
Arts Council - http://www.artscouncil.org.uk/funding
Lottery fund - https://www.biglotteryfund.org.uk
Children in Need - http://www.bbc.co.uk/programmes/articles/1N4ddmFHns8VPKjyp3PMYwn/apply-for-a-grant#orb-footer
Brit Trust - http://www.brittrust.co.uk

Youth Music - http://network.youthmusic.org.uk/Funding/about-youth-musics-grants-programme?gclid=CjwKCAjwgvfOBRB7EiwAeP7ehqLnmQ49mHhH-LRzadUKtskV5Wbd9-WO8Q-W3SAEc3hfDg9Qr9kIDBoC330QAvD_BwE
Kings Cross - https://www.kingscross.co.uk/whos-developing-kings-cross
Istlington Council - https://www.islington.gov.uk/advice/vcs-organisations/funding-and-grants

# Location, Date and Capacity

Tileyard Studios – Tileyard Road – London N7 9AH
21 March 2017.
Aim to reach 1500 attendees.

## Tileyard Community breakdown:

Breaking Forth
Key Productions – Merch/Event production
Marshall
Melody VR
Musician
Platoon?
Ticket Fairy
Tileyard Music – Headline act (Single/Album promo in exchange for performance)
Urban Development
Vinyl Café

# Sponsorship:

## *Brands to associate the festival with:*

Adidas
Ancient & Brave
ASOS
AWAL
Beats
Bumble
Clash Magazine
Complex Magazine
Crep Protect
Innocent Smoothies
MTV
Nike
Radar Radio
Red Bull / Red Stripe / Desperados (Natalie/Boomtown)
SBTV
Shazam
Sonos
Spotify
Vice Network
Wray & Nephew

## MEETING MINUTES

| Meeting Notes Week 5 | Subject | SPRUNG |
|---|---|---|
| | **Time/Date/Venue** | Monday 30th October<br>Tileyard |
| | **Attended:**<br>**Apologies:** | Jordan, Colin, John, Denis, Desiree, Temuulen, Elizabeth<br>Aaron |
| | **Next meeting:** | Tuesday 7th Nov UWTSD London Campus after class |

**Agenda:**

1. Project plan introduced to Harry

| Meeting Minutes Week 6 | Subject | SPRUNG |
|---|---|---|
| | **Date/Venue/Time** | Tuesday 7th November<br>UWTSD London Campus |
| | **Attended:**<br>**Apologies:** | Jordan, Colin, John, Denis, Aaron, Desiree, Temuulen, Elizabeth |
| | **Next meeting:** | Tuesday 14th Nov UWTSD London Campus after class |

| Agenda Item | Discussion | |
|---|---|---|
| **Project plan introduced to Harry (plan attached)** | • New Wellness opens in Dec – Harry can out us in contact with Joy<br><br>Could do wellness talks –talk around a product that would lead to a workshops<br>• Liaise with re food to create a healthy menu related to the event<br><br>Food to be at the courtyard - the road cannot be blocked /need to check permission blocking parking spaces on the courtyard<br>• New brewery opens – could do a Sprung beer<br><br>• Dating – needs branding<br><br>• Contacts suggested by Harry:<br><br>https://www.breakingfourth.com/ creating VR films onsite TY<br>http://melodyvr.com/ Paul is a mate of Harry's<br>https://ysp.org.uk/<br>https://www.helpmusicians.org.uk Steve Melhuish<br>http://www.rnib.org.uk/ largest collection of audio books for the blind<br>how to experience culture/go to a gig if u can't see<br>https://www.prsformusic.com/<br>http://www.artscouncil.ie/home/<br>https://www.icmp.ac.uk/<br>https://www.wacarts.co.uk/<br>http://www.urbandevelopment.co.uk/ - everybody in on Wednesdays<br>• collaborate with art students, musicians ea. set up a track to relax –<br><br>• Harry suggested an idea to put the stage facing Vinyl instead at the end of the courtyard<br><br>• Agreed that we need to cover the courtyard for the event | |

**Agenda:**

1. Deck design and layout
2. Deck content
3. Sponsorship
4. Funding
5. Budget
6. Charities
7. AOB

John outdoor stage of music - no longer a fest
private v public party v webplace event
notting hill -John hierarchy can operate politics
apply to council
shrink it down to eve night?
glorified version of Tue jam
egg
sit down with Lucy & Harry to clarify what is feasible
229 Mar 22 and 21 do as networking

| *No* | *Agenda Item* | *Discussion* | *Action* | *Deadline* |
|---|---|---|---|---|
| **1** | **Deck design and layout** | Jordan WO | Jordan to finalize and send a screenshot to fbook group | Fri 10th Nov |

| | | | | |
|---|---|---|---|---|
| **2** | **Deck Content** | We are going to need 3 decks- same info throughout except the last slide is different<br>• 1 for artists/talents<br>• 1 for sponsors focus on sponsorship packages<br>• 1 for partners focus on values | everyone to look through the doc and annotate https://drive.google.com/open?id=1R62aKJwrRRI0eg_KI9qxFKcqMJKEOy6hv9XgRjsBVa4 | Fri 10th Nov |
| **3** | **Sponsorship** | Lead by Denis and Desiree and John assists<br>• Where we send it to<br>• Template email<br>• Personalize to connections<br>• Initial point of contacts at TY suggested by Harry<br>– contact first and see what we can get<br>• Bigger brands might need more time – depends on what we ask for | everyone to go over the list and add 1st and 2nd degree contacts https://drive.google.com/open?id=1ShASbXWyai2pdAaVaX3RN9n_EuiOWUSO0bTm95ePZ7Y | Sun 12th Nov |
| **4** | **Funding** | • Go through the list and prioritize by deadlines, spec recruitments, etc. | Colin, Eli and to create a list and send status update | Fri 10th Nov |
| **5** | **Budget** | • Aaron and Desiree have templates for festivals | Aaron to upload the online template and WO the budget accordingly<br>Desiree to share a template version | Fri 10th Nov |

| | | | | |
|---|---|---|---|---|
| **6** | **Charities** | • How to get them involved<br>• Fundraising team like to be part of our fest by exchange of promotion | Temuulen and Eli to work on a list of charities | WO |
| **7** | **AOB** | • Individual pictures to be taken this week<br>• Sprung business cards? | Jordan take pics | |

Meeting date: 30/10/17

## SPRUNG Meeting Minutes

Attendance: Desiree, Temuulen, Aaron, Denis, Jonathan, Jordan, Colin, Erzsebet,

Absent:

**Topic Area Task Action**

Moodle VLE Upload of slides from certain classes. Different slides to the ones on the board. Steve Meluish Music Management day, need additional slide uploads. Harry and Steve to receive from Tileyard Music. Week 2 and 4 missing.

SC/HL

**Wifi Event Space**

Tech No Wifi password LM

UWTSD Wifi Tech Entire eduroam Wifi not working at UWTSD site LM/HL

**Economics module**

Academic Uploaded resources unhelpful for the economics

slides of the module. Some additional explanations would be helpful, the notes are unhelpful, due to divided texts advised to read on the module. Steve to upload helpful video of how to target questions, Harry to talk with lecturer to ask for note assistance.

Class group activity beneficial - to feed back to the lecturer

SC/HL

**Module Outcomes**

Academic Better clarification on learning outcomes.

Clarification of module outcome at the beginning. Harry discusses he wants a level of independent learning, and release assessments within a time frame.Assessment briefs coming next week. Harry suggested students are able to run into repeat MBSchool if they require a refresher.

HL

**Module Outcomes**

Academic One slide at the beginning of the course by a

lecturer expressing the lesson's learning outcome. Harry and Steve to lead. Harry to lead every Wednesday date to express relation to topic and module and learning outcomes.

HL/S

Festival Event

Needing more support on festival. Harry

**N/**

**A delivery**

summaries outcomes, students discussed was helpful.

Class Delivery Better balance between artist and business. Steve

C fed back to Steve M, and to be more mindful of both courses in the room. Too much of the target questions are oriented around artist perspectives.

HL/SC

Feedback some of the Creative Management module content is over-simplified according to some of the students. Some of th e content is too easy. Harry suggestion to work with the students between 5-6pm on Wednesday. Steve suggesting will an activity help?

HL/SC

Harry suggesting Harry and Steve can make some tweaks to the order. Suggesting they re-attend in term two.

HL/SC

Comments that they want more forward-thinking new music technology. Harry to ensure a more new-tech based class runs through the creative management module.

HL

Events Open Mic Not enough time to run weekly. MA Music Industry Students suggesting not enough time to run all the event. Suggestion less frequent. Harry suggests no obligation to attend the open mic.

Harry suggested MA Industry students could run an event once a month, or once a term. Students happy to run the course once a month.

Students to notify LM/HL/JS

UWTSD Academic Marketing - 11-3pm suggestion from Harry that he

can change the time of the delivery so MA Industry students can free up for MA open mic

HL/SC

**Extra - curricular**

**Songwritin**

Harry wants to know how many MA Industry

**HL g**

**camp**

students are interested in the songwriting camps?

Looking for more camp content info. Harry has suggested to reach out to Nashville Industry.

Date of Nashville, first week of June.

***SPRUNG***
***Meeting Minutes***
***24 October 2017***

**Call to order**

called to order the regular meeting of the SPRUNG Events at on at UWTSD.

**Roll call**

conducted a roll call. The following persons were present: Desirée Banugo, Colin Crook, Jonathan Farmer and Denis Simms

**Approval of minutes from last meeting**

read the minutes from the last meeting. The minutes were approved as read.

**Open issues**

Email to Harry and Steve regarding clarification of student needs for economics class.

Email to Harry regarding meeting in relation to student support, needs and assessment criteria. Expectation of achievements and learning outcomes.

SPRUNG event logistics

Meeting with Harry in the next week about SPRUNG

Adjourned the meeting at 15:00.

Minutes submitted by: Jonathan Farmer

Minutes approved by: Jordan Lazarus

Event information:
Name: SPRUNG
Date: Wednesday 21st March 2018
Time: 1200 – 2200
Theme(s): Spring equinox, new beginnings, London, nostalgia, hump-day, wellness

Audience: Tileyard community, students, 18-24, young professionals, personal networks

Cause(s): Youth Music, Give a Gig Week, Help Musicians?

Logistic Issues: Capacity, Licensing (TEN), Site planning, Neighbours (noise)

Other Ideas: Musical evolution, relaxed lunch, smoothies, nap chairs, bean bags, classic movies, popcorn, yoga

Events

BBC Introducing/Amplify
Boomtown Festival
Floor Sixx
Mercury Music Prize
MOBO
Strawberries & Creem Festival

Companies

BPI
Facebook/Twitter (Desiree)
MusicWeek

Islington Local Initiatives Fund

More info: https://www.islington.gov.uk/advice/vcs-organisations/funding-and-grants/local_initiatives_fund

- Deadline: 11th December 2017
  Caledonian Ward funding nearing the end of budget
  Contact councillors before applying
  https://callylabourcouncillors.org.uk/about/
  See application form and guidelines

**SPRUNG MEETING NOTES**

**OPERATIONS MEETING**

**Date**
Monday 4th December 2017

**Present**
Millie - Head of Operations @Tileyard, Colin, Jordan, Aaron, Denis, Temuulen, Jonathan, Desirée (note-taker)

**Apologies**
Elizabeth

**Introduction by Millie**
Explained her role within Tileyard as Head of Operations, also involved in events, licensing, planning, negotiating prices with vendors etc.

Louis and Joe manage the calendars at Tileyard and have booked out March 21st for the Sprung Festival.

She is currently doing the Christmas party this year and will therefore develop a template we can use as a checklist for March 21st.

Millie walked through the considerations for the event which include the following:

- Licensing
- Will the Cafe be involved
- Health and safety
- Staffing for the event
- Toilets - a certain number is required in relation to number of guests
- Security - should we use a private security company or not
- Electrics - can it handle our requirements including lighting

- Staging - the ground is sloped, we may have to pay extra to level the ground
- Parking - for delivery vans etc
- Access to buildings in load up and pull down
- Costs - budgets and deposits
- Audience - who is the target audience and number of people expected
- Ticketing - It can be tricky or easy. Are we going the online or DIY route? Can work with Ticket Fairy
- Are we targeting under 18s? We'll need a different brief for security and bar restrictions
- Staffing - We don't want to be the staff so we need to outsource and possibly use temp agencies. Millie recommended Secure On site (security agency). They have worked with Tileyard in the past and know the site and the staff. Bar staff: we can negotiate pay for the staff or perhaps negotiate drink sales to cover bar staff costs
- Cloakroom - need a secure cloakroom for 200 ppl with coverage all night
- Food - food stalls or cafe staff catering?
- Volunteers - good way to get in extra staff, work for free for a few hours and then enjoy the night and then work again. Can ask around, Lucy was able to get volunteers for a previous Tileyard event
- Engineers for lighting and music - deliver, set up, operate and pack it down and take it back. Need at least 2x ppl.
- Set up - Staging. Hire in and install or install in-house?
- Photographer/videographer - give them a brief/list, post high quality photos throughout the night on social media. Don't get anyone who'll do it for free. Pay £50-100 to get a complete pack of shots of the event. The delivery and execution should be professional when the contract is a paid one.
- Sponsorship - it's hard. There are many things brands want in return. Small and big companies are similar in the value they seek from their sponsorship investment. Aim for mid-level companies with regards to companies who can give products for a branding opportunity. Example Halo, lighting company -

they need something in it for them. Install a step and repeat photo wall as it's great for PR. Can get brands to sponsor a bar and collect biz cards to help them build leads/database. Find relevant brands for the event. Work with them and don't be too cheeky. Ask how can we work together. State that we have value in our brand and network and highlight our relevance to them

- Extra - do we need decorations?

- PR - Run before and after the event. Go to the press, newspapers, free mags Stylist etc. Press kit - quick, slick and mention the bigger things we will do.

    - Questions & Action for Milly: Do you have a list of contacts at the free publications who we can send our press release to?

    - Are there any limitations on the press release and what it can contain? Is there a boilerplate that must be added to our press kit?

    - Can you confirm/send around w.c 11th December please?

- Marketing - email address of targets, do social. Be careful with targeted ads. Think carefully and be aware of target ticket price and be realistic. For example if targeting young people, ticket price could be £10 with a free drink

- Face to Face/Community outreach - go to gigs of people who are similar to our line-p and get chatting to people to invite them. It will help with our professional and business networking efforts. People who are at gigs are likely to go to another gig. Twitter is a bit dead. Instagram works and Facebook is useful.

- Trick - divide up the work. Play to our strengths. Stick to what we know. Use spreadsheets especially to manage the budget. Also try to save money. Amazon is our best friend as well as Poundland. Delegate the roles. Work with people and not against them. Don't stubbornly stick to our guns.

- Keep it simple but of high quality - don't chuck everything at everyone. Be careful of sensory overload - don't throw everything at people. Do it traditionally - give them a decent time on stage. Go for a headliner who typically sells out 100-150 capacity venues and then get support acts who sell out to smaller numbers capacity venues

- The boring things the most important

- The most

Team Questions & Answers

- What time is curfew? 11pm. Getting a TENs. Islington council is difficult. Council contact is Neil. 5-10 working days is required to apply for TENS before live date. Have had lots of complaints for live music outside.

    - Action: Milly to double check if we can apply for a TENs more than 10 days before the live date

- Last NHM networking event was under a marquee due to the cold and sound complaints

- Milly recommended no live, amplified music outside due to sound complaints logged with the council in September

- Expect just over 50% of invitees to turn up

- Set up for this week's Christmas party: background music will play the in marquee and DJs will play in Vinyl. Sound has to be at a reasonable level and this is down to the neighbours and is therefore subjective

- Pre 11pm, unamplified music is possible. But because of recent noise complaints it might be tricky. A marquee may help...

- NHM is a workplace event and not a public event so that it's not too much of an issue

- Ticketing may help to manage numbers and comply with TENs

- Cost of marquees approx - £3,500-5,000 - posh with interiors. Basic - £1,000. Costs are in weighting of tent, delivery and transport

- We have until end of Feb before worrying about the TENs

- Is there a site plan? Milly does not have one. But there is a parking plan. Can use Google Maps if needed

    - Action for Milly: To share parking plan with the team to use to start mapping out the courtyard for the event - to send w.c. 11th December

- Parking restriction - ask Millie and Louis to talk to tenants on our behalf. Desirée to support by meeting tenants also

- Meet the guys from Jump Off - they run events. Really good at creating viral YouTube videos - good at ads and marketing. Car wrap promo, flying a drone, lots of promo/publicity

    - Action for Milly: Introduce us to the guys from the Jump Off so that we can arrange a meeting to discuss the event with them - w.c. 11th December

- Sprung pitch - we need to be clear with our aims, what are we doing, why, who are we aiming for to attend the event for our sponsorship document

- Sponsorship - be friendly and co-operative at all times, negotiate but be careful because word spreads when brands have negative experiences.

Have everything in place.

- Colin highlighted securing participation from Relentless, Sinitta and Megaman from So Solid Crew

- Millie suggested we speak with Relentless and ask for their inputs on other complementary partners and connect with them. Typically go local for sponsorship, eg. Matt Snowball, John Emery's (already get a Tileyard discount), Two Tribe brewery. Can get two alcohol brands on the same bill but offer separate bars and different set up ie a cocktail bar on one side of the space and place a beer bar at another location of the site.

- Aaron asked if Vinyl has been okay with bringing in external drinks brands in the past. Millie said yes. Vinyl have generally been okay when what's available for free is limited and therefore people will still need to go to the bar to buy alternative drinks ie soft drinks, wine etc. Ask Tommy and Chris for suggestions for food pop-ups. They maybe able to get mates rates.

- Vendor locations - 3 sockets, 1x 3 phase: opposite the cafe, 2x 32 single phase, 1x 16 single phase and one regular phase. Also have 2 separate circuits in the gallery - 13 amp sockets. Never needed a generator. Sigala has DJ'd in the courtyard with full lights with power from the gallery

- Electrical contractor: John is the facilities manager. On site from 7.30am-3pm

- PLI covers private parties. Millie took out event insurance for the previous event for 500 ppl. With walk ups the policy maybe different. Does the TENs cover merch or jewellery or pop up shops. Private property for a public event.

    - Action for Milly & the team: Look up whether we need a license to sell merch outside on a private property

    - Action: for Milly: Confirm if we can get insurance for over 499.

- Cafe is covered for TENs up to 11pm. Need a TENs for the courtyard for selling and a TENs for the Gallery for sales and music playback

- Capacity was controlled by security using a clicker and also using a guestlist

- For Tileyard 5: it's always good to underestimate, for example the Gallery TEN covered 250 people and Cafe 250 people and a Courtyard TEN was not required. Natural flow is accounted for on the site and average numbers per location is taken into account

- Speak with Jon Saunderson regarding the marquee and staging. For the last NHM event, Jon had the marquee owner's son band play and the owner offered free beer during their performance. Plus Jon plugged the company on stage

- Sponsorship - offer 3 tiers of sponsorship, eg £1k total, spend £150 on the placement of their branding on signage and marketing materials and keep the rest for the event

- Remember: need a couple of security guards to make sure people are not in the road. It's a public road and costs £3k to close the road off

- Tip: have an entrance and exit to keep people off the road

- Have used fencing - ie Harris fencing with black covering and fairy lights

- Jordan mentioned changing the orientation of the stage which may help with sound issues

- Millie mentioned as the area in front of Vinyl  is 10m wide, and estimates that only 6m will be available for the crowd if the stage is 4m. Jordan suggested we need review the layout of the courtyard again to explore the

possibility. Milly suggested that the position may help with the sound issue however that needs to be explored.

- A TEN should cover health and food safety if we use a food company from an organisation like Kerb as their partners should have health and safety certification

- First aiders are not legally required at the event but are highly recommended. Lucy, Jamie and Louis are certified first aiders.

    - Action for the Team: Reach out to St Johns Ambulance to find out the process for them to be on site at the event w.c 4th December

- Clean up: do think about how this will be done. The council asked Millie about this. Provide plenty of bins

- Tip; for the daytime public event - don't use the big names of residents on the ads or public communications. They don't like it as it's their place of work. However it's a selling point to use in sponsor/partner proposals and pitches

- Suggested sponsor: flyers, step and repeat walls - Karen @ Key Production

    - Action for the Team: Desirée to speak with Karen about possible sponsorship for printed materials w.c 11th December

- Outreach to Tileyard residents to participate in the eco art installation - Milly suggested face to face contact to pitch and make the request. Connect with people at social events such as networking events etc. Emails are not as effective.

    - Action for the Team:  Work with Lucy and Louis to introduce us to people to ask for their contribution/participation. milly@tileyard.co.uk

***Minute meeting analysis:***

On every meeting, we have exchanged ideas, brainstormed and gone through the event planning process as a team, and everyone in the team has participated in this process equally. Every member of the team has taken notes during the meetings and added to the event's Google folder for all to be able to add and edit the notes if in case some important points were missed.

## BUDGETING

Spenditure:

- headline acts £2000
- printing £300
- e-promotion £300
- press advertising £500
- staff/stewards £300
- web domain an licenses £34
- security £800
- Vinyl £500
- merchandise £

# LICENSING

## The Licenses required by the event.

Live and recorded music license.
Alcohol License
Food service license (got to make sure to get food supply from trusted running business to ensure they got the health and safety certified)

There are 3 types of licenses for evening consist of music and dancing that authorised by the local council.

These are:
- a Premises Licence,
- a Club Premises Certificate
- a Temporary Event Notice

For our event two of these licenses applicable which are:
TEN (a Temporary Event Notice) or
Premises License

Licensing and regulations for events and fundraising activities
(Resource Centre 2017)

***Temporary Events Notice (England and Wales)***

TEN obtained from the local council where the event held. The Tileyard located in King's Cross, where it falls under Islington council jurisdiction.

***The License covers:***

- selling alcohol
- serving alcohol to members of a private club
- providing entertainment, such as music, dancing or indoor sporting events
- serving hot food or drink between 11 pm and 5 am

The application process is officially known as ‘serving’ a Temporary Event Notice.

You need to also apply for TEN if your current license does not cover the activities aligned with your event at hand like a wedding reception at the community centre.

***Restrictions:***

must have less than 500 people at all times – (including staff members organising the event)
does not last any more than 168 hours (7 days)
You must be at least 18 to apply for a TEN.

Up to 5 TENs per year can be applied unless a person at the premises has a licence to sell alcohol, then up to 50 TENs a year.

One premises 15 TENs applicable per year if the total days of the all events are not more than 21 days.

Separate consecutive events, must at least 24-hour gap between them.

***How to apply***

Through the local council's website or request an accessible format.
Application form can be accessed from the following link:
https://www.gov.uk/government/publications/temporary-event-notice-application-form

The application must be made at least ten working days before the event.
It excludes the days application received or the event's day.

The fee applicable is £21.

Ten working days prior to the event the local Police must have received a copy of your TEN. The application must be submitted online and the council will forward a copy to the Police on behalf of the event organisers.

TEN is only applicable by an individual not by an organisation.

'Late TENs'
There is an option to obtain 'late TEN', but you must give 5 clear working days before the event.

Non-personal licence applicant can serve up to 2 late TENs and a personal licence holder, up to 10 per year. Late TENs will be added to the total number of TENs you allowed to apply per year.

***Objections***

Your TEN can be refused if the police or Environmental Health have concerns about the event. If they objectify the event it must be forwarded to the council within 3 working days of receiving a copy of TEN. The concerns could lead to the objection are:

lead to crime and disorder
cause a public nuisance
be a threat to public safety
put children at risk of harm
If there's an objection, your council's licensing committee meeting will be held (called a 'hearing') no later than 24 hours before the event (unless all parties agree that a hearing isn't needed).

The hearing could have different outcomes from approval, change in conditions or reject it.

The late TEN is objected by the police or Environmental Health organisation the event is automatically rejected.

***Appeals***

Appeal can be made to your local magistrates court if you disagree with the decision. However, it must be made within 21 days and at least 5 working days before the event.

Displaying your notice
You must display your license in a visible spot of the event premises and should be kept securely.

Fines and penalties
False statements or the breach of contract could lead to a prosecution. Organising activities require TEN without the license or let such activity take place at your premises can lead up to 6 months of imprisonment, fine or both.

- lead to crime and disorder
- cause a public nuisance
- be a threat to public safety
- put children at risk of harm

Temporary Events Notice England and Wales (GOV UK 2017)

***Live Music and recorded music licensing:***

Music entertainment licensing you may require 2 different licenses.
A Licence from the local council that entitles you to provide public entertainment.
You also need to obtain PRS license for live performance and PPL for playing recorded music.
However, since Tileyard is an establishment with more than 70 states of the art music studios and organises weekly music events, our event would be covered by the premises license.

About us (Tileyard 2017)

As the event is for 1500 attendees I would apply for a Premises Licence. But since Tileyard holds all the relevant licenses our event can be organised without making this application. An agreement must made between the event and the premises owner which is in this case Tileyard.

***The procedure for "Premises Licence" application if license was needed to apply:***

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

***Exemptions:***

Some type of entertainment such are:

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

***Restrictions***

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

***Conditions:***

(DPS), a designated premises supervisors are only allowed to apply for a premises licence and you must obtain a personal license to sell alcohol as well. Additionally, more conditions could be added to the licence if you decided to sell alcohol, like age restriction.

***How to apply:***

Through the local council where the event is held.

***Documents needs to be submitted:***

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

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

***Licence fees:***

The application fee will depend on the rateable value of the property and can cost between a range of £100 to £1905. The value will be measured by the fee band of the venue.
If there is no rateable value on the premises, it will automatically fall into the lowest fee band.

***Displaying your Licence***

Licence then should be displayed at the premises, somewhere visible.
And rest of the Licence should be kept safely in case of police or council detection of the detailed check of the consent.

***Length of Licence***

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

***Fines and penalties***

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

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

## *Staff members and responsibilities in detail*

***THE TEAM***

***Desirée Banugo / Marketing & Sponsorships Manager***

Coordinate event contractors and ensure full compliance with all Build Phase H&S requirements and schedules
Ensure that all infrastructure aspects of the site are installed correctly and in the position as detailed within the Site Plan.
Monitor weather reports for the Site and advise the Event & Production Manager of any potential issues

***Colin Crook / Design & Production Coordinator / Bar Operations Managers***

Ensure that all aspects of The Event's licence and The Licensing Act 2003 are adhered to
Ensure the safety and welfare of all bar and associated staff and brief staff on all relevant
health & safety procedures for The Event
Ensure the security of all stocks and cash

Provide adequate levels of staff and sufficient stock to efficiently supply the attendees
Supervise staff in the execution of their duties and ensure that all staff comply with working
regulations through the correct allocation of staff breaks etc
Monitor the bars and keep The Event Safety Manager informed of any Health & Safety issues
developing

***Temuulen Khorloo / Charity Officer / Security Manager***

Make sure the safety of the guests and everyone on the premises
Work closely with the Security team if anything goes wrong deal with it immediately and efficiently
Report to the Event manager in case of disturbance
Make sure only allowed number of guests get access to the venue
Make sure the security checks to the attendees went thoroughly against
Terrorism any other public event danger
Make sure no illegal drug use at the premises
Oversee the entry of all guests to the site
Act as Fire Marshall and coordinate all Emergency Plan – in conjunction with the Event
To communicate problems relating to security & stewarding quickly and efficiently

Ensure that the bar areas are keep clear of rubbish and ensure the areas are fully cleaned-
down at the end of The Event

***Jonathan Farmer / Curation / Production Manager***

Respond/attend to all security issues, injury reports, communicated either verbally or by
radio by any security/staff member
Monitor and report to the Event & Production Manager on any situation that might
compromise safety
Ensure all acts are booked and ready to perform

Ensure the acts running order

***Elizabeth Hehn / Event Operations***

Take photos and notes relating to key aspects of the Build & Strike Phases particularly in
relation to accidents, near misses, site or equipment damage etc
Keep a log of all incidents
Maintain a file of relevant documentation including Delivery & Collections
Get the artists to the stage in time for the scheduled start of their performance

***Jordan Lazarus / Finance & Administration & Technical Support***

Ensure all the lighting and PA equipments are installed correctly
Ensure Health and Safety of the equipments are met to the H&S guide
Ensure that all aspects of The Event production are professionally installed and fit-for-
purpose with backup and contingency facilities available where possible
Ensure that all equipment brought onto
The Event site is PAT tested
Ensure all Artist technical requirements are met

***Denis Simms / Copywriter / Licensing***

Ensure that the Noise Management Policy is complied with at all times
Ensure The Event runs to schedule
To communicate problems relating to the entertainment quickly and efficiently
Artist Liaison – TBC
Act as liaison between all artists and the Event & Production Manager
Explain any part of The Event Management & Safety Plan that may affect their performance
Notes, Completion
Certificates etc.
Ensure all of the artists hospitality requirements are met

***Aaron Watts / Social Media Manager / Contingency planning***

In the event of an Emergency Evacuation of The Event, manage the evacuation of Artists and liaise with The Event & Production Manager on further actions
To communicate problems relating to the artists quickly and efficiently
Ensure all the aspects of the event is promoted and advertised on the Social Media sites
Ensure the website is up and running
Ensure Event live social media posts posted during the event.
Make sure all the contingency planning in place if anything goes wrong.

Event Planning Templates (Pinterest 2017)

# PROGRAMMING

While exciting live music and fashion show would be the centre focus of the event, games, competitions, exhibits, cross-cultural music; intercontinental culinary would also be a part of the event programming. Furthermore, it is cost-effective and attracts a broader audience. The Leap is a non-profit event held in association with Youth Music charity, to promote and raise awareness for this incredible charity.

The Courtyard (600 capacity)
Main:

1200-1800 – (No amplified music)
Acoustic music, mood music, buskers

*1800-0000 – Live music*
*1800-2000 – 8 live acts (10 min sets, 4 per hour, opened by comp winner)*
*2000-2315 – Comedic host between sets+2000-2130 – 4 live acts (15 min sets, 3 per hour)*
*2130-2200 – Second headliner (20-25 min set)*
*2200-2210 – Announce raffle winner*
*2215-2245 – Headliner (30 min set)*
*2250-0000 – DJ closing*

## Other activities:

- *1800-2200 – Food (4-5 stalls)*
- *Grilled*
- *Wrap*
- *Vegan*
- *Dessert*

*1800-2200 – Fashion/merchandise (1 stall)*
*T-shirts*
*Hoodies*
*Caps*
*Wrist bands*
*Raffle tickets / collection bucket*

*The Gallery (150 capacity)*
*Virtual reality (VR) headsets*
*Art show (UAL students?)*
*Film (in The Gallery)*
*Industry talks*

*The Vinyl Cafe (100 capacity)*
*Speed dating*
*Drinks / Bar*

*Notes:*
*Brand enablement - associativity*
*Wisdom – Youth music/schools*

Before/after the show there would play “Promotional Video" covering the touching issues “Youth Music" charity deal with and a Spokes-Person would encourage students to make text donations. The method for the donation is an experiential method where donation is made there and then that would make students feel a part of this amazing cause. We would ask students to take their phones out and make text donations. Students would not be able to offered big donations. Which is why the a text donation costs 50 pence. This method will bring the students together and create an atmosphere of being a part of something big.  The donation number will be displayed on the screen.

***Other fun activities attendees to enjoy:***

Jellybeans competition: will be organised: by blindfolding the participants and getting them guessing the flavour of the candy. Wrong guessers will be eliminated. The competition will go by around where every winner will take part in the next part of the competition, until one winner is left. The winner will have a Bottle of Champaign donated by a sponsoring company and a T-Shirt etc... as the winning prize. Every student who wants to enter supply their email addresses for post-event follow-ups and subscription to Youth Music charity activities.

## MARKETING

Effectively marketed: Mouth to mouth marketing will be a big part of the event as students pass on "what is on information" to each other day to day basis. Celebrity guest appearance could be ideal for the show.
We are going to approach 5 most prestigious London based creative industry Universities to be part of the event. Marketing can be done at University's Announcement boards, websites, their school's FB pages, websites, blogs etc.

Ticketing through the Ticket Fairy from Tileyard community will be organised, and only first 1500 students are given the event tickets.

One of such university we approach is The University of London. It is a federal university made up of 31 affiliates: 19 separate university institutions, and 12 research institutes.[3]As such, the University of London is the largest university in the UK by number of full-time students, with 135,090 campus-based students and over 50,000 in the University of London International Programm

About Us (University of London 2017)

Considering the number of students per school holds we are targeting to attract at least 1000 students to come for the event.

Some press attendance would be vital as this event to cross over a positive message of the charity by educating the younger professionals about the issues that matter.

Other marketing methods going to be used are:

Mainly used to grab wider target

- TV
- Cinema
- Radio
- Outdoor posters/ leaflet etc)
- Press ads
- Web broad

Below the line (non media)

- Mouth to mouth
- Direct communication to more niche target

Experiential marketing / sampling

# FLOOR MANAGEMENT

Google image of Tileyard Studio. Unfortunately no floor plan was obtainable from the premises.

# Conclusion:

This event has a great potential considering the location organised at the Tileyard, a thriving young community with lots of great energy. Another important factor is, there is no another substantial student graduation event that involves a community of universities in one event, especially one that includes creative industry students. With the added caution a fine planning would ensure an unbeaten run of the event and create a buzz amongst students, potential to run years to come. Our aim should be focused on not just one year but a plan for a longer period at least with the view of 5 years plan. Event's plan and execution material should be passed onto Tileyard Studio to make use of upcoming yearly event with the aim of making it a custom event. The most challenged areas were noted in working as a team, team members could be more cooperative and execute plans more efficiently. Other difficulties noted was the licensing issues, especially in regards to the amplified music by the residents. `Other licensing issues to mention is the unclarity about the premises licenses whether we need to apply for our event or the premises licenses should cover our event.

References:

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GOV UK ‘Temporary Events Notice England and Wales’ 2017
https://www.gov.uk/temporary-events-notice
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https://www.tileyardstudios.co.uk/#!/about
[Accessed 25 December 2017]

GOV.UK ‘Premises licence England and Wales’ 2017
https://www.gov.uk/premises-licence
[Accessed 27 December 2017]

Pinterest ‘Event Planning Templates' 2017
https://www.pinterest.com/explore/event-planning-template/
[Accessed 3 January 2018]

University of London ‘About us’ 2017
https://london.ac.uk/
[Accessed 20 December 2017]

Image:

Tileyard Studios

https://www.google.co.uk/maps/place/Tileyard+studios/
@51.5427336,-0.1234766,17z/data=!3m1!4b1!4m5!3m4!
1s0x48761b1161d16e99:0xde2251e5b31899d5!8m2!3d51.5427336!
4d-0.1234766
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