



Pirates in the Paddock (2 Day Event)

Module : SBTY7005 – Live Music & Event Management

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INDEX

1. INTRODUCTION	2
1) <i>Key Stakeholders</i>	2
2) <i>Staff Roles and Management chart</i>	3
3) <i>Initial Considerations</i>	
4) <i>Mood Board</i>	4
2. SITE MAP	5
3. CAPACITY CALCULATIONS	6
4. TRAFFIC MANAGEMENT PLAN	7
1) <i>Team and Communication</i>	7
2) <i>Traders and Facilities Drop off</i>	7
3) <i>Local Area</i>	7
4) <i>Parking</i>	8
5) <i>DIM ICE</i>	9
5. INSURANCE	10
6. LICENSE	10
1) <i>License Objectives</i>	11
7. HEALTH AND SAFETY	12
8. TIMELINE OF EVENTS	14
9. PROGRAMMING	15
10. MARKETING AND OUT REACH	16
1) <i>Family Audience Profile</i>	16

2) <i>Enriching the Local Community</i>	17
3) <i>Cultural Elements</i>	17
11. REFLECTION	17
12. BIBLIOGRAPHY	18
13. APPENDIX	20
A. <i>Zoom Call – Meeting Notes with Land Owners</i>	
B. <i>Budget</i>	
C. <i>Full Site Map</i>	
D. <i>Area Calculations</i>	
E. <i>Diagrams of Ingress, Circulation, Egress and Emergency Access</i>	
F. <i>License Permit Application</i>	
G. <i>Risk Assessment</i>	
H. <i>Event Schedule</i>	

1.INTRODUCTION

'Pirates in the Paddock' is a two day Cornish pirate-themed cultural, arts and family music event on a private farm near Penzance, Cornwall. It will be held in May, which is the off-season for tourists thus targeting local families and providing an economically deprived area with an affordable festival. Elements of the event include live music, walk about entertainers, a craft area, Cornish speakers, a scavenger hunt across the site, horse dressage performances, meet and greet horses and a local craft marketplace. Limited camping and glamping will be available as well as day tickets. As Penzance is known for pirates, this was a fitting theme for the event and a Cornish Pirate band will headline the Saturday and pirate dress will be encouraged. Focusing on Cornish Heritage, local bands will be invited to play and a community engagement worker will work with local charities and schools to raise awareness of the event and encourage local families to engage.

The venue is Rosevidney Farm, a private farm near Penzance, Cornwall. The capacity is approximately 4000 but only 1500 tickets will be available for year one. This will be the largest event held at the venue; previous events include horse galas, dog shows, weddings and they have had a maximum capacity of 500. This is due to limited public transport and camping space, noise concerns from the land owners and the audience demographic requiring more space per square metre due to the likelihood of elderly members (grandparents) and buggies. Additionally, we are still in the mist of the COVID 19 pandemic, it may be that social distancing measures could come back into place. Alternative, larger and more suitable, venues will be sought out in future if there is a positive response to this event. The access will be via a 2 way country lane with two main access points. Entrance 1 will have restricted access and be used for residents, emergencies and glamping ticket holders only. Entrance 2 will be used for staff parking and traders access to their pitches. There is a separate vehicle access point into the camping and parking areas. Infrastructure included at the venue: trailer stage, fencing, family area fencing, seating for the Paddock Arena.

1.1 Key Stakeholders

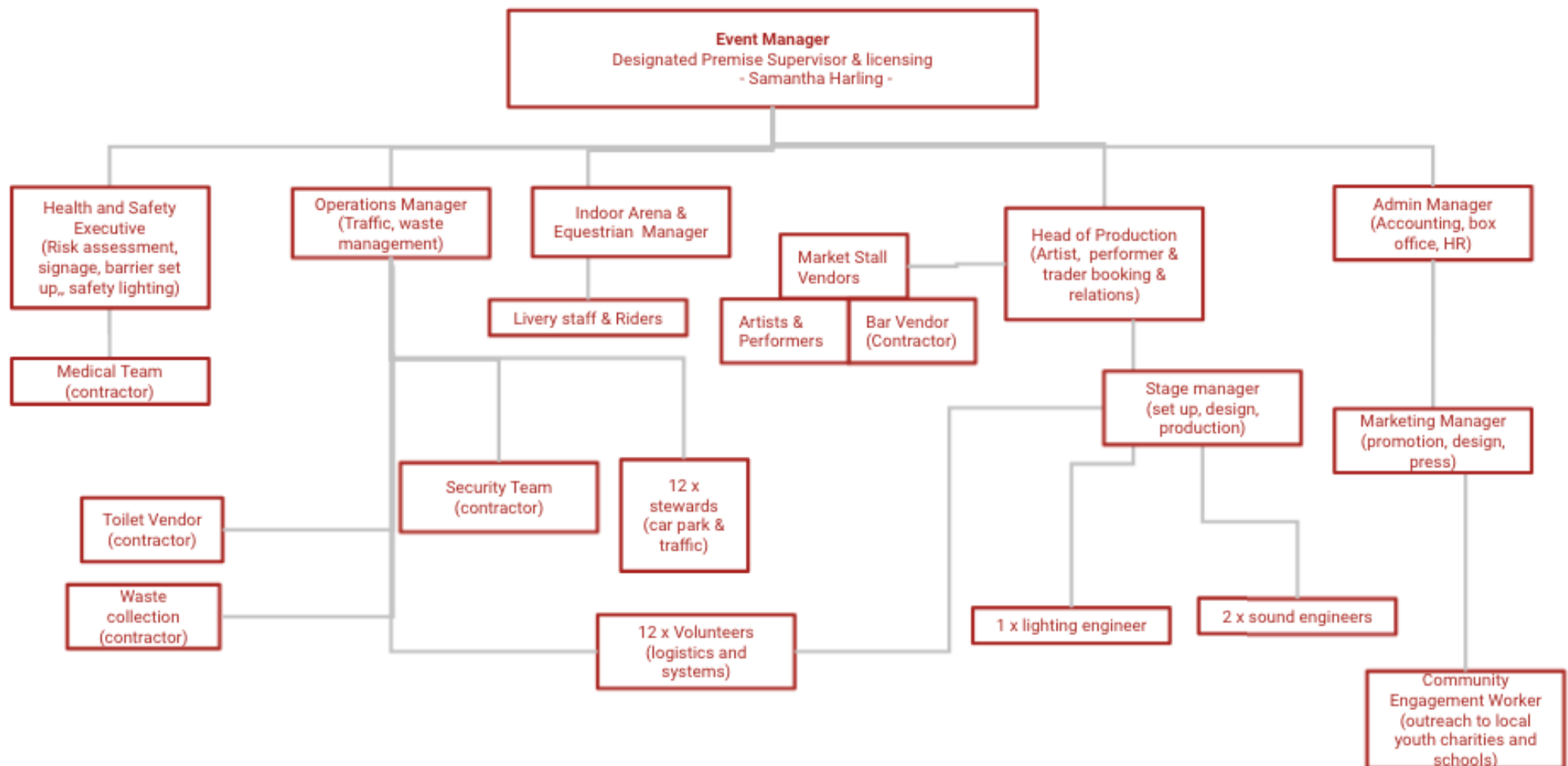
1. The land owners - A meeting has taken place with Phil and Verity to discuss the event and any concerns they have. See **appendix A**.
2. The local council – License applications will be sent to the Cornwall Council including a Premise License in accordance with section 100 of Licensing Act (2003).
3. The audience – Local families and some tourists are expected.
4. The performers – Local acts plus a pirate band headliner for each day to fit the theme of the event. Performers will help attract consumers to the events and also promote through their social media platforms and word of mouth methods.
5. The vendors and market stall owners – will pay pitch fees



A concept logo design, created on wix.com.

1.2: Staff roles and Management Chart

Due to the relatively small size of the festival, many of the jobs have more than one role. See the budget (**appendix B**) for further details.



1.3 Initial considerations

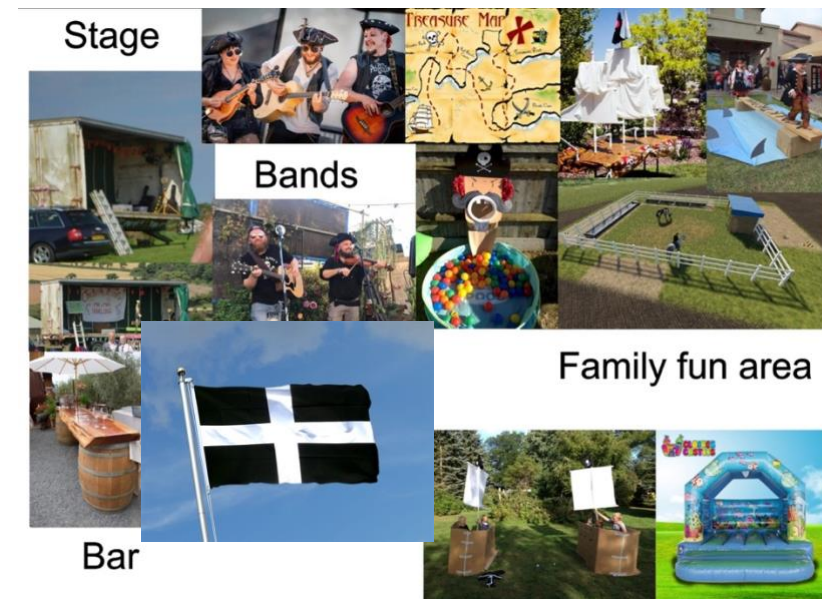
The Purple Guide (2021) advises event organisers to consider a number of topics in the initial planning of an event, these can be seen in *table 1*.

Table 1: Key things to consider when planning an event

Key things to consider	
The location (venue/site)	- Predominantly a Greenfield event - Private farm in a rural area of Cornwall, Rosevidney. - It's a working livery stable so some areas will be out of bounds to the festival goers. - The site is usually used to train horses so the area will need to be cleaned of any manure before the event. - The site has one water point near the camping area. - There will be no power supply in the main area so generators will be needed. The site is not easily accessible by public transport - The outside grass area are on a slight hill but generally level terrain. - Indoor paddock area, flooring of bark shavings
Event activities	- Live music - Walk about entertainers - Children's activities - including a scavenger hunt, arts and crafts, bouncy castle, meeting horses. - Marketplace for local craft traders - Food and drink stalls - Camping - Horse Dressage performance inside the Paddock Area
Audience profile	- This is intended to be a family festival. - Typical profile includes parents / grandparents with children between the ages of 5-12. - Alcohol consumption and drug taking is considered to be minimal.

	Buggies / pushchairs are expected.
Crowd numbers	Maximum – 1500 people per day. This is low for the site size due to lack of public transport, parking space and rural area. Site for the festival will be reconsidered next year.
Length and timing of event	2 day event with the option of camping or glamping. - Spring, Saturday 7th May – Sunday 8th May
Access	2 main access points into the site, by gravel road. - Freely moving crowd due to restricted capacity.
Infrastructure	Small scale event. Generators required as the stage will have no access to a mains power supply.

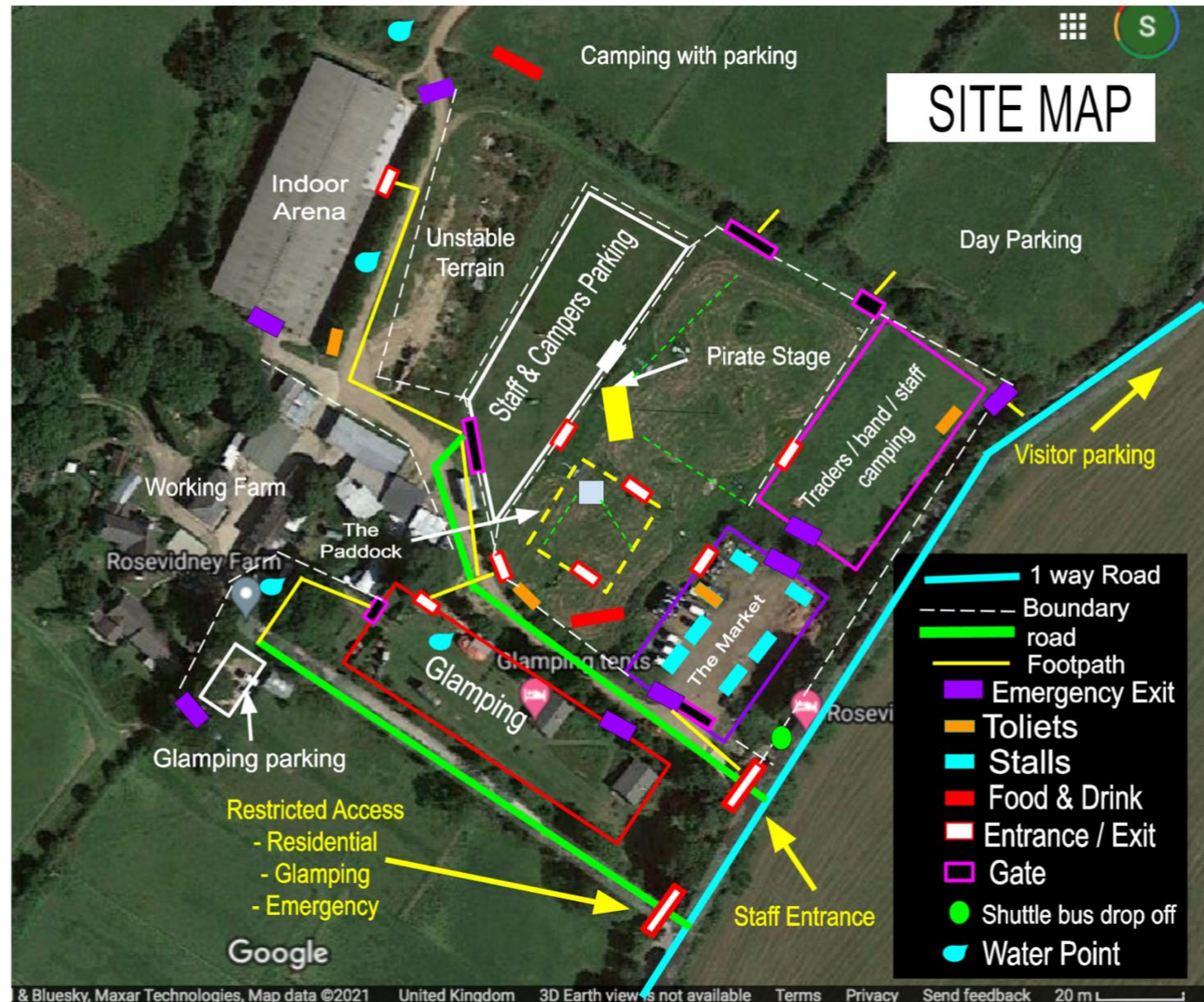
1.4 Mood board



2.SITE MAP

See **appendix C**
For full site map.

- Toilets are available at various points around the site.
- There will be 3 entrances used for different purposes to diffuse traffic build up in the local area. The restricted access and staff entrance have a queueing capacity of 16 cars.
- The site has been designed to separate pedestrians and vehicles as much as possible.
- The site has been designed to spread out The crowd by providing different areas and a diverse programme.
- The Market is located at an accessible place near the road so traders cause the least disturbance when they leave.
- There are emergency exits around the site.
- The working farm will be closed off with Temporary barriers.
- The medical team and ambulance will be Stationed in the market.

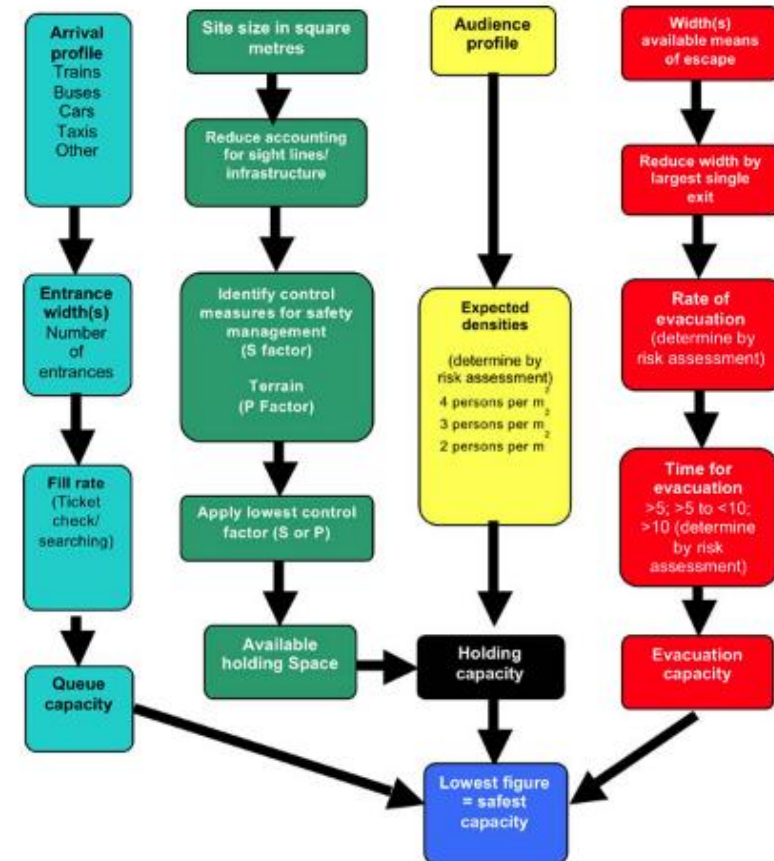


3.CAPACITY CALCULATIONS

Arrival	44 staff cars - Glamping maximum - 36 people (Rosevidney Glamping, 2021) - Minibus shuttle stop outside main entrance = maximum 16 people per bus drop off 300 cars into entrance 2 - Ticket checking gates = 3 x 2m - Customer rate - 10 per minute - Car into car park rate – 15 per minute
Entrance Width	
Fill Rate	
Queue Capacity	16 cars (amount of cars that fit in the queueing area for staff parking) - Minibus queue -c16 pedestrians will be dropped off every 30 mins. Level of service D, 1.25m² per person; whereby it would be designed for the people to be moving in one direction (Fruin, 1992).
Effective Area	Approximately 2070 m² -
Audience Profile	- Families with small children and buggies - Grandparents
Expected Densities	2 persons per m²
Holding Capacity	2070 x 2 = 4140 people
Width of Escape minus largest exit	- Main entrance from road = 5m - Second Entrance from road = 4m 3 other exits = 3 x 1.2m = 3.6m - Total = 12.6m 12.6m – 5m (largest exit) = 7.6m
Rate of evacuation	60 per metre width per minute – recommended for elderly and access requirements e.g. buggies
Time of Evacuation	60 x 7.6 = 456 people per minute

- Open air requires evacuation in 10 minutes (Argent, 2021)
- 429 x 10 = **4560 people**

Figure 1: Audience Capacity Flow Chart



(Source - The Purple Guide, 2021)

See **appendix D** for area calculations. Capacity calculations showed that the car park space and lack of public transport to the site limited the capacity of the festival. A minibus shuttle will be put on from the nearest train station for people that do not drive and for a park and ride if the car park becomes full. This will be

the first 2 day festival at the site, with the hope to make it an annual event. A small scale pilot version for the first year could be seen as a more considerate introduction for the neighbouring farms, residents and livestock. See **appendix A** for minutes of meeting with land owners. Surveys in the local area after the event will be used to evaluate the impact of the event and to listen to any concerns in order to make a judgement on whether future larger scale events will be viable.

Table 2: Ticket Availability

Type	Availability	Info	Expected no. people	Max people
Family Weekend Camping	135 pitches	up to 5 people, average 3. 1 tent, 1 car parking space next to tent. Expected to sell out due to limited availability	405	675
Family Glamping	6	Up to 6 people, average 4 people-parking included. Expected to sell out due to limited availability	24	36
Weekend ticket (no camping)	150 adults 150 children	300 on site car park spaces available. Minibus shuttle from train station. New event expect 70% sales	210	300
Day tickets (each day)	245 adults 244 children		342	489
Total			981	1500

The weekend and day ticket ratios will be evaluated after a few weeks and are flexible to change depending on sales. These initial numbers will be used to approximate a budget.

Ticket availability: 1500

4. TRAFFIC MANAGEMENT PLAN

4.1 Team and Communication

An experience traffic manager will be appointed to take responsibility for co-ordinating with the local police and authorities and planning the arrival, departure and parking of the vehicles. Traffic stewards will be hired to manage parking and the direction of traffic. Radio communication will be used by the main staff including the operations manager who will oversee the traffic arrangements. The local police will be aware of the event.

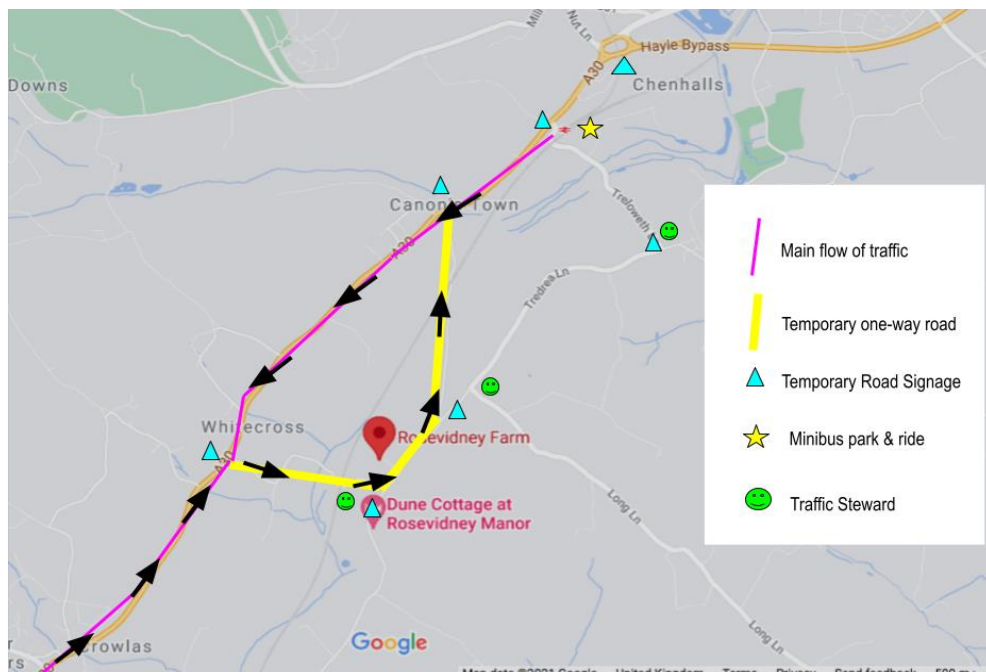
4.2 Traders and Facility Drop Offs

Facilities will be dropped off and collected outside of opening hours. Traders will arrive before the event opens. Toilets and waste disposal points have been designed to be easily accessible by the road to enable easy drop off and collection.

4.3 Local Area

The festival is on a country road; minor disruption to the local traffic is expected. An application will be made to the local council to implement a one-way road from the Friday – Monday of the event. There is an existing park and ride car park located at a nearby train station, the festival organiser will liaise with the local authorities and ask for permission to use this as an overflow car park. However, overflow parking is not expected as the maximum capacity of people that will be using the day parking is 789 (see **table 1**) and there are 300 spaces available. If there are 3 people per car on average, only 263 spaces will be required. If the car park becomes full. Signage will be updated at the points located on the map below. There is space for two cars on the one way system; an emergency vehicle will be able to access from either direction and pass cars. A minibus shuttle will be put on by the festival to and from St Erth train station to collect any overflow car parkers or people that arrived by other means (**see figure 2**). A Temporary Traffic Regulation Order will be applied for in order to implement the temporary one way system and signage.

Figure 2: Local area traffic proposal

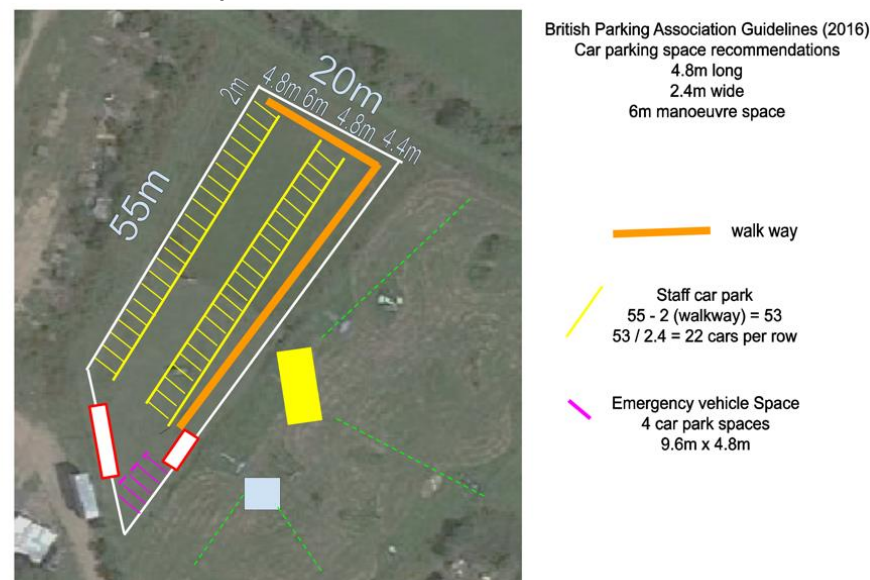


4.4 Parking

Staff parking

Number of car parking spaces in the staff car park = 44, based on British Parking Association Guidelines (2016) **See figure 3**. The majority of the staff will be arriving before, and leaving after the audience. If someone from the car park needs to leave during event hours they must inform the traffic manager and be guided out of the exit by a steward as they will be driving through a pedestrian area. The steward at the main gate will inform the traffic manager by radio when performers are arriving and leaving the site.

Figure 3: Staff Car Park Spaces



Day Parking

The day parking area is 8400m² which will accommodate for approximately 300 cars (British Parking Association Guidelines, 2018). This will be managed by the traffic management team. Stewards will be briefed by the operations manager on how to park the cars. If the car park becomes full a 'car park full' sign will be put up at the entrance and cars will be directed to the nearest train station (2 minute drive away) for a free park and ride minibus service.

Camping (next to vehicle)

Next to pitch camping has been chosen as it could be seen as more convenient for families not to have to carry camping equipment far with buggies and grandparents etc. According to the local authority, a camping license is not needed as the site will be used for less than 60 days a year (Gov.UK, 2021). The camping and parking pitch is approximately 18,000m² (4.5 acres) which can fit 135 pitches with a vehicle space in between pitches (Cornwall Council, 2021).

Each tent needs to be at least 6m apart and a vehicle can be parked in this space. Pitches will be marked out during event set up.

Figure 4: Camping and Day Parking



Rates of entry

Average car occupancy	Car parking (per hectare) (greenfield)	Typical rate of entrance or exit (per minute)
2.2-3.5	320-440	12-20

(The Purple Guide, 2021)

4.5 DIM-ICE

During the planning stages of an event, the DIM-ICE model can help organisers reduce the risk of accidents occurring; through thinking about crowd movements and behaviour (Still, 2020). Potential risk levels are identified as follows: Red (high), yellow (medium), green (low). The red categories need further work.

Normal

	Ingress	Circulation	Egress
Design	3 entrances from the country road to the farm. Adequate width of each entrance - 5m. Likely to cause traffic delays in the local area.	Adequate space for circulation during the event as it is under the potential capacity	3 exits onto country road.
Information	Information given out via email to ticket holders regarding entry information. Traffic team will be stationed at entry points to provide information to people as they arrive. Signage on the main A road to direct traffic to the festival. Inform the police and local radios about possible traffic delays surrounding the event opening times.	Good signage around the site. Volunteer marshals will be there to help with any directions.	Marshals and traffic stewards will support the egress. Inform the police and local radios about possible traffic delays surrounding the event opening times.
Management	Staggered opening of areas of the event with varied acts. Campsite open 3 hours before the arena to encourage a staggered arrival profile entry.	Radio communication between the operations manager and team. An overlapping programme to spread out the crowd.	There will be a staggered closure of areas, to give the event a soft finish. The headline act will be on one slot before the final act. The campsite will be open until Monday morning.

Emergency

	Ingress	Circulation	Egress
Design	1 of the entrances is restricted access for residents, the small number of glampers (6 cars) and emergency services. 1 ambulance and the medical team will already be on site.	Adequate space for circulation during the event as it is under the potential capacity. Bordering fields surround the venue and can be used for evacuation.	3 exits have a suitable exit width. Many emergency exit points scattered around the site.
Information	There will be clear signage at the event. Information will be provided to people who pre-order tickets. Difficult to educate people that buy tickets on the door.	Good signage around the site to emergency exits and medical tent. Volunteer marshals will be there to help with any directions. Radio. PA announcement from pirate stage. More difficult to communicate to crowds away from pirate stage.	Emergency exit routes are clearly visible and signposted. Marshals will direct people out of the venue.
Management	Staff will be briefed in how to position in an emergency. Emergency plan needs further clarity.	Radio communication between the operations manager and team. A steward will be stationed at the main gates to provide any direction to emergency vehicle.	Staff will be briefed on evacuation procedure. Emergency plan needs further clarity.

See **appendix E** for ingress, circulation, egress and emergency vehicle access diagrams.

5.INSURANCE

Insurances required: a minimum of £5 million Public Liability Insurance, employers liability insurance for up to 40 people. Professional indemnity insurance will also be acquired. Additionally, all market stall owners, traders and performers will be required to provide evidence of their own public liability insurance.

6.LICENSE

A premise license will be applied for, on the grounds that the event is held for over 500 people and includes an live and recorded music, sale and supply of alcohol (Licensing Act, 2003). A Designated Premise Supervisor (DPS) is required at events that sell alcohol; they must be personal license holder. Prior to the event, Samantha will be put through training for a personal license and be appointed as the DPS who will be the contact person for the licensing authorities and the police and fire services (Cornwall Council, 2021d).

Hours of licensable activity

	Saturday 7th May 2022	Sunday 8th May 2022
Alcohol sales	12:00-20:00	10:00-18:00
Recorded music	12:00-21:00	10:00-19:00
Live Music	13:00-21:00	11:00-19:00

Indoor Sporting Event

The horse dressage show will take place in the indoor arena and it will be run by Rosevidney Livery stables who already have a license for this activity. There will not be any sales of alcohol in this area.

Dancing

There will be 2 Morris dance performances on each day, this type of dancing is not licensable.

Refreshments

There will be no sales of food and drink between the licensable hours (23:00-05:00).

6.1 Licensing Objectives

Overview

Pirates in the paddock is a 2 day family festival with both day ticket holders and campers. It includes elements of Cornish culture celebration and education around the Cornish language. There will be a community outreach worker who will be encouraging local families and youth groups to attend. It is thought to be a beneficial event for the local community and local businesses. Local traders and craft market stall holders will attend. Due to the audience profile, low capacity in relation to the area of space (1500 per day) and opening times of the event, crime and disorder and public nuisance is thought to be low. A safety plan, risk assessment and transport management plan has been created.

The prevention of crime and disorder

Pre-festival information will include terms and conditions for attendees. Anyone that is found to be engaging in any unlawful behaviour will be escorted off site by security. A security team will be contracted to patrol the event. There will also be stewards placed around the site who will be briefed to report any suspicious or disorderly behaviour to security via radio communication. Any incidences will be logged and reported to the local police if necessary. The emergency access routes will be communicated with the emergency services before the event. The audience profile consists of local families who are expected to be compliant with security and staff and are not considered a high risk group when it comes to crime and disorder

Public safety

A risk assessment has been produced by the event organiser. The health and safety executive will work with the staff to ensure everyone is aware of the risk assessment and that all preventative measures have been undertaken prior to the event. The event plan includes: a traffic management plan, research into the audience profile, an outline of the event, opening and closing times, staff roles and duties, the event site plan, facilities. Staff will have appropriate qualifications

for their roles and necessary training will be provided to volunteers. There will be a medical team and ambulance on site.

The prevention of public nuisance

The event organiser have communicated with the land owners to learn more about the neighbours and local area. Finishing times of the event: Saturday 21:00, Sunday 19:00. The campsite will be supervised by security during the night and any excessive noise will be a violation of the terms and conditions of the event. The speakers of the main stage will be directed away from the farm and not towards any local housing. Due to the audience profile being predominately family groups, excessive drinking and loud behaviour is considered to be minimal. Camping will be advertised as a weekend 'family camping pitch' to encourage the family demographic to purchase these. This is due to the event finishing early, 21:00, and families with children being more likely to go to bed earlier thus keeping noise levels to a minimum at night to decrease the disruption to the local neighbourhood.

The protection of children from harm

As this event is marketed as a family festival, it can be assumed that many of the audience members will be children. Pre-event information and terms and conditions will inform ticket holders that children must be accompanied by an adult to this event. Adults will be responsible for the children they bring. Upon entry, marshals will check that there are no unattended children coming in. Staff and volunteers will be briefed on what to do if they see an unattended child at the event. In the instance of a lost child, a PA announcement will be made and the child will be supervised by a member of security until they are reunited with their guardian.

See **appendix F** for license permit application. A copy of the application will be given to 'responsible authorities' including the chief of police and fire and rescue authorities.

7. HEALTH & SAFETY

The event will work in compliance with the UK governing Health and Safety at Work etc Act 1974 (HSWA). The HSWA states that employers should ensure a safe workplace for their employees and volunteers, provide safe equipment and share safety information with them (The Purple Guide, 2021).

Equipment

Equipment will be hired from professional companies and will be checked before the event starts. Equipment includes: Generators, lighting.

Infrastructure

The stage, paddock fencing, marking and seating belong to the venue and will already be on site. The 'Pirate Stage' will be a trailer on level ground. The brake will be tested before the event. Temporary demountable structures include: medical tent gazebo, the paddock area marquee, flood lights in the main site and campsite areas. They will be checked by the health and safety executive.

Risk Assessment

A copy of the risk assessment will be sent to employees and volunteers prior to the event. **See appendix G.**

Medical

A private company will be contracted to provide adequate medical cover for the event.

Waste management

General waste a skip will be hired and delivered into the market area before the event and collected at the end. Recycling and general waste bins will be placed around the site. There will be more bins placed in high demand areas e.g. next to

food trucks and the bar. At the end of each day, trained volunteers will ensure the bins are emptied into the skip and the recycling will be loaded into a vehicle and taken to a local recycling centre the following morning. Signage will encourage festival goers to use the bins provided.

Fire Safety

The local fire station will be aware of the event. There is emergency access for fire services to use. The paddock area will have hay bale seating and be fenced off and have 'no-smoking' signs in that area. No open fires will be permitted in the campsite areas. Traders will be required to provide the event with a copy of their risk assessments including fire management. Fire extinguishers will be placed in each area of the site and trained staff will be briefed on their location. Emergency exits signs will be clear. Stewards, led by the health and safety executive, will instruct visitors on how to leave in the case of an emergency.

Signage

Self-illuminating signage will be used at the emergency exits. The site will have adequate signage to toilets, water points, food and drink and the different areas and stages.

Lighting

There are no street lights in the area so a qualified professional will be contracted to install temporary lighting in the camping and day parking areas to assist exits. The later finish on Saturday (21:00) will be the main reason for the installation. As at the 19:00 finish on the Sunday should still be reasonably light.

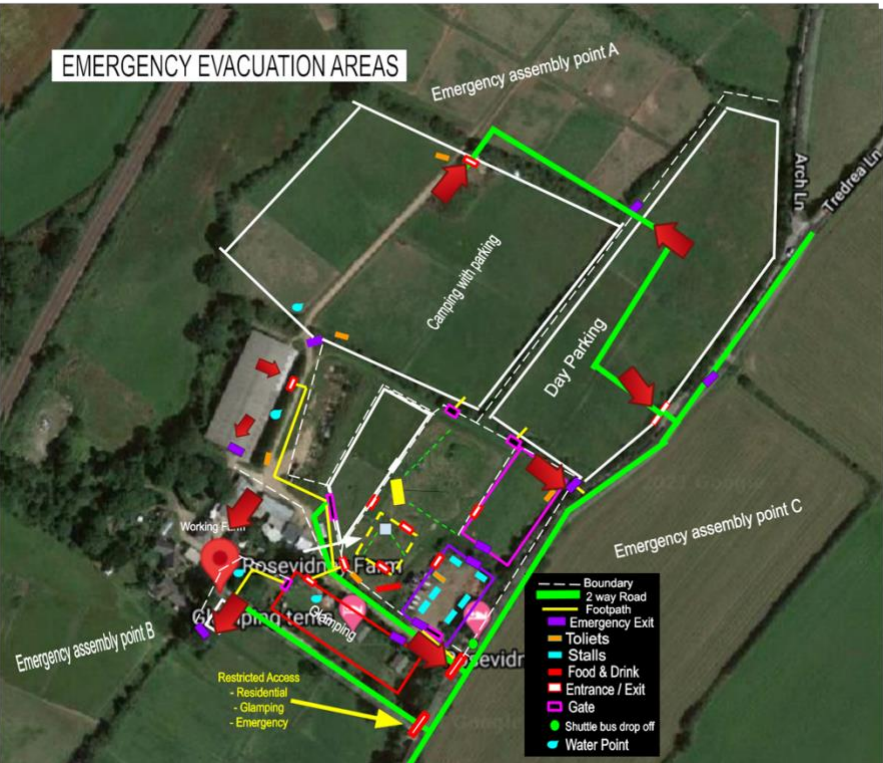
Noise

Noise management will adhere to the Control of Noise at Work Regulations 2005 and Health & Safety at Work Act etc 1974. The sound engineer will work with the Health and Safety Executive to monitor sound levels and ensure the levels do not exceed 85db.

Emergency Evacuation Areas

In the unlikely event of a large fire or terrorist threat everyone will be evacuated to the most appropriate emergency assembly point. Staff will be aware of what to do in the case of an emergency and direct the crowds. See figure 5.

Figure 5: Emergency evacuation areas



Weather

All electrical equipment will be sheltered in case of rain. In the case of extreme weather warnings, e.g. heavy thunderstorms, the event will be cancelled and the local authorities and ticket holders will be notified. In the

case of extreme heat; sun cream will be available for staff and festival water bottles will be given to them.

Food, Drink and Water Provision

Food and drink traders will be registered with the local environmental health department and have a Food Safety Management System (FSMS) in place;; based on Hazard Analysis Critical Control Point (HACCP) principles (The Purple Guide, 2021). There are three water points located around the site for drinking water.

Toilets

Campsite: max 675 – assuming a 50:50 ratio, 338 female, 338 male
Number of toilets: 6 female, 3 male, 2 urinal, 1 accessible

Staff campsite: max 100
Number of toilets: 1 female, 1 male, 1 accessible

Festival site: max 1500, assuming a 50:50 ratio, 750 female, 750 male
Number of toilets: 25 female, 13 male, 3 urinals, 2 accessible

Total required at festival = 32 female, 17 male, 5 urinals, 4 accessible

Figure 6: Toilet guidelines with internal basins

	Female Toilets	Male Toilets	Urinals	Accessible Toilets for disabled & wheelchair
For events with a gate opening time of 6 hours or more with alcohol and food served in quantity	1 per 60	1 per 320	1 per 100	1 per 40
For campsites at major events swapping emphasis from urinals to wc's for males	1 per 60	1 per 120	1 per 250	1 per 40

The Purple Guide (2021)

8. TIMELINE OF EVENT

8 months before

1. Events Notice Application to council – For events up to 5000 people, Cornwall Council requires the application to be in at least 3 months before the event (Cornwall Council, 2021c)
2. Samantha to take online Personal License Course (The Digital College, 2021).
3. Advertise for job roles
4. Interviews

6 months before

5. Make booking enquiries: performers, security, generators, lighting, toilets, waste disposals,
6. Advertise for volunteers (marshalling, laying out site)
7. Announce festival
8. Promote festival
9. Apply for Temporary Traffic Regulation Order – one way system

3 months before

10. Announce headliners
11. Community outreach work starts

Week of Festival

Numbers of people on site will be kept to a minimum before the event starts to reduce risk factors, catering numbers and hype around the festival.

	AM	PM
Thursday	Toilets arrive Lighting arrives Waste disposal units and skip arrives	Volunteers arrive Waste management training for volunteers

	One food / drinks vendor arrives for staff catering Generators arrive	Infrastructure put in place – the stage, gazebo and paddock area.
Friday	Site check Mark out areas PA arrives Hay bales arrive	Put up barriers Put up signage
Saturday Event day	Medical team arrives Infrastructure safety check Traders arrive before the gates open Put up decorations / stage production	
Sunday Event day	Infrastructure safety check Traders arrive before the gates open	
Monday	PA collected Hay bales collected Debrief with staff and volunteers	Waste disposal units and skip collected Lights collected Toilets collected Generators collected

The week after the event

12. Evaluate how the event went by using notes from the debrief and speaking with the key stakeholders and neighbours.

9.PROGRAMMING

Site Opening Times

**Saturday
12:00-21:00**

**Sunday
10:00-19:00**

The event will open and close 2 hours earlier on the Sunday to give more light to any campers packing down on Sunday and also to finish the noise earlier on a school / work evening to be considerate of neighbours and residents. The diverse overlapping programme staggered throughout the day to try to reduce the likelihood of a large crowd moving at once. The indoor arena will shut before the market closes to stop pedestrians using the road when the traders are moving (the 36 glampers crossing will have a lollipop person present). **See appendix H** for event schedule.

The Market

The market traders will close and leave during the headliner performance and the market area will be shut off with a barrier.

The Arena

The arena will be managed by the qualified riding instructor at Rosevidney Livery Stables and the riders will volunteer their time. The area will be capped at a 250 capacity to avoid the animals becoming overwhelmed. Numbers will be managed by a steward at the door. There will be a hand washing station outside and signage to encourage people to wash their hands thoroughly after meeting the horses. The dressage show will be a 500 capacity seated performance behind a barrier. Seating is supplied by the venue and will be put out by the livery staff.

Walkabout Performers

The walk-about actors/ performers will around to welcome guests into the festival site as they arrive, this will introduce festival goers to the theme of the event. They are there to create an immersive experience and will be dressed in pirate attire and act out short skits and stories around the site throughout the

day. They will encourage the children to take part in the scavenger hunt and help with any questions. There will also be 3 Morris dancing performances in front of the pirate stage throughout the day.

The Scavenger Hunt

Pirate themed clues which also introduce Cornish language words will be placed around the site (excluding the arena area). Each riddle / clue will need to be solved to get a letter for the answer – a Cornish word. People with the correct answer will receive a prize pack (stickers, badges and a Cornish flag) available in the paddock are.

The Pirate Stage

Performers are likely to arrive and leave throughout the day so a steward will be at the main entrance and inform the operations manager by radio when vehicles arrive. These vehicles will be chaperoned in by a steward. On both days, the final acts will finish at 15 minutes before the gates close and audience members will be thanked and encouraged to promptly leave the site via an announcement on stage by the event organiser.

The Paddock

The paddock will be a fenced area with an open sided marquee for performers – providing weather shelter for the electric equipment. Hay bales will be hired that can be used as a seating area for guests. This will be a no-smoking area as the hay bales are highly flammable; this will be enforced by signage and marshals.

Campsite

**Opens: 9am Saturday
Closes: 10am Monday**

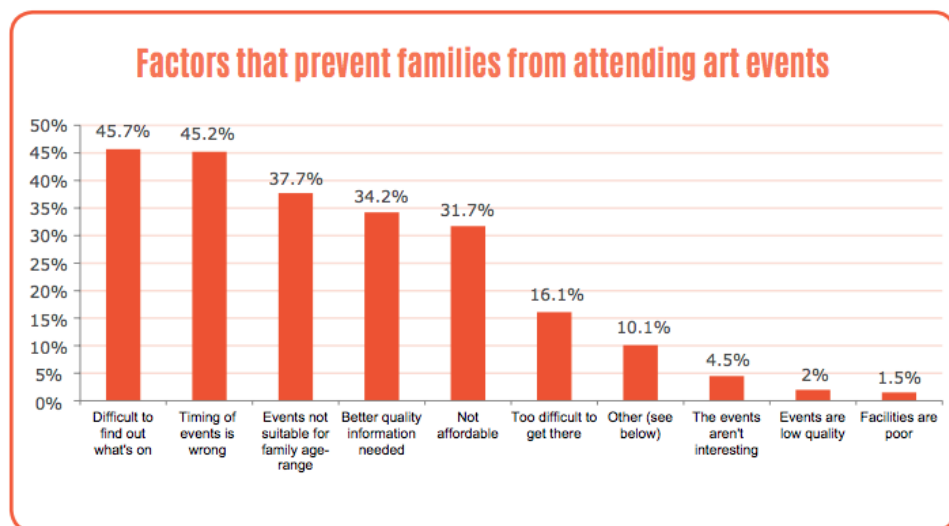
The campsite will open three hours before the entertainment starts. This is to encourage a staggered entry to the site and reduce traffic congestion in the local area. Similarly, it will shut the morning after the festival finishes. It can be expected that the majority of campers will leave on the Sunday evening due to work and school commitments but some may choose to leave on Monday morning.

10. MARKETING & OUT REACH

10.1 Family Audience Profile

In 2015, the conclusion from a national initiative called The Family Arts Campaign was published; providing insights into family audiences at arts events and tips for how events can increase engagement with this audience profile (Rose, Sutton & Jarvis, 2015). The evaluation discovered that among the top factors that influenced families to attend art events were: affordable ticket prices, to spend time with family and it's something to do with children (Rose, Sutton & Jarvis, 2015). Barriers included not knowing about the event and unsuitability for the family age range. See **figure 7**.

Figure 7: Barriers to events that family audiences face



(Source - Rose, Sutton & Jarvis, 2015)

London Symphony Orchestra took part in the campaign training; tips that they would give other family event organisers can be seen in **figure 8**.

Figure 8: Tips from London Symphony Orchestra

'Tips' about engaging family audiences to pass on to other organisations:

DO:

1. Give all the details, in good time
2. Emphasise how easy everything can be (choosing, booking, attending)
3. Use approachable, inclusive language
4. Position the arts as fun for all generations
5. Incorporate digital elements into marketing
6. Communicate through local networks
7. Take time to meet families face-to-face
8. Keep activities low cost or free
9. Include participation as part of the experience
10. Make the relationship last longer than just the event

(Source -Fabbienne Morris – London Symphony Orchestra, *cited in*, Rose, Sutton & Jarvis, 2015)

This research has influenced the planning of this event. There will be an offer on tickets, 'kids go free'; this will show that families are welcome while minimising the cost (Culture Calling, 2018). The site is difficult to access via public transport so a free shuttle bus from the nearest train station (St Erth) will be provided to and from the event.

There will also be focus on the digital marketing to ensure families are aware of the event with plenty of notice. Information will be kept clear and concise and local social media influencers and tastemakers will be contacted to help spread the word.

The event press release will be sent to the following influencers / tastemakers. They are in the geographical area of the target audience (parents and grandparents) and relevant to the market:

- Visit Cornwall (2021), Website
- A Cornish Mum Blog (2021) Twitter - 23.5K followers
- Cornish Bluebelle (2021) Cornish farmers wife and mum, Instagram – 27.7K followers
- Local Radio stations – Coast FM, Pirate FM, BBC Radio Cornwall, Surf FM

Information will also be shared on social media by the artists and entertainers.

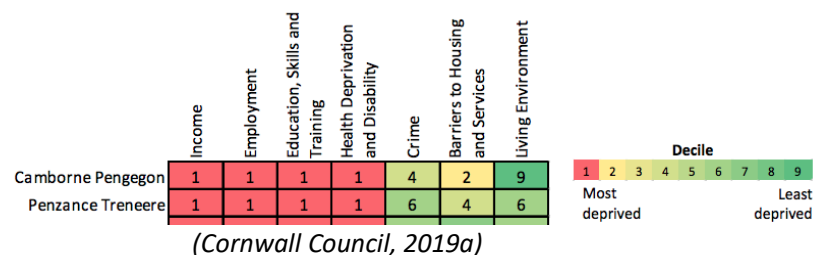
10.2 Enriching the Local Community

Economically, Cornwall is one of the poorest counties in the UK (ONS, 2016) and relies on agriculture and the tourism trade. It could be expected that some tourists also attend the festival although the event is in the off-season and not in the school holiday period. Penzance, the closest town to the festival is Penzance, has been ranked as decile one by the Office of National Statistics (ONS) (cited in Smallcombe, 2019). Decile 1 is a neighbourhood in the top 10% of most deprived areas nationally. This means that local families experience deprivation of income so the low ticket price may help to attract these consumers.

Figure 3 shows the decile rankings of different sectors in Treneere, the most deprived area in Penzance; income, employment, education skills and training and health are all in decile 1 (Cornwall Council, 2019). In order to target the families in Treneere, the festival plans to work with Youth Project, Trelya (www.trelya.com) to see if they are able to subsidise tickets for the families that they work with. More research will be done into youth and music projects in the Camborne area.

A community engagement worker will be hired to work with local youth projects and schools and engage local families. They will run workshops at the schools and youth centres where children can make pirate and Cornish festival decorations out of recycled materials that they bring. These will be displayed around the festival site and add to the aesthetics and delivered back to the schools and youth centres for the children to take them home if they like.

Figure 9: Local Neighbourhood decile rankings



Local traders will be used. The more expensive limited glamping ticket may attract some tourists.

10.3 Cultural Elements

The festival will include some education and celebration around Cornish Culture.

- Local Cornish influencers, such as Helen Glover (Olympic Gold Medallist-rowing) will be invited to tell their inspiring stories of success.
- A scavenger hunt will be placed around the event site which will include learning words from the Cornish Language.
- An interactive Cornish language class will be given.

Festivals with cultural elements can help to build communities of value and well-being. (Yeoman et al, 2011). Arts Council Grants will be considered.

11. REFLECTION

A staff debrief meeting will be had on the Monday before everyone leaves so the event is still fresh in their minds. Follow up surveys will be conducted with festival goers and the neighbours. Feedback will be requested from the key stakeholders.

Strengths

- Community & cultural elements
- Opportunity for the local economy
- Education around the Cornish language

Weaknesses

- Located on a country road, traffic delays in the local area
- No profit will be made from the event
- Smaller capacity than the organiser would of liked (3000)

For more consideration

- Weather & contingency plan
- Working at heights plan
- Animal welfare plan
- Accessibility guidance
- Terms and Conditions for campers and day ticket holders

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APPENDIX A: Meeting with land owners

Pirates in the Paddock Festival – Meeting with the land owners

ZOOM MEETING	08/05/2021								
ATTENDEES	Verity Perry (land owner), Phil Stocker (Glamping manager), Samantha Harling (JollyRoger band manager and events organiser), Kynan Sandles (JollyRoger), JollyRoger trusted shipmates, trustees (Kate, Dan, Stephen, Cathy, Sarah).								
AGENDA	• Why the event? • Elements of the event • Concerns • Considerations and logistics								
NOTES	Thoughts on the Festival Verity and Phil - fans of JollyRoger, socially distanced Facebook live stream at the Farm went well during lockdown and they are interested in hosting regular music event in the future. - Pirates in the Paddock event name and theme Elements of the event • Local music acts including JollyRoger • Agricultural trailer available for stage • Food trailer • Bar • Pre-booked camping • Professional photographer / videographer								
	<table> <thead> <tr> <th>Concerns</th><th>Possible solutions</th></tr> </thead> <tbody> <tr> <td> • Drunk people getting into the stables and being around the animals </td><td> • Security in the evening </td></tr> <tr> <td> • Noise levels for neighbouring farm and residents </td><td> • Afternoon performance not finishing too late </td></tr> <tr> <td> • Glamping residents may of pre-booked and may not </td><td> • Put the festival on at a quieter time of year (so they are available) and </td></tr> </tbody> </table>	Concerns	Possible solutions	• Drunk people getting into the stables and being around the animals	• Security in the evening	• Noise levels for neighbouring farm and residents	• Afternoon performance not finishing too late	• Glamping residents may of pre-booked and may not	• Put the festival on at a quieter time of year (so they are available) and
Concerns	Possible solutions								
• Drunk people getting into the stables and being around the animals	• Security in the evening								
• Noise levels for neighbouring farm and residents	• Afternoon performance not finishing too late								
• Glamping residents may of pre-booked and may not	• Put the festival on at a quieter time of year (so they are available) and								

	like there being a festival on. • Worries over the amount of people that may turn up and how to manage this. Would rather keep it smaller for the first year to see how it goes.	reserve them for festival people • Determine a capacity for the event and only allow ticket – holders to attend.
	What needs to be considered? 1. What licences are needed? e.g. music licence, events licence. 2. What insurance is needed? e.g. public liability 3. Toilet Hire 4. Security 5. Food & Water 6. First Aid 7. Weather	
ACTIONS	Propose a plan based on what was discussed	

APPENDIX B: BUDGET

N.B: This is a working document.

Outgoings

	A	B	C	D	E
1	Event: Pirates in the Paddock		Date: 7th & 8th May 2022		
2					
3	Dept.	Item	Projected Budget	Actual Spend	Details / Notes
4					
5	VENUE / SITE				
6		hire	£2,000.00		The land owners want to help the community so charge a low price
7		signage	£279.00		84 signs
8		toilets	£1,700.00		Andy's Loos: Self contained hot wash toilets - 32 female, 17 male, 4 accessible
9		barrier fencing	£500.00		50m roll of fencing
10		skip and bin hire	£500.00		Estimate
11		Hay Bale Hire	£80		40 hay bales for paddock area
12		Temporary Traffic Regulation Orders	£1,200.00		For one way road application
13		Marquee hire	£200.00		For Paddock Area
14		2 x sound tech gazebos	£100.00		Pirate stage and Paddock area
15	LEGALITIES				
16		Personal license application	£37.00		For event organiser
17		Personal License Course	£114.00		For event organiser
18		Premise License	£200.00		Price based on value band
19		Insurance	£870.24		Markel Direct - - Public Liability, Employers Liability (up to 40) & Professional indemnity
20	STAFF				
21		For both days			
22		Medical Team including ambulance	£2,000.00		
23		Minibus Driver	£500.00		For park and ride and shuttle bus
24		Security	£2,000.00		
25		12 x stewards	£1,200.00		£100 per day per person
26		Indoor Arena and Equestrian Manager	£500.00		
27		1 x lighting engineer	£800.00		
28		2 x sound engineers	£2,000.00		1 for pirate stage, 1 for paddock area
29		Photographer & Videographer	£500.00		

29	LONGER TERM STAFF				
30		Admin Manager	£2,000.00		20 hours a month for 6 months plus the event week
31		Event Organiser	£4,000.00		40 hours a month for 8 months plus event week
32		Health and Safety Executive	£1,000.00		2 weeks
33		Operations Manager	£1,000.00		2 weeks
34		Head of Production	£2,000.00		20 hours a month for 6 months plus the event week
35		Marketing Manager	£1,500.00		20 hours a month for 6 months
36		Community Outreach Worker	£1,500.00		40 hours a month for 3 months
37		Stage manager	£1,000.00		2 weeks
38	CATERING				
39		Volunteer meals from vendor	£1,200.00		£20 per day, 12 volunteers per day, 5 days
40	MARKETING				
41		Social media boosts	£200.00		To be used by promotional manager
42		Logo design	£34.74		Wix.com logo maker
43		Street team advertising	£300.00		2 x pirates, street team day in Penzance 2 weeks before the event
44	ENTERTAINMENT				
45	Pirate Stage				
46		10 acts	£4,000.00		
47	Walkabout Performers				
48		8 people - 4 per day for 6 hours	£800.00		
49	PRODUCTION				
50		set design	£50.00		
51	TECH				
52		PA hire	£300.00		Get quote
53		lighting	£100.00		Get quote
54	FUN EXTRAS (could be cut)				
55		Bouncy Castle, 2 days	£202.00		Claire's Castles
56		craft materials	£200.00		
57		scavenger hunt printouts	£100.00		

58	Merch			
59		lanyards	£400.00	500
60		t-shirts	£1,440.00	400
61		water bottles	£1,000.00	600
62		pin badges	£60.00	1000
63		stickers	£60.00	1000
64		Cornish flag (for scavenger hunt prize)	£600.00	1000
65	TOTAL		£42,212.24	
66		plus 10% contingency	£46,433.46	

Quotes template – to be added to

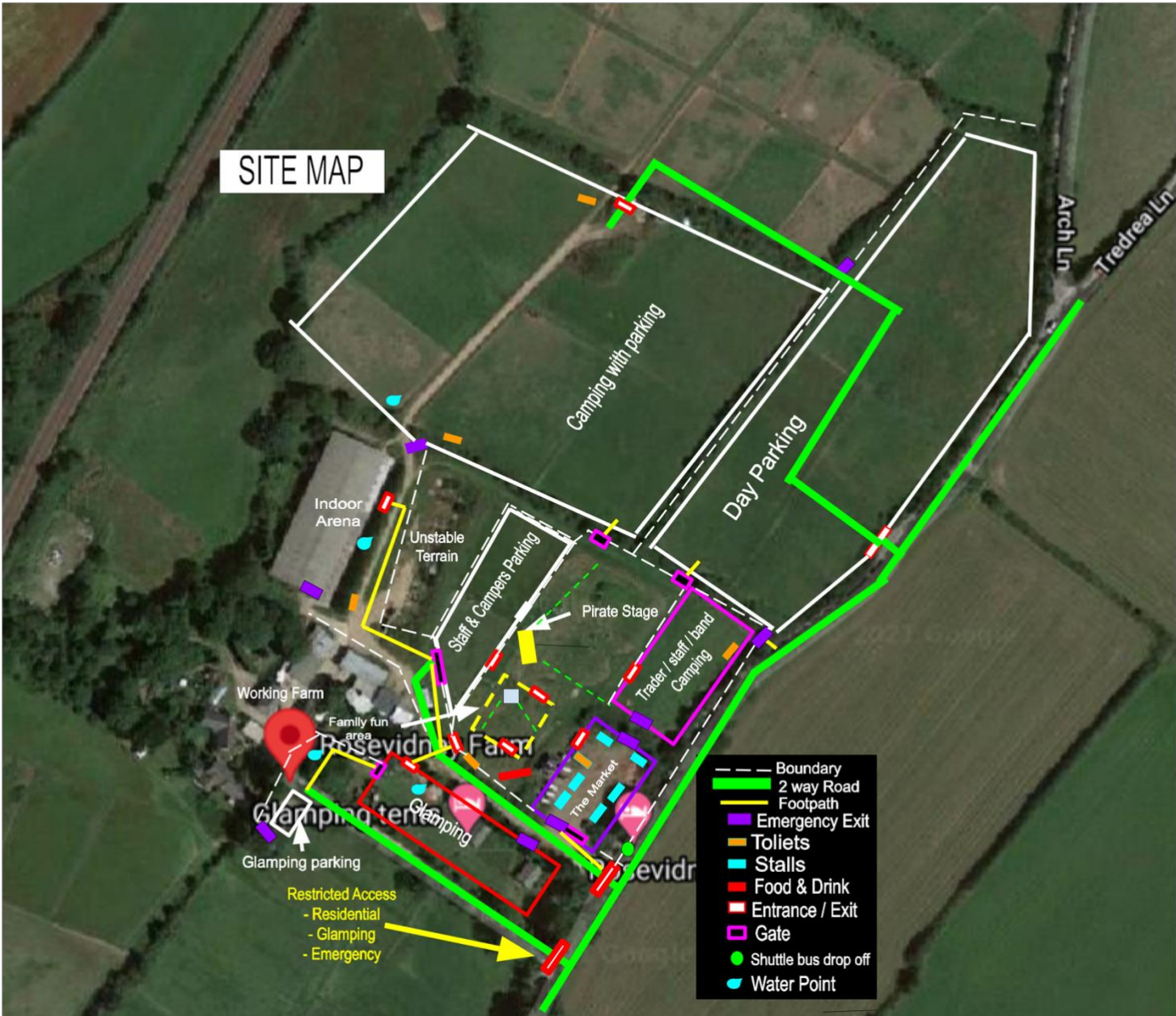
Quotes				
Item	business name	contact / website details	quote given	info
Bouncy Castle	Claire's Castles	https://www.clairescastles.co.uk/category/bouncy-castles/	Delivery to TR20, Set Up & Collection Cost: £26 Asset Price: £75 Total Price: £101	Minimum Required Space. Length 24 ft Width 20 ft
Toilets	Andys Loos	https://www.andyloos.co.uk/	Self contained hot wash toilets £31, accessible £38 female	plus VAT
Signs	Discount Displays	https://www.discountdisplays.co.uk/html/evergreen/		pack of 84 signs
Fencing	Simply Safety Group	https://www.simplysafetygroup.co.uk/barrier-fencing/	£23.96 per 50m - free next day delivery	
Personal License	Cornwall Council	https://www.cornwall.gov.uk/business-trading/	£37	
Personal License Course	The Digital College	https://www.thedigitalcollege.co.uk/course/advanced-digital-marketing/	£95 plus VAT	
Insurance	Markel Direct	https://quote.markeluk.com/quote/quotedisplay/		

Incomings

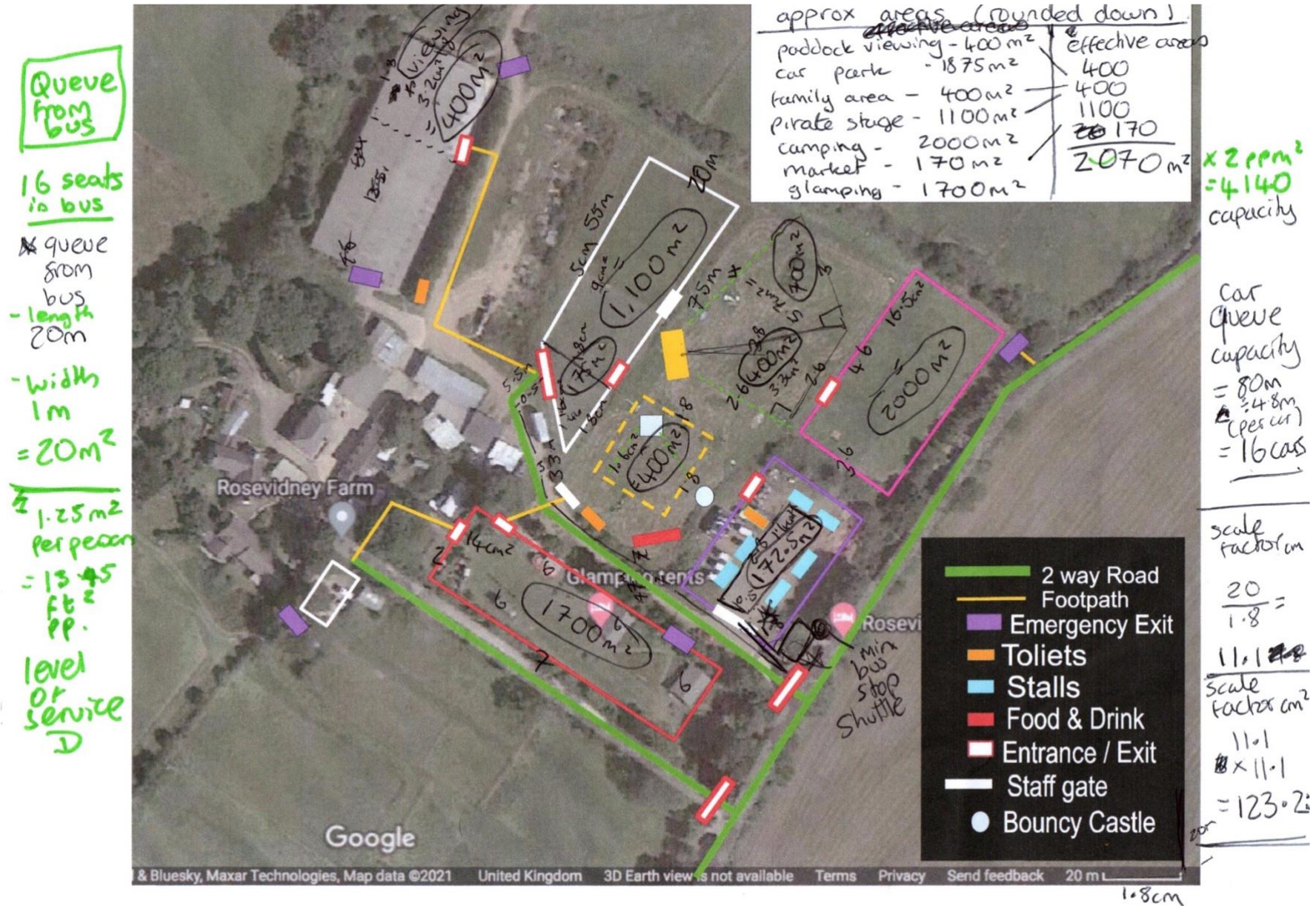
	A	B	C	D	E	F	G
1	Event: Pirates in the Paddock				Date: 7th & 8th May 2022		
2							
3	Dept.		Price	Availability	Expected to sell	Projected Sales	notes
4							
5	TICKETS						
6		Family Weekend Camping	£120.00	135	Sell out due to limited availability	£16,200.00	Up to 5 people, 1 tent, 1 parking space next to tent
7		Family Glamping Weekend	£300	6	Sell out due to limited availability	£1,800.00	Up to 6 people, average 3 people- parking included
8		Adult Weekend ticket (no camping)	£25	150	70%	£2,625.00	
9		Children's Weekend ticket (no camping)	£12.00	150	70%	£1,260.00	
10		Adult Saturday Day Ticket	£15.00	245	70%	£2,572.50	
11		Childrens Saturday Day Ticket	£8.00	244	70%	£1,366.40	
12		Adult Sunday Day Ticket	£15.00	245	70%	£2,572.50	
13		Childrens Sunday Day Ticket	£8.00	244	70%	£1,366.40	
14	Total Ticket Sales					£29,762.80	
15	PROGRAMMES						
16		lanyards	£3	500	500	£1,500.00	
17	SPONSORSHIP						
18		A local brewery	£1000	1	1	£1000	Pitch on site, logo on promotional materials
19	MERCH						
20		festival t-shirts	£10.00	400	400	£2,800.00	
21		Festival water bottles	£12.00	600	600	£7,200.00	
22	PITCH FEES						
23		food stall	£500.00	2	2	£1,000.00	
24		local craft stall	£100.00	6	6	£600.00	
25	BAR			projected cap	cut from bar		
26		Spend per head - Saturday	£10.00	1050	20%	£2,100.00	
27		Spend per head - Sunday	£10.00	1050	20%	£2,100.00	
28	TOTAL					£47,062.80	

Projected incomings (£47,062.80) – Projected outgoing (£46,433.46) = **£629.34**

APPENDIX C – full site map

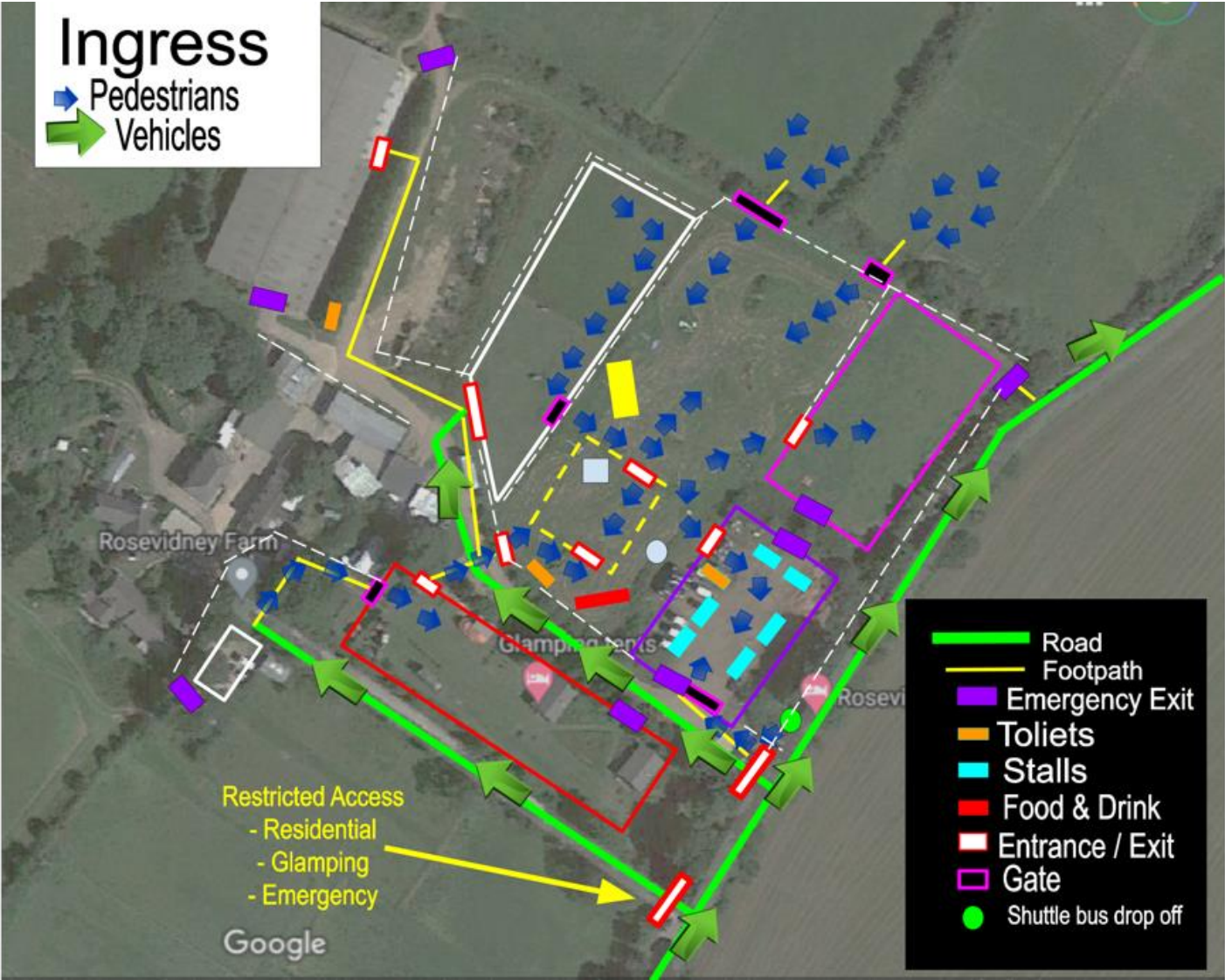


APPENDIX D – Area calculations

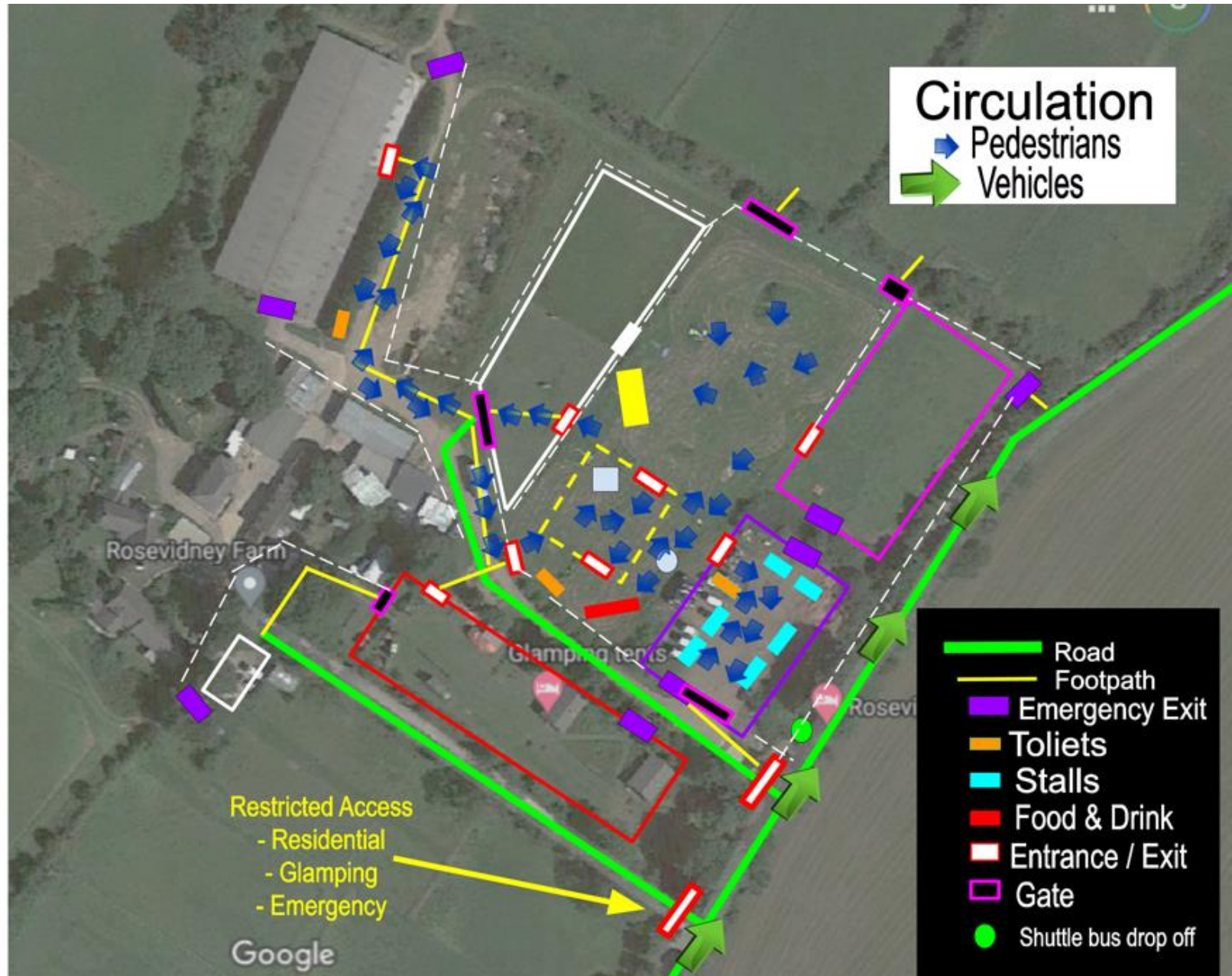


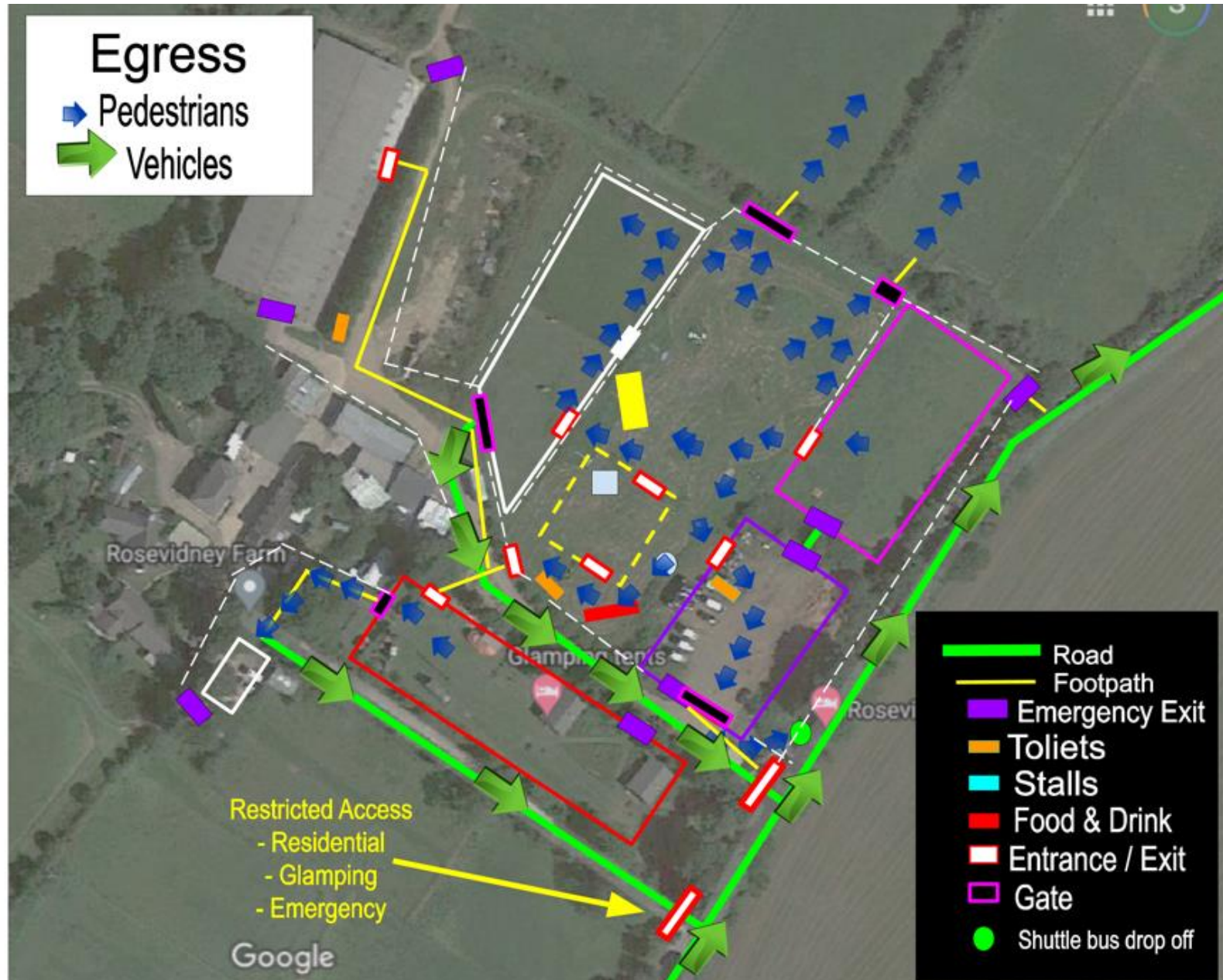
APPENDIX E — Diagrams of Ingress, Circulation, Egress & Emergency Vehicle Access Routes

Ingress

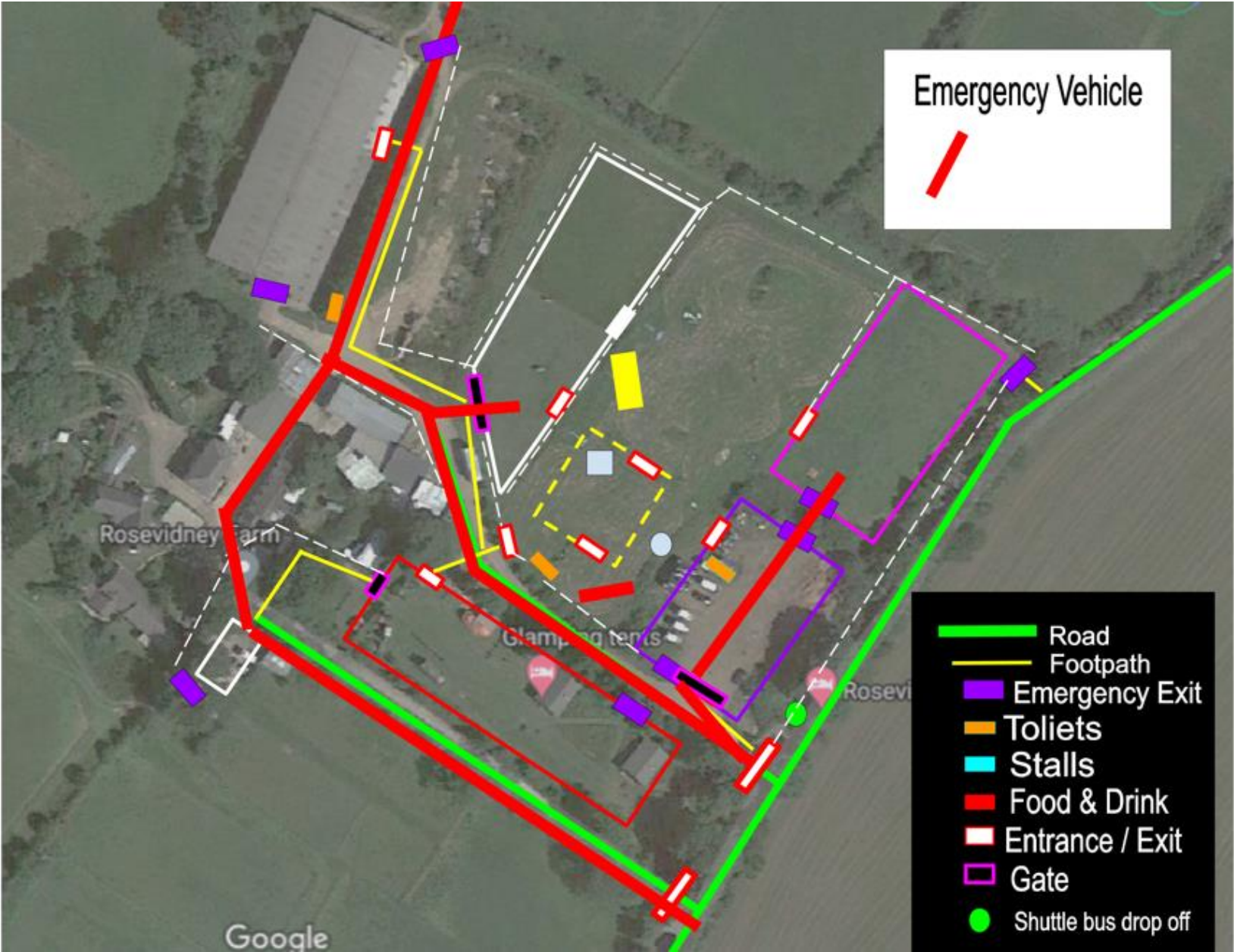


Circulation

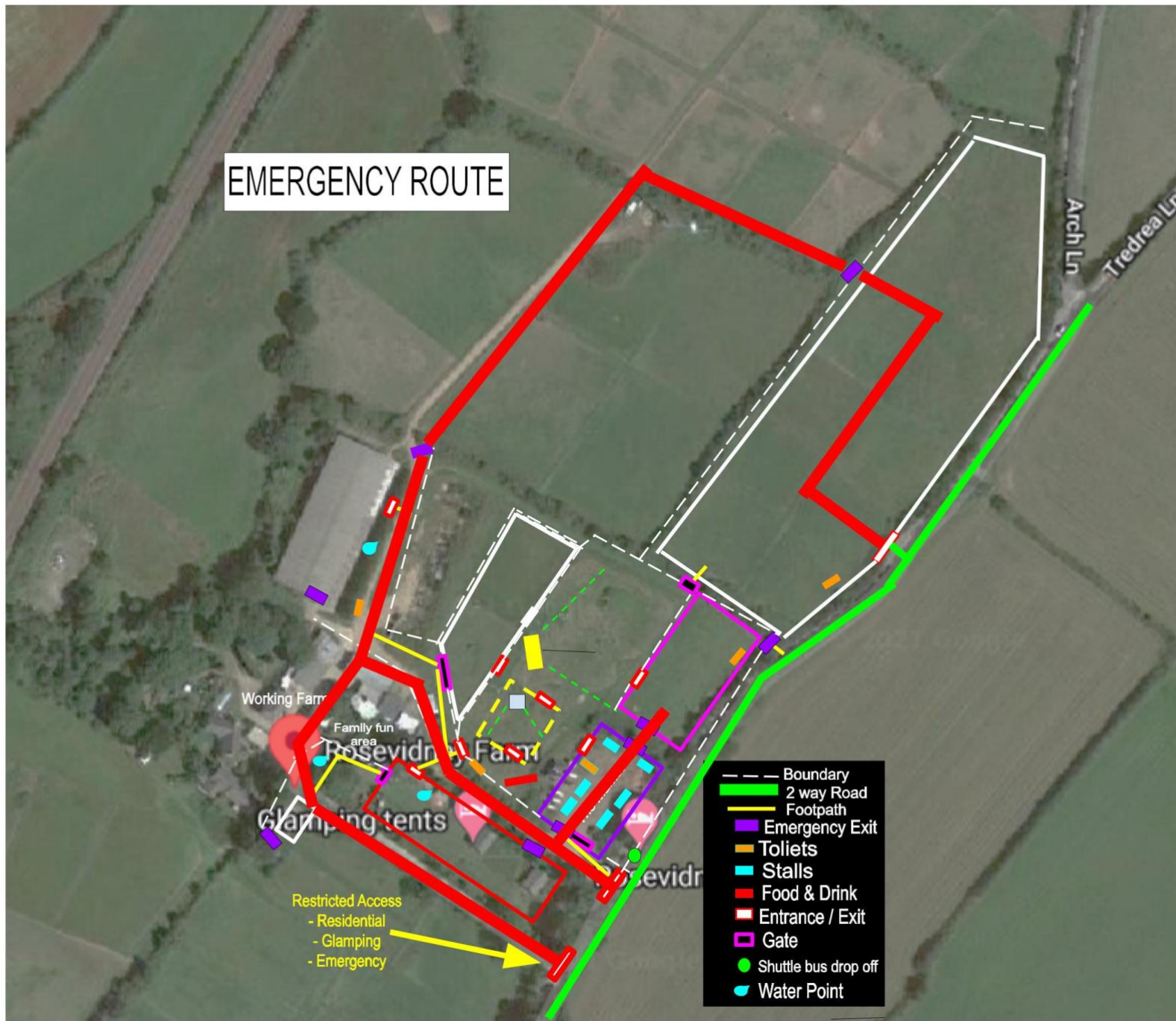




Emergency Vehicle Access



EMERGENCY ROUTE



APPENDIX F – License Permit 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 Samantha Harling
(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			
Rosevidney Farm, Penzance			
Post town	Penzance	Postcode	TR20 9BX

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£ 10,000

Part 2 – Applicant details

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

- | | | | |
|-----|--|-------------------------------------|-----------------------------|
| a) | an individual or individuals * | ☒ | 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) |
| c) | a recognised club | | please complete section (B) |
| d) | a charity | | please complete section (B) |

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr	Mrs	Miss	Ms	☒	Other Title (for example, Rev)	
Surname HARLING				First names SAMANTHA		
Date of birth 16/10/1991		I am 18 years old or over ☒ Please tick yes				
Nationality British						
Current residential address if different from premises address		35 Delamere Road, Egguckland, Plymouth				
Post town	Plymouth			Postcode	PL6 5XG	
Daytime contact telephone number		07411412094				
E-mail address (optional)						
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)						

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
07	05	2022

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

DD	MM	YYYY
08	05	2022

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

Private farm land. A field will be used for the festival, bar and staff will be contracted workers and serve alcohol in the main field area only.

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

n/a

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

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	
Day	Start	Finish		Outdoors	X
Mon	---	---	Please give further details here (please read guidance note 4) Music includes a combination of vocal and instrumental music or any combination of the 2.	Both	
Tue	---	---			
Wed	---	---	State any seasonal variations for the performance of live music (please read guidance note 5) N/A		
~~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) N/A		
Sat	13:00 ---	21:00 ---			
Sun	11:00 ---	19:00 ---			

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
				Both	
Day	Start	Finish			
Mon	---	---	Please give further details here (please read guidance note 4)		
Tue	---	---	Recorded music will be played between live music acts.		
Wed	---	---	State any seasonal variations for the playing of recorded music (please read guidance note 5)		
Thu	---	---	N/A		
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	12:00 ---	21:00 ---	N/A		
Sun	10:00 ---	19:00 ---			

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	
				Both	
Day	Start	Finish			
Mon	---	---	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Tue	---	---	N/A		
Wed	---	---			
Thu	---	---	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	---	---	N/A		
Sat	12:00 ---	20:00 ---			
Sun	10:00 ---	18:00 ---			

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	Samantha Harling
Date of birth	16/10/1991
Address	35 Delamere Road, Egguckland, Plymouth
Postcode	PL6 5XG
Personal licence number (if known)	
Issuing licensing authority (if known)	

J

Supply of alcohol Standard days and timings (please read guidance note 7)			<u>Will the supply of alcohol be for consumption – please tick</u> (please read guidance note 8) On the premises ☒ Off the premises ☐ Both ☐
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for the supply of alcohol</u> (please read guidance note 5) N/A
Wed			
Thu			
Fri			<u>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</u> (please read guidance note 6) N/A
Sat	12:00	20:00	
Sun	10:00	18:00	

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	Samantha Harling
Date of birth	16/10/1991
Address	35 Delamere Road, Egguckland, Plymouth
Postcode	PL6 5XG
Personal licence number (if known)	
Issuing licensing authority (if known)	

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). N/A
--

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)	<u>State any seasonal variations</u> (please read guidance note 5) N/A		
Day	Start	Finish	
Mon			
Tue			
Wed			
Thu			<u>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</u> (please read guidance note 6) N/A
Fri			
Sat	12:00	21:00	
Sun	10:00	19:00	

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)

Pirates in the paddock is a 2 day family festival with both day ticket holders and campers. It includes elements of Cornish culture celebration and education around the Cornish language. There will be a community outreach worker who will be encouraging local families and youth groups to attend. It is thought to be a beneficial event for the local community and local businesses. Local traders and craft market stall holders will attend. Due to the audience profile, low capacity in relation to the area of space (1500 per day) and opening times of the event, crime and disorder and public nuisance is thought to be low. A safety plan, risk assessment and transport management plan has been created.

b) The prevention of crime and disorder

Pre-festival information will include terms and conditions for attendees. Anyone that is found to be engaging in any unlawful behaviour will be escorted off site by security. A security team will be contracted to patrol the event. There will also be stewards placed around the site who will be briefed to report any suspicious or disorderly behaviour to security via radio communication. Any incidences will be logged and reported to the local police if necessary. The emergency access routes will be communicated with the emergency services before the event. The audience profile consists of local families who are expected to be compliant with security and staff and are not considered a high risk group when it comes to crime and disorder.

c) Public safety

A risk assessment has been produced by the event organiser. The health and safety executive will work with the staff to ensure everyone is aware of the risk assessment and that all preventative measures have been undertaken prior to the event. The event plan includes: a traffic management plan, research into the audience profile, an outline of the event, opening and closing times, staff roles and duties, the event site plan, facilities. Staff will have appropriate qualifications for their roles and necessary training will be provided to volunteers. There will be a medical team and ambulance on site.

d) The prevention of public nuisance

The event organiser have communicated with the land owners to learn more about the neighbours and local area. Finishing times of the event: Saturday 21:00, Sunday 19:00. The campsite will be supervised by security during the night and any excessive noise will be a violation of the terms and conditions of the event. The speakers of the main stage will be directed away from the farm and not towards any local housing. Due to the audience profile being predominately family groups, excessive drinking and loud behaviour is considered to be minimal. Camping will be advertised as a weekend 'family camping pitch' to encourage the family demographic to purchase these. This is due to the event finishing early, 21:00, and families with children being more likely to go to bed earlier thus keeping noise levels to a minimum at night to decrease the disruption to the local neighbourhood.

e) The protection of children from harm

As this event is marketed as a family festival, it can be assumed that many of the audience members will be children. Pre-event information and terms and conditions will inform ticket holders that children must be accompanied by an adult to this event. Adults will be responsible for the children they bring. Upon entry, marshals will check that there are no unattended children coming in. Staff and volunteers will be briefed on what to do if they see an unattended child at the event. In the instance of a lost child, a PA announcement will be made and the child will be supervised by a member of security until they are reunited with their guardian.

Checklist:

Please tick to indicate agreement

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

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.

APPENDIX G: Risk Assessment

Hazard	Who is at risk	Controls in place	Further action needed
NOISE			
Noise – amplified music, hearing problems	All staff are assumed to be at risk, particularly the sound and lighting engineers who will be stationed by the stage.	- Staff considered to be particularly at risk given earplugs - The main stage has been designed to point away from the farm and the rest of the site.	Staff rotation between quieter and noisy areas
TRAFFIC			
Road crossing between Glamping and the festival site	Glamping ticket holders	A member of the traffic management team in high vis will be positioned at the crossing 'lollipop person'. There are only a maximum of 36 glampers so there will not be many people using the crossing.	Rota for traffic team to man the crossing and main entrance at all times during festival opening hours.
Moving vehicles	Pedestrians	Where possible, traders and facility movements will be arranged outside of event hours. The main gate to the staff entrance will be manned by the traffic team and any staff arrivals during event hours will be chaperoned into the car park by a steward and the operations manager will be notified by radio.	
HEALTH & ACCIDENTS			
Contracting disease	All staff and audience members	Check and clear the site of any animal droppings and manure before the event. The campsite will not have residential horses or animals in it for 2 weeks leading up to the event. A hand washing station will be located	

		outside of the arena area and signage will encourage people to wash their hands after touching the horses.	
Kicked by horses	People in the indoor arena	Professional livery staff will run the indoor arena. There will be a barrier between the dressage show and audience. Capacity will be restricted into the arena, 250 maximum and this will be monitored by security. A medical team will be on site to respond to any incidences that occur.	
Unstable ground conditions, including any holes that have been dug up by wild or domestic farm animals	Everyone on site	The worst unstable area will be closed off for the event by barriers. The ground will be checked pre-event by the Health and Safety Executive and any large holes will be filled in.	
Electric shock	Staff operating electrical equipment	- Equipment will be hired from professional companies are will be checked before the event starts. - Trained staff will be operating the equipment – PA and lighting	
Infrastructure failure – marquee, stage, fencing	All staff and audience members	Infrastructure will be checked prior to opening by the Health and Safety Executive.	
Bouncy Castle – collisions	Children using the bouncy castle	The bouncy castle will be monitored by a marshal. Signage will display safety rules of the bouncy castle (under 12's only, only 6 at a time). Children must be supervised by an adult.	Include 'children must be accompanied by an adult' on the pre-event information.
EMERGENCY			
Emergency vehicles have had previous trouble finding the event site in the past	Anyone with a serious health emergency	The local authority and emergency services will be informed of the event and location beforehand. Staff will be briefed to ensure if they call 999 they must say	Put this information on the e-ticket for event goers to see.

		'Rosevidney Livery Stables' not 'Rosevidney Farm' as this has been confused with a neighbouring farm in the past.	
Crime	All	The audience profile is predominantly families with grandparents and children. The risk of crime is thought to be low. There will be security on site to act as a deterrent and the police will be notified if any crimes occur.	
Fire	All	- The local fire station will be aware of the event. There is emergency access for fire services to use. The paddock area will have hay bale seating and be fenced off and have 'no-smoking' signs in that area. - No open fires will be permitted in the campsite areas. - Traders will be required to provide the event with a copy of their risk assessments including fire management. - Fire extinguishers will be placed in each area of the site and trained staff will be briefed on their location. Emergency exits signs will be clear. - Stewards, led by the health and safety executive, will instruct visitors on how to leave in the case of an emergency.	
OTHER			

Perceived risk levels

Red – High
Yellow – medium
Green – low

N.B. This is a working document and a basic risk assessment. A meeting will be had with the staff to discuss any further risks that they feel should be considered within their area of expertise. The Health and Safety Executive will put together a final risk assessment closer to the event

APPENDIX H – Event schedule

Saturday	Pirate Stage 13:00-20:45	The Paddock 12:00-18:00	The Arena 13:30-17:00	Market 12:00-18:00	Walkabouts 12:00-21:00
12:00		Interactive Pirate craft session			
12:15					
12:30					
12:45					Morris Dance
13:00	Act 1				
13:15					
13:30			Meet the horses		
13:45				Morris Dance	
14:00	Act 2				
14:15		Cornish language class performance			
14:30					
14:45					
15:00	Act 3				
15:15					
15:30		Dressage show			
15:45					
16:00					
16:15		Talks from Cornish influencers			
16:30					
16:45					
17:00	Headliner				
17:15					
17:30					
17:45					
18:00					
18:15					
18:30					
18:45					
19:00	Act 5				
19:15					
19:30					
19:45					
20:00					
20:15					
20:30					
20:45					
21:00					

Sunday	Pirate Stage 11:00-18:45	The Paddock 10:00-16:00	The Arena 11:30-15:00	The Market 10:00-16:00	Walkabouts 10:00-19:00
10:00		Interactive Pirate Craft session			
10:15					Morris Dance
10:30					
10:45					
11:00	Act 1				
11:15					
11:30		Meet the horses			
11:45			Morris Dance		
12:00	Act 2				
12:15		Cornish language class performance			
12:30					
12:45					
13:00	Act 3				
13:15					
13:30		Dressage how			
13:45					
14:00					
14:15		Talks from Cornish influencers			
14:30					
14:45					
15:00	Headliner				
15:15					
15:30					
15:45					
16:00					
16:15					
16:30					
16:45					
17:00	Act 5				
17:15					
17:30					
17:45					
18:00					
18:15					
18:30					
18:45					
19:00					