Tileyard Presents: Music and Movies (2021)

Live Event Management: BMTY7005

Lucy Campbell Clyne:1903935

When given the task of putting together a one day cross media cultural event at Tileyard Studios. We immediately started to think about what would be the best two media types to combine in this event. We discussed and came to the conclusion that movies and music have gone together for as long as film has existed. The first idea that was discussed was doing an event featuring movie-musicals. However, after some discussion, we came to the agreement that what we really wanted to do with this event was to spotlight upcoming UK based talent. So from that as our starting point, we began the creation of 'Tileyard Presents: Music and Movies 2021'.

Our first meeting was spent discussing who would be best suited to the different tasks that would be necessary for putting this event together and then followed it with going more in depth with what we wanted to be happening at the 'Tileyard Presents: Music and Movies 2021' The meeting minutes (Fig. A.) show our initial division of the tasks although it changed as we got further into the task and found that we had skills that were applicable to other tasks than the ones we decided on in this first meeting.

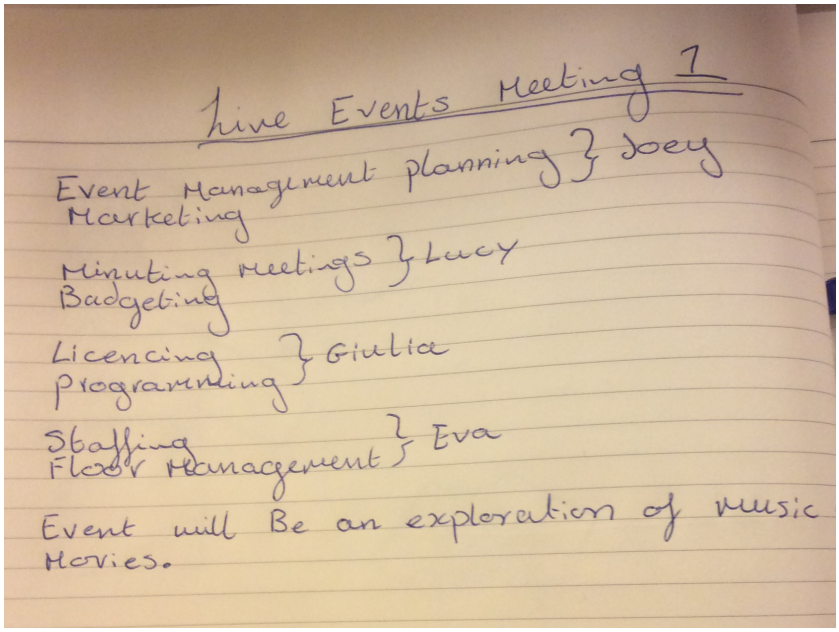

Fig. A.

Once we had decided on our general theme and aim, we created a mission statement, which Joe wrote up as "Our mission is simple. We are intending to give young talent a spotlight and using our event we aim to showcase the best on offer from music and film. Right at the creative heart of London. To create a brighter future for all the talent showcased."

We then needed to look at licensing for the event. 'Tileyard Presents' would be taking place on the Tileyard London premises, in the London borough of Islington. Luckily for us, we did not need to consider the licensing for serving food or drink as location is already licensed to serve food due to the vinyl cafe and they are already fully licensed. The next thing we needed to look at was obtaining a premises license from the

local council. We would then serve a temporary event notice to the council in order to host the event. Although to keep it well within the restrictions that could require additional applications and licensing, we limited the event hours from 11am to 8pm. Since we had a capacity of 120 people due to the small venue size, we luckily did not need to apply for a music license. This also had an effect on the staffing and how we dealt with how many people would be employed and for how long.

Once that was done, we created a site map to show where the event would be taking place (Fig. B).

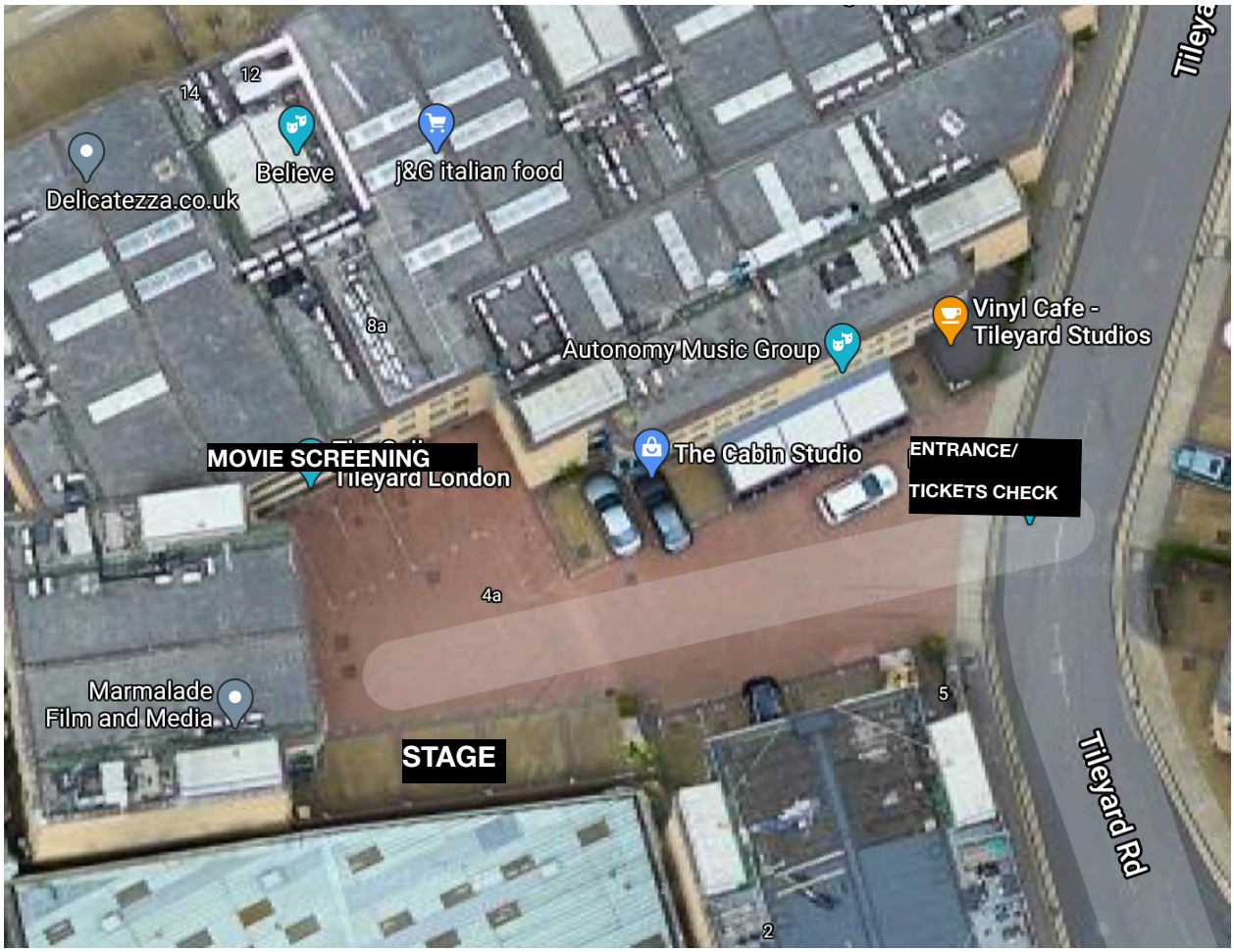

Fig. B

We would be using The Gallery for the film screenings as it is equipped with a projector screen and speakers, it would also be best to show the films there as it also has blackout curtains so that the audience can get a full cinematic experience. The stage for the musical acts will be set up outside, facing the gallery so that guests do not have to travel far between where they are viewing the films and where they are watching the musical performers. In the courtyard area, we will also have set up some catering stands for people to purchase food

from, but they will also be able to purchase food from the Vinyl Café which is situated directly in the courtyard, so guests to the event will be able to use it in the breaks in between acts if they would like to.

For staffing the event, we worked out that it would require five security guards, 10 stewards and 10 event staff. Working alongside the vinyl café meant that we wouldn't need to provide staff to work there, so we could divert funds to paying for the security and other event staff. We all agreed that the four of us who have put together the event, would also volunteer on the day as staff to help move the event along smoothly. This would also mean that we would only need to employ an additional 16 members of staff and stewards and keep the event well within budget. As we would also have food stalls at the event, each stall would be permitted to have up to four members of staff with them to help work through the event.

After deciding on the theme of the event, we also needed to work out and put together a program for how the day would pan out. With this task, Giulia took the lead and planned out the day as follows:

Time	Event
11:00 AM	Doors Open
11:20 AM - 12:50 PM	Movie Screening (Lucy & Lynn)
12:50 - 1:30 PM	Break
1:40 - 2:20 PM	Music Showcase: Killowen
2:40 - 3:10 PM	Movie Screening (Step Back)
3:10 - 4:00 PM	Break
4:00 - 4:40 PM	Music Showcase: Baby Queen
5:10 - 6:30 PM	Movie Screening (The Levelling)
7:00 - 8:00 PM	Music Showcase: India Jordan

We selected these musical acts and these films as they are starting to emerge in their scenes and would greatly benefit from being able to showcase their talents to an audience in an internationally known and respected location such as Tileyard Studios.

But all this would not be possible if we did not advertise the event properly. Branding is a huge part of putting together any event and Tileyard Presents: Music and Movies 2021 is no different. As Tony Meenaghan states "In an increasingly competitive marketplace, greater emphasis is being placed on brand image development as the basis for consumer discrimination. Advertising has a central role to play in

developing brand image, whether at the corporate, retail or product level. It informs consumers of the functional capabilities of the brand while simultaneously imbuing the brand with symbolic values and meanings relevant to the consumer."[1]

As well as putting together the timetable for the day, Giulia also designed the main branding image for the event (Fig. C.) We wanted something that showed the relaxed atmosphere of the event that we were trying to create but also to keep it fun and lighthearted. This was achieved with the combination of the cartoon look of the background combined with the photograph of the two girls sitting on the grass.

We wanted to keep the brand looking young and contemporary, as our focus was on the new and upcoming artists that would be showcasing at the event, we wanted to attract people who would not only be industry professionals wanting to see these emerging talents but also young people in their teens and twenties who would be curious to see what might be the next big thing in music or film.

Fig. C.

[1] Meenagan P.1

We will also be utilising social media and hashtags, #Tileyardpresents2021. We will be promoting through the Tileyard social media platforms as well as our own on sites such as Pinterest, Instagram, Google+, and Twitter.

Another aspect that we had to consider when putting the event together, was the floor management and the health and safety components we needed to put in place. This was Joe's responsibility in the group, and he put together the following for the floor management:

- Event Management structure

  .Event manager

  .Site Manager and deputy Event Manager

  .Stewarding Coordinator

  .Safety Officer

  .Medical and First Aid Provision

  (Major incident Emergency Management Team)

  .Event Manager

  .Site Manager and Deputy event Manager

  .Stewarding Team

- Emergency Procedure

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

- Evacuation plan

  If the team decide that that a controlled evacuation will need to take place, the stewards will take their positions and an announcement will be made from the stage, either in the courtyard or the gallery, depending on whether it is a film or music showcase at the time.

- Severe Weather and Event Cancellation

  We will be using the met office weather report and checking the weather a week before the even. The even manager will make the final decision if the event should be cancelled or postponed.

- Fire Precautions

For the performance area and the gallery there will be two water type extinguishers, one dry powder extinguisher on each side of the stage, and one light duty fire blanket. The event management team will ensure that the stewards are fully aware of the relevant fire and safety procedures for anything that may occur during the event.

- Communications

  All the staff working the event will have access to either a handheld radio or a mobile phone, the stage PA will be used for emergency announcements and if needed a battery powered megaphone will be used in the case that the PA system fails.

- Waste management

  The event area will be inspected before and after the event and large litter items will be removed, we will also be providing additional bins.

But as well as all of this, we also needed to pay careful attention to our budget. We needed to make sure that the money being spent on this would not exceed or come close to exceeding the money that would be made through the event.

I was in charge of creating the final budget for the event, but we discussed the basics of the finances as a group, mainly how much the tickets should cost. We wanted to make the event as affordable as possible but also not make the tickets so cheap that people may purchase them but not come on the day. Eventually we settled on £25 for a standard ticket and £15 for a student ticket. Once this was decided it gave us the basics of how much we could expect to make and how much we would be able to spend.

With a capacity of 150 people and an estimate of them being split fairly evenly between students and non-students, we expect to take around £3,000. We plan to spend approximately £450 total on hiring the artists to perform, and to pay for the rights to show the films, and arrange sponsorships of £500 each with large brands such as Beats, RedBull and CocaCola.

We will be employing 5, security guards, and 16 members of staff with us volunteering as an additional (unpaid) 4 members of staff, meaning that there will be 20 members of staff looking after the event throughout the day.

The security guards and the staff will be paid the national living wage of £8.72 per hour, costing us approximately £1,256.We would then have a 20% split with the Vinyl Café's takings on the day. This we estimated to be around £85. The next largest cost would be that of hiring the stage for the performers. While

we would want to hire a decent stage, we do not have a large space or would need to hire it for any more than a day, so we would estimate the cost of this to come to £2,000.

In total, we would expect to turn a profit of £879

The resulting financial results can be seen in the chart below (Fig. D.).

Budget

*Values are rounded to the nearest pound

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

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

Money Left Over	
Income minus expenses	£879

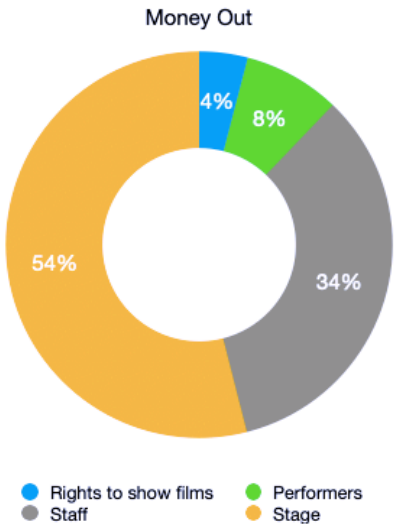

Fig. D.

The largest portion of our money would be spent on staffing the event, as we would be needing far more of them for the safety and security of the people visiting the event.

Reflecting on this project, I think that we worked well together, especially given the circumstances that we were working in. It was certainly an extra challenge to put together and organise this event during the COVID-19 pandemic as we couldn't meet in person so all the meetings and discussions had to be done through Zoom and WhatsApp. Whilst organising an event under normal circumstances would have a lot of activity online, there would still be some in person meetings where discussion would be made easier.

One of the aspects of working with this team that went well was how we were able to divide up the roles needed for the event and were all able to effectively complete our tasks so that this portfolio could be assembled with coherent information and a clear plan for our event. The group was easy to work with and we communicated with each other clearly and effectively when we needed to, although technology did its best to challenge us through this process, we rose to the challenge and put this event together.

Appendix

Appendix A.

ISLINGTON

Islington
Application for a premises licence
Licensing Act 2003

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

* required information

Form errors

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

Section 1 of 21

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

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

Are you an agent acting on behalf of the applicant?

○ Yes ◉ No

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

Applicant Details

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

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

Are you:

○ Applying as a business or organisation, including as a sole trader

◉ Applying as an individual

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

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

Section 2 of 21

PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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.

Premises Address

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

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

Postal Address Of Premises

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

Further Details

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

Enter non-domestic rateable value of premises

< Previous 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 Next >

Section 3 of 21

APPLICATION DETAILS

In what capacity are you applying for the premises licence?

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

Confirm The Following

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

< Previous 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 Next >

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INDIVIDUAL APPLICANT DETAILS

Applicant Name

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

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

(•) Yes ( ) No

First name: Giulia

Family name: Fontana

Is the applicant 18 years of age or older?

(•) Yes ( ) No

Current Residential Address

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

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

(•) Yes ( ) No

Building number or name: Flat 5

Street: 2 Treadway Street

District:

City or town: London

County or administrative area: London

Postcode: E26QW

Country: United Kingdom

Applicant Contact Details

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

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

(•) Yes ( ) No

E-mail: giuliafontai

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

Telephone number: +393450433131

Other telephone number:

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OPERATING SCHEDULE

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

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

Provide a general description of the premises

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

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

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

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PROVISION OF FILMS

See guidance on regulated entertainment

Will you be providing films?

(•) Yes ( ) No

Standard Days And Timings

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

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

Continued from previous page...

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

(•) Indoors ( ) Outdoors ( ) Both

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

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

Movie exhibitions will take place inside The Gallery.

State any seasonal variations for the exhibition of film

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

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

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

PROVISION OF LIVE MUSIC

See guidance on regulated entertainment

Will you be providing live music?

- (●) Yes
- ( ) No

Standard Days And Timings

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

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

Enter Wednesday end time 2

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

- ( ) Indoors
- (●) Outdoors
- ( ) Both

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

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

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

State any seasonal variations for the performance of live music

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

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

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

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SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

(•) Yes ( ) No

Standard Days And Timings

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

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

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Will the sale of alcohol be for consumption:

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

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

State any seasonal variations

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

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

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

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

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HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

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

State any seasonal variations

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LICENSING OBJECTIVES

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

a) General – all four licensing objectives (b,c,d,e)

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

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

b) The prevention of crime and disorder

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

c) Public safety

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

d) The prevention of public nuisance

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

e) The protection of children from harm

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

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