Portfolio: Turbo Fest

Live Event Management

BMTY7005

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The event

Sound Of The Southwest presents ‘Turbo Festival’ which is an over 18s two day festival in July taking place at the Bath and West showground in Somerset to showcase cool cars and energetic music. The vision is to collaborate the car world with the music industry to create an eye catching experience. The aim is to entertain people during the daytime with car meets open mic music opportunities, famous F1 drivers panel and music competitions then in the evening live performances of Grime, Hip Hop and Drum & Bass music. Turbo Fest aims to entertain up to 3000 people who have the option to camp with a weekend ticket giving them the full experience or they can come down for the day with the purchase of day tickets. Weekend tickets will give our customers a free parking space, access to the site to camp and a 6 pack of monster energy drinks provided by Turbo Fest sponsorship with Monster Energy.

Staff

Turbo Fest will be managed by the team from Sound Of The Southwest music group. Sound Of The Southwest is an urban music label in the Southwest Of England that showcases up and coming artists on its online platforms like Youtube and Instagram to promote the talent within the area. Sound Of The Southwest also puts on shows in Wiltshire showcasing Drum & Bass, Grime and Hip Hop acts such as J Artist and SB Sound. Sound Of The Southwest has been established in 2017 and is run by Adam Zanotti, Will Shepherd, Blake Llyod & Seb Snook who have raised over 10 million views online.

See Appendix A for staff programming

Target Audience

Turbo Fest aims to attract male and female customers from the ages of 18 to 27 from the Southwest Of England area within a 100 mile radius who are interested in car shows and urban rave music like Drum & Bass, Grime and Hip Hop. We’ve chosen to go for this target audience because Sound Of The Southwest has a similar fanbase to this demographics so it’ll be easier to promote the festival for customers to buy tickets also knowing the best strategies to market to them.

See Appendix B for customer avatars

Finance

See Appendix C for budget

Sound Of The Southwest will be the main funder for Turbo Fest as they are going to invest £150k into the festival. The £150k will cover the cost of the land of Bath and West Showground, the stages, the artists, famous car drivers and more.

Monster Energy will be sponsoring Turbo Fest with £50k. As a festival, we will used this money for an excellent light show in the evening built upon the stages. Our inspiration for this comes from BoomTown another music festival that has had success through its extreme stages.

3% of the ticket sales will go to PRS the Performing Rights Society for the artists, bands and producers.

Revenue streams

- Ticket sells
- Turbo Fest aims to sell all 3000 capacity tickets, 2000 weekend camping and 1000 day tickets. The festival will be keeping track of how many tickets using Dic ticketing technology.

- Bars

There will be 7 bars present at Turbo Fest, 1 bar will be placed in the camping area near the food vendors and the rest of the bars will be in the main area by the stages. Each bar will have a bar manager to run the staff serving alcohol.

- Food Vendors

Food will be available in the camping area and in the main area for festival goers to enjoy. The food will be mostly burger vans and fried chicken (with vegan and vegetarian options to). These options were voted on the Turbo Fest social media pages polls by festival goers.

- Sponsorships

Turbo Fest will be sponsored by Monster energy drink. We've chosen to go with Monster Energy because they run their own car show events and have sponsored extreme sports and music for years.

- Merchandise

We will be selling Turbo Fest merchandise at the stalls which will be located in the main area. T-Shirts will be £10 each and Turbo Fest hoodies will be £20 each available. Both items of merchandise will be available in the colour red or blue to go with the same colours as the Turbo Fest logo. There will be funfair games on site like coconut throwing to give the festival goers a chance to win free Turbo Fest merchandise.

See Appendix D for merchandise examples

Key Stakeholders

Sound Of The Southwest are the Key Stake Holders who will be funding the festival. Monster Energy will also be a Key Stake Holder as they are sponsoring the event. Sound Of The Southwest business partners like GRM Daily and Link UP TV are also stakeholders who have been supporting Sound Of The Southwest since 2019 and are interested in working with Turbo Fest.

The Venue

The site we've chosen for Turbo Fest is The Bath & West Showground in Shepton Mallet, Somerset. The Bath & West showground is The South West's Premier Events Centre which has 240 acres of the site for meetings, exhibitions, festivals like Nass Festival and fairs. It features a variety of sizeable indoor spaces, a theatre, a bar & restaurant. The outdoors has big fields perfect for festival stages and camping.

We have chosen to use The Bath & West show because of its great reputation, easy access and previous experiences from our team.

Nass Festival which also holds an event at The Bath & West Showground is renowned as the UK's biggest celebration of music, street art, skateboarding and BMX. This festival has been running successfully at the Bath & West Showground since the 1990s. Nass Festival have over 11 stages with one of the best drum and bass lineups globally (Visit Bristol, 2020).

Travel

The Bath & West showground has easy access from the M5 motorway and is situated on the A371 Castle Cary down the Shepton Mallet road. The showground is around 25 miles from Bristol and 20 miles from Bath. The nearest train stations are Bristol, Castle Cary & Temple Combe (Bath & West, 2022).

For our event 'Turbo Fest' we will be providing a shuttle bus from Castle Cary train station to the Bath & West showground for our festival-goers that will run every 40 minutes which will cost a small fee. (Cash or contactless payment)

The layout for 'Turbo Fest' will be fixed with the Bath & West Showground mid centre position 4 on the Site Map for the main car shows and music performances. We Will be using the 3 main '*Cattle Sheds"* as the venue for the music throughout the day and evening and we will be using the available outside space (In front of the cattle sheds) for the car shows. The camping area shall be positioned in the potential opportunity zone area number 2 For traffic management, there will be one entrance for the festival goers on Shepton Mallet road which is positioned on the visitor destination number 5. For festival workers and performers, their entrance is positioned roral economy business zone 5 minutes up the road from the festival goers entrance at number 5 on the site map. On Shepton Mallet road there is no footpath so festival goers will be informed if they are walking to the festival they have to keep on the grass side path for safety which will be secured by stewards.

See Appendix E for the site Map

Event Saftey

Festival owners when putting on an event have prime responsibility for the health and safety of the workers on site, members of the public (the audience/crowd) and contractors who are working at the event. Under The Health and Safety at Work Act 1974 which is a legal covering to set out general duties which are employers have towards employees and members of the public, employees have to themselves and to each other and certain self employed have towards themselves and others to keep everyone safe while working (HSE, 2022).

Key Saftey Risks at Turbo Fest

Event and Production Equipment

We will have a qualified team to make sure the stages and large amounts of technicolour lighting are safety checked before the show starts (Blerter Team, 2022). The team will scout out for any trip hazards on the site and confirm that all the stages are going to be secure if there's a change in the weather.

Crowd management

Stewards will be onsite in high numbers on the days of the event to make sure the crowds are safe and happy enjoying their time at Turbo Fest. Each steward will be hired from Safe & Sound which is a trusted security firm from Trowbridge that has been keeping people safe for over 20 years with high ratings from Sylvester Stalone and Mel Gibson (Safe & Sound, 2022).

Transport & Traffic management

Marshals will be out on Shepton Mallet road signalling, parking and dedicating pedestrians access to appropriate parking. The area will be risk accessed by the on site staff too to create a safe environment and limit the possibility of incidents being caused (Blerter Team, 2022).

Staff and volunteer safety

Staff at Turbo Fest are as equally important as the attendees and participants and their saftey is extremely important so each role will be analyzed to make sure they are able to do the job for example lifting heavy equipment and the marshals dealing with the busy roads and crowds. In the planning of the show, the event team will sit down and think of possible scenarios to make sure that we are prepared (Blerter Team, 2022). Turo Fest will have to see certificates of training from the companies hired to make sure everyone is safe and sound.

Medical assistance requirement

There will be 2 first aid camps at the Bath and West showground with 2 ambulances at each camp ready to take anyone who is needing hospital treatment from accidents or incidents (Blerter Team, 2022). Shepton Mallet, the town where we are hosting Turbo Fest has a community hospital within 10 minute drive distance to the Bath and West Showground.

Turbo Fest will also have active first aiders walking around the festival to make sure if there is a sudden accident or incident they are ready to help with a good response time.

Unpredictable weather

Scenarios of bad weather will be checked with the Bath and West Showground to see what possible risks we may have to face if we have bad weather on the day (Blerter Team, 2022).

If there it is a hot day staff and volunteers will be giving out free cups of water from the front of the stages to make sure people are hydrated and not going to pass out.

If it is raining heavily certain routes may be changed to keep everyone safe from not falling and injuring themselves on the site.

Potential Fire Hazards

A full risk assessment will be carried out of any fire hazards to get rid eliminate any risk. It will be double checked by The Bath & West Showground team before the show runs. Fire extinguishers will also be easily located around the event in case of an incident, these will be controlled by the stewards and marshalls on site (Blerter Team, 2022). Shepton Mallet's local fire station will be notified that the event is taking place letting them know the accessibility points for fire engines in case of an emergency.

Food Safety

All food vendors will have to have appropriate licensing and access to the facilities they need to make sure their food meets the correct food safety standards (Blerter Team, 2022). Each food vendor has to have its own sink with running hot water to make sure everything is clean and bacteria free.

Evidence of the food vendor's training and food safety for their workers has to be provided to the Turbo Fest managers with all the names working under the shop.

Antisocial & Aggressive Behaviour

Antisocial and aggressive behaviour will not be tolerated at Turbo Fest and participants involved will risk being thrown out of the festival event. Security from the Safe and Sound security team will be patrolling the festival the whole event looking out for any problems that may happen.

Stewards will be properly trained on how to handle these situations by the Safe and Sound team.

There will also be a team of police officers patrolling the site on the day to keep control and awareness of participants who may want to cause trouble. The local police station will also be notified in case of any major problems caused at the event.

The events management team will also have a strong communication system with the security team through walkie talkies in case of an incident so they will be able to report to the police quickly (Blerter Team, 2022).

Licensing

There are three types of licenses under the Licensing Act 2003, Premises Licences, Club Premises Certificates and Personal Licenses (W Council, 2022).

The licensing Act 2003, covers the provision of late night refreshments, the sale of alcohol, the provision to run live entertainment and record music, plays, dances, boxing and wrestling, indoor sports events and the provision for dancing and music (W Council, 2022).

There are four objectives that underpin The Licensing Act 2003 which need to be taken into account and promoted throughout the process of the licensing. Each objective is of equal weight and they are to prevent crime and disorder, public safety, the prevention of public nuisance and the protection of children from any harm (LGA, 2022).

For Turbo Fest, a Premises license is needed at the Bath and West Showground because we will be selling Alcohol at the bar stalls and showcasing entertainment till late with late night refreshments. The bars in the main area will be serving alcohol from midday till midnight to over 18s who have to provide ID before being served. In the campsite area, food vendors will be able to serve food and drinks until 2 am. Every premier license has to specify a Designated Premises Supervisor (DPS) who has to keep hold of a Personal Licence. Each DPS must have their details on the licence application and music provide consent with a separate form.

To get the license we need to apply through the Somerset Council through a license application form. The Application form requires information about the location of the event, applicant details (sole trader/limited company) and the detailed times of the event.

Timeline

Turbo Fest will happen on the 9th and 10th of July 2025. This gives the Turbo Fest team long enough to plan and receive all the funding from investors and set up the festival professionally.

See Appendix F for timeline

Marketing

Assets

See Appendix G for Logo & Flyer

The logo and flyer for Turbo Fest will have a mixture of cool colours with blue and red to make it visible to the public. On the flyer will be a list of the headline artists that are performing and the VIP drivers who will be turning up on the day. Each of the artists and drivers performing will be sent their own poster with their image for them to promote on their social media pages, this will help create the hype for Turbo Fest while also promoting tickets for the show.

Online Tools

Turbo Fest will be selling tickets via Dice. We've chosen Dice because it has modern features where potential buyers can save their tickets onto the app and encrypts their name to the blockchain ensuring that their details and ticket are safe.

There will be a Facebook Event Page for the festival goers to keep up with the latest information about the show and also share the event with their friends. Turbo Fest will also have an ad on the Facebook Turbo Fest community page for festival goers to communicate with each other about the event creating more hype.

Turbo Fest customers can also subscribe to the Turbo Fest mail list which sends out updates about the event every fortnight leading up to the show. We will use the new technology Mail Chimp to successfully send out the emails.

Promotion

Turbo Fest will be promoted heavily in the Southwest Of England digitally and physically.

Physical promotion

Turbo Fest will be promoted in most of the cities and towns within the South West Of England. Bath and Bristol will have billboards in the main city centres of the up and coming festival of the lineup of music artists and a lineup of the exclusive VIP drivers who will be turning up on the day showcasing their cars and skills.

Each town in the Southwest of England from Trowbridge, Bradford On Avon Warminster down to places like Poole will be flyered with 50 flyers promoting the event.

Radio stations like BBC Wiltshire, BBC Gloucester, and BBC Bristol will be promoting the event via the radio airwaves and hosting competitions to win free tickets to come to Turbo Fest.

Turbo Fest will be promoted in all South West Of England newspapers such as The Wiltshire Times and Somerset Live which will be available in all stores like ASDA and Tesco to purchase. The Turbo Fest advertisement will have a picture of the lineup of the event also a description of what will be happening on the day.

Digital promotion

Turbo Fest will be promoted online through social media platforms like Instagram, Tik Tok, Facebook, Snapchat and Twitter via sponsored posts. There will be posters created for each platform with the lineup of the event and videos of the famous car drivers in action connected to a link that potential customers can click to purchase tickets for the event.

On each social media, there will be competitions for potential customers to win free tickets to the event, for example, if they share the Turbo Fest promotional post onto their story and tag Turbo Fest's Instagram to the post they will be in for a chance to win free tickets to the event.

Summary

The staff team from Sound Of The Southwest music group are confident to be taking on Turbo Fest as their first festival due to their connections and previous show experience. The budget has been created with potential numbers of the profit Turbo Fest may receive. Health and saftey have been focused on highly to make sure the festival runs as smooth as possible. Licensing applications have been completed with the council awaiting confirmation. The timeline is in place and running to schedule while promotion has been decided and ready to go.

Appendix A

Staff Programming

ROLE	NAME
Event Managers (supervise all below roles)	Adam, Will, Blake
Licensing and Risk Assessment	Seb, Jack
Site Map	
Finance and Ticketing	Adam, Will
Marketing and Social Media	Marion, Summer
Programming and Artist Relations	Kaine, Malachi
Sponsorships and Partners	Gus
Venue Liaison	Gus, Joe
ON THE DAY	
Event Managers	Adam, Will, Blake
Social Media	Seb
Hosting / Interviewing Speakers	Jamie (J Artist)
Stage 1 manager	Ellis
Stage 2 manager	Jack
Artist Liaison	Sophie
Ticketing	Woody
Site Manager	Fitzroy
Site Manager assistants	Malachi, Marion, Summer

Appendix B

Customer Avatars

Customer Avatar Checklist

The Basics

Gender: Male
Age: 23

Your Avatars Lifestyle

Goes to the gym and clubbing on the weekends

Profession: Student & part time waiter

Income: £200 pm

What are their desires, wants and needs.

To have a family and own their own business

Their Fears, Frustrations and Challenges

not having enough money, Can't find a girlfriend & smoking too much

What do they like/dislike? Think outside of business here

Like - Meeting new people and learning new things
Dislike - having nothing to do & watching television

Customer Avatar Checklist

The Basics

Gender: Male
Age: 21

Your Avatars Lifestyle

Healthy, Goes to the gym on weekdays & goes to restaurants with girlfriend

Profession: Construction builder

Income: 1200 pm

What are their desires, wants and needs.

To enjoy life through experiences

Their Fears, Frustrations and Challenges

Not saving enough money for a mortage

What do they like/dislike? Think outside of business here

Like - Going to raves, good food & cars
Dislike - Wasting time & fishing

Customer Avatar Checklist

The Basics

Gender: Female
Age: 25

Your Avatars Lifestyle

Clothes shopping, Being with boy friend and working

Profession: Hair stylist

Income: 1300pm

What are their desires, wants and needs.

To sing on stage, own a clothing brand and meet people

Their Fears, Frustrations and Challenges

Loosing family, rude people and boyfriend troubles

What do they like/dislike? Think outside of business here

Like - Being with friends and festivals
Dislike - Not having enough money and fast food

Appendix C

Event Budget for Turbo Fest						EXPENSES
TOTAL EXPENSES					Estimated	Actual
					£66,480.00	£131,175.00

Site	Estimated	Actual
Venue hire	£15,000.00	£25,000.00
Stages	£1,500.00	£50,000.00
Electrictiy	£2,500.00	£5,000.00
Waste disposal	£15,000.00	£10,000.00
Security	£5,000.00	£5,000.00
PA Equipment	£15,000.00	£10,000.00
Cables	£250.00	£450.00
Microphones Rental	£100.00	£200.00
Monitors	£1,000.00	£1,500.00
Mixing Boards	£250.00	£2,000.00
Total	£55,600.00	£109,150.00

Miscellaneous	Estimated	Actual
Transport	£500.00	£350.00
Lanyards	£100.00	£75.00
Total	£600.00	£425.00

Staff	Estimated	Actual
Host Room 1 - Main Stage	£115.00	£350.00
Host Room 2 - Stage 2	£60.00	£250.00
Sound Engineers	£1,000.00	£2,000.00
Site Managers	£1,200.00	£2,500.00
First Aid Responders	£820.00	£1,000.00
Photographers	£350.00	£2,500.00
Ticket Checkers	£235.00	£500.00
Total	£3,780.00	£9,100.00

Refreshments for staff	Estimated	Actual
Food	£500.00	£500.00
Hi Vis Jackets	£250	£300
Drinks	£250.00	£300.00
Total	£750.00	£800.00

Programme	Estimated	Actual
Performers	£10,000.00	£7,500.00
Car Drivers	£5,000.00	£3,000.00
Total	£15,000.00	£10,500.00

Creative Assets		
Ticket Technology	£1,000.00	£1,000.00
Graphics work	£250.00	£250.00
Stickers	£100.00	£200.00
Poster Printing	£500.00	£1,000.00
Total	£750.00	£1,200.00

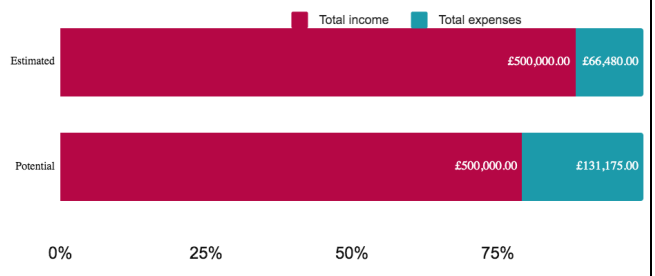
Event Budget for Turbo Fest					INCOME
TOTAL INCOME				Estimated	Potential
				£500,000.00	£500,000.00

ADMISSIONS

Estimated no.	Potential no.	Type	Ticket Price	Estimated income	Potential income
2000	2000	Weekend Tickets @	£200.00	£400,000.00	£400,000.00
1000	1000	Day Tickets @	£100.00	£100,000.00	£100,000.00
Total				£500,000.00	£500,000.00

Event Budget for Turbo Fest					PROFIT
					Loss summary

Total	Estimated	Potential
Total income	£500,000.00	£500,000.00
Total expenses	£66,480.00	£131,175.00
Total profit (or loss)	£433,520.00	£368,825.00



Appendix D

Merchandise

- Turbo Fest T-Shirt (unisex)

- Turbo Fest Hoodie (unisex)

Appendix E

Site Map

Appendix F

Timeline 2022 - 2023

2020

August

6th - Set up the team
16th - Give out roles for each team member of Turbo Fest Management
21st - Create Artwork cover

September

8th - Speak with Bath and West Showground for venue hire
13th - Build website ad on for Turbo Fest
15th - Create social media page for Turbo Fest

October

5th - Pitch idea to the Bath and West showground
9th - Plan which artists to perform at the event

November

2nd - Contact safe and sound for security

December

14th - Contact drivers to showcase cars at turbo fest
14th - build promotional video

2023

January

7th - Contact artists to perform at TurboFest

February

8th - produce a detailed document to send to magazines
9th - start to create flyers for festival

April

3rd - start flyering the cities and towns in the Southwest Of England
17th - Contact potential charities for Turbo Fes
21st - Release Turbo Fest promotional video

May

5th - ticket competitions on social media pages

June

7th - Announce ticket competition winners

July

14th - Festival day
15th - Festival day

Appendix G

Logo

Flyer/Poster

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