Live Music and Event Management

BMTY7005

Portfolio 1

Rabia Soomro

Lecturer: Robert Guterman


Witch Way Festival
ESOTERIC ECO WEEKEND


2023
Witch Way
Festival
Escape for Mercury Retrograde
26 August
RIBRAB
DAN BETTRIDGE
THE SOULTONES
TOMORROW BIRD
THE STATION
LUKE NEWMAN
Live Music Food Yoga Tarot

Event Details

Witch Way is a 2-day festival that will be held in a private field
near the town of Newbury in South West England in August 2023.

The festival focuses on bringing in an alternative crowd that enjoys spirituality and witchcraft. The event will be palatable for the mainstream and lean heavily on the side of holistic health practices like yoga, and will not be promoted as a satanic witchcraft event. This is because the county of West Berkshire/Hampshire (the site is located on the border between) is relatively traditional and conservative, whilst there is a big love for health and well-being, a gothic event promoting darker witchcraft would not be well-received by the public.
For this reason, the activities will only include fun and light spiritual practices like yoga, meditation, tarot reading/ fortune telling, and will have stands that sell esoteric trinkets, incense and tourist-style potions and spell kits- typically using common kitchen items, and existing mostly for show rather than function.

Our capacity is 3000 people including staff, so we will be selling around 2500 tickets

Timeline

Main events of the following year

January

- Initial event announcement with headliner

April

- Consolidate sponsors
- Online marketing campaign
- Confirm full lineup- artists must be posting promos on their socials

June

- In-person marketing; posters, fliers, QR codes all over town

August

- Double-check legalities and licenses
- Host the event!

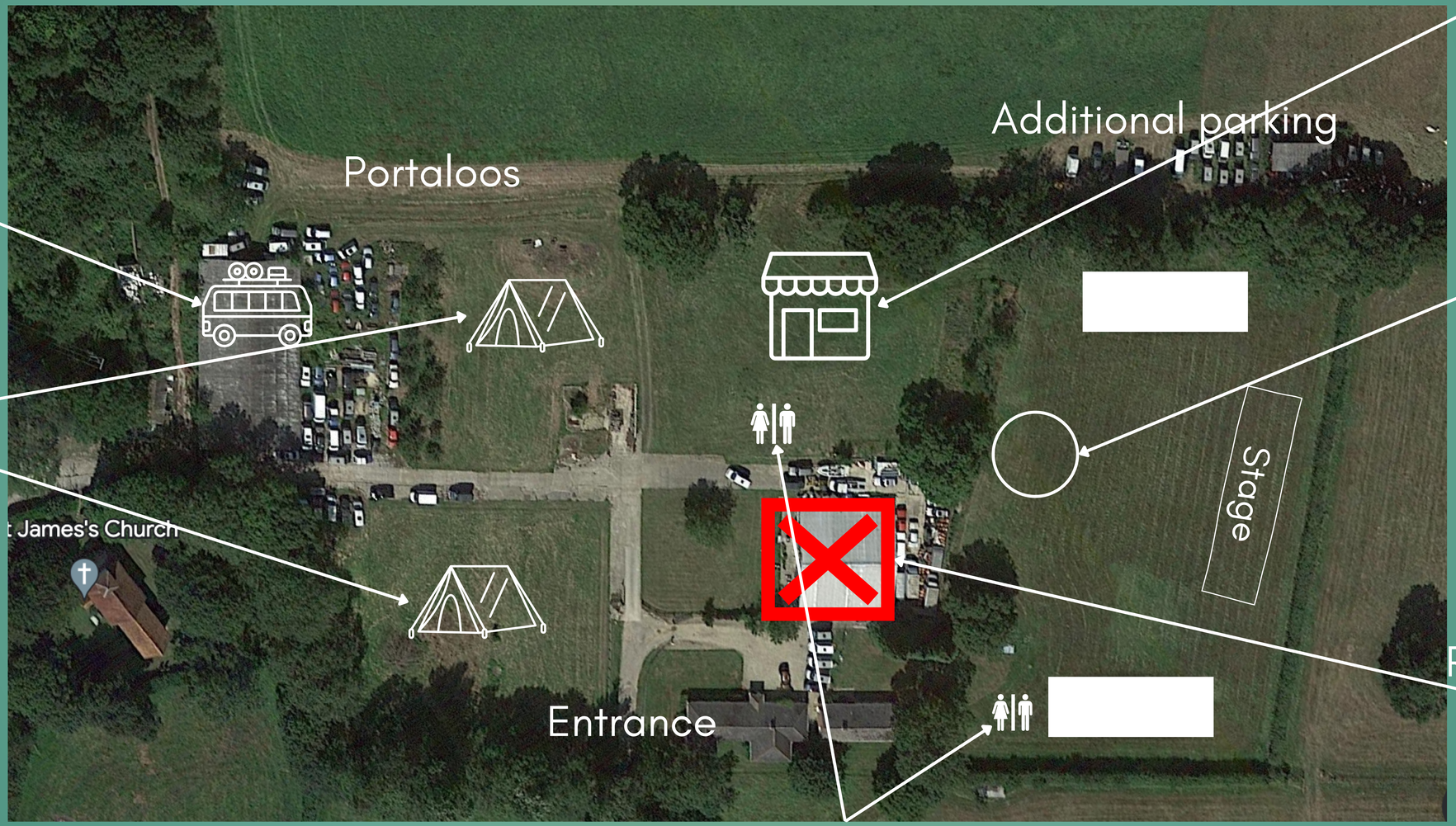
Location

Upper Church Farm has been provided for free, under the condition that we clean up entirely after ourselves and leave no traces that we were ever there.

The field is often used as a campervan camping site so has power outlets in multiple places. We will be able to use them as long as we pay for the electricity, the price estimation is £300. Campervans will be available for guests to hire for a more comfortable camping experience.

The location will draw in people interested in nature and healing retreats, as the area is full of greenery and nearby forest walks. It is relatively remote and out of the way which makes it ideal as there are no nearby neighbours, however, it is difficult to get to, so we are looking into running a shuttle bus service.

This ariel view shows the entire site and some surrounding areas



The Music

Choosing local talent to play at the festival is necessary for spreading awareness and gathering sponsorships from local businesses. All of these artists are local to Newbury and showcase the town's talent beautifully.

The style of music varies must most is relatively mainstream and commercial. This is by design, as it the music must be palatable for the local audience.

We will be hiring the musical equipment from local independent music store **Hogan's Music** for a discounted flat fee in return for being named sponsors and being given a stall so they can promote their private music lessons and recording spaces.

The stage will be hired from JustSmile and will be approximately £2500

Lineup

Saturday		
Running Order	**Event**	**Setup**
11:30 –12:30	Luke Newman	Solo
13:00 - 14:00	The Station	Band
14:30 - 16:00	Tomorrow Bird	Duo
16:30-15:30	The Soultones	Band
18:00-19:30	Dan Bettridge	Band
20:00-21:45	Ribrab	Band

Sponsors

Witch Way will be marketed towards the local community, as Newbury is very supportive of it's events. By letting charities have stalls for free we can rely on their support for the event. Many people in the town belong to different charities and groups so this will encourage them to come to the event. Our focus on health and well-being, supporting the local music scene and hosting an eco-friendly, minimal-impact festival are our selling points.

The Newbury Pub will be providing food and drink for the event. They are one of the main sponsors and are hugely supportive of promoting local artists and facilitating live music performances in the town- they host weekly open mic nights and many other events.
As previously mentioned **Hogan's Music** will also be sponsoring the event and providing musical equipment such as speakers and microphones for a fixed fee of £2000, which includes the delivery and setup of the equipment.

Gathering Local Support

20% of our profits will be going to Greenpeace
50% of profits will be going into a musician's fund that provides free or discounted music lessons to anyone from a low-income background who expresses interest in music. The money will also be spent on promoting local artists, and helping independent pubs to create frequent music events that will aid in strengthening the local music scene.

Volunteer Center West Berkshire (VCWB) and **The Newbury Lions** have agreed to help us where we need it. They are both charity organisations that support local events that aim to improve the community.

Marketing

The local town council have agreed to post fliers on their notice boards
We have contacted the editor, Andy Murril, of the local paper Newbury Weekly News, asking for an announcement to be made.
Additionally, the local radio station Kennet Radio will be promoting it as well as the local artists that are playing.

Audience

The 1 and 2-day passes will be marketed mainly towards the local community as it is less likely that they will want to camp for as long. However, the 4-day pass will be targetted at young people that are looking for a healing escape to the countryside for a low price. These kind of small festivals are very popular amongst young people who wish to experience the energy of a music festival but cannot afford to go to events like Reading and Leeds or Glastonbury. We will promote it as a safe, fun way for young people to make memories over the summer without having to save up for months in advance.

Ticket Packages

	Day Pass	2-day Pass	4- Day Pass
Price	£10	£17	£35
	Either Friday or Saturday 9 am–11 pm	Friday + Saturday	Thursday 11am–Sunday 1pm
Extras	Included access to shuttle service	+ £10 Overnight Camping +£20 Campervan Overnight hire	Camping Included £40 Campervan hire for full stay

Our Niche

Our event takes place on the same weekend as Reading Festival which also takes place in Berkshire- a short distance from our site. Many young people from the town of Newbury are regulars at Reading Festival, however, it is very expensive and does not showcase the same music as it once did. Once perhaps it could be deemed a rock festival but is now very mainstream. We are focusing on marketing ourselves towards the people who went to Reading Festival for years but now feel as if they are outgrowing it and want a more mature festival that still allows them to make memories but in a safer more secure environment with like-minded people.

There are many reasons people wish to retreat to the countryside, some enjoy using drugs in order to relax and escape, while others wish to detox and soak up the sun. We will be keeping our branding fairly open to interpretation in order to encourage hippies with all hobbies to join us for the weekend.

Comparison

These are the points that we will make sure to mention on our Instagram, perhaps even posting this table

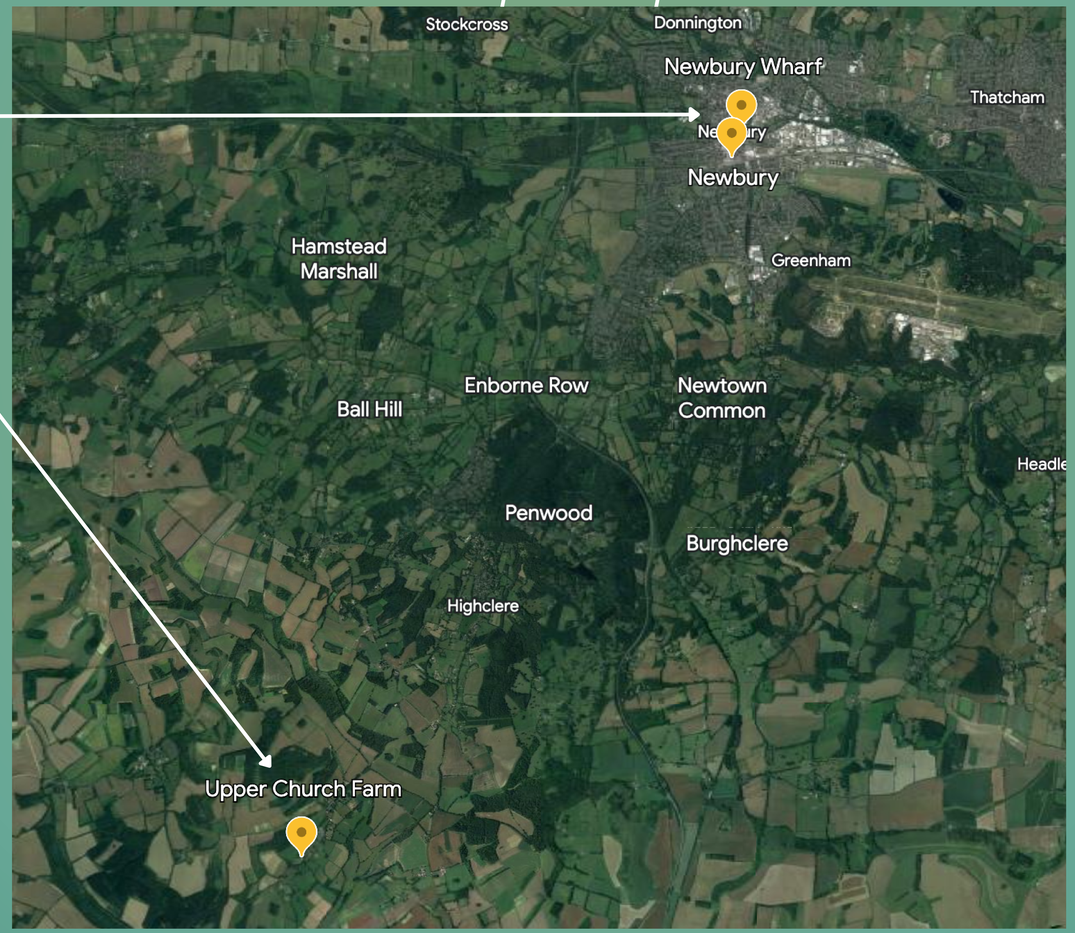
Other Festivals	Witch-Way Festival
Pumping money into already rich pop stars	You will be supporting passionate local artists
Lining the pockets of rich promoters	Supporting charities and the UK music scene's latest generation
Mess and mud	Clean toilets with the option for campervan rental
Lack of safety and regulations on violence	Supportive environment with plenty of volunteers on constant patrol
Awkward travel, difficult for disabled guests	Shuttle service taking you right to the action

Travel

The distance of the festival grounds to the Newbury town centre makes transport a potential issue.

Town Center

Festival Grounds



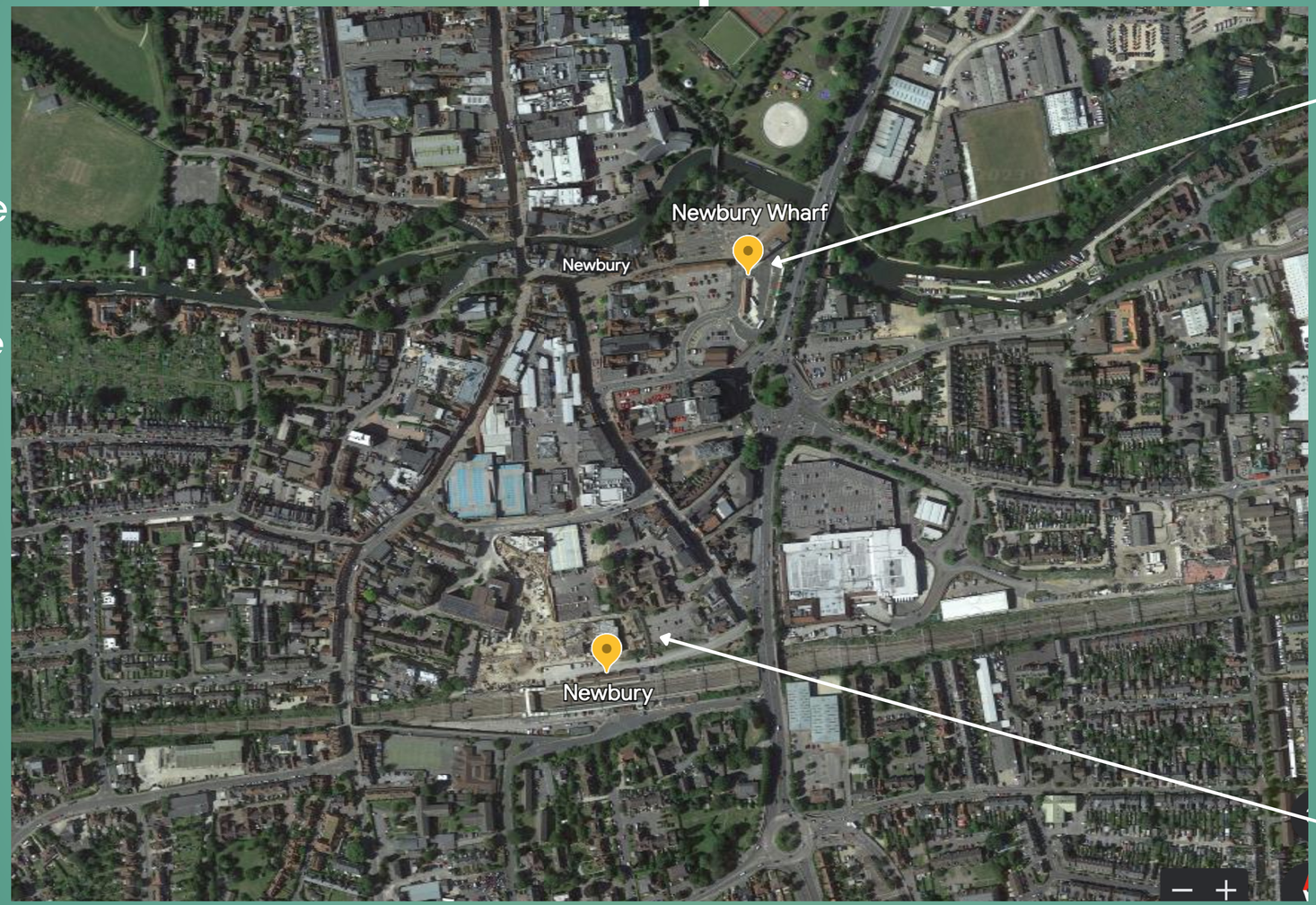
There is parking available at the event however it is limited to approximately 300 spaces

As we are focused on being an eco-friendly event, public transport options would be ideal to discourage cars.

Therefore it is necessary for us to provide adequate transport options

Transport

Ideally, we would provide a shuttle service that begins at the main bus station, stops at the train station and then goes straight to the festival grounds



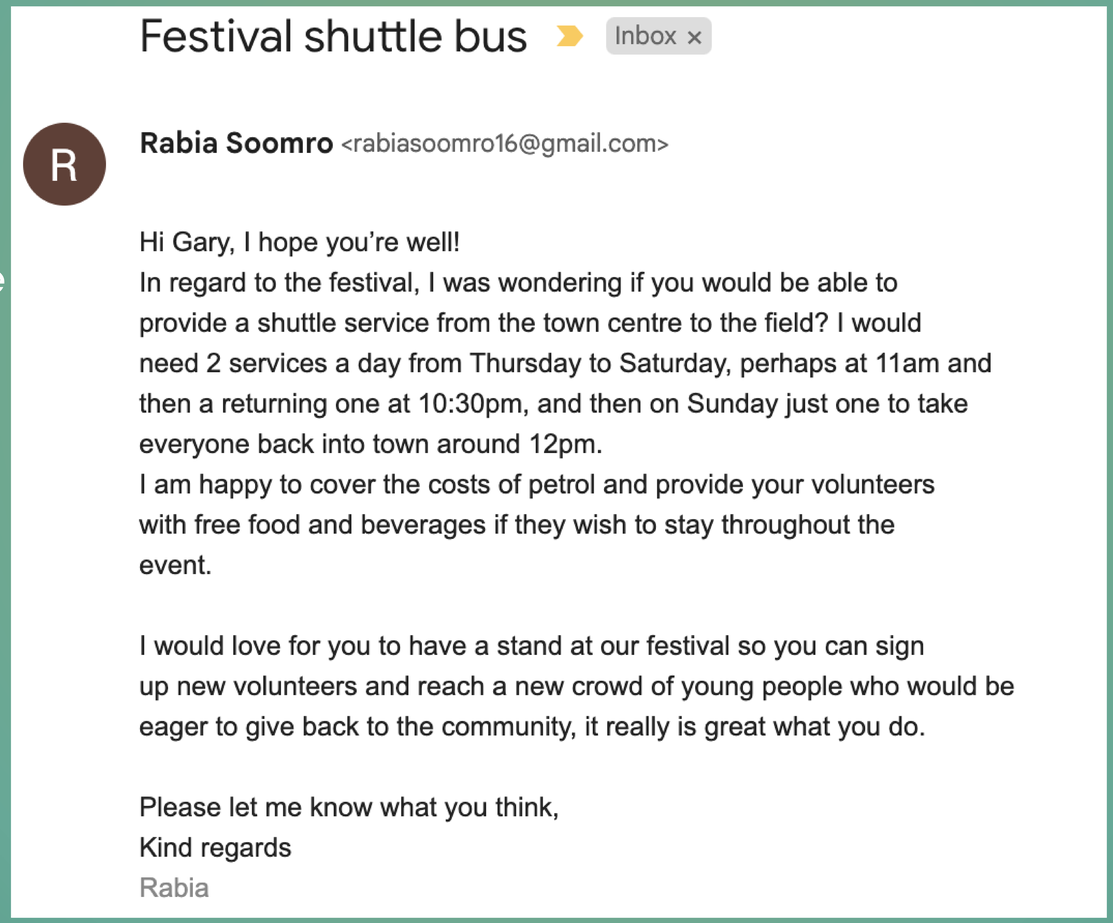
Bus Station

This extra stop will enable those unable to walk to have easier access

Train Station

SHUTTLE SERVICE FROM NEWBURY TOWN CENTER

I contacted Gary Poulson who works at Volunteer Centre West Berkshire in the hopes that he would be able to provide a shuttle service in return for a stall at my festival, where he could promote the work that he does for the community and recruit more volunteers for his centre.



Festival shuttle bus Inbox ×

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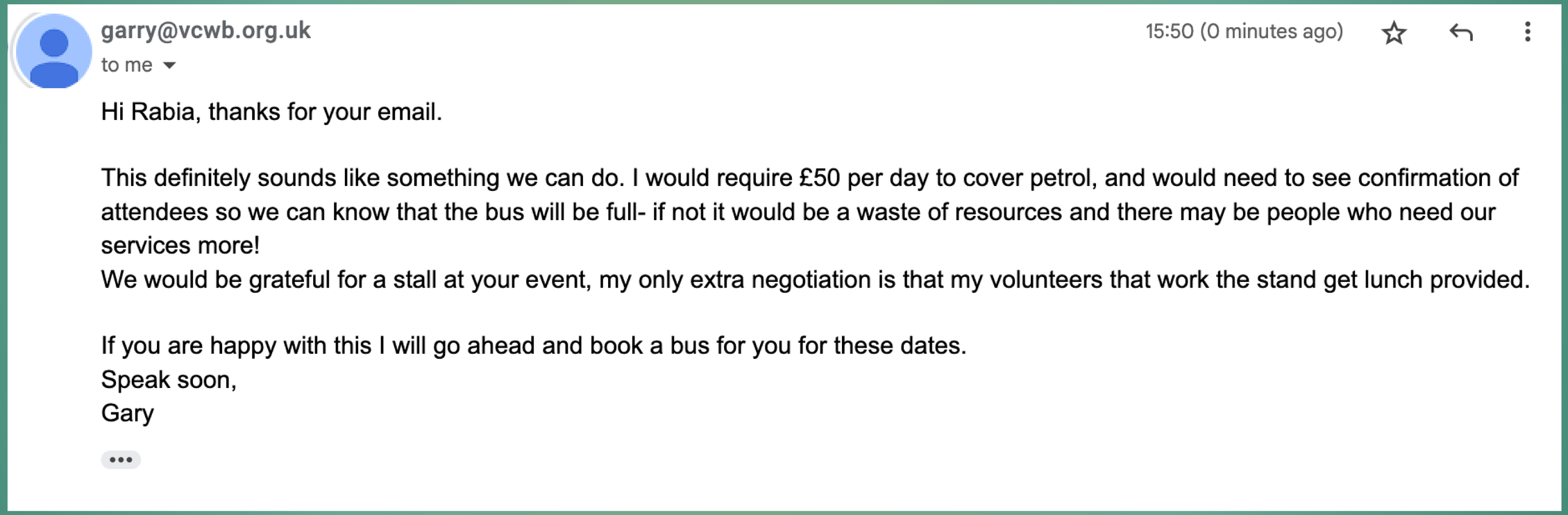
Rabia Soomro <rabiasoomro16@gmail.com>

Hi Gary, I hope you're well!
In regard to the festival, I was wondering if you would be able to provide a shuttle service from the town centre to the field? I would need 2 services a day from Thursday to Saturday, perhaps at 11am and then a returning one at 10:30pm, and then on Sunday just one to take everyone back into town around 12pm.
I am happy to cover the costs of petrol and provide your volunteers with free food and beverages if they wish to stay throughout the event.

I would love for you to have a stand at our festival so you can sign up new volunteers and reach a new crowd of young people who would be eager to give back to the community, it really is great what you do.

Please let me know what you think,
Kind regards
Rabia

He was happy to provide us with a shuttle bus for £50 per day as long as we could guarantee that the buses would be utilised to their fullest capacity.



garry@vcwb.org.uk
15:50 (0 minutes ago)
to me

Hi Rabia, thanks for your email.

This definitely sounds like something we can do. I would require £50 per day to cover petrol, and would need to see confirmation of attendees so we can know that the bus will be full- if not it would be a waste of resources and there may be people who need our services more!
We would be grateful for a stall at your event, my only extra negotiation is that my volunteers that work the stand get lunch provided.

If you are happy with this I will go ahead and book a bus for you for these dates.
Speak soon,
Gary

•••

Safety and Security

The Newbury Lions will be providing security and will help with directing traffic and parking. They are a charity that will provide volunteers for free, with a similar model to the VCWB that is providing us with a shuttle bus; they will have a stand at our festival so they can recruit new members.
They will patrol the venue as well as the perimeter to limit the risk of incidents.
There are many volunteers (approximately 10) that are first-aid trained and will be wearing Hi-Vis jackets with T-shirts that say 'First Aider' on them. A rough guide states that there should be 2 first aiders per 1000 guests, so we have plenty (SJA, 2023).

Fencing

The area surrounding the land will be cordoned off with temporary fencing that is being borrowed from VCWB- free of charge as long as we set it up ourselves.

Medical Tent

There will be a medical tent located on the festival grounds. that all guests will have 24-hour access to. On the main day- Saturday, there will be first aiders patrolling the grounds and all volunteers will have walkie-talkies so can contact the relevant people for whatever situation arises.

Despite the fact that the vast majority of guests will be locals and this is a family-friendly event, there is always a risk of drug use. Any drugs that are found will be confiscated and everyone will be searched before entering the grounds, but it is inevitable that some drugs will still get through this, as they almost always do. We will make sure that all guests know that if they are experiencing bad side effects from drug abuse they will be able to seek help at the medical tents and there will be no legal implications. Providing this safe space may help save lives.

We considered having a drug testing site but facilitating this in a legal manner would be difficult and perhaps discourage families from coming to the event. It is simply too controversial despite how useful it is for limiting drug-related deaths (Doward, 2018).



TOILETS

Following the model of 1 toilet per 100 women and 1 per 400 men, 25 mixed-gendered toilets will be provided.

There will be 2 main restrooms with mirrors and full sinks, completely accessible for disabled persons- this will provide 8 toilets. The estimated cost of this is £800.



The rest will be portaloos located in the far corner of the field, easily accessible to campers. The cost all together will be approximately £1500- set up, cleaning and waste disposal are included in this.

Contingencies

Briefing the team on the potential need to employ an 'unplanned' accident' in the event that a situation becomes uncontrolled or dangerous is a good way to pull the plug on the festival without too much blame on the organisers. For instance, having a power failure and pulling the plug on the generator if a crowd becomes too rowdy or dangerous.

We have completed a risk assessment form that covers areas that pose potential health and safety risks

Risk Assessment

Event Name:	Witch Way Festival	**Date:**	26/08/23	**Venue:**	Upper Church Farm

(1) Activity / Area of Concern ie: what is taking place as part of the event?	**(2) Hazards Identified** ie: what can cause harm?	**(3) Persons at Risk**	**(4) Current Risk Factor (high, medium or low)** ie: determine the level of risk	**(5) Actions to be Taken to Minimize each Risk** ie: what action can you take to lower the level of risk	**(6) New Risk Factor (high, medium or low)** ie: risk factor after action taken to minimize the risk
Public Entrance / Exit	Risk of injury at public entrance / exit	Members of the public	Medium	Stagaring entrance with traffic wardens and marshalls with mobile radios. 5mph signs erected at the entrance First Aiders & ambulance on site. Number of marshals for the event = 20	Low
Emergency evacuation procedure	Fire; Terrorist attack; Storm	Members of the public	High	Procedure in place for emergency evacuation - to include methods of egress; designated assembly points; marshals; information boards for public; P.A. system (essential for large events); and how the emergency services are contacted and by whom in the event of an emergency.	Medium
First Aid	Minor injuries – insect bites, heat stroke, general accidents	Members of the public	Medium	Provide adequate First Aid cover. (NB 2 is the minimum number of First Aiders for an event) Number of qualified First Aiders to be present for event = …. (you must state this number)	Low
Care of children	Lost children	Members of the public – children	High	Clearly identified “lost children” point. Identifiable marshals. PA system can be used to announce lost children.	Medium

Toilet provision	Not enough toilets	Members of the public	Medium	Providing enough toilets in multiple toilets- with disabled access	Low
Car Parking	Injuries caused by moving vehicles	Members of the public – especially children / competitors	Medium	Designated signed parking areas. Traffic marshalls will be present. Drive to be kept clear to allow access for emergency vehicles. Mandatory 5 mph speed limit enforced by signs. Car parking supervised by identifiable marshals wearing high visibility jackets carrying mobile radio to summon assistance. First Aiders and ambulance on site. Specially designated area for disabled parking. Tow truck available in the event of very wet ground conditions	Low
Risk of fire	Burn or smoke injuries	Members of the public especially people with disabilities and children / staff / event participants / contractors	Medium	Fire Risk Assesment has been completed. Fire Services have been notified of event Exits are patrolled and kept clear by identifiable marshals carrying mobile radios. PA system can be used for evacuation instructions, in case of system failure megaphones will be used.	Low
Very wet weather on the day	Vehicles unable to get off grass; public slip over; ground damaged	Members of the public	Medium	Marquees and gazebos will be erect to protect guests. Stage is weatherproofed. Parking will be only on the gravel. Wet grass/ slip risk signs will be put up.	Low
Strong winds	Falling trees or debris; marquees lifting/blowing away; other flying or rolling objects	Members of the public / children / competitors / staff	High	Health & Safety team member to monitor weather forecasts and actual weather for the event – if strong winds or gusts are likely to exceed 30mph then event will be cancelled or postponed. The trees on some of the perimeters are not tall and pose low risk, nevertheless they have been given a wide birth and nothing is positioned within falling distance.	Low

Litter	Litter or other debris generated by event	(Complaints from) Members of the public Parks Division staff	Medium	Volunteers will be collecting the litter and the council offer a collection service via a booking system.	Low
Use of companies/ operators to provide any service as part of the event	Various	Various	Medium	Operator's risk assessments completed and safe working practices are adequete	Low
Working with children	Ensuring children are protected	Children / people working with children	Medium	No one to one children activities are taking place.	Low
Crowd management (marshals)	Pinch points; Over-crowding; Potential conflict re entry to event	Members of the public – senior citizens / children / disabled people	High	PA system in place. Appropriate number of identifiable marshals on site, with radio system. Marshals to be fully briefed prior to event. Organiser of event must have trained/experienced marshals wherever controlling entry to an event, as this causes potential conflict.	Medium
Public Address (PA) System	Cables catch fire or electrocute Trip over cables	Members of the public / staff Members of the public / staff	Medium Medium	Check cables prior to event. Circuit breaker in place. All electrics checked by qualified electrician. Cable covers/ management system in place, no exposed cables	Low Low

Moving vehicles	Injuries caused by moving vehicles	Members of the public / competitors	Medium	Vehicle movement kept to minimum. Arena isolated by barriers to keep public away from moving exhibits. Mandatory 5 mph speed limit enforced by signs and identifiable marshals carrying mobile radios to summon assistance from Control. First Aiders & ambulance on site.	Low
ACTIVITIES:-					
Catering – food / drink	Food poisoning	Members of the public	Medium	Caterers are registered with their local authority re Food Hygiene Certificate etc. Food handlers must have access to hot water and soap, or if this is not possible then anti-bacterial wipes must be provided and used. Catering outlets must be located away from entry or exit points Clearly display ingredients or possible contamination by ingredients eg “This product contains nut oil” etc	Low Low Low
	Allergic reaction	Members of the public – especially children	Medium	Fire extinguishers mandatory in all catering units.	
	Fire	Staff / members of the public	Medium		
Stalls (activities + stores)	Collapsing tables	Members of the public / stall holders	Medium	Ensure tables are sturdy, prevent overloading, event organisers must patrol and advise against unreasonable table load	Low
	Unsuitable goods	Members of the public	Medium	Ensure no electrical equipment or non-British Standard toys, unsuitable material for children, pirated films or music, etc	Low

Marquee/ gazebo	Guy ropes/stakes trip hazard	Members of the public/staff	Medium	Ensure marquee company certificated and have PLI £5m cover and provide copy of their Risk Assessment to event organiser – which must include marking stakes/rope with hazard tape; ensure adequate escape routes; ensure fire safety signs and fire fighting equipment in place and that ignition source issues are addressed. Check prior to event opening all ropes secure, regularly re-check. Only competent/trained persons to erect marquee/gazebo. Access to any electricity supply if required must be connected by qualified electrician. Ensure you refer to "Fire Safety Risk Assessment – Open Air Events and Venues" to include marquee/gazebo in Fire Risk Assessment (see section above on Risk of Fire)	Low
Music	Noise pollution	Local residents / Event attendees / Staff on site	Medium	Ensure full compliance with all Noise/Music conditions.(CDC). Work with Environmental Protection Team (Noise Control) to ensure full compliance and prevent noise pollution. Provide to the PC & Events Manager the name of a nominated noise control person and their mobile telephone number;	Low
Bight lights, Lasers and Fireworks	Bright lights affect/distract aircraft pilots	Pilots Members of the public	Medium	Ensure that the Civil Aviation Authority's document CAP 736 "Guide for the operation of lasers, searchlights and fireworks in UK airspace" is fully complied with (document available on the CAA website)	Low

I hereby confirm that I will fully comply with this Event Risk Assessment and agree to obtain all the necessary permission and licences required.

Name of person completing Risk Assessment (printed) .....Rabia Soomro.....

Temporary Event Notice

A temporary event notice is a license that permits short-term events to include licensed activities.
This is a convenient way to make sure all of your licenses are covered.

2. The premises
Please give the address of the premises where you intend to carry on the licensable activities or, if it has no address, give a detailed description (including the Ordnance Survey references) (Please read note 2)
Upper Church Farm Newbury RG20 9SP

Please describe the nature of the premises below. (Please read note 4)
A private home and land with gates at the entrance
Please describe the nature of the event below. (Please read note 5)
A live music festival with stalls and family-friendly activities

Temporary Event Notice

3. The licensable activities	
Please state the licensable activities that you intend to carry on at the premises (please tick all licensable activities you intend to carry on). (Please read note 6)	
The sale by retail of alcohol	X
The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club	☐
The provision of regulated entertainment (Please read note 7)	X
The provision of late night refreshment	X
Are you giving a late temporary event notice? (Please read note 8)	☐
Please state the dates on which you intend to use these premises for licensable activities. (Please read note 9)	
23/08/23- 27/08/23 (5 days)	

After completing and submitting the form, we were told that it can only be used for events with less than 500 attendees. Alternatively, we could submit a form for each area of our field to break this up, but decided this would not be appropriate for our events layout.

Please state the times during the event period that you propose to carry on licensable activities (please give times in 24-hour clock). (Please read note 10)	
0900- 2330	
Please state the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers. (Please read note 11)	3000

If the licensable activities will include the sale or supply of alcohol, please state whether these will be for consumption on or off the premises, or both (please tick as appropriate). (Please read note 12)		
	On the premises only	X
	Off the premises only	☐
	Both	☐

Please state if the licensable activities will include the provision of relevant entertainment. If so please state the times during the event period that you propose to provide relevant entertainment (including, but not limited to lap dancing and pole dancing). (Please see note 13)
There will be recorded music played from the 0800-2300 every day of the event. On 26/08/23 Live music will be played from 1100- 2230

Premise License

Instead, we applied for a premise license which seemed to cover all of our bases.

When do you want the premises licence to start?

DD		MM		YYYY			
2	1	0	8	2	0	2	3

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

DD		MM		YYYY			
2	9	0	8	2	0	2	3

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

A private field and carpark for a live music event

What licensable activities do you intend to carry on from the premises?

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)	X
Supply of alcohol (if ticking yes, fill in box J)	X

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)		
Day	Start	Finish		Indoors	
				Outdoors	X
				Both	
Mon			**Please give further details here** (please read guidance note 4) Amplified music between these times		
Tue					
Wed			**State any seasonal variations for the performance of live music** (please read guidance note 5)		
Thur					
Fri	10AM	10PM	**Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list** (please read guidance note 6)		
Sat	10AM	10PM			
Sun					

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)		
Day	Start	FiniSh		Indoors	
				Outdoors	X
				Both	
Mon			**Please give further details here** (please read guidance note 4) Amplified music		
Tue					
Wed			**State any seasonal variations for the playing of recorded music** (please read guidance note 5)		
Thur	11am	11pm			
Fri	8AM	11PM	**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	8AM	11PM			
Sun					

This portion of the application covers the live and recorded music. We plan for live amplified music only on the Friday and Saturday.

However, the playing of recorded music will take place the entire time that we are open for guests and the bar. is open.

Alcohol License /Supply

Supply of alcohol Standard days and timings (please read guidance note 7)			**Will the supply of alcohol be for consumption – please tick** (please read guidance note 8)		
				On the premises	X
				Off the premises	
Day	Start	Finish		Both	
Mon			**State any seasonal variations for the supply of alcohol** (please read guidance note 5)		
Tue					
Wed					
Thur	10am	11pm	**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	8am	11pm			
Sat	8am	11pm			
Sun	8am	12pm			

Alcohol will be provided by **The Newbury Pub**. The owner has agreed to do this free of upfront costs

Due to the alcohol being provided by an external individual who has a Personal License, we do not require one ourselves.

We have filled in the supply of alcohol section on the Premise License form.

Estimated Budget

Security	Free	
Fencing	Free	
Location	Free	
Waste Collection	Free	
Shuttle Bus	£200.00	
Electricity	£300	
Toilets	£1,500	
Music Equipment	£2,000	
Stage	2500	
Total	6500	

Many of our needs are being covered for free but I have inputted the estimated costs that we will spend on setting up this event.

The minimum is calculated by taking our lowest ticket tier and multiplying it by the number of tickets we have to sell, the maximum takes our highest ticket tier, and the median finds the average in between.

Ticket Income estimate	Minimum	25000	Maximum	87500	Median	**£56,250.00**	

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