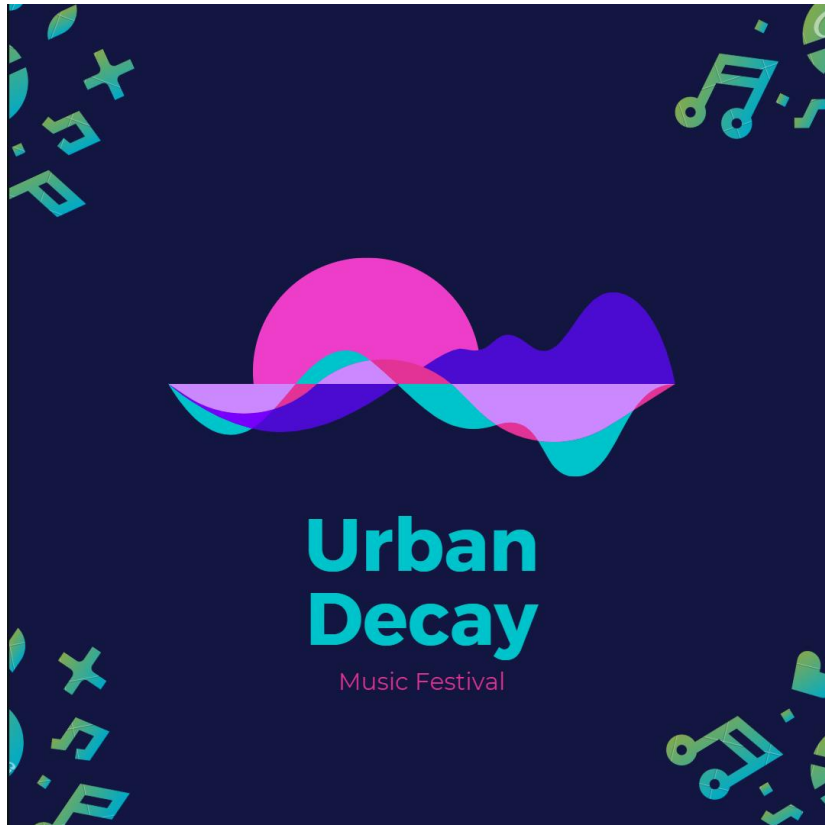




Callum Finlay

Live Music and Event Management

Student Number – 1902904

Lecturer – Natalie Smith

Assignment Title – Assignment 1

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The Event

Urban Decay Music Festival is a two-day music festival which will occur on the 8th & 9th of August 2020 with showtimes taking place between 12:00-22:30 on Saturday & Sunday. The Event aims to provide a platform to up and coming urban artists who often struggle to book venues due to the negative perceptions and connotations surrounding their music. The planned event is a live music festival promoting the best up and coming urban music the UK has to offer and will have a capacity of 3,000, taking place in Lee Valley Park, in the heart of east London, the birthplace of Grime music. Due to the central location of the Festival we will not need to allocate camping space and people will be expected to travel to the festival each morning. The event will be priced at £50 for day tickets and £80 for weekend tickets.

Audience profile – Urban Decay Festival

It is anticipated that the nature of the music programme will attract an audience profile of 18 – 45 with 60/40 male/ female mix. The event will not allow access to anyone under the age of 18. The security, stewarding and welfare will be based on the split of demographic above.

Provision for people with disabilities shall be in place and the event will source data at the point of purchase to determine the number of mobility-impaired individuals and base provision of infrastructure on the information gathered. Carers to disabled attendees may accompany them free of charge but must be ticketed.

The Team

Event Manager & Promoter

I will be taking on the responsibilities of the event manager and promoter. My responsibilities will include:

- Planning and managing of the festival in line with the event license.
- Responsible for the allocation and distribution of resources ensuring the running of the festival in a safe manner.
- Responsible for the hiring of competent contractors and staff.
- Negotiate deals with artists and traders regarding artist payments, rent etc.
- Provide the relevant local authorities with the events planning information.

Event Production/Safety manager

- Responsible for managing and operating the event and any associated strategic decisions associated.

- Responsible for security and crowd management and any associated strategic decisions.
- Responsible for communication between the festival and all relevant licensing authorities.
- Responsible for ensuring that all health and safety policies are being followed by the hired contractors.
- Responsible in all circumstances other than a major incident for the final decision on event operating decisions.
- Responsible for the implementation of the festivals overall health and safety policy.
- Continuous assessment of all new risks and hazards.

Site Production Manager

- Working with the Event Production/Safety manager in arranging for installation of the site and production equipment
- Working with the Event Production/Safety manager to ensure event Health & Safety policies, and sub- contractors Health & Safety policies method statements are implemented during build and breakdown
- Managing the production schedules to ensure all equipment and facilities are delivered as per the schedule requirements
- Assist Event Production/Safety manager in the management and coordination of production personnel, sub-contractors, local crew and touring production personnel
- Ensuring artists production requirements are appropriate and in place as per the production schedules

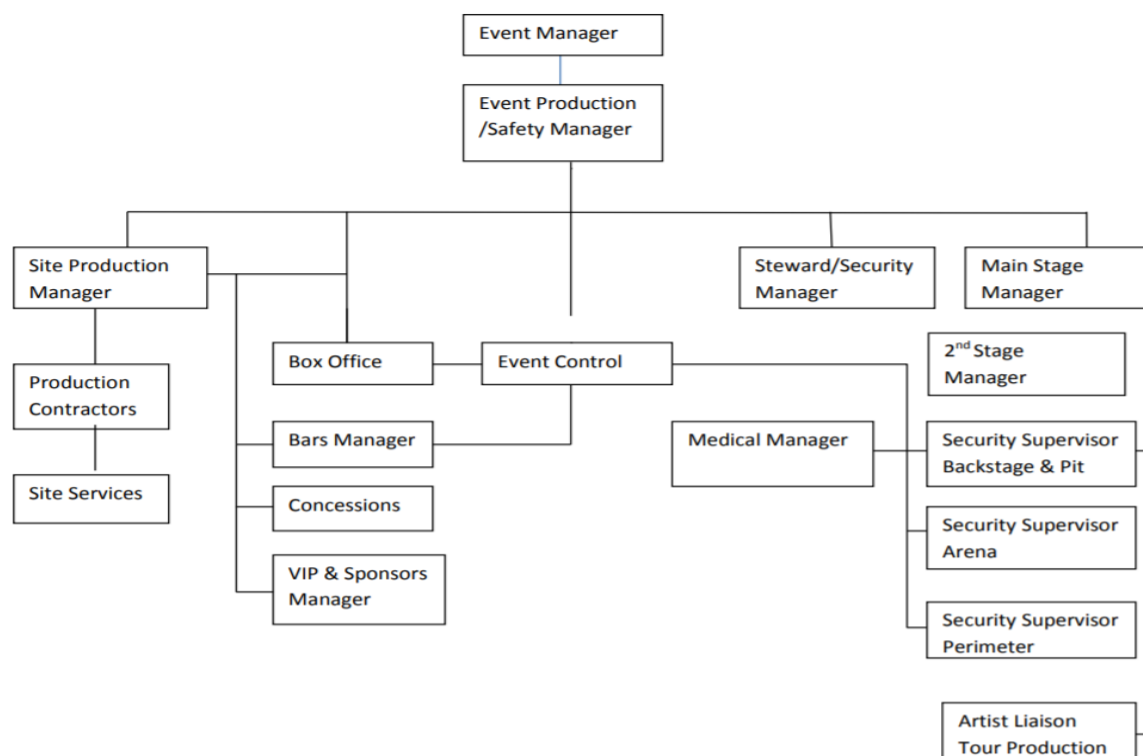
Steward / Security manager

- Responsible for the deployment and operation of all security and stewarding staff.
- Communication with the Event manager and Safety manager regarding any decisions affecting crowd management and safety.
- Consistently monitor crowd densities, flows and situations keeping in mind public safety.
- Organising and implementing a system of accreditation for any and all workers and vehicles entering the site.
- First point of contact for the Police

Given its nature the event will be managed by a team of professional managers with a track record of running safe events. When the site is open to the public, the event operations will be managed by the Event Manager, the Event Production Manager, Safety Manager and the head of Stewarding/Security. While the site is open to the public an event control will operate, which will

coordinate decision-making and oversee incident responses, event control will be situated near the Lee Valley Ice factory.

The event control will be permanently staffed by 2 members of the stewarding company – 1 radio operator and a scribe/radio operator maintaining the event log and a representative from the medical team. Their physical location and role allows for immediate consultation and co-ordination between heads of department and external agencies. Event control will have direct links to the Event Manager, the Event Production Manager, Safety Manager, and the head of Stewarding/Security, and Medical resources, all of whom will attend event control should an incident require them to do so. In effect the Event Control facility will operate as an Emergency Liaison Team, however it is important to note that it will function during normal operations as well as in response to emergency. Event Control will host a publicly published telephone hotline, which will be answered throughout the event period. Event Control will be an entirely separate facility to the Production or Site Offices and will not deal directly with members of the public or individual contractors / staff. The objective is to provide a more strategic approach to running the event. The facility will be made available as a forward control point in the event of a Major Incident



(Hope & Glory, 2017)

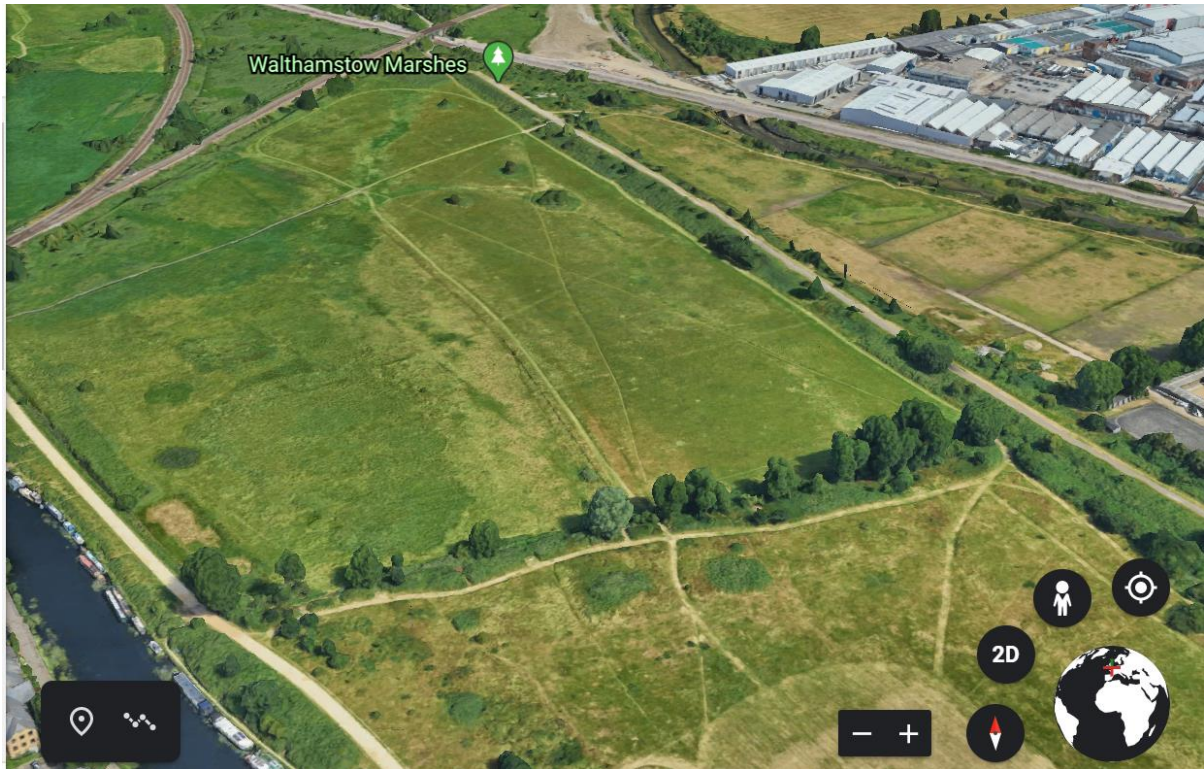
Choosing a Venue

When Considering a venue for an event like this many different factors must be considered such as the size of the venue, the accessibility of the venue and the disruption to local residents and authorities that it might cause. Due to the nature of this event access to public transport is extremely important, as people have to commute to the festival on both days and we will look to reduce the amount of congestion coming to and from the festival.

The Event will only incorporate part of the area surrounding Lee Valleys Ice Centre which is located at the bottom of the plot. Lee Valley Park is situated next to the A104 in Hackney, the festival is located near many public transport links it is a 13 minute walk away from the Clapham tube station and is also situated next to many bus routes including the 253,254 and 56. The proximity to the A104 is ideal for attendees who may be driving to the event but is also ideal for contractors who will need to access the site regularly with large trucks. There are three main access points that are connected to main roads where contractors can enter the site, this will greatly increase the efficiency of the festivals set up and will greatly reduce congestion. The Lee Valley Ice Centre will be cordoned from the festival site with high level barriers during opening hours. Once closed, access to the frontage of both buildings will be restricted by security gates/fencing to be installed by the festival. The festival will be mainly staged on two outdoor, covered stages with other areas clearly defined within a fenced arena. The largest of these, Main Stage will be located at the bottom of Lee Valley Park.



The second stage, The G&G (Garage & Grime) Stage, shall be located next to the entrances as attendees come in.



The site will be for a maximum 3,500 people, as per existing licence, inclusive of staff. There will be a disabled viewing platform directly in front of the FOH position for the G&G stage, staff will be available to assist disabled festival attendees and their carers. All other staging viewing shall be free-standing with the stage fronts having a “pit” area formed by Mojo style barrier, the “pit” will be managed by experienced pit trained stewards.

The main entrance to the site will be clearly signposted and have high level banners indicating this, again this will be clearly indicated on site maps and the Security and Stewards will direct people as required. All direct entry to the public area will be ticketed (physical and electronic) and tickets will have to be presented on entry to the site. All other personnel and staff requiring entry will have event accreditation. The entrance point is indicated on the site plan. There will be a separate ‘pass-out’ exit for those attendees wishing to leave the site during the day. In the case of an emergency situation whereby it is necessary to evacuate the site, there shall be a number of additional exit points as indicated on the site plan.

The intention is to sell all the tickets in advance, but there will be the opportunity for public to purchase any remaining tickets on the day of the event from the onsite Box Office. It is not expected that there will high volumes at the onsite box office; there will be security in place to manage the public and, if required, a queue lane system will be set up and managed by security.

In addition to the lighting on the stages and backstage areas there will be festoon lighting installed at areas around the festival site to reinforce the existing street lighting. The front of the stage will be protected by a mojo style barrier. There will be a simple backstage holding and prep area the bands performing. There will be a viewing area for disabled individuals and their carers situated directly in front of the FOH position.

The G&G Stage will be a smaller covered stage, again with house and event lighting, a smaller line array PA with the front of stage protected by a mojo style barrier, this stage will also have a smaller back stage holding and prep area the bands performing. Other site infrastructure will include:

- Public access to toilets including disabled facilities
- Bar areas – Anyone selling alcohol will run extensive I.D. checks
- Mobile catering units, providing a variety of hot food and snacks

All of these will be located at the festival site, predominantly in Lee Valley Park. Each catering unit will have full food hygiene documentation, insurance policies, HACCP and fire risk assessments in place. During the event there will be an onsite litter team and toilets management team

The event times

Site opening: 12:00

Bars 12:00-22:00 each day.

Concessions will close at 22:30.

Showtime Saturday: 12:30-22:30

Sunday 12:30-22:30

Clear site and lock down: 23:00

Venue and Site

The following is a brief overview of the facilities available on the site and the timeframe in which they will be built. More information regarding the facilities including the locations and site plans are contained in the Appendix. All stage activity will be under the control of the Stage Manager.

The site will be built from 2nd August – 7th August. The construction will be under the supervision of our Event Production/Safety manager. The build area detailed on the site plan will be classed as a construction site and usual health and safety management procedures will apply.

Site De rig and Load Out at the completion of the event the de-rig will take place from 6th August - 9th August, the same conditions as apply to the build will apply during this period.

A production village will be established in the backstage area of the Main Stage, in addition to stage storage/change over areas and dressing rooms these areas will be secured and access to the area will be by correct accreditation only.

The main stage will be located in front of a stage barrier co panel to create a secure backstage area. There will be 1 audience entrance to the site for pre- paid ticket holders, a box office will be sited adjacent to the entrance for any persons wishing to purchase tickets on the day should the event not be at capacity, this facility will be open 1 hour before doors.

Licensing

Under the Licensing Act 2003 all premises, even temporary events, must seek a license in order to conduct licensable activities, such as:

- The sale and supply of alcohol.
- Providing regulated entertainment.
- Providing late night refreshment.

Even if the event is only temporary you still need to apply for a premises license as the space you choose to operate within becomes a premise in the eyes of the law. This license is given if the four listed licensing objectives are accounted for. These objectives include:

- Preventing crime and disorder.
- Promoting public safety.
- Preventing public nuisances.
- Protecting children from harm.

As we will be selling alcohol, providing regulated entertainment and supplying late night refreshments at Urban Decay Music Festival we will need to acquire a premises license. We need to allocate a designated premises supervisor for each premises licence acquired, and they must always hold a personal license.

Our event will take place within the borough of Hackney, so therefore we must make a license application the Hackney Borough Council. This licensing form will require a detailed operating schedule including information on the activities you plan to undertake and the times you wish to do so. This application will include information on:

- The time at which the event activities will take place
- The site plans
- A completed Designated Premises Supervisor Consent form, to be completed by the intended premises supervisor

In order to successfully complete this application, we will also have to provide all necessary authorities with a copy of the application form, site plan, consent form and event schedule. A fee will also need to be paid to the council depending on the overall application.

While the application is being filed we must “Prominently Display” a legible notice on the perimeter of our site for a consecutive 28 days from the day the application has been made.

We will undertake several activities in order to aid the prevention of crime and disorder. We will ensure that no weapons drugs or alcohol are brought into the event by contracting trained security personnel who will operate search points at the entrances to the site. In addition to this a multitude of stewards will be placed throughout the site accompanied by more security contractors in order to monitor the events proceedings. The local authorities will also play a secondary role, providing assistance when needed. It is the responsibility of the Designated Premises Supervisor to ensure that the terms of the license are followed by enforcing policies such as music curfews and I.D checks at bars when purchasing alcohol.

A full risk assessment will be carried out in order to ensure the safety of attendees and address any health and safety concerns associated with the event in order to put measures in place designed to mitigate these risks. Areas such as the canals present near Lee Valley Park that are deemed to be

high risk will be cornered off from the rest of the event and monitored by stewards in order to mitigate the risk. Hearing Protection will be provided to all staff including stewards, security professionals and bar staff in order to reduce the risk of hearing damage. This hearing protection will also be available at all bars for attendees to use.

There will be a disabled viewing platform directly in front of each of the stages, staff will be available to assist disabled festival attendees and their carers. All other staging viewing shall be free-standing with the stage fronts having a "pit" area formed by Mojo style barrier, the "pit" will be managed by experienced pit trained stewards. Additionally, there will be trained first aid professionals available throughout the event.

Due to the fact that we are a live music festival near many residential areas we need to put in place measures that will reduce noise pollution as much as possible. We will take action in order to minimise the effect the noise levels will have on local residents. We will ensure that all sound systems are facing away from residential areas where possible. The event shall finish strictly at 22:30 in order to comfortably comply with the 23:00 curfew for amplified music in order to prevent any noise complaints from local residents. Sound Levels will be monitored constantly, and local residents will be notified promptly in advance of the event in order to address any potential concerns they might have.

Stewards alongside our sustainability team will be responsible for litter reduction during and after the event, they will pick litter up from the site and surrounding streets.

Alcohol will be sold at this event so we will ensure that wherever alcohol is being sold that minors are protected. We will do this by running I.D. checks at all the entrances to the event as well as at the bar. The bar will refuse to sell alcohol to any attendee who cannot produce proof of their age when asked to or anyone who is suspected of supplying a minor with alcohol.

Health & Safety Policy

The event organisers policy is to achieve high standards of Health & Safety in all areas of the event, build up, event itself, and breakdown, and recognises that a number of activities which are undertaken, or are undertaken on their behalf, could potentially involve risk to the health, safety and welfare of its employees, contractors, guests, members of the public and others. It is the organisers policy, as far as is reasonably practicable, to seek to ensure safe and healthy working conditions for employees, contractors and all other personnel working on behalf of the event, and to ensure that any activity undertaken at the event does not adversely affect the health and safety of its employees, contractors, guests, members of the public and others.

Finance & Budgeting

Expenses

The first expense we will look at is the site hire. I have set aside £40,000 pounds for the site hire, we will approach Lee Valley Ice proposing a £40,000 fixed Fee in order to rent the site for the 2 day festival as well as the Set up and Close Days (Nielsen, 2019). Urban Decay will have two stages, a large main stage and a small stage. The large stage will cost £2,995 and the small stage will cost £795. I have therefore set aside a £3,790 for the stages. On top of this we need to secure the events parameters, build entrances and backstage areas, and provide utilities such as portaloos, wifi and electricity to the patrons. I have set aside £50,000 pounds for the event equipment budget and £25,000 for the utilities budget. An event with 10,000 attendees should expect to spend £60,000 on

utilities so I estimate we would need to spend 30% of that leaving us with £18,000 and have set aside £7,000 for other utilities such as wifi and portaloos budgeting £3,000 for portaloos and £4,000 for wifi costs (AndyLoos, 2020). Security and Steward hire was our biggest cost coming in at approximately £100,000. We managed to cut costs by recruiting mostly volunteers for our Stewarding staff. We will Spend 16% of our overall revenue on marketing, which amounts to £63,000 in total (Nielsen, 2019). A £40,000 budget will be set for online and social media marketing. £20,000 will be set aside for radio and television advertisements. Finally £3,000 will be spent on posters and flyers. Bars will be an important source of income for us so we will buy £15,000 worth of stock. Staff will also need to be fed, I have set aside £1,500 for this. Artist associated costs will amount to £43,000. This figure includes performers fees, riders, travel costs and hotels. This leaves our total expenses at £341,290.

Income

Through the sales of tickets we expect to make £250,000 from 2 day and 1 day tickets. Our main Sponsor will be RedStripe who will provide us preferential rates on their beers as well as providing us £7,500 in sponsorship. Together with the rest of our smaller sponsor we expect to gain £10,750 from sponsorship in total. We expect there to be a total of 10 large booths, 5 medium booths and 5 small booths at the event for vendors, this will generate £55,000 in revenue. The sale of alcohol at our bars will generate approximately £63,750 while merchandise is expected to generate approximately £4,150.

Sponsors

We negotiated deals with Red Stripe to be our main sponsor and to be the main supplier of beer, similar deals were made with Somersby, Smirnoff, Bullet Bourbon, Red Bull, Coca Cola, O2 and Capital Xtra to be co main sponsors.

Overall

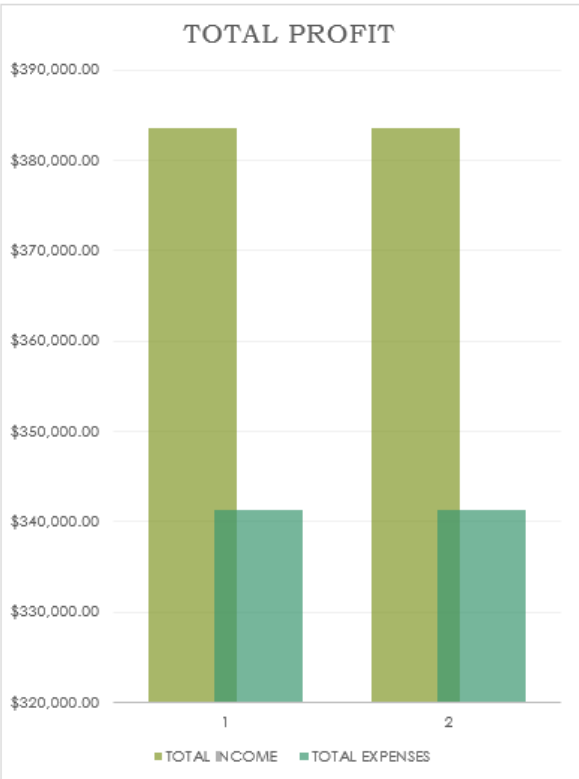
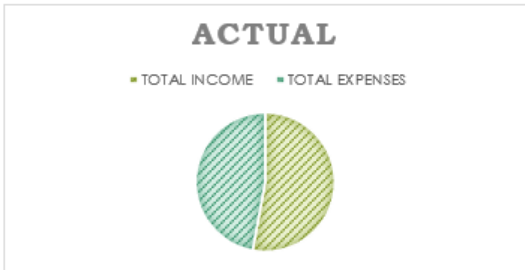
When the event is concluded we expect to generate approximately £383,643. When we take away our expenses from this figure we are left with approximately £42,353 in profit.

Appendix

Event Budget for Urban Decay

Profit - Loss Summary

	Estimated	Actual
TOTAL INCOME	\$383,643.00	\$383,643.00
TOTAL EXPENSES	\$341,290.00	\$341,290.00
TOTAL PROFIT	\$42,353.00	\$42,353.00



Event Budget for Urban Decay

Expenses

TOTAL EXPENSES			Estimated	Actual	
			\$341,290.00	\$341,290.00	
Site	Estimated	Actual	Column 1	Estimated	Actual
Site Rent	\$40,000.00	\$40,000.00	Staff Food	\$1,500.00	\$1,500.00
Site staff			Bar	\$15,000.00	\$15,000.00
Large Stage	2995	\$2,995.00			
Small Stage	\$795.00	\$795.00			
Total	\$43,790.00	\$43,790.00	Total	\$16,500.00	\$16,500.00
On Site Costs	Estimated	Actual	Artists	Estimated	Actual
			Performers	\$34,000.00	\$34,000.00
Event Equipment	\$50,000.00	\$50,000.00	Riders	\$2,000.00	\$2,000.00
Utilities	\$25,000.00	\$25,000.00	Travel	\$2,000.00	\$2,000.00
Security & Stewards	\$100,000.00	\$100,000.00	Hotel	\$5,000.00	\$5,000.00
Total	\$175,000.00	\$175,000.00	Other		
			Total	\$43,000.00	\$43,000.00
Marketing	Estimated	Actual			
Social Media Campaign	\$40,000.00	\$40,000.00			
Ad Campaign	\$20,000.00	\$20,000.00			
Posters	\$3,000.00	\$3,000.00			
Total	\$63,000.00	\$63,000.00			

Income

Actual

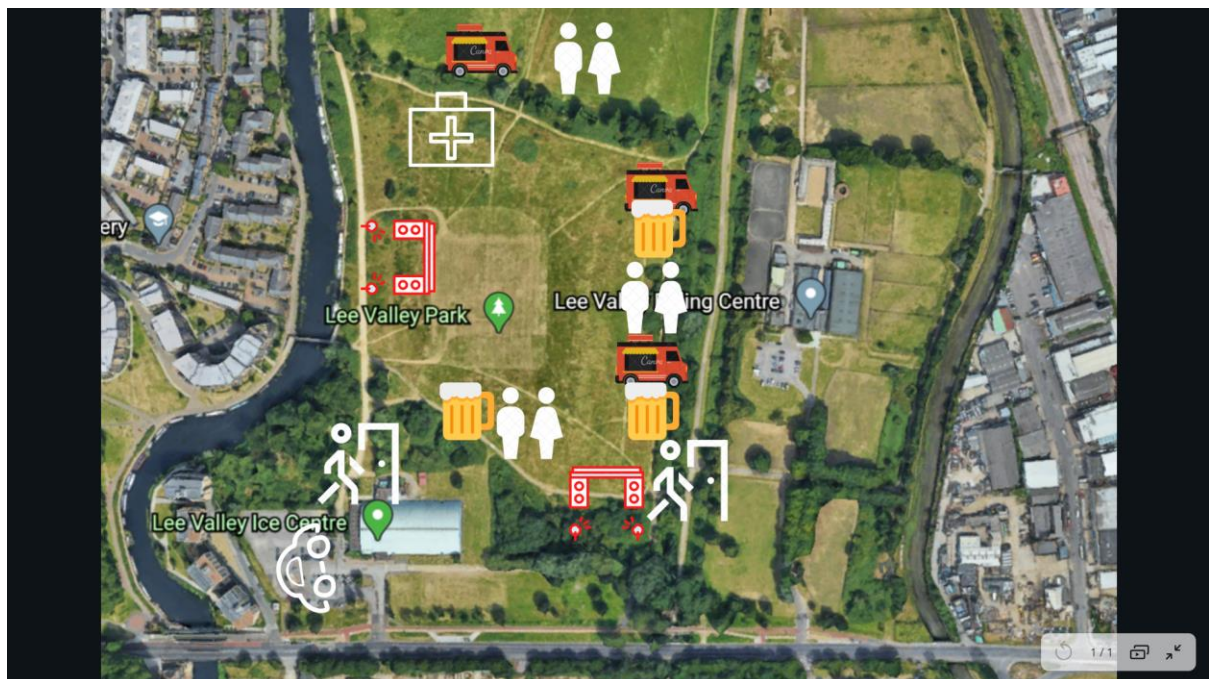
\$383,643.00

Estimated	Actual			Estimated	Actual
2500	2500	2 Day @	\$80.00	\$200,000.00	\$200,000.00
1000	1000	1 Day @	\$50.00	\$50,000.00	\$50,000.00
				\$0.00	\$0.00
Total				\$250,000.00	\$250,000.00

Estimated	Actual			Estimated	Actual
1	1	Headline Sponsor @	7500	\$7,500.00	\$7,500.00
1	1	Co Sponsor @	2000	\$2,000.00	\$2,000.00
5	5	Small Sponsors @	250	\$1,250.00	\$1,250.00
Total				\$10,750.00	\$10,750.00

Estimated	Actual			Estimated	Actual
5	5	Large booths @	5000	\$25,000.00	\$25,000.00
10	10	Med. booths @	2500	\$25,000.00	\$25,000.00
5	5	Small booths @	1000	\$5,000.00	\$5,000.00
Total				\$55,000.00	\$55,000.00

Estimated	Actual			Estimated	Actual
7500	7500	Drinks @	8.5	\$63,750.00	\$63,750.00
300	300	Merchandise @	13.81	\$4,143.00	\$4,143.00
		Items @		\$0.00	\$0.00
		Items @		\$0.00	\$0.00
Total				\$67,893.00	\$67,893.00



11/04/2017

Application for a premises licence to be granted under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

This form please read the guidance notes at the end of the form. If you form by hand please write legibly in block capitals. In all cases ensure are inside the boxes and written in black ink. Use additional sheets if

You may wish to keep a copy of the completed form for your records.

11/04/2017

(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:
Lee Valley Ice, Lea Bridge Rd, London E10 7GL

Post town Postcode E10 7GL

Telephone number at premises (if any) 020 8533 3154
Non-domestic rateable value of premises £

Part 2 - Applicant details

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

- a) an individual or individuals * ☒
b) a person other than an individual * ☐
i as a limited company/limited liability partnership ☐
ii as a partnership (other than limited liability) ☐
iii as an unincorporated association or ☐
iv other (for example a statutory corporation) ☐
c) a recognised club ☐

- d) a charity ☐
e) the proprietor of an educational establishment ☐
f) a health service body ☐
g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales ☐
h) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England ☒
i) the chief officer of police of a police force in England and Wales ☐

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

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

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr ☒ Mrs ☐ Miss ☐ Ms ☐ Other Title (for example, Rev)			
Surname Finlay	First names Callum		
Date of birth 23/04/1996	I am 18 years old or over ☒ Please tick yes		
Nationality Irish			
Current residential address (if different from premises address)			
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other Title (for example, Rev)			
Surname	First names		
Date of birth	I am 18 years old or over ☐ Please tick yes		
Nationality			
Current postal address (if different from premises address)			
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name
Address
Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.)
Telephone number (if any)
E-mail address (optional)

Part 3 Operating schedule

When do you want the premises licence to start?

DD MM YYYY
01 01 2017

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

1 01 08 / 2 01 01
DD MM YYYY
01 08 2017

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

Le Valley Park is Large field surrounded by approximately 200 acres of land situated next to Lee Valley Ice. The site is a square in shape and is approximately to a main road, canal, industrial estate and other fields. During this event the premises will be secured using barriers, clearly defining entrances and exits.

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

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) ☒
f) recorded music (if ticking yes, fill in box F) ☐
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) ☒

In all cases complete boxes K, L and M

A

Plays Standard days and evenings (please read guidance note 7)	When the performance of a play takes place Specify or describe it below - Please tick (please read guidance note 3)	Indoors ☐ Outdoors ☐ Both ☒
Day Start Finish	Please give further details here (please read guidance note 4)	
Mon		
Tue		
Wed		State any seasonal variations for performing plays (please read guidance note 5)
Thurs		
Fri		Non-standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 6)
Sat 12:00 22:30		
Sun 12:00 22:30		

E

Live music			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)		Indoors	☐
Standard days and timings (please read guidance note 7)					Outdoors	☒
Day	Start	Finish	Please give further details here (please read guidance note 4)			
Mon			Live music will play on two outdoor stages equipped with amplifiers for the duration of the event.			
Tue						
Wed						
Thurs						
Fri						
Sat	12:00	22:30	State any seasonal variations for the performance of live music (please read guidance note 5)			
Sun	12:00	22:30	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)			

F

Recorded music			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)		Indoors	☐
Standard days and timings (please read guidance note 7)					Outdoors	☒
Day	Start	Finish	Please give further details here (please read guidance note 4)			
Mon			Recorded music will play on two outdoor stages equipped with amplifiers and throughout the event for the duration of the event.			
Tue						
Wed						
Thurs						
Fri						
Sat	12:00	22:30	State any seasonal variations for the playing of recorded music (please read guidance note 5)			
Sun	12:00	22:30	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)			



G

Performances of dance			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 3)		Indoors	☐
Standard days and timings (please read guidance note 7)					Outdoors	☐
Day	Start	Finish	Please give further details here (please read guidance note 4)			
Mon			State any seasonal variations for the performance of dance (please read guidance note 5)			
Tue						
Wed						
Thurs						
Fri						
Sat			Non-standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 6)			
Sun						

H

Anything of a similar description to that falling within (a), (f) or (g)			Please give a description of the type of entertainment you will be providing		Indoors	☐
Standard days and timings (please read guidance note 7)					Outdoors	☐
Day	Start	Finish	Please give further details here (please read guidance note 4)			
Mon			State any seasonal variations for entertainment of a similar description to that falling within (a), (f) or (g). (please read guidance note 5)			
Tue						
Wed						
Thurs						
Fri						
Sat	12:00	22:30	Non-standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (a), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 6)			
Sun	12:00	22:30				

I

Late night refreshment			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)		Indoors	☐
Standard days and timings (please read guidance note 7)					Outdoors	☒
Day	Start	Finish	Please give further details here (please read guidance note 4)			
Mon			Hot food and beverages will be available from food trucks and concession stands throughout the festival until close.			
Tue						
Wed						
Thurs						
Fri						
Sat	12:00	22:30	State any seasonal variations for the provision of late night refreshment (please read guidance note 5)			
Sun	12:00	22:30	Non-standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 6)			



J

Supply of alcohol			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)		On the premises	☒
Standard days and timings (please read guidance note 7)					Off the premises	☐
Day	Start	Finish	Please give further details here (please read guidance note 4)			
Mon			State any seasonal variations for the supply of alcohol (please read guidance note 5)			
Tue						
Wed						
Thurs						
Fri						
Sat	12:00	22:30	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)			
Sun	12:00	22:30				

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: Calum Finlay

Date of birth: 23/04/1996

Address:

Postcode:

Personal licence number (if known):

Issuing licensing authority (if known): Hackney Borough Council

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).

Alcohol will be sold throughout the event at the bar stand.

L

Hours premises are open to the public		State any seasonal variations (please read guidance note 5)	
Standard days and timings (please read guidance note 7)			
Day	Start	Finish	
Mon			
Tue			
Wed			
Thurs			
Fri			
Sat			
Sun			

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 (please read guidance note 6)

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).

The goal is to provide a safe environment for all patrons to enjoy over the course of the weekend. Alongside this we aim to impact the local community as little as possible. Guidance and information on health and safety will be available throughout the event.

b) The prevention of crime and disorder

The event will be ticketed and we will strategically place security personnel at entrances in order to carry out thorough searches, ensuring that no weapons, drugs or alcohol are brought into the main event area. We will also work alongside the local authorities, with them providing a subsector of police officers to assist organisers.

c) Public safety

In addition to searches upon entry we will also put into place measures that will prevent overcrowding. The various exits will be clearly shown, and we will place signs directing to them throughout the premises. Stagers will be positioned so that the noise from speakers is not aimed directly at residential areas. We will inform local residents of the event well in advance. Litter will be dealt with by our stewards and cleaning crew at the conclusion of the event every day in an efficient and safe manner.

d) The prevention of public nuisance

We will adhere to noise regulations by closing the event at 22:30 every day, which is half an hour before the required deadline. Stages will be positioned so that the noise from speakers is not aimed directly at residential areas. We will inform local residents of the event well in advance. Litter will be dealt with by our stewards and cleaning crew at the conclusion of the event every day in an efficient and safe manner.

e) The protection of children from harm

Nobody under the age of 18 will be allowed into the event. We will have strict ID checks at all bars. Service will also be refused for anyone who is suspected of buying alcohol for a minor. Stewards and security personnel will also be instructed to check ID at the entrances.

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 (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 245 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.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). If signing on behalf of the applicant, please state in what capacity.

Declaration

- (Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership) I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).
- The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from

Signature	doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15).
Date	January 10 th 2020
Capacity	Applicant

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)

Post town		Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

Notes for Guidance

- Describe 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.
- In terms of specific regulated entertainments please note that:
 - Plays: no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 500.
 - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08:00 and 23:00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
 - Indoor sporting events: no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 1000.
 - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08:00 and 23:00 on any day, provided that the audience does

not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.

- Live music: no licence permission is required for:
 - a performance of unamplified live music between 08:00 and 23:00 on any day, on any premises.
 - a performance of amplified live music between 08:00 and 23:00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08:00 and 23:00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08:00 and 23:00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - a performance of amplified live music between 08:00 and 23:00 on any day, at the non-residential premises of (a) a local authority, or (i) a school, or (ii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - any playing of recorded music between 08:00 and 23:00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - any playing of recorded music between 08:00 and 23:00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - any playing of recorded music between 08:00 and 23:00 on any day, at the non-residential premises of (a) a local authority, or (i) a school, or (ii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.
- Dancer: no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08:00 and 23:00 on any day, with no limit on audience size for:
 - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority.
 - any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider.
 - any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and

o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

- Where taking place in a building or other structure please tick as appropriate (incisors may include a tent).
- For example the 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.
- For example (but not exclusively), where the activity will occur on additional days during the summer months.
- For example (but not exclusively), where you wish the activity to go on longer on a particular date e.g. Christmas Eve.
- Please 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.
- If you wish people to be able to consume alcohol on the premises, please tick on the appropriate. If you wish people to be able to purchase alcohol to consume away from the premises, please tick off the appropriate. If you wish people to be able to do both, please tick both.
- Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
- Please list here steps you will take to promote all four licensing objectives together.
- The application form must be signed.
- An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
- Where there is more than one applicant, each of the applicants or their respective agent must sign the application form.
- This is the address which we shall use to correspond with you about this application.

15. Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this by providing with this application copies or scanned copies of the following documents (which do not need to be certified).

Documents which demonstrate entitlement to work in the UK

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK (please see note below about which sections of the passport to copy).

- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK ~~has~~ has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, ~~allowed to stay indefinitely in the UK~~, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A **full** birth or adoption certificate issued in the UK which includes the name(s) of at least one of the holder's parents or adoptive parents, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is ~~allowed to work~~ allowed to work relating to the carrying on of a licensable activity.

- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 17(3) or 18A (2) of the Immigration (European Economic Area) Regulations 2006, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK **including**:
 - evidence of the applicant's own identity – such as a passport,
 - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
 - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
 - (i) working e.g. employment contract, wage slips, letter from the employer,
 - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
 - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
 - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHC card or an S1, S2 or S3 form.

Original documents must not be sent to licensing authorities. If the document copied is a passport, a copy of the following pages should be provided:

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's passport;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

EVENT NOTIFICATION FORM

The Emergency Services, Local Authorities, Health Service and Utility companies should know when and what events are to take place within Hertsmere, to ensure community safety during the event period.

The Emergency Services, Local Authorities, Health Service and Utility companies should know when and what events are to take place within Hertsmere, to ensure community safety during the event period.

Useful information on organising public events (including "risk assessments") is contained in two guides, Safe and Successful Events for up to 500 visitors, and Safe and Successful Events for over 500 visitors, which are available for downloading at www.hertsmere.gov.uk

Please note that the Safety Advisory Group (SAG) does **not grant formal permission** to organisers of public events. **Accordingly** the Safety Advisory Group or Hertsmere Borough Council does not accept any liability for any loss or damage at any event.

Please complete and return this form to let us know about your event.

EVENT DESCRIPTION (please give as much detail as possible, please use another page if needed)
Urban Decay is a two day outdoor music festival specialising in urban music. It has a capacity of 3000 and will sell day and weekend tickets

WHERE IS YOUR EVENT BEING HELD? (address or exact location)
Lee Valley Park, Lea Bridge Rd, London E11 1JL, United Kingdom

POST CODE: E11 7QL

IS YOUR EVENT BEING HELD: Inside ☐ Outside ☒

EVENT ORGANISER'S DETAILS:

NAME: Callum Finlay
POSITION: Event Manager

ADDRESS: 1 Joshua Dextley Mews, Bow, London
POST CODE: E32ZE

Contact Details
Daytime: Evening: Mobile:

Email: finlayca@tcd.ie

NAME TO DAY CONTACT PERSON (IF DIFFERENT FROM ABOVE)
NAME: POSITION:

ADDRESS:
POST CODE:

CONTACT DETAILS
DAYTIME: EVENING: MOBILE:

EMAIL:

DATE(S) OF EVENT:

TIME OF EVENT
START: 12:00
FINISH 22:30 (APPROX)

NUMBERS ATTENDING (APPROX):
Target ages of attendees: Children Adult
3000

Is your event being held at a licensed premises? YES ☒ NO ☐

Do you intend to supply alcohol at your event? YES ☒ NO ☐

Do you intend to hold Regulated Entertainment? YES ☒ NO ☐
(i.e. performance of play, live music or dancing, exhibition of films, boxing/wrestling, indoor sporting event or the playing of recorded music)
If YES, you will be required to obtain a Temporary Event Notice. (A minimum of 10 working days notice is required. No more than 499 occupancy, if more than 499 a Premise Licence may be required)

Do you intend to supply food at your event (bought in snacks, food prepared or cooked at home, to be cooked on site, hot or cold, to be provided by a caterer etc.) YES ☒ NO ☐

Do you intend to supply water at your event (for drinking, cooking, food preparation or other domestic purposes, regardless of its origin and whether it is supplied from a distribution network, from a tanker, or in bottles or containers)? YES ☒ NO ☐

Do you intend to publicly advertise your event? YES ☒ NO ☐

Has this Event ever been run before? YES ☐ NO ☒
If YES, give date of last event

Is any part of the event to be held on a Public Highway? YES ☐ NO ☒

If YES, please indicate whether on verge/footway/or carriageway

Completed forms should be returned to: Ellen Cozens, Technical Officer, Environmental Health, and Licensing, Civic Offices, Elstree Way, Borehamwood, Herts. WD5 1WA

Telephone: 020 8267 2277
Email: ellen.cozens@hertsmere.gov.uk

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