

Summer Music Festival

Lesson 1: Festival Site



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During this project, you will:

Develop your problem-solving and thinking skills.

Make decisions and choices.

Strengthen your ability to work collaboratively within a team.

Use a range of mathematical and literacy skills.

Have fun!

Your Mission

You and your three team mates are to plan a summer music festival to be held in July or August this year. Here are your starting points:

- You have secured a festival site of just under 0.5km^2 .
- You need to provide camping, food, drinks and entertainment on the site.
- You will need to sell tickets, design posters and advertise the festival.
- You will need to plan for around 3000 festival goers.

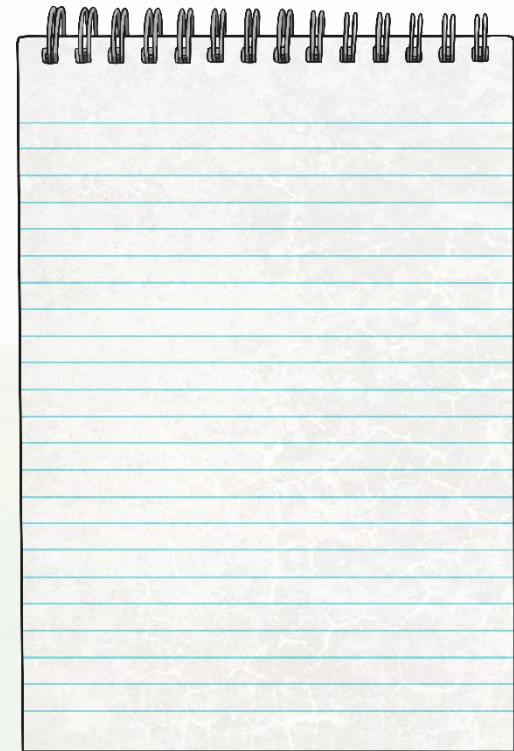


Lesson 1: Getting the Theme Right

It is important to think carefully about how you want the festival to feel and be seen so it's time to start coming up with ideas...

You will need some large pieces of paper to explore ideas for:

- the name of the festival;
- what sort of music it will feature - one specific genre, two genres or a mixture?;
- who is the festival aimed at - adults, families, teens?;
- initial ideas for what you might want to include to make your festival unique.



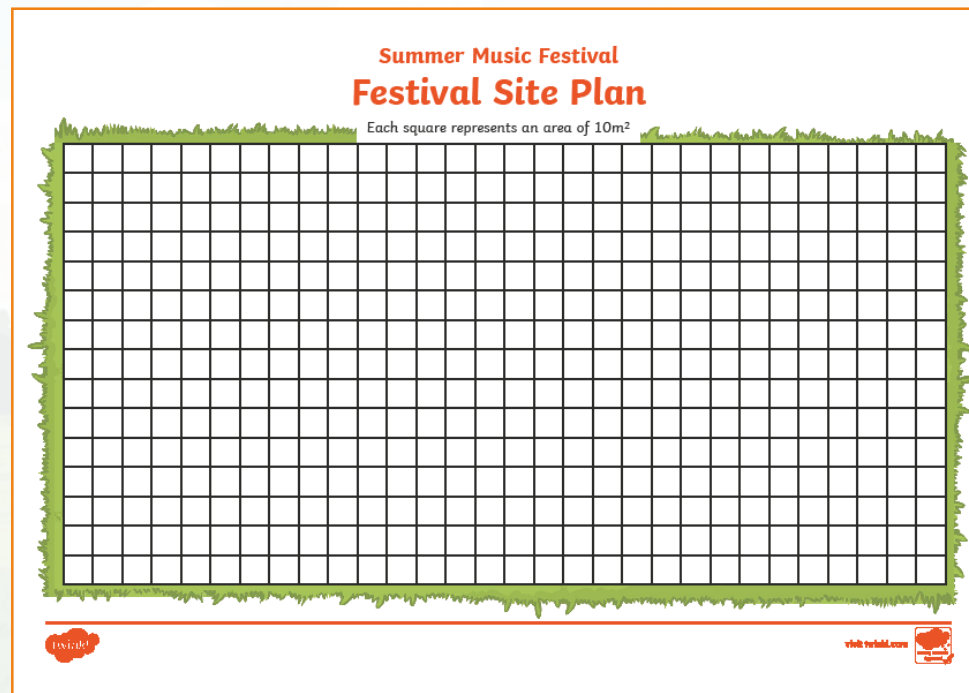
Planning the Festival Site

Although you have a large area to plan your festival you will need to think carefully about how all the bits fit together. Use the planning sheets to plan your site layout including the following:

- Stage area(s) with room for an audience (seated or standing?)
- Campsite (can you work out roughly how many tents will have to fit?)
- Food stalls/drinks areas
- Walkways around the site
- Any other entertainment or special areas (e.g. children's area)
- First Aid/Lost Children
- Toilets (you'll need lots - guidelines suggest that for every 75 women expected, there should be a single portable toilet unit. For men the recommendation is one portable toilet for every 200. Even so, festivals never have enough toilets so you may want more!)

Drawing the Plans

Use the following guidelines to start drawing your draft site plans on the grid provided. This can be changed and adapted and should be used as a working document for now.



Tip: To help imagine sizes, 10m is about the length of five cars parked in a line.

Drawing the Plans

One square would hold:

- 4 camping plots
- 20 single toilet units
- 50 chairs
- 8 trade stands (remember these will bring in extra money)

**Outdoor stage needs to measure
30m x 20m.**

Roadways need to be 5m wide for emergency access all around the site.

Do you want:

- outdoor or indoor/marquee stages?
- other outdoor performance areas?

There needs to be a perimeter fence around the whole site and separation between the campsite and the main festival site.

Where are the entrance/s and exit/s?

Lesson 2: The Costs

Planning any event means careful monitoring of the budget.
How much will everything cost?

During this lesson we will need to:

- calculate the cost of all the items on your site plan from lesson 1;
- choose your performers within a budget;
- add in any standards costs such as security, fencing and first aid.

In the next lesson, we will look at how to cover these costs.



Site Plan Costs

This is where we add up all the items on your site plan.
Use the budget sheet and the following costs:

Item	Cost
stage 30m x 20m	£7500
PA for each stage	£5000
lighting for each stage	£3000
festoon Lighting (per 50m)	£25
perimeter fencing (per 10m)	£6
toilets (per single unit)	£60
campsite shower block	£500

Artists Costs

This is where you choose the acts you would like to perform at your festival from the following and transfer them to your budget sheet:

Headline Acts (at £2000 for a 1.5 hour show)	Support Acts (at £400 for a 45 minute performance)	Other Acts (at £400 per day - 4 x 45 minute shows)
By Jovie (rock) King (rock) Led Balloon (rock) The Rolling Rocks (rock) Stairs (pop) Mini Minxes (pop) Shake That (pop) No Direction (pop) Spandex Ballet (80s) Adam and the Fleas (80s) Strangeness (80s) Dave Sheering (acoustic) Banjos at Dawn (acoustic) The Straighteners (acoustic)	Dancetastic (dance act) Bill and Jen (acoustic) Hammer Doctors (acoustic) Munchers & Sons (acoustic) Fire Fiddles (acoustic) Diamond Geezers (80s) Beastly Girls (80s) Satsumarama (80s) Think 182 (pop) Purple Day (pop) Green Stripes (pop) Chameleon (rock) Buns and Hoses (rock) The What (rock)	Major Mess – children’s entertainer Doctor Smiles – Punch and Judy puppeteer Lofty Heights – stilt walkers The Maniac Bats – circus performers Puppet Magic – puppeteers Bubblemania - giant bubbles Ballroomtastic – dance shows Footy Fit – sports area Singalong– karaoke area Rock Monkeys – climbing shows Rocky Rollers – skating show

You might want to add your own acts that might be starting out and willing to perform in exchange for free tickets so won't cost you money.

Standard Costs

This is where we add up all the items that you must have for your festival:

Day security (per day)	£1200
night security (per night)	£800
first aid cover (per day)	£600
insurance (whole weekend)	£800
entertainment licences	£300
electricity for site (with electrician)	£4000
water (including waste) for site	£2000
PRS (Performing Rights Society)	£1000

The Total Costs

You should now have a list of all the costs for your festival.

Now you need to add them all up to find the **total cost** for your festival so we can look at how these costs will be covered in the next lesson.



Lesson 3: The Income

Now you have planned everything you would like at your festival, it is time to think about how you will pay for it all.

This lesson, you will need to:

- work out the cost of tickets and projected sales;
- calculate the income from traders;
- identify any other sources of income;
- work out profit projections.



Income from Traders

Look at your site plan from Lesson 1 and work out how much money you will have coming in from the traders who have paid to have a stall at your festival.

Add the following to your income sheet whilst at the same time, adapting your site plan if you think it needs changing:

Trader	Income
clothes/gifts (up to 5m)	£150 for 3 days
café (up to 5m)	£300 for 3 days
bar (up to 5m)	£500 for 3 days

For premium area stands, you should **double** these prices. This is because premium areas will be in really prominent places on your site and therefore would get more customers.

People wanting a larger stall, for example, traders wanting a 10m pitch would pay for two stalls.

Income from Other Sources

Many festivals manage to get other sources of income such as grant funding or sponsorship.

Use the information below to add onto your income sheet:

Source	Income	Confirmed?
arts grant from the local council	£3000	yes
music grant from a local charity	£2000	no (you must fill in the grant application form to apply for this)
sponsorship of an area of the site	£2000	yes (you choose the sponsor to name one of the areas after)

Income from Ticket Sales

Ticket sales are going to be your main source of income and you need to set your prices based on how much money you will need to enable the festival to not only just happen, but also to make a profit!

Use the following information to help you:

You may want children to be free.

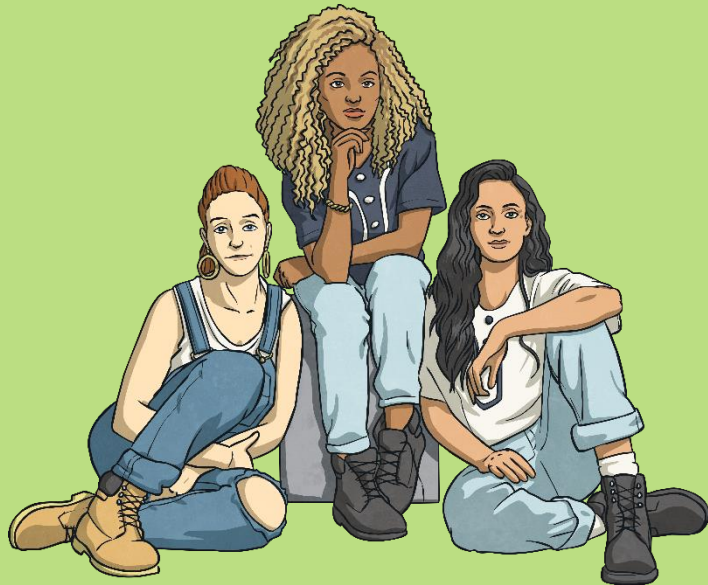
Do you want to offer any other types of tickets?

Ticket Type	Your Price
adult weekend	
child weekend	
over 60s weekend	
family ticket	
camping adult	
camping child	
camping over 60s	
family camping	

Base your prices and estimated figures on 2000 tickets sales and a mix of people. You are hoping that 3000 people attend but you can't rely on that figure – what if the weather is bad or people aren't interested in the acts you have chosen?

The Total Income

You should now have a list of all the projected income for your festival.



Now, you need to add them all up to find the **total income** for your festival so you can now work out the projected profit based on 2000 people attending (and also 3000 people attending).

Lesson 4: The Programme of Events

Now, you should have your site planned, some artists booked and some idea of how you want your festival to feel. It's time to structure a plan of your festival. Use the Programme Planning sheets to organise your festival weekend. Try to think about the following things:

- the number of concerts you will have;
- each artist will need 30 minutes sound-checking time before their concert begins;
- the number of artists you will have on at each concert;
- the start and finish time of the concerts;
- whether you will leave some gaps in concert meals times and if you will have any other 'down times';
- What will be happening in other parts of the festival site and at what times?

Presenting the Programme

Now, you need to think about how you will present your programme.
Here are some things to think about:

- How will you list your events? Will there be a visual timetable similar to a TV schedule?
- Will you list stages or areas separately?
- Will your festival goers have something to do at all times?
- Will you use a computer to create your programme?



Detailed Timings for Artist and Crew

Deciding the times of a concert is one thing, but that's not enough detail for the performers, sound crew, lighting crew, MC, event stewards and stage crew.

Plan your running orders in more detail using the following details:

- Time for a 30-minute sound check for each performer (usually in reverse order of the concert) with a 10-minute break in between sound checks.
- Timings of the actual performances should include a 5-minute break in between artists where instruments/set-ups are changed and the MC will talk to the crowd.



Lesson 5: Posters and Artwork

Every good festival needs some great artwork and posters to publicise it, and your festival is no different. It's time for some art and design work!

Here are some things to think about while you use the design activity sheets:

- Do some research on the Internet - search for images of 'festival posters' and look at lots of existing examples. What makes them effective?
- Choose what sort of theme you want for your poster – this may be linked to the atmosphere you want at your festival. (For example, a rock festival might not have pretty flowers and trees!)
- Include the 'line up' of artists appearing at your festival plus information about what else people might find there.
- What can 'sell' your festival? 'Free Camping' , 'Kids Go Free'?
- Where can people buy tickets or find out more?
- Think about a logo and which colours to use.

Finished Festival Site Plan

Although your draft plan has been useful for making your technical arrangements, you might have made some changes to it along the way so now it needs presenting as a finished site plan for your festival goers to use. **You'll need to do this one on plain paper but here are some things to include and think about:**

- Do an Internet image search for 'festival map' to get some ideas.
- Make sure the items are labelled clearly.
- Show clearly where the roadways, entrances and exits are.
- Draw relevant pictures – don't just use coloured squares.



How Far Might You Take It?

That's all the main planning done for this festival project.
If you haven't had enough, why not consider doing some of these things next?

- Create merchandise designs for your festival.
- Create a website for your festival.
- Using some of the things you have learned, why not put together your own school concert or mini-festival.
- Make your own TV advert or music video for the festival.

