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2018 YEARBOOK

National Outdoor Events Association
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Portakabin (Scotland) Ltd, Events Division.
The photo shows our Event suites at the
BBC Edinburgh Festival.



Great North Run – Tyne Bridge
The Great Run Company

Front cover photographs:

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The Tigers Parachute Display Team

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Event Wine Solutions

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The opinions expressed by contributors to this publication are not always a reflection of the opinions or the policy of the Association

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NOEA Outdoor Events Industry Reference Yearbook 2018 incorporating membership listing and products.

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NOEA, established in 1979, is the only trade association specialising in the Outdoor Events Industry.

It is able to connect you to some 400 Members covering Local Authorities, Festival and Event Organisers, Universities/Students, Entertainment Agencies, Promoters, Venues and Suppliers of Equipment and Services together with Practitioners generally in the World of Outdoor Events.

NOEA's policy to educate, share problems and enhance professionalism and business opportunities clearly works. The regional workshops/conferences and Annual Convention & Award Celebration Evenings offer opportunities to find out about the latest developments – to learn about topical issues such as the Licensing Act, Disability Discrimination Act, Security Industry Authority etc, Training Event Managers, working on the British Standard for the Sustainability of Event Management, Business Visits & Events Partnership, The Genesis Initiative, The Event Industry Forum, International Festivals & Events Association – Europe, to debate issues, share information, network, meet new business contacts, renew old friendships and have some fun.

NOEA offers a wide range of opportunities that can lead to enhanced business relationships and, ultimately, greater success, it is worth the time and effort by joining NOEA.

Networking opportunities and the chance to influence legislation are two of the greatest benefits of NOEA membership. However, to benefit from this, members must participate and be active within the association. Paying annual dues isn't enough to reap the benefits of NOEA. Members must also make an investment of time and effort into NOEA activities and become involved. Simply put, what you get out of NOEA membership is directly relative to what you put in.

Access to membership directory. NOEA, maintains a directory, in which members and their industry businesses are listed. This can help increase exposure to new markets and potential clients.

Networking opportunities. NOEA, provide members with an excellent opportunity to network with other event industry professionals.

Opportunities to give back to the industry. NOEA, members can share their industry knowledge with other member businesses and promote a stronger sense of community cooperation.

Competitive advantage. Taking advantage NOEA, resources, can help members earn and maintain an edge over non-member competitors.

Inside access to innovations and new developments. NOEA, lets its members stay on top of new products, services and innovations, helping members maintain a competitive edge.

NOEA also undertake:-

- Regular Email Newsletters and articles in Access All Areas Magazine (free copies to Members)
- Active Website: www.noea.org.uk
- NOEA Members' Yearbook 2018 – the Outdoor Events Industry Reference Guide – complimentary copy upon application
- Participation in the major trade shows with complimentary admission tickets
- Legal Advisory & Debt Recovery Services
- NOEA Insurance Panel.
- Members discounts with Arnold Clark and Van Hire
- Members discounts with Telepa phone service

By becoming a member of NOEA you become part of a specialist 'club' of outdoor event professionals. The ethos of the association is to bring together like-minded people for business to business networking, education, the sharing of problems and ideas and to enhance professionalism.

There are many opportunities to market and promote your business through NOEA as well as to learn more about professional standards of practice, topical issues and legislation within the industry.

How to find out more about NOEA?

NOEA's website www.noea.org.uk gives full details of the association along with the events and issues that are affecting our industry. Or you can contact CEO, Susan Tanner, who will be pleased to tell you more about the association and how to become a member.



MEMBERS AGREE TO:

1. Conduct themselves according to the highest ethical standards when participating in, or organising, an event.
2. Possess prior to undertaking the management or supply to any event the financial ability to be able to guarantee the payment of all amounts due to suppliers and licensing authorities, whether the event takes place or is cancelled.
3. Provide and maintain the highest possible standards of health, safety, cleanliness and presentation.
4. Consider and apply the appropriate Health and Safety measures and encourage the use of sustainability factors whenever possible.
5. Possess appropriate and adequate Insurance cover.
6. Adopt, where applicable, Trade Union agreements and approved forms of contract.
7. Honour all contractual commitments and government legislation appropriate to the countries where operating.
8. Mediate fairly and promptly in relevant disputes. To offer the benefit of the Association's Arbitration Service and abide by its decision.
9. Consider and apply relevant Codes of Practice and Conduct established by other professional bodies which are recognised by the Association, providing they conform to all appropriate legislation and do not compromise the constitution and aims and objectives of this association.
10. Undertake their responsibilities thoroughly, completely, reliably and honestly.
11. Further the purpose of the Association by assisting in the promotion of the standards, status and interests of the outdoor event industry.



NOEA INSURANCE PANEL

They provide insurance services applicable to the Outdoor Events, Leisure, Entertainment, Sports and Hospitality Industries. The Companies are all Registered Insurance Brokers with over 150 years of experience between them.

The Companies are committed to providing impartial advice and specialist services.

ARC International Event Insurance Specialist
Terry Waller 020 7977 7638

Wrightsure Services Ltd
Kevin Wade 01708 25872



NOEA LEGAL ADVICE

The National Outdoor Events Association is pleased to promote a Legal Advice Forum for the benefit of Members.

NOEA has negotiated with Lacey's Solicitors, for provision of an initial free 30 minutes consultation personally or by telephone for Members. It will be open on a fee-paying basis for all advice given thereafter.

The subject areas covered are as follows:-

- Liquor Licences, Public Entertainment Licences, Sports Licences, Lottery, Betting & Gaming and associated matters.
- Food Safety, Health and Safety – enforcement of Local Authorities.
- Acquisitions, Sales, Mergers, Terms and Conditions of Business, Review of Business contracts, Standard Form contracts for Events, personal and corporate Insolvency, preparation of Agency Agreements, Distribution Agreements, Franchising Agreements, Commercial Agency Agreements. The sale and purchase of companies, Advice and preparation for Tender Documentation, Advice on compulsory Tendering and TUPE Regulations.
- Purchase, Sale and Lease of Commercial property including Commercial Leases, Licences to Occupy.
- Personal Injury and related matters, Commercial Contract Disputes, Professional Negligence, Consumer Credit matters, Debt Recovery and Building Disputes.
- Unfair Dismissal, Redundancy, Contracts of Employment, Discrimination. In order to take advantage of this service you should contact Mr. Phillip Day or his secretary (stating your name as an NOEA Member) as follows:-

Philip Day, Solicitor, Lacey's Solicitors
9 Poole Road, Bournemouth, BH2 5QR.
Direct: 01202 755216.
Reception: 01202 755980
Email: p.day@laceyssolicitors.co.uk
Website: laceyssolicitors.co.uk

MESSAGE FROM THE PRESIDENT



PRESIDENT – ANDY GROVE



Having been interim president for a year I am now truly honoured to formally take the president's role. The last 12 months has been very productive and been very rewarding as I have seen how much progress NOEA has made.

We now have three Futures Sponsors, GL Events, ACT National and Eventbrite and I'm hopeful more will follow. I thank the sponsors on behalf of all of us as their generosity, enthusiasm and commitment to NOEA is helping us make a real difference. Throughout 2017, with their help, NOEA has set up the Futures Leadership Forum which is a ground-breaking move to understand what the future looks like through the eyes of leading business owners and industry leaders. This has focused on consumer trends, technology in events, the role of cities and destinations, secondary ticketing and the role of brands / sponsors. Having listened to what our members told us during focus groups we have looked at commercialisation trying to enable members to develop more robust business where there is greater return on for the risks we take, and the creative enterprise and excellence that we bring to the industry. This has led to two white papers. In Partnership with Standout Magazine another white paper was produced looking at the effects of Globalization in the UK Outdoor events market. I am also excited about the GL Guide to Events which brilliantly draws on the knowledge and skills of our members to help people, especially beginners, with all aspects of events that the Purple Guide doesn't cover. Make sure you have a read. You won't regret it.

This is great progress but is only the start of a long journey. We have a long way to go and many challenges ahead to ensure that we are an association that is fit for purpose and the industry can be proud of. NOEA represents you and is your voice and we engage with many organisations and are part of several forums where we ensure that the outdoor events sector is recognised and is listened to. To be successful at this we need you. We need you to engage with us and let us know what issues you are facing, what help you need, what needs changing and how we can help to achieve that. The more we hear from you and the more you engage

with us the better we will be. Feel free to contact me, Susan Tanner or any one of the council who will always be happy to listen and finds a way to help.

On the subject of council, I would like to thank the council members who have stood down at this years AGM. They are Terry Waller, Sheila Russell, Mike Richmond and Neil Marcus. It has been a pleasure working with you and I thank you for all your efforts on behalf of NOEA. That of course means I also welcome new council members, Nick Morgan, Mike Williams, Becky Stevens and Mark Sorrill. It is always good to have new faces which brings new ideas and new impetus. Welcome to council and I look forward to us all making real progress for NOEA.

I leave you with a personal commitment that I am determined to work hard for NOEA and for you as members. My primary focus is to ensure that everybody can see a difference in the organisation and see the progress we are making. If I can do that then together we will achieve great things.

Andy Grove, President

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Values – We help make events happen

- NOEA is an association to be proud of in an industry loved by everyone. Everywhere.
- Because of us the best outdoor event professionals share knowledge and best practice. We overcome obstacles as a community.
- Because of our members events happen safely, securely and with excellence.
- Because of us and our members great events have a secure and stable future.

Aims (1 year)

- The use of a campaign to raise NOEA's profile, and provide answers and solutions that will work. We will focus on key issues for our members and event organisers in general. Staff welfare and environmental sustainability are currently being examined.
- Use NOEA's annual convention and our platform at other trade shows to highlight under-represented parties in the events industry. We aim to champion key figures to encourage future events professionals from all backgrounds.
- NOEA commits to examining how the council operates, and whether it is fit for the future.

Mission (5 year)

- Following a programme of repositioning and rebranding NOEA will build trust in the industry through a series of trend-led campaigns. Through these we will tackle key issues for our members and use our influence to affect change in either policy, legislation or best practice.
- We will emphasise all that is good in the industry. We will champion diversity through case studies and give speakers the opportunity to provide a platform to encourage all people into the outdoor events industry.
- We will build a council that is fit for the future, providing a solid knowledge base with the expertise and experience necessary to provide support to our members. We will also build closer links with government.

Vision (10 year)

- We aim to continue to be the UK's leading trade association for the outdoor events industry.
- We want to work more closely with our existing members, and build a wider trust so more event professionals desire to be a NOEA member.
- We want to encourage and champion diversity, progress and best practice in the events industry.
- We want to be the go-to place for help, advice, and to be seen as the figurehead of the industry, working closely with the industry as well as informing government policy



This year has been a year of change with Richard Limb standing down as President last November and now Andy Grove is President for NOEA. We have new council members , a new web site , new logo and a new focus and direction so

exciting times ahead. It has been somewhat busy!

We are still involved in the following ongoing projects and will be looking for new causes as well.

- BVEP – Business Visitors and Events Partnership- new document about events and income produced by events for Government.
- All Party Parliamentary Group for Events, Inquiry into the International Competitiveness of the UK Events Industry
- APPG for events – the MP for Wells as Chairman of this group and that has been accepted. NOEA has direct access to MPs now for issues from our members to a MP who understands outdoor events.
- Britain for Events campaign
- Work with HSE on various Health and Safety issues and projects
- Licencing and Policing costs for events
- CDM – construction and Design management regs
- Water standards
- Ban Sky Lanterns has attracted a lot of media coverage for NOEA not just within the events industry but also nationally.
- Purple Guide – ST sits on board on behalf of NOEA
- Policing costs
- NOEA Scotland has also been very busy and we are attending and exhibiting at an Eventit in march.

We had a successful Event Production Show at Olympia Our ties with Mash Media and Access All Areas has been strengthened this year and we are working more closely with them on content and speakers.

Our work with GL Events as a Futures sponsor has led to a series of white papers on the Future of events and also a guide to running outdoor events for beginners soon to be available.

We supported Mash Media at Fest Out in September with speakers and content as well.

We also exhibited for the second time at Event It in Glasgow in March.. The day was very interesting and we had a lot of interest in NOEA Scotland and some new members. We will return next year and also the show have become members and sponsored an award.

James Heappey MP for Wells and chair of the APPG attended the Showman's show again and continues to be supportive of NOEA and is attending the awards again this evening. Leaving straight after voting and returning the same night which shows real support for NOEA.

Showman's show was very busy this year and it was lovely to see members coming over and catching up. We also recruited several new members

We have two new Futures Supporters in ACT National and Eventbrite. Our futures supporters are precious to us and they help us achieve so much more as an Association. As we will see today at Convention.

We have spent some time on the convention speakers along with AL Turner from Eight PR and have an amazing line up for later. This has been ongoing since early April and I feel we can only build on this for next year. So my grateful thanks to Al for all the support. We are already planning next years line up and topics.

We had 50% more entries for the awards this year , the standard is very good and I really feel that this location in Bath suits us as somewhere different. It also does have an outdoor element to the evening when we gather around outside at the main Baths.

The new logo and web site have been launched. I do hope you like it!

I would like to say thank you for all the support from the council. It is much appreciated.

Also thanks to all those members who have written articles for me, volunteered to do talks, helped at exhibitions or rather have been roped in and acquiesced. I am very grateful. As I keep saying create, collaborate and you can control your destiny and the destiny of NOEA.

But I need more input ! Lots more! We have a new NOEA but it will only work and develop if you get involved and you contribute. It is after all – Your NOEA.



CHAIRMAN – TOM CLEMENTS



Tom Clements
Specialized Security
Chairman



Jonathan Reid
Portakabin Events
Vice Chairman



Martin Dare
Rural Projects Ltd
Committee Member



Ross MacGillivray
FMX Ltd
Committee Member

Welcome to the 2018 NOEA Yearbook and everyone at NOEA Scotland hopes that all members had a successful 2017. We though cannot rest on our laurels, 2018 looks like it will be another good year for the Scottish Events Industry.

No sooner has the year started and the 6 Nations rugby championship is with us, this year the “Auld Enemy” visit and that means plenty of external hospitality and fans village creating early income for hopefully most of us?

2018 is officially the “Year of Young People” with as I write a number of events organised with our younger generation in mind, Event Scotland has been active in promoting the Year of Young People as part of their flagship activity which is all part of their 10 year

strategy “Scotland the Perfect Stage” which NOEA Scotland contributed to.

After the great success of the Commonwealth Games in 2014, Glasgow has been successful in security the European Championships this year being held at the beginning of August and run nicely into the Edinburgh Festival and Fringe. The Open Golf Championship returns to our shores once more to Carnoustie bringing with it very much needed income for the area as well as opportunity for a number of our members and hopefully new members?

In October 2017, your NOEA Scotland committee sought re-election and after the election Tom Clements (Chair), Jonathan Reid (Vice-Chair), Martin Dare (Committee) and Ross MacGillivray (Committee) were duly elected for a two year term.

On the 22nd March 2018 the annual Eventit exhibition once again returns to the SEC in Glasgow, profiling what is the best of the Scottish Event business, with not only exhibitors but lectures, breakout sessions and networking, it certainly is worth visiting, registration is open at, once again this year the culmination of the day is the now legendary “Eventit Awards” the Oscars of the Scottish Event Industry, with NOEA Scotland one of their sponsors.

NOEA Scotland will have an exhibition stand at Eventit, your Scottish Committee and our Chief Executive will be around why not come and have a cup of tea or coffee with us and catch up?

I hope that 2018 no matter your goals will be a very successful year for our valued members and the Scottish Events industry.

Tom Clements



VICE CHAIRMAN – JONATHAN REID

I started working with Portakabin in 1992 – originally in the general hire team but it quickly became evident that there were exciting and challenging opportunities arising due to the emergence of large outdoor events in Scotland at that time. Within a couple of years I created a dedicated Events business which I have run ever

since. In that time I have supplied hundreds of events per annum and been fortunate to be involved in some of the biggest occasions in Scotland in the last two decades. I was also involved in the sanitation section of The Purple Guide re-write for The EIF and HSE and have been privileged to serve as Vice-Chair at NOEA Scotland for many years.

GENERAL COUNCIL MEMBERS 2017/2018



PICTURE GALLERY



PRESIDENT

Andy Grove

Director,
Highgrove Events Ltd



Ian Robert Taylor

Student Liaison



VICE PRESIDENT

Tom Clements

NOEA Scotland Chairman,
Director,
Specialized Security



Richard Millward

Director,
Relevant Ltd



GENERAL COUNCIL

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Solicitor,
Laceys Solicitors



Nick Morgan

Group CEO
We Are The Fair



Paul Scaife

Director,
Event Wine Solutions Ltd



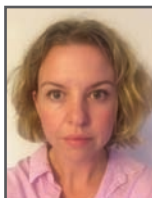
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becky@hybredevents.com
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NEW COUNCIL MEMBERS



NICK MORGAN



I am delighted to have been voted in as a NOEA Council member. I have worked across festivals and large scale events for over 22 years now, with specialisms in Festival Production, Licensing and Health & Safety and am the owner /

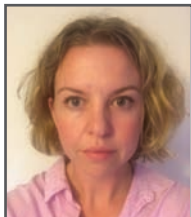
CEO of agency that is now in its 17th year. I am a huge advocate of our industry and in particular of independents and would like to see our industry held in the same esteem as others. As the experience economy becomes more embedded into consumer behavior and marketing strategy, I would like the fundamentals of our industry and those who are vital in its development and growth to be able to set a best practice example to others and create a sector that is truly world – class.

I often speak on and facilitate discussion on topics that include managing growth, sponsorship, The Experience Economy, Government advocacy, Placemaking, Licensing and Health & Safety and continue to champion the live experience sector across all my work. I also guest lecture across HE / FE organisations on business and events and am a growth coach, working with some of the most ambitious, exciting start up business's focusing on their business development, processes and management. I am very much looking forward to supporting the development of NOEA and in doing so, helping to develop our industry, over the coming year.

Email: N.Morgan@bcguk.com
Tel: 0208 981 8807



BECKY STEVENS



I am delighted to have been elected to the NOEA Council at this exciting time. With a new image and new Chairperson I believe this is a key opportunity to raise the organisations profile, increase membership and harness the strength of members to improve standards in the industry.

I will be working on increasing engagement with smaller businesses, increasing the profile of women in the industry and utilising our social media to engage with wider audiences.

Managing Director, Hybred Events Ltd
Email becky@hybredevents.com
Tel: 01273 931411

MIKE WILLIAMS



An Event Safety Consultant whose primary aim is to seek and ensure that the artistic expectations or ambitions and safety considerations can both be treated as equally important and are both practical and pragmatic.

As a General Council Member, I will be diligent regarding my responsibilities and will do my level best to make a positive and meaningful contribution. I will bring to the Council a sincere interest in serving my colleagues and NOEA members.

Event Safety Coordinator
Email: mikewilliams-esc@outlook.com
Mobile: +44(0) 7423 327 762



The Great North Run – The Great Run Company



Bath Christmas Market



COMMERCIALISATION, COLLABORATION, CREATIVITY AND CONTROL

BUT WHAT DOES 2018 HOLD FOR NOEA?

It's difficult not to look on 2017 without a massive sense of pride in how far NOEA as an organisation has come.

Over the course of the last 18 months we've increased the amount of membership engagement, we've created hard hitting campaigns that have had tangible impact for the industry, and we even found time to create a new logo and website with a special area specifically for members to increase the value of their membership of NOEA.

It's my belief that few other associations are better set to represent this sector than our own, and we do it with the support of a the industry, a new and enthusiastic council, and of course, a growing membership.

Of the themes that we have tackled throughout 2017, the one that has pleasantly surprised us most is that of 'the future', so it's for me to try and predict what 2018 will bring to the industry and how NOEA will look to support it.

First and foremost, whatever 2018 throws our way, we as an industry are best set to capitalise by showing a united voice, and as NOEA President I'm keen to make this happen. For it to do so takes communication, collaboration and engagement between members, and we have a number of initiatives that will continue to help this happen.

Once again we will be representing the industry at the top tables of industry, the wider business world and at government level and myself, and the rest of the NOEA council, are committed to making sure we represent the widest views of our membership as possible.

Aside from this, we're looking to make sure that NOEA continues to deliver the information and content sharing that has helped it become one of the industry's leading association. While in the past we've

looked at commercialisation, creativity, future gazing, next year we're looking to deliver more practical support for members. Sharing an updating each other on legal, administrative, and regulatory changes that affect the way we operate. Discussing these changes and agreeing a shared path.

Overwhelmingly our membership is made up of event professionals at the operational level of an event, the production and support services that are the foundation of any entertainment, be it sporting, cultural or musical. What we do is important, and it matters to hundreds of thousands of people every year.

NOEA will continue to be their voice in the world, and a place where we can discuss, share, inform and hopefully enjoy being part of such an incredible industry.

Andy Grove



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**ALL TYPES OF EVENT COVER FROM
ONE PERSON TO FULL MEDICAL TEAM**



EVENT SAFETY DIPLOMA University of Derby in Partnership with NOEA

This course has, the first of its kind when it started in 2008 has helped professionalise and validate industry professionals in Event Safety Management. It has been developed by industry for industry, and is now delivered in partnership with the National Outdoor Events Association (NOEA). It offers a comprehensive overview of events safety and helps you apply these skills to the workplace.

Course leader Eddy Grant has played a key role in the delivery of a safety of a range of high profile events including Tour de France, Tour of Britain, concerts across the UK, and many more.

Richard Limb CFIOSH is a former President of NOEA, currently chairs the IOSH Sports Ground and Events Group has a vast experience in safety management dating back to his work on the first safety guide in 1990.

It aims to bring up to date with existing legislation that affects you as an event organiser.

It demystifies the issue of risk assessment and you'll learn how to run events safely.

"The responsibility of people's safety and lives cannot be underestimated and has to be taken seriously. The author of risk assessments takes responsibility for their content and a number have been challenged in court and a few have served a prison sentence. This Diploma aims to address the quality and skills needed. We take individuals experienced in events, provide them with the knowledge needed – inspire them, assess them, award them and have some fun." Richard Limb of NOEA.

The Diploma in Events Safety Management is ideal for practising event professionals who are responsible for health and safety or customer protection at festivals, sporting events, public gatherings, commercial and not for profit events, as well as large-scale and international association meetings.

You'll begin the course with a three day workshop in Events Safety Management. You'll then attend a two day workshop in Events Legislation and a further two day workshop in Crisis Communication and Reputation Management.

On successful completion of the Events Legislation module you will meet the academic requirements for Tech IOSH.

Charlie Mussett Senior Operations Manager at the Great Run Company "the Diploma is an excellent course, taught by current event professionals. It confirmed and developed my skills, with the added bonus of learning with other professionals and sharing our experiences to enhance the learning process".

A discount is offered for NOEA Members.

OCTOBER 2018 START DATE

Events Safety Management
3rd – 5th October 2018

Events Legislation
13th – 14th December 2018

Crisis Communication and Reputation Management
14th – 15th February 2018

JANUARY 2019 START DATE

Events Safety Management
16th - 18th January 2019

Events Legislation
21st - 22nd March 2019

Crisis Communication and Reputation Management
25th - 26th April 2019

For Further details

[www.derby.ac.uk/courses/professional/
events-safety-management-unidip/](http://www.derby.ac.uk/courses/professional/events-safety-management-unidip/)

E: COB-Eventsc@derby.ac.uk
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Business Visits & Events Partnership

CONNECTING BRITAIN'S EVENTS INDUSTRY

The annual ritual of self abasement starts each year with requests to provide clever, informed and relevant content. Long term the most grievous aspect of this are those innocent requests for predictions. (Or pew fictions as auto-correct would prefer – sweet.)

The only saving grace is that no-one ever seems to stack up a selection from the annual pile of wild guesses in order to prove how fruitless and fooling the whole predictive process is.

If they had there is no way on God's green earth that they'd let me loose on this. By any measure some of my previous bouts of crystal ball gazing have been as useful as a chocolate teapot.

I am of course sorry that my 2012 top tip failed to happen. I'm still quite keen on naked delegates and am sure if we could just get the right marketing campaign sorted it really will fly. Think of the unheard of levels of engagement you'd achieve!

My 2013 insight into the rise of bowl food over the sandwich would have been spot on - if I'd written it three years earlier. I had Cameron staying in office, the Brexit result the other way around, Boris becoming Leader of the Conservatives and Priti Patel Foreign Secretary for her diplomatic skills. Just goes to show how funny real life is. Chortling away at us as things we can't even make up come to pass. Like Trump.

Just how did that happen? 2017 has been hailed as the year that experts departed stage left, followed by a bear. The new normal is abnormal, with all kinds of curious and odd things happening that make us all say "Pardon?" Experts are no longer required. That's what Google is for surely? And is that aversion for expert advice and input true for everyone working across the myriad businesses that make up the UK events industry?

I seriously hope not. I'm pretty certain that one of the features of our industry that sets it apart from many others is the expert nature of the services we deliver, the events we create and produce and the value that we bring to our clients and partners.

I often think that we are too close to what we do and take as a matter of course things that others view as high risk, complex and quite frankly scary. We need to promote the expertise that we bring to the work that we do, so that people really do appreciate our contribution.

I wonder if we're not our own worse enemy when it comes to this? Certainly the work the BVEP has supported in the past year on the development of an industrial strategy for the tourism sector has often confirmed this feeling. As a very distinct and important sector we need to focus relentlessly on evidencing our contribution, our value and the opportunities we create for productivity, trade and knowledge sharing. We are experts at what we do. We need to become more expert at measuring the impact of our contribution. That's a reasonable intention for 2018. Let's all hope we can continue the great collaborations needed to make this happen.

BV&EP and VisitBritain

NOEA has been a member for some years and the Partnership recognise the importance of the event industry alongside tourism, conferences and exhibitions. BVEP have been influential in opening doors for us to government departments in a supportive role and working behind the scenes for the benefit of the Events Industry in general.

For further information, please contact:

MICHAEL HIRST

Chairman – Business Visits & Events Partnership

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e-mail: mbhirst@lineone.net

www.businessvisitspartnership.com

CARMEL DENNIS

BVEP Administrator

Tel: 07946 425958

e-mail: bvepartnership@gmail.com

www.businessvisitsandeventspartnership.com



EVENTS INDUSTRY FORUM – EIF

With 26 trade bodies and institutions now involved, the Events Industry Forum continues to provide the outdoor sector with a meeting point to discuss issues of common concern as well as a collective voice in reaching out to Government.

In the last year, the Forum has published a new mini-version of the *Purple Guide* for smaller events and is shortly to launch a review of the main publication to ensure that it remains up-to-date. The updated version is scheduled to be launched in the Spring. New chapters are also being developed covering areas such as staff welfare and the use of drones at events.

All the funding raised by sales of the *Purple Guide* are ring-fenced to be used to support industry projects and

grants. Several grants have already been made, including two in the last year, one to support research into igniters in the firework industry and another to establish the viability for getting the event sector recognised as part of the creative industries and thus gain greater Government recognition.

The Forum welcomes suggestions for projects to support. To gain funding projects have to be of benefit to the industry and not just to an individual business.

Further information about the Forum – and the organisations supporting it – can be found on its website at www.eventsindustryforum.co.uk

Events Industry Forum



THE JOINT ADVISORY COMMITTEE FOR ENTERTAINMENT – JACE

JACE meets formally twice per year. It is chaired by HSE and its attendant membership is drawn mainly from industry trade bodies, trades unions, large event facilities and the major national broadcasting organisations.

It has a broad membership and its agreed minutes show the Committee's discussions can cover a wide variety of topics across the entertainments industry. Membership is decided by JACE itself.

NOEA are represented by Mike Williams (council member). Please email Mike (mikewilliams-esc@outlook.com) for any topics that can be added to the JACE agenda. Next JACE meeting will be held in June 2018.

There is also a facility for electronic membership, where interested parties can receive copies of minutes etc. There is occasional attendance by other bodies, generally by invitation to address the Committee.

The Committee has a number of aims:

- to act as a conduit for consultation between HSE, Government, the EU and the industry
- to act as a forum to consider problems in the industry, regarding existing or proposed health and safety legislation
- to act as a route for raising industry concerns with Government, enforcing authorities, manufacturers, suppliers etc
- to identify priorities for action, where members may require additional information, guidance or assistance
- to consider guidance produced in other industries, where it may be relevant
- to promote and improve health and safety standards within the industry
- to monitor and review developments within the industry which may impact on health, safety and welfare at work
- to identify relevant issues to promote risk awareness
- to promote the existence of JACE to the wider industry and relevant bodies

JACE may occasionally convene 'task and finish' working groups to research particular areas or to produce guidance for one or other industry on behalf of the Committee or a particular industry sector. This is done at the discretion of JACE, as is the scope and membership of the working groups. Outside expertise / opinion may be sought if needed.

Minutes of JACE meetings can be found at: www.hse.gov.uk/entertainment/theatre-tv/jace-meetings.htm

ANNUAL CONVENTION AND AWARDS DINNER

SPECIAL MEMBERSHIPS AND AFFILIATIONS

International Fairs & Festivals Association – Europe
Business Visits & Events Partnership
The Event Industry Forum (EIF)
The Genesis Initiative
Institute of Sport and Recreation Management
The Tourism Society

TRADE SHOWS

2018 will see NOEA at The Showman's Show in October and The Event Production Show in March, London.

Special rates for members to exhibit at the Event Production Show have been arranged please contact Susan if you would like more details.

LOCAL AUTHORITY GROUP

The General Council has local authority members.

With this close liaison between NOEA and LAEOG, there is no doubt that the mutual interest of both organisations will be well catered for by drawing on each other strengths in the future.

Local Authorities will be an integral part of the Annual Convention and Regional Conferences, now and in the future – truly great networking opportunities.

NOEA 15TH ANNUAL CONVENTION AND AWARDS DINNER

NOEA is marking its 38th year anniversary with celebrations culminating at its 15th annual Convention and Awards Dinner which will be held in Bath on November.

The awards seek to recognise the best of the events industry and recognise all the work which goes into staging a successful outdoor event from the catering to sourcing sponsorship to acknowledging the best small and large events. The head judge this year will be Alistair Turner from Eight PR and Marketing, who promotes events and they will be looking to reward the best innovation, good practice and simply the best event of the year.

NOEA aims to education, advise and enhance professionalism and business opportunities within the sector and has more than 400 members.

To enter please visit – entries are free but must be submitted by 31st July 2018.

This year's categories are:

Event Innovation of the Year Award – awarded for the provision of a new product, service or concept that will help the industry to solve problems and go forward safely and profitably.

Small Event of the Year Award – recognising the good work done by event organisers staging smaller events with audience attendance of under 2000 with a local community focus.

Production Partnership of the Year Award – to those who have demonstrated excellence in partnership working in the delivery of an exceptional event.

Best Practice Award – awarded to the best overall promoter or event organiser who fulfil criteria for managing well organised safe events through their professionalism.

Event Organiser of the Year – open to individuals, companies and local authorities who provide first class facilities and visitor satisfaction at their events.

Event of the Year Award – recognises an event which has achieved the highest level of excellence or has made a major contribution to the professionalism of the Industry.

Event Supplier of the Year – Open to individuals and companies who supply first class products/equipment/entertainment to those within the Events Industry.

Sporting Event of the Year Award – Open to any event involving a sporting activity whether it is a participating or spectator event.

Small Festival of the Year Award – For any event that attracts less than 5,000 attendees.

Large Festival of the Year Award – For any festival that attracts 5,000 attendees or more.

Caterer of the Year Award – For any in house or external caterers or outside caterer of any size or type.

PR Campaign of the Year Award – For organisers who can show an exemplary PR strategy for an outdoor event

The NOEA Scotland Tribute Award – Gives recognition to those events that have achieved the highest level of excellence or have made a major contribution to the professionalism of the Industry in Scotland.

Sponsorship Campaign of the Year Award – For to organisers who can show an excellent use of sponsorship at an outdoor event.

Student Event of the Year Award – For any outdoor event organised by students, either individually or as a group/team.

Medical Provider of the Year Award – For any type of medical provider who have excelled at an outdoor event.

Event Team of the Year Award – For the best proactive and effective event team working on an outdoor event.

Event Safety Award – to recognise long service or overcoming a particular challenge in an innovative way. Or it may reflect published works or effective training, coaching and leadership of others.

JUDGES FOR THE AWARDS

♥ ALISTAIR TURNER – Managing Director EIGHT PR & Marketing



Alistair Turner is Managing Director of EIGHT PR & Marketing, a specialist creative agency servicing the events industry. Alistair has over 20 years experience in the PR and the events industry's, working closely with the Business Visits & Events Partnership and the UK government as well as being secretariat of the All Party Parliamentary Group for Events. He is a regular speaker on events and PR both within the events industry and at Universities where events management is studied.

♥ ANDY MCNICHOLL – City Events Manager for Liverpool Council



Andy and the Events Team have the responsibility for a range of cultural, maritime, music, sports and visual arts events of local, national and international significance. The city continues to stage a strong programme of major events and is using events and cultural activities to spearhead the continuing regeneration of the city and to realise its vision to be recognised as a confident, competitive international city that welcomes visitors, students and businesses whilst providing a place where people want to live, invest, study, work and indeed play!

♥ GILL TEE – Founder and Managing Director of entertee



Following on from working at one of the leading UK radio stations, Capital Radio, as Head of Entertainment, where Gill was responsible for bringing the first ever 100,000 capacity Party in the Park to Hyde Park, Gill then went on to form entertee. In addition to Producing events and festivals for the past 18 years at entertee for many high profile clients, Gill is also a founder and co-owner of entertee hire, successfully providing high quality, innovative fencing solutions for the event and festival industry.

♥ MARINO FRESH – Head of Marketing UK&IE, Eventbrite



Marino is an experienced online marketer and e-commerce professional with over 15 years' experience defining marketing and web strategies, and executing strong online marketing that has a proven, measurable impact to customers. Before he joined Eventbrite, he worked with leading brands including, eBay, Expedia, Eurostar, Ryanair, John Lewis and BMW. Marino holds an MBA from Cornell University.

♥ RACHEL BAKER – UK Group Marketing Manager, GL Events Ltd



Rachel has 20 years of marketing experience in the UK and Australia. Working across sectors as diverse as research & conferencing and charity & regeneration, she has gained enviable insight in the areas of brand positioning and development in both B2B and B2C markets. Having joined the GL events Group nearly four years ago, Rachel leads the UK marketing for one of the world's leading event infrastructure and solutions brands. She is a passionate believer in the importance of collaboration between event professionals and their suppliers to achieve high quality and innovative delivery into the future.



The people of Manchester have been recognised for their inspirational response to the terror attack at the Ariana Grande concert in May.

The special award featuring Manchester's seven bees emblem was given to the city at a glittering ceremony in Bath last night which recognised the best events in the country from Scotland to Somerset.

Andy Grove, NOEA President, announced the award, which will be presented in Manchester shortly. He said: "The award recognises everything the people did in the face of terrible events at the Manchester Arena, and the inspirational response from the city, bought to life in the aftermath of the events, but also at the One Love event; an outdoor event of massive importance this last year, and one where we were proud to have many of our members on duty.

"This award is traditionally given to someone in the Outdoor Events community who has gone above and beyond the call of duty or have been an inspiration to people beyond their own community; this is the first time we have given the award to a city."

Previous winners have included Lord Sebastian Coe for London 2012 and Glastonbury Festival founder Michael Eavis.

NOEA is the UK's leading outdoor events trade association which fights the events industry's corner with campaigns ranging from tackling police costs to calling for a ban on Chinese lanterns due to the danger to life, livestock and land.

The event at Bath's historic Pump Rooms was attended by James Heapey, MP for Wells in Somerset who is also chairman of the All Party Parliamentary Group for the UK Events Industry.

Susan Tanner, NOEA chief executive, said: "Every day, in every corner of the UK, people have amazing experiences at iconic events. They can do so because NOEA members create the infrastructure, the formats and the ideas that allow them to do so. Outdoor events in the UK have gained global recognition for their creativity, their originality and their inspiration; but also because of the excellence of our organisational skills.

"The quality of entries was exceptional this year with a 50% increase in entries and some amazing events have entered; being a finalist is an achievement."

The Judges' Award went to TTK Welfare based in Eastbourne which was set up by Linda Krawecka. Susan said: "After attending a seminar by SAFEChild at a NOEA conference TTK was born. It stands for Tiger Tea Kids and the teams work on sites 24 hours a day and sometimes have to face the more grim side of festivals such as drug/alcohol abuse and sexual assault. The team deal with people in a sensitive, caring, non-judgemental way to ensure that event attendees have somewhere to go when they need help the most.

"The judges felt they were tackling an industry wide issue and it takes a special team to do this."

Eventbrite, GL Events and ACT National are all Future Sponsors which support NOEA throughout the year. They and IOSH – Institution of Occupational Safety and Health; NCASS – Nationwide Caterers Association; Lacey's Solicitors, EventIT, The Showman's Show, and Event Wine Solutions have all sponsored awards. Plus Access All Areas is media partner. For more information please visit www.noea.org.uk

BEST PRACTICE AWARD

Winner: Just So Festival, Cheshire – the judges said: "They have seen specific issues and they addressed each one clearly and effectively. Continued improvement to make sure accessibility was integral." Runners Up: Bournemouth 7s Festival and Swansea Council

CATERER OF THE YEAR AWARD

Winner: Star Chip Enterprise UK Ltd, Evesham, Worcestershire – the judges said: "Continually trying to improve their product and had to work very hard to stand out doing fish and chips. They were dedicated to a lot of great events." Runners Up: Dorshi Dumpling and Lalita's Vegan Kitchen

EVENT INNOVATION OF THE YEAR AWARD

Winner: Eventmen from Middleton in the Midlands – the judges said: "Eventmen had worked incredibly hard with partners to create solutions to help to keep the public safe at events." Runners Up: Entertee Hire Ltd and BATFAST Cricket Centres Ltd.

EVENT OF THE YEAR AWARD

Winner: Bath Christmas Market – the judges praised the event saying it was *“the best of Bath, well produced and internationally attractive, setting standards for other Christmas markets”*.

Runners Up: Culture Liverpool, Henley Festival, Swansea Council

EVENT ORGANISER OF THE YEAR AWARD

Winner: Eat Festivals – Bev and Sarah Milner Simonds, Burnham-on-Sea – the judges said: *“This recognises two people for their passion and commitment for running multiple events and targeting the next generation.”*

Runners Up: James Dean Events, Swansea Council

EVENT SUPPLIER OF THE YEAR

Winner: Knight Rigging Services from Poulton, near Blackpool – The judges said: *“NOEA supports businesses that support great service and produce to clients.”*

Runners Up: Barserve co, Creator International, Eco Track & Access, PKL Group.

EVENT TEAM OF THE YEAR AWARD

Winner: TTK Welfare in Eastbourne – the judges said: *“This tackles an industry wide issue and takes a special team to do the job; it’s often overlooked problems which are sorted with care and attention at 25 festivals. It has a positive impact on the industry as well.”*

Runners Up: Civi Events, We Are The Fair, Wonder Fields Festival

LARGE FESTIVAL OF THE YEAR AWARD

Winner: Liverpool International Music Festival – the judges said: *“A big impressive festival, great line up with huge attendance.”*

Runners Up: Eden Sessions 2017, End of the Road Festival, Henley Festival.

MEDICAL PROVIDER OF THE YEAR AWARD

Winner: Sports Medics Ltd based in London – the judges praised *“not just going for standard cover but work with the needs of the organisers to give well tailored and niche approach”*.

Runners Up: Se Medical and Ambulance Scotland

PR CAMPAIGN OF THE YEAR

Winner – Samphire Festival, Somerset – the judges said: *“Used PR to help on every aspect of the event on Crowdfunding during and after; put own personalities above the parapet to create an event.”*

Runners up: Eat Festivals – Bev & Sarah Milner Simonds, Burnham on Sea; The Women’s Tour

PRODUCTION PARTNERSHIP YEAR AWARD

Winner: Creator International with Hopper Events – CBBC Summer Social Festival – the judges said: *“Very integrated partnership; shows what can be achieved.”*

Runners Up: Eden Sessions 2017 with John Empson and Tao Productions, EFS Europe Ltd with NL Leisure, Event Wine Solutions with Pop Up Hotel.

SMALL EVENT OF THE YEAR

Winner: Pub in the Park in Marlow – the judges said: *“Really intelligent, well marketed event which made the chef the stars; innovative spin on the event market.”*

Runners Up: Eat Festivals, Burnham on Sea; Eilean Dorchá Festival, World Yoga Festival.

SMALL FESTIVAL OF THE YEAR

Winner: Tíree Music Festival CIC, Isle of Tíree, Scotland – the judges said: *“Sold out eight years running, family friendly, diverse audience.”*

Runners Up: Samphire Festival, Lechlade Festival, Just So Festival.

SPORTING EVENT OF THE YEAR AWARD

Winner: Bournemouth 7s Festival – the judges said: *“Really well put together event, critically acclaimed and consistent figures.”*

Runner Up: The OVO Energy Tour of Britain..

STUDENT EVENT OF THE YEAR

Winner: Bournemouth University second year BA Hons Events & Leisure Marketing students – judges said: *“Quite simply the students had achieved great results for their client.”*

Runner Up: Robert Gordon University Student Group

TECHNOLOGICAL INNOVATION OF THE YEAR AWARD

Winner: Katjes Magic Candy Factory, Birmingham – the judges said: *“Magical candy 3d effect makes an experience interesting and diverse; technology doesn’t just have to be about digital and apps.”*

Runner up: Swansea Council

JUDGES AWARD: TTK Welfare

PRESIDENT’S AWARD: City of Manchester.

THE NOEA SCOTLAND TRIBUTE AWARD

Winner: PDF Productions for Party at the Palace in Edinburgh – the judges said: *“Quite simply outstanding. Well done to all involved.”*

Runners Up: Beltane Fire Festival, RuralProjects for Gardening Scotland, Falkirk Community Trust for Fire & Light



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AAA – MEDIA PARTNER



'Access All Areas is the go-to magazine for the live and outdoor events industry.

Our innovative, thought provoking content focuses on high production, innovative and creative events.

Access deconstructs an events place in the market and the unique build challenges its organisers face.

The magazine has stepped up its online and social media presence, covering the people moves, big decisions, issues and key products that change the face of the industry.

Access' online and print news is often exclusive, and always timely, independent and relevant, while its reviews dissect the unique aspects of an event.

Meanwhile, with its ear firmly to the ground, Access' features tap into what the industry's top talent's talking points.

With its heavy presence at the Event Production Show (Olympia London, 28 February to 1 March), via The Access Sessions, the industry has ample chance to network with Access' journalists and industry influencers.

Other live events, including the prestigious Event Production Awards (28 February at a new venue –

The Novotel London West), are held with high esteem.

Further events and projects are yet to be announced, but accessaa.co.uk and @Access_AA are great places to track announcements on these and much more.

Tom Hall, Editor

4th Floor, Sterling House,

6-10 St George's Road, London SW19 4DP

www.access-aa.co.uk



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IOSH is the world's leading chartered professional body for people responsible for safety and health in the workplace, with more than 46,000 members in over 120 countries.

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LANCE SHOW AND PUBLICATIONS LTD, organiser of the **SHOWMAN'S SHOW** will once again be supporting the National Outdoor Events Association (NOEA) Awards later this year, following confirmation of its sponsorship of the 'Event Supplier of the Year Award' at the annual celebration.

Lance Show and Publications Ltd and NOEA continue to work in partnership for the good of the outdoor events industry and supporting the awards encourages excellence and best practice. The 'Event Supplier of the Year Award' recognises companies that have demonstrated quality in supplier customer relationships that have added value to events.

Lance Show and Publications Ltd,
Courtyard Office, The Court Yard,
Parsons Pool, Shaftesbury Dorset
T: 01747 854634
www.showmans-directory.co.uk

NOEA SPONSORS



AWARD SPONSOR



Once again, **EVENT WINE SOLUTIONS** is thrilled to be an award sponsor at the 37th annual NOEA Awards, especially as NOEA has been such a great friend and ally in the history of the business.

The vision of Event Wine Solutions was to use our extensive knowledge of the wine industry to create ranges of wines in unbreakable PET bottles that would answer the outdoor event industry's call for a high quality wine offer on sites where glass is banned. However, with no events industry contacts, reaching out to this new market was a real challenge. That's where, through a fortuitous meeting at The Showman's Show with NOEA chief executive Susan Tanner, the chance to open up a new network of industry contacts presented itself.

Proud members of NOEA ever since, Event Wine Solutions has benefited hugely from the friendly welcome extended by other members, resulting in many new clients and the credibility of being associated with these events industry professionals.

Paul Scaife
T: 07884 481607
info@eventwinesolutions.co.uk
www.eventwinesolutions.com



AWARD SPONSOR



EVENTIT is the networking event of the year, connecting event and festival planners and suppliers from all over Scotland, the UK and beyond. Face-to-face interaction, drinks receptions and dedicated meeting zones will offer the perfect platform to meet with buyers and suppliers, old and new.

Building on this year's success, **EVENTIT** will offer a variety of learning opportunities. Our knowledge exchanges allow you to hear from industry experts, discuss hot topic with peers and be inspired by event gurus.

EVENTIT will provide the stage on which businesses and suppliers from across the globe can meet and make valuable new connections. Attracting companies from the whole festival and events supply chain, **EVENTIT** will inform, wow and inspire.

Come and experience state of the art technology, entertainment, theatre, culinary magic, innovative theming and vibrant graphics.

Judith Wilson, Event Manager, Director
Judith@eventit.org.uk
T: 0131 561 7345
www.eventitit.org.uk



AWARD SPONSOR



THE NATIONWIDE CATERERS ASSOCIATION (NCASS) is the only trade association for mobile caterers and street food sellers in the UK. Our mission is to provide traders with all the information, systems and support they need for a profitable, safe and legal business. From start-ups to fully-fledged mobile ventures, NCASS offers support and materials to help caterers at any stage of business.

Among the 17 categories, the prestigious NOEA Awards 2017 will be highlighting the contribution of the catering industry to events of all kinds, presenting one exceptional nominee with the Caterer of the Year title in November.

The category will be sponsored by trade association NCASS, which supports thousands of caterers across the country by providing them with information and guidance on running their businesses safely and profitably.

Contact Name: Bob Fox Twitter: @NCASS_UK
Facebook: NCASS (www.facebook.com/nationwidecaterersassociation)



The partnership with the NOEA is a natural and perfect fit for Eventbrite

The NOEA is a true institution in the outdoor events space. And the most recent summer season once again demonstrated why professionalism and expertise matter: canceled events, unbearably long queues, and bad weather left many frustrated – organisers and attendees alike.

And while we cannot – yet – manipulate the weather into permanent sunshine in Britain, there is a ton that organisers can do to avoid overcrowded spaces, secure sufficient funding, better organise their entry management, and promote their events more efficiently and sell more tickets. We view the NOEA as the ideal place to bundle and promote the knowledge organisers need to grow their events professionally and sustainably.

But they can't do it all alone. External partners add an outside perspective on industry issues, and access to insights that an association of organisers might not be privy to. As a global leader in live event technology, for example, we felt that a partnership with the NOEA was a natural and perfect fit for both of us.

On average, we process between two and three million online tickets every week, and over 600,000 event organisers rely on us to help them sell their experiences to tens of millions of attendees worldwide. This puts us in a unique position to recognise industry trends, spot organiser and attendee needs alike, and to analyse marketing and buying patterns across millions of events, not only in the UK, but around the world. That's invaluable knowledge that the NOEA couldn't provide on its own, and that we are willing to share with its members.

At the same time, data analysis is only one side, and we never lose track of the fact that we're dealing with people. Partnering with the NOEA allows us to even

better understand outdoor organisers' daily challenges, and their needs. It helps us develop better solutions and to become a stronger partner for the events industry.

Eventbrite brings a deep understanding of the new, digital reality of event promotion today. We know where attendees discover events, and when. We are acutely aware that the amount of likes on Facebook isn't a reliable indicator for ticket sales, and we consistently help organisers convert more visitors into paying customers.

We share the same values as NOEA; they want to grow the industry, create better business performance and a more stable industry, and so do we. This is an important partnership for our business and we're keen to help. We'll certainly share our knowledge and experience around event marketing and getting better and earlier ticket sales for major events, which is an important part of creating more robust, commercial events businesses.

Katie McPhee, Head of Marketing UK
Eventbrite UK Ltd 10-11 Charterhouse Square
London EC1M 6EE
T: 0800 652 4595
sales@eventbrite.com
www.eventbrite.co.uk



Bath Christmas Market



HELPING THE EVENTS INDUSTRY GROW

GL events UK is committed to helping the events industry develop, grow, and create greater commercial benefit for the businesses operating within it. Equally, if not more importantly, we're dedicated to creating memorable experiences for the millions of people who go to events every year.

This is a great industry and, in the UK, we are world-leaders. The quality, variety, history and heritage of the events we produce are a major reason for many tourists to visit Britain.

So, as one of the biggest and longest-serving brands within the industry, we feel a strong responsibility to contribute to the growth of the sector in which our business prospers. It is for this reason that we became the founding Futures Supporter of the National Outdoor Events Association (NOEA): we believe that a strong industry needs strong industry associations, and we continue to offer our support and resources in order to help.

Through our support, we've initiated and nurtured new conversations, bringing news of trends and important industry developments to both members of NOEA and the wider outdoor events industry. We're proud of our ongoing commitment to NOEA, and of our efforts and achievements in partnership with the association.

Here at GL events, we're very clear on our role within the events industry. Through close consultation with our clients, we produce the very best, most customer-friendly, premium temporary event infrastructure. Our business is about creating great events, collaborating with partners, and controlling the health, safety and security of our people; as well as the thousands of event-goers who enjoy our temporary structures, audience seating, and complete event solutions.

This is just one of the reasons we got involved with NOEA. Over the years, we have always been proud and proactive members of NOEA, and utilised the association's logo as a hallmark of our own exceptional quality standards.

Since entering into this partnership with NOEA, we have met with more and more event professionals to talk about the long-term health and future of our industry - both existing clients and partners, and those we're yet to work with. While these conversations always leave us with an overriding sense of pride in what we do; we also continue to hear concerns voiced by event professionals.

Many of these are perennial, and continue to cause sleepless nights, year after year after year. Concerns range from government support to commercialisation, and even just the need to share and discuss ideas with a fellow event professional. We believe that the solution lies in having a strong trade association for our industry, one that listens and reacts on behalf of event professionals.

Over the course of the year we will be actively engaging with professionals from across the outdoor events industry supply chain; passing on the results, thoughts and feedback to the team at NOEA, and making our findings available to the wider industry through a series of publications.

Our industry offers many, many positives; but it can always be more robust, more commercially stable, and therefore more rewarding for the creative, proactive and determined people that put everything on the line to create worlds where thousands of people congregate and share event experiences.

We continue to make a difference for these people. A great industry deserves a great trade association. We're proud to be doing our bit.

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ACT (National) Ltd are leaders in the field of providing high quality health & safety services to events and industry.

Employing a group of industry specialists, they are ideally placed to assist venue managers, event organisers and contractors to protect their people, their assets and the public.

Managing Director of ACT (National) Ltd, Phil Atkinson, says that many employers and event organisers are still unaware of the full extent of their responsibilities for keeping people safe. At ACT we aim to assist our clients by providing practical support, enabling them to focus on creating world class memorable events.

The experience of the events team, led jointly by Chris Woodford and Chris Hall is unrivalled. ACT has provided health & safety services to some of the best-known sporting and cultural events in the UK, and overseas.

As event organisers push creative boundaries to deliver ever more engaging and memorable experiences for their customers, ACT is at the forefront of developing safety strategies to meet these challenges. It is critical that risks are identified, evaluated and managed at each stage of an event from concept to delivery. As your risk partners ACT will walk with you every step of the way to protect your interests by helping you deliver the safest event possible.

Recent incidents have put sharply into focus the need for those responsible for premises to have in place suitable contingency plans for when something goes wrong. Our team of specialists will help by identifying foreseeable incidents and developing contingency plans for them. We will also organise exercises and training sessions to ensure that your teams can execute the plans when it really matters. ACT's team of fire safety specialists offer a comprehensive fire risk assessment service.

We are also able to offer the more traditional health & safety services. If you are looking for assistance with policies, risk assessments and method statements or if you just need some guidance on how to manage health & safety issues, ACT can assist you.

Our training team led by Mark Wheeldon specialise in the delivery of IOSH Accredited training and bespoke training solutions tailored to each client's individual requirements. We also offer some of the most affordable training solutions in the UK through our amazing suite of e-learning solutions. These can be purchased individually or as a package depending on your requirements.

Our clients in industry span the globe. We have provided auditing, training and consultancy services in diverse industries in many countries including Russia, The Middle East, Asia, the Americas and Africa.

Having recruited effectively at the end of 2017 our team is stronger than ever and we look forward to working with old and new clients in 2018. We would be delighted to speak to anyone interested in improving their health & safety performance, so please do not hesitate to contact us.

Phil Atkinson, Managing Director CMIOSH, MIIRSM
Kemp House, 152 160 City Road, London EC1V 2NX



Great Yorkshire Show



Moonwalk Edinburgh



Red Arrows arrive over Eastbourne
photo courtesy of Matt Kuchta



Belgian F-16 Pyros
photo courtesy of Mark Jarvis

RED 2 WOWS HOME CROWD WITH PACKED BEACHES AT 25TH EASTBOURNE AIRSHOW

Packed crowds lined Eastbourne seafront over the 25th year of Airbourne to welcome local hero Red 2's first ever home display with the Red Arrows.

Eastbourne's Flt Lt Toby Keeley performed to huge crowds and packed beaches with the team on Friday, Saturday and Sunday, as family and friends watched on in delight. Cockpit recordings released for the first time, also showed rolling routine footage from a Red Arrow cockpit, over Eastbourne on Friday.

The free four day festival enjoyed a successful turnout despite some changeable weather, with additional car parking added on Sunday to cope with demand. The packed programme also enjoyed some brand new displays from the Gyrocopter, Rich Goodwin Pitts Special and Strikemaster jet, while the F-16 made a welcome return for the first time in six years.



Red Arrows Split photo courtesy of Mark Jarvis

A surprise last minute addition of the evocative 'Sally B', the only flying B-17 in Europe, delighted warbird fans, following news of the grounding of the Lancaster and Hurricane from the Battle of Britain Memorial Flight.

Another surprise guest included TV's Aled Jones, filming at the show for a future edition of BBC Songs of Praise, to be broadcast in September.

Free films on the beach, including Disney's Moana and Jungle Book, kept families entertained after flying each evening and on Sunday, thousands stayed to watch the glittering twilight pyro-aerobatics from the Fireflies and Twister teams, before a dazzling firework finale, sponsored by Frontier Fireworks.

Eastbourne Borough Council Lead Cabinet Member for Tourism and Enterprise, Cllr Margaret Bannister said "Superb displays and amazing crowds have made for a memorable 25th year of Airbourne. The fast jets were out in full force, and it was a proud moment to see Toby perform as Red 2 for his family over Eastbourne for the first time.



Belgian F-16 Blizzard photo courtesy of Mark Jarvis

Our thanks go to the many volunteers and our partners, including the Emergency Services, in keeping Airbourne safe and secure for the hundreds of thousands of people visiting.

Work is already underway on Airbourne 2018, as we begin our aircraft bids in September."

Volunteer bucket collectors were in force during the show, along with brand new Airbourne mascot Ace the AirBear, collecting donations and posing for photos, raising over £33,000 towards the airshow and local charities. Funds will support both future Airbourne flying displays and three charities – Age Concern Eastbourne, Memory Lane and the Charles Hunt Centre who each receive 10% of the proceeds each. Collections were organised by Sovereign Harbour Rotary Club, assisted by members of the Rotary Clubs of Eastbourne and Hailsham.

The show is supported this year by Caffyns Volvo, Specsavers, More Radio, Boundless by CSMA, Frontier Fireworks, Harvey's, Kier, Sussex Newspapers, Eastbourne Motoring Centre, Serco and Saxons Plants.



Blades at Eastbourne Airshow photo courtesy of The Blades

Airbourne returns from 16 - 19 August 2018, and exclusive seating is available to book now.

Fans can still donate at Eastbourne Tourist Information Centre in Cornfield Road, at the Seafront Office or online at www.eastbourneairshow.com where exclusive helmetcam and cockpit footage, including the Red Arrows, is also available to watch from the show.

HYBRED EVENTS – BRIGHTON & HOVE PRIDE

BRIGHTON & HOVE PRIDE IS THE BIGGEST PRIDE IN THE UK.

With over 400,000 people attending official events across Brighton & Hove over the weekend. Brighton & Hove Pride comprises of a Parade through the streets of the city, a park Festival and a street party, a truly citywide event! At any one time we may have up to 100,000 in our ticketed events.

Part of my role as Head of Operations is to work with our security teams and Sussex Police to create robust security plans to protect attendees at the event.

As the terror threat has changed we (as with so many events) have had to review our security procedures and have implemented a number of changes including road blocks, extensive searching, wandering and the presence of armed officers. Unlike many events we do not have the luxury of a green field, isolated site and we have had to think creatively to resolve a number of problems. All of this has to be done within the essence of Pride and its celebration of the LGBT+ community. We have worked closely with the community to engage them in assisting us with our security measures this has included offering Project

Griffin training for all venues within the event footprints and having a community police officer available to answer questions and concerns.

Every year the challenge seems greater and we continue to make changes as we learn, but overall I am proud to say that we have delivered an amazing event year on year for hundreds of thousands of people and hope to do so for many years to come.

**Becky Stevens, Managing Director
Hybrid Events**



Pride Village Party ©Chris Jepson

♥ LOOS FOR DOS



FOLLOW LOOS FOR DOS RECIPE TO THE T, FOR THE COMPLETE WORKS.

1. Start with a large dose of high quality, clean kit (yes, even for Thunder Boxes)
2. Reduce costs by optimising the site plan and units provided
3. Add the zest of a multi-award winning energetic, flexible and professional supplier
4. Season with trained full time on-site event team with bags of experience
5. Finish with a sprinkling of fun (who wants to work with boring suppliers?)

Accompany with: Greens (recycled consumables, fuel efficiency and reduced carbon footprint)

Preparation: All instructions to be followed and planned well in advance.

Bake: Usually in the heat of the summer.

Storage: Wrap up well (debrief) after the event and then re-use within 12 months.

Our Mardis Gras trailers were a huge hit over the 2017 summer. Strongbow Yard, a VIP wristband area this sponsored zone demanded something creatively different for its discerning audience and our units gave it a different feel to the usual 'green' façade usually seen in the loo areas. Fun bright and a splash of colour to the industrial feel of the bars.

We love nice feedback:

"Victorious Festivals has contracted LOOS FOR DOS since 2014 and they continue to delight and amaze us! Their team are polite, efficient, reliable and never afraid to go the extra mile. They're so much more than just a loo contractor they're serious team players; it's exactly this mentality and ethos that keeps us coming back time after time and recommending them to everyone we can"

Terri Stannard, Event Manager, Victorious Festival



Interesting Bamboo Facts: Size of bamboo depends on the species. Largest species of bamboo can reach 1300 feet in height. Bamboo can grow either as woody, tall plant or as shorter, herbaceous plant.



Up at sunrise getting the Victorious loo ship shape



Loo Crew



Loos For Dos at Victorious



People's Postcode Lottery is a charity lottery where players play with their postcode to be in with a chance of winning prizes, whilst at the same time raising money for charity!

With a minimum of 31% of each ticket going towards good causes. So far, over £255 million has been raised for charities in Great Britain and internationally.

Each month sees a special Postcode Millions event take place in a different location across Great Britain, where one postcode sector shares a £3 million prize pot. The focus of Postcode Millions is to bring neighbouring winners together and reveal the cash prizes their community has won. It's also an opportunity to introduce our winners to the charities they support and to find out more about the good causes and local initiatives they're helping just by playing.

Our August Postcode Millions event took place outdoors at Victoria Square in St Helens on 2 September 2017. With 846 winners and over 1,600 guests in total, it was our biggest Postcode Millions event to date. The team had just three weeks to secure a suitable venue, arrange refreshments, organise and issue personalised winners' invitations, confirm and lay on transport for winners and guests, manage stage and site building, technical requirements and source props for the winners' presentations.

The day before the event, our in-house team took to the streets of St Helens to capture video messages of congratulations from people and businesses within the local community. These messages were shown in a specially commissioned, short film during the event, helping to create additional excitement and a real sense of community amongst our winners.

Representatives from supported charities were in attendance at the welcome reception and throughout the event, allowing winners to find out first-hand how

their support is making a real difference. There was also live entertainment in the form of a special performance from Kevin Simm, winner of The Voice in 2016, who performed three songs to get the crowd excited before the big cheque reveals. People's Postcode Lottery ambassadors Judie McCourt and Matt Johnson then handed out cheques on stage, ranging from £1,619 to an incredible £428,570.

The event took People's Postcode Lottery to our players' community and brought the winning experience straight to their doorstep.





Reasons To Be Cheerful...

By Paul Scaife, Founder
of Event Wine Solutions

At Event Wine Solutions, we reckon we have Reasons To Be Cheerful about the year ahead. We invite you to join us to demonstrate to consumers that the events business is overcoming the Brexit challenges dumped on us by responding with a rebel yell! Read on to find out why...

REASON ONE

Who'd have thought it? The Chancellor of the Exchequer did not raise excise duty on wine in the autumn budget of 2017! This means that we only have to contend with the shortage of wine in Europe, resulting from the intense heat of the 2017 summer in France, Italy and Spain (which has, of course pushed bulk wine pricing up by 25%). But, let's bank any sensible decision by the Government to acknowledge that virtually the only household spending that isn't going down is that spent on trips to events, restaurants and other family treats. After all, the new washing machine can wait – we always have that large flat rock at the local duck pond for the dirty rugby kit.

REASON TWO

Okay, so Reason One wasn't TOTALLY cheerful, but here at Event Wine Solutions we have been scouring the wineries of Spain and BULGARIA to ensure that our supply lines and quality are as strong as ever. There was a gloomy air at the 8 wineries visited in November in Spain, however. They had committed most of their bulk wine already, leaving, shall we say, not the best in tank for buyers that hadn't committed at the point of harvest. We've never encountered this before. There were German supermarkets doing deals before a single grape had been picked, banking on European wine shortages for this and possibly next year.

So, we headed to Bulgaria, where for the past 18 months we have been cultivating relationships with some key wineries, anxious to show off their spanking new winery stainless steel tanks, sophisticated laboratory equipment and well-tended vineyards. Our investment in vineyard miles travelled, insane quantities of local grape brandy consumed and endless Shopska salads (virtually every Bulgarian meal seems to start with this palate cleansing mix of cucumber, onions, tomatoes, olive oil, wine vinegar and finely grated feta-like cheese), has paid off. We were shown elegant, complex Pinot Gris, Sauvignon, Merlot, Cabernet Rosé and a whole pile of delicious discoveries from indigenous grapes, such as Melnik, Mavrud and Misket. These guys are anxious to please, excited by the opportunity to re-enter the UK market and will be our preferred source of wines for our core ranges in 2018. It seems that our anticipation of the effect of the devaluation in Sterling, plus the continuing climatic changes happening to many of the main European vineyard areas has paid off by us making new friends in Bulgaria. Sorted!

REASON THREE

It seems that, after 2 years in the development stages, we have a 375ml PET Half Bottle of Sparkling Wine to offer in 2018. It's been a dream, then frustration (oh boy, were there some technical issues to grapple with) and now a cautious reality for Event Wine Solutions. We can now respond positively to the most popular enquiry through our website – for a Sparkling Wine in PET! Okay, it's not Prosecco, but that was never possible with Italian wine law forbidding bottling elsewhere than the region of production and other than in glass. However, our French supply partners for this project (we'd tried others beforehand) have come up with some truly moreish blends that (and we know you think that this is what we do all day) wowed our focus groups during the initial tasting trials. The wines are soft, elegant, very drinkable and with a nicely judged, not overly bubbly character, that will make a real impact on the market.





TICKETsrv – KIOSK CASE STUDY

In 2017, TICKETsrv launched its new integrated box office system, Kiosk, which combines a till function with an integrated card machine, offering streamlined cash or card payments for gate sales. Sales reporting feeds directly into an event's online portal alongside advance ticket sales, so all information can be easily accessed in one place.

Here we take a look at a long established event that switched over to the TICKETsrv Kiosk for their gate sales, alongside online advance e-ticketing. Read on to find out how it worked for them...

DEVELOPED FOR OUTDOOR EVENTS

Held in a rural location, on-the-day payments needed to be taken at fixed box office sales points in huts outside the main entrance, and in a temporary tent at a smaller exhibitors' gate, so the fixed Kiosk was ideal. Staff also took payments and scanned advance tickets in the car parks using the mobile version of the Kiosk - this uses a scanner connected wirelessly to a belt-mounted mobile printer.

100% ACCURATE ATTENDEE COUNTS

Every sale produces a barcoded receipt, so these were scanned at the event entrance along with pre booked e-tickets whose holders enjoyed fast-track entry. This provides a 100% attendee count at any point, which made it easy to supply the Finance Director with running totals throughout the day. X and Z readings can be quickly generated from the Kiosk units to keep track of all payments received, considerably reducing auditing time. The Show Manager was able to update the Chief Executive and Show Director quickly and easily, with real-time gate figures.

EASY PAYMENT PROCESSING

With each sales transaction taking around 10 seconds, thousands of cash and card sales were processed throughout the busy period with minimal queuing. The staff members commented on how intuitive the system was and TICKETsrv team were on hand throughout the day to assist with queries until the staff were completely comfortable with the technology. Supervisors appreciated being able to record on the system any cash added or withdrawn from each sales

point, which saved valuable admin time. As the system calculates exactly how much change should be given, transaction times were faster and errors were reduced, meaning cashing-up was a far less painful process.

FAST-TRACK ENTRY

It was critical that traffic queues were kept to a minimum for vehicles entering the site - previously, tailbacks had a detrimental effect on outside traffic in and around the local village. The ability to sell parking tickets quickly meant vehicles were kept off the road.

THE FUTURE...

One staff member commented that they would love a fixed Kiosk in the show office for year-round membership sales. The Show is investigating the possibility of equipping their electrician or Trade Stand Steward with the mobile Kiosk so that additional/last minute payments can be taken from trade stands on the Showground.

To discuss the TICKETsrv Kiosk and see it in action, please email TICKETsrv: sales@ticketsrv.co.uk or visit the website: www.ticketsrv.co.uk



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3. Tell NCASS! We'll text the details out to all of our members who sell those foods near your event location. Available caterers will then get in touch with you.

Seriously, it's as simple as that.

Enter your event details and we'll get texting for you.

Oh, and NCASS caterers are great by the way. They're just the sort of people you'd want at your event, *but you probably already knew that.*

visit

www.ncass.org.uk/findacaterer

to get started

You can always give us a call for more info and help with planning events too. **We're on 0121 603 2524.**

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Access All Areas (AAA) is the UK's longest running magazine focusing on the outdoor and live events industries. Through the magazine, website and newsletters AAA brings the latest news, analysis, debate and case studies to over 11,000 industry professionals every day. Make sure you also check out AAA's live events - Event Production Show and The Festival and Outdoor Events Show

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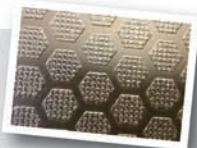
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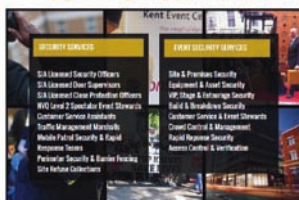


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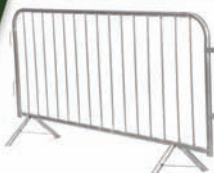


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