

## **Proposal for Old Town Ware Live 27<sup>th</sup> July 2024**

Initial meetings have taken place with OTE Concerts with a view to Ware hosting a day long music event in the Town centre this summer.

OTE Concerts were approached by Stevenage Borough Council to put on an event in the old town in 2021 as part of the drive to revitalize the High Street. Sponsorship was funded through the welcome back fund. The event has run successfully since and attracts approximately 10,000-15,000 visitors. The day costs OTE Concerts more than £60,000.

### **Business model**

OTE seek sponsorships from pubs and local businesses. Pubs and local businesses who participate get their own stage set and line up for their venue. They put the 'on street' bars out to tender to local pubs and offer catering concessions. Wristbands are sold for the event (£15) which allows access to all areas and all venues. A free wristband is available for the stages set up in the High Street. The £15 wristband comes with a reusable cup which is QR coded with the line up in all areas. Other non hospitality businesses are encouraged to come out onto the street to trade. For Ware there would be the option of using Tudor Square to host a venue which falls outside of the road closure, such as The Mixer. OTE Concerts use green power and are committed to sustainability. OTE Concerts are responsible for putting together the line up for all stages although for Ware there is the opportunity for collaboration.

### **Operations**

The road is closed for 24 hours, approx. 5am-5am. We have identified points which would need to be closed to traffic whilst allowing good access for traffic. A traffic management company is employed to undertake this. OTE Concerts are responsible for applying for road closures, all health and safety, risk assessment & event management plan, security, waste management and all staffing required.

The event opens at 12 noon and closes at 10pm. The High Street is either sectioned into separate stage areas, accessible via wristband or else an overall premises licence for the entire High Street. High Street businesses are asked to arrange deliveries before Noon on the day. There is always access to the High Street for non-festival attendees, without allowing them access to the stage areas. Breakdown takes place immediately the event closes.

### **27<sup>th</sup> July 2024**

OTE Concerts are confident that if they get the sign off for this by the end of February a good quality event can take place. There is a wedding at the Priory on 27<sup>th</sup> July but it is proposed that the start of the road closure falls just before the Priory to give access. Standon Calling also falls on this weekend but the view is it's a different demographic due to price point.

### **Summary & proposal**

This event provides an opportunity to increase footfall in the town centre and there is no doubt that local business would benefit. Having lost Rock in the Priory, which has not been well received, it also brings back a high quality local, live music event to the town without undue pressure on staffing and has the potential to be an annual event. We propose that the £10,000 RiTP budget is used as sponsorship to get this event underway. The event would be known as 'Old Town Ware Live' sponsored by Ware Town Council. Officers and Councillors to act in an advisory capacity with some input into the line up.

**Rosalyn Montgomery**  
Events Manager

**Sarah Fenton**  
Town Centre Manager