



# LOOE LIVE!

MUSIC • ARTS • COMMUNITY

**Looe Live seems to have 2 distinct sides, in that there is both a commercial and a community element. Can you explain how this works and how it came about?**

There are two components to the festival structure – the Looe Live Charity and the commercial provider of the ticketed Looe Live event (South West Bars and Events). We would like to explain how this structure emerged and the role each party plays in bringing the forthcoming festival to Looe.

Firstly all the surplus funds raised at LSTD last year have been retained by the newly formed charity, and are only to be used in support of the community side of the Looe Live festival, or other events which fit the aims of the charity that we may undertake in the future. All funds raised by the charity from sponsorship and other events are again only being used to support the community side of the Looe Live festival. All the funds required to stage this year's event have been invested by South West Bars & Events.

The original promoters of the Looe Saves The Day festival of 2018 organised a number of public meetings to gauge if and how we should move forward. To that end a number of local people volunteered their services to help set up an annual festival for the town.

We were approached by several event management organisations who felt they could stage the event and after a number of discussions and presentations it was felt that the only way we would have enough time to consider all the available options would have meant not having a festival in 2019. We felt that if we went that route, many regular attendees would find alternatives for that weekend, and may not return to Looe in 2020. Furthermore, most of the companies offering to deliver the event essentially wanted us to bear all the financial risk, which was just not feasible or acceptable to us as volunteer directors with no financial interest in the event.

We discussed trying to coordinate the event ourselves, but quickly realised that a group of volunteers could not possibly take this on. Any organisation undertaking the delivery of festivals on this scale has to be multi-skilled across specialist areas such as:

- Large scale staging and infrastructure
- Event management planning
- Large scale sound systems
- Noise monitoring and management
- Safeguarding policies and lost children plan
- Terrorist mitigation plan
- Multi-agency local safety liaison with police
- Security and crowd control

- Medical cover
- Insurance
- Traffic management planning
- Licensing
- Waste removal
- Risk assessments
- Negotiating with agents and signing the acts.

This list is by no means exhaustive. This is a huge undertaking requiring specialist experience, contacts, marketing support, administration etc which our unpaid directors and volunteers could not possibly coordinate. In fact almost all of this had been provided at little or no cost in 2018 by South West Bars and Events. Involving a commercial partner to stage the main event was the only option open to us in order to make an event in 2019 possible.

In 2018, LSTD would not have happened without the enormous efforts of Tim Vigus at Southwest Bars and Events. His commitment and effort in 3 weeks was incredible. It is clear to us all from working with him that he is passionate about providing a festival in Looe which puts the town on the map and enhances its reputation. His company stages many festivals in the South West. Looking closely at some of them, it is clear that they have been developed and improved steadily over a period of many years under his guidance. His track record inspired our confidence in his professional skills. We also felt strongly that Tim had proved his capabilities and commitment to the town at LSTD, and that frankly we had no good reason not to engage him again. It was clear that essentially the event now needed to be reinvented from scratch, which is a long process, and that therefore Looe Live and Southwest Bars and Events would commit to each other for 3 years, a period we all felt was necessary to re-establish a financially secure event, without the town carrying any financial risk. The Looe Live charity bears none of the financial risk but shares in profits made on the main event and keeps all of the income from any part of the festival outside the two main stages.

Our long-term vision is that if the commercial side of the festival is well run and managed, that it provides a wonderful platform for the community side of Looe Live to develop to the benefit of the entire town.

Please be aware that there are many hundreds of volunteers, and many thousands of volunteer hours required to make the whole of Looe Live a success. The directors are all unpaid volunteers and are not seeking any personal reward or recognition for our efforts. We do this mainly because we love Looe. Please bear this in mind before publicly criticising our efforts. We are all doing our best. If you can do better, we are very open to ideas so please join us and help. We still need many more volunteers to make this a success.

Please note that while the directors are always happy to discuss aspects of the festival with people individually, we consider it inappropriate to enter into open debates on Social Media.