



BEATSANDEATS.ORG

BEATS&EATS WORKSHOPS

Improving Skills & Engaging through Music

Our Events Management Workshop runs in 12 weekly sessions and can teach a group of up to 12 people all the necessary skills required to plan, program and deliver their own live music event.

It also provides opportunities for young creative artists and performers from the local area to meet and collaborate on real community projects.

Participants will learn about and be responsible for every role involved in the project such as:

Programming, Admin & Marketing:

Liaising with/booking venues & acts, research, creating and implementing an effective marketing strategy, flyer design, selling tickets, ordering merchandise and event props, recording expenditure/managing a small budget.

Event Day Tasks:

Coordination, Stage management, Artist Liaison, Box Office, General Front of House.

Creative Roles:

Performers, DJs, Sound Tech, Lighting, Hosting, Film/Photographers and Designers.

PROJECT OUTCOMES

- Improved communication & organisational skills
- Budget management experience
- Project management experience
- Improved decision making skills
- Team member & leadership skills
- Learning to work under pressure
- Concept creation and execution
- Marketing strategy creation
- Sales technique development
- Project/event evaluation
- Experience liaising with third party vendors
- Increase in confidence
- Experience working with professional artists.



CROYDON IN CONTEXT

Croydon has the highest rate of 16-24 year olds in London and the highest rate of youth unemployment in London according to figures released by the Office of National Statistics. Records showed that 7,900 16 to 24-year-olds are out of work in the South London borough.

16% Rise in unemployment in Croydon
from 2015-2016

Croydon is ranked 96th most deprived borough in England and the 17th in London. (IMD 2015)

Knife and gang crime is also prevalent amongst many young people in the area, and no doubt has a direct correlation with lack of opportunities for young people. Violent and Anti-social behaviour figures have also risen significantly since 2015 (data.police.uk)

Croydon has one of the highest number of people sleeping on the streets in the UK and number is rising. The borough was already one of the ten worst areas nationwide for people sleeping on the streets, and the problem has become even worse in the past year. Our workshops have already been running with local homeless charities Crisis and Evolve, achieving amazing results under sometimes difficult circumstances.

51

Rough sleepers counted in Croydon by the Department for Communities and Local Government in 2015.

Last year this number rose by 25% to
There may be many more who did not
make the count.

68

WHAT WE DO



Beats & Eats was created by a group of friends in a Croydon kitchen during the aftermath of the 2010 Croydon riots.

We all felt that our home town was bursting full of talent and needed a regular platform to perform to the people of Croydon... so we created it ourselves.

Our intention was to create a fully inclusive, family-friendly night out combining a delicious blend of street food, baked goods, live music and DJs.

All of our proceeds went to local charities and promotion of local artists and businesses, making a major impact on the local community with little or no budget.

Soon we were being asked to programme stages at local festivals, establishing links with Croydon Council, Croydon College and many other local businesses and venues.

In 2016 we set ourselves up as a Community Interest Company to continue our principle aim of bringing our community together through music.

WHY THIS IS IMPORTANT TO US



At a time where young people, especially BME young people are marginalised, belittled and often demonised by the media, government and society, and when so many young people are being failed by gaps in the education system, we want to help empower them. We believe in them.

And what better way to prove our belief in them, than to allow them the freedom and responsibility to produce something that is entirely their own.

We believe in the importance of encouraging, nurturing and inspiring our creative youth. Supporting their creative visions can lead to an increase in confidence and self-esteem, encourage a can-do/go-getter attitude and develop self-starting entrepreneurship.

We want to help young people gain valuable skills; learning how to liaise with professionals, how to construct a professional email, how to manage a budget, how to work as a team, improve decision making skills, learn about marketing, sales techniques and more.

We want to provide young people with the opportunities to perform at a professional gig, photograph a professional gig, or be a sound engineer for a day at a professional gig.

WHAT HAPPENS AFTER?

There are many routes we could take to expand and develop our Workshops. Our ultimate aim is to have our own multi-functional digital hub/ live music venue where we can help people of all ages on a full-time basis, running our creative workshops and events side by side.

The Beats & Eats model works extremely well as a small, local outdoor festival, or could programme a stage at an existing, established festival as previously done at the 2015 Croydon Ambition Festival.

We aim to train up the more experienced team members to take on management roles and effectively take on more responsibility and mentor new participants.

WHAT WE HAVE DONE

We have produced 46 events since 2013.
Here are some of our key achievements:

2014: B&E Monthly residency at Matthews Yard Croydon

2015: B&E stage @ Croydon Ambition Festival (40 acts in 3 days)/Beats & Eats event in Sri Lanka - our first international event.

2016: B&E @ Boxpark Croydon/B&E on Surrey Street Market /B&E stage at Croydon Food Festival /Croydon Tech City afterparty.

2017: Brixton Beats & Eats launch /Arts in Crisis Launch Event: Our first Event workshop with Crisis.



WORK WITH US

Our workshop can be divided into 10 or 12 weekly sessions leading to a quality live music event 100% produced by our attendees.

Each workshop is £4950.00 inc vat, broken down below:

£2280: Tutors

2 x Facilitators @ £30/hr X 38hrs (2.5hrs/session) + 8hrs event day.

£250: Equipment

Full PA System, 4 mic's and stands, DJ console, 2 iMacs & 2 Macbook Pros (Software includes Logic Pro, Final Cut Pro & InDesign and Photoshop) Canon DSLR Camera 650.

£150: Materials

Pens, pencils, paper, flipchart, tea/coffee.

£300: Guest artists

2/3 x Industry professionals for a 2 hr session. (potentially singer/songwriter, sound engineer, DJ).

£250: Designer

Includes a 1.5hr session with team and a completed flyer.

£1250: Event

Venue costs, acts, marketing and promotion, print, event staff, equipment hire for event day, event props, tshirts, wristbands, transporting equipment - team decision.

£500: PM fee

Includes all admin and fees to run and deliver the project.

Our workshop acts as a broad overview of the various key elements required to deliver a live music event.

Each individual element is available as two-day Masterclass at £300 per session, discounted to £250 per session when booked along with our workshop.

Our masterclass topics include:

- Film-making
- Studio recording
- Sales, marketing & promotion
- Spoken word
- Music production
- Singing & songwriting
- DJ 101

Sessions can be modified to fit your project needs.

Get in touch with our team for more information and please check out our social media channels.

WE LOOK FORWARD TO HEARING FROM YOU

Ian: 07490 656056

croydon@beatsandeats.org

