

Faringdon Hush Festival, 25th – 27th July 2008

NEWSLETTER No. 1

17th January 2008



Welcome to the First Hush Newsletter!

Overview

An open air live music festival (Faringdon Hush Festival 2008) is being planned for this summer, over the weekend of 26th July.

The venue is some fields within Church Path Farm, on the Northern edge of the town. The main performance and public areas are bounded to the West by Radcot Road, and to the South by Church Street and Church Farm Path. Large camping and parking areas are planned for the West, South and East of Church Path Farm.

The ultimate aim is to have live music on two or three stages from Friday 25th to Sunday 27th, with some big (household) acts headlining, supported by some excellent breaking bands (probable names for the future), and a showcase of our own Faringdon talent. We are rich for musical talent in this town, so let's sing about it.

We are hoping to attract a crowd of 10,000, with significant media coverage. We are expecting the vast majority to take advantage of the camping facilities that will be provided on the site from Thursday 24th to Monday 28th.

Background

This intent has developed as a direct result of the following:

- We have an abundance of musical talent demonstrated over recent years by events such as the Faringdon Arts Festival, the 15 Minute Club, Battle of the Bands, MADD May Fest, and live gigs promoted by various organisations, individuals and licensed establishments in the town.
- The success of these events has been equally as a result of the strength of support and enthusiasm for live music from the massive majority of town residents.

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The benefits of the festival to the local community will be as follows:

- Local musicians will be able to demonstrate their talents to a much wider audience than currently available in the town, and be billed alongside nationally-recognised acts.
- Residents will be able to see live music of top quality provided by local and national acts to an extent not currently available without travelling considerable distances.
- The festival will hopefully attract thousands of visitors to Faringdon, thus providing a significant and welcome boost to the local economy.
- Regional and national publicity will benefit our tourism status, and help to “Put Faringdon on the map”.
- This is a commercial venture with no drain on the extremely limited public purse. We are making no requests for public funds or grants, but donations will be made to local charities and good causes should the event be profitable.

Needless to say, there is a mountain to climb in terms of preparation and planning!

License Application

An initial meeting has been held between the organisers and a Safety Advisory Group consisting representatives from the Police, Highways and VWHDC Licensing and Environmental Health Departments. The advice we were given was extremely helpful and supportive, and we will be submitting the license application imminently.



NEWSLETTER No. 1

17th January 2008

Faringdon Association of Residents (FAR)

We have made contact with FAR and stated the overall intentions of the Festival. Feedback has been very positive, and two of their members have volunteered to meet with members of the Hush Management Team on a regular basis to ensure that the residents' requirements, concerns and comments are fully considered at each stage, and that they are kept fully informed of progress and developments. Working together in this way will ensure that the Festival runs smoothly without any surprises for residents of the town, and achieve a successful outcome for all.

With regard to any potentially detrimental effect on us as residents, we have attempted to pre-empt some concerns as follows:

- The performance areas are downhill from the town and away from residential boundaries.
- Amplified music will not be played between 24.00 Midnight and 10.00 am.
- All parking will be contained within the site boundaries, and if required "Residents Only" restrictions with a permit system will be set up on local streets.
- Site traffic routes will be well signposted to avoid congestion in built up areas.
- Heavy traffic will be instructed not to arrive or depart from site during antisocial hours.
- We hope that many visitors will wander into the town during the weekend and sample our wares and quaint and friendly street culture. However, ample facilities will be provided on the site such that large crowds of people will be discouraged from loitering in the town.
- All festival literature, site signage and stewards will remind the attending public to consider local residents at all times.

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Ticket Pricing

Ticket prices to date have been set in gradually increasing tiers, in order to give local people the opportunity to purchase tickets at much-reduced prices. The first batch of £20 tickets have now been sold, but some are still available at £30. If everything goes to plan the ticket price will continue to rise, depending on the main headline acts yet to be announced, ultimately to possibly as much as £100 each, which is more in keeping with a live music weekend festival of this nature.

If you would like to book tickets please email bookings@hushfest.co.uk.

Artistes

A list of 20 artistes made up the first line-up of acts announced this week.

Probably familiar local names: Naomi Bullock, Carrie Rossiter and The Dacoits, Cooper Black (Simon Stafford), The Follys (Trev Williams), Gorgeous Moron, Kiff, Lucky Generals, The Man with the Stereo Hands (the Artist previously known as Neil Dwerryhouse), Powertrain and Hannah Rhodes.

Probably less familiar but with a strong local connection: Chase (Shaun Green), Failing to Focus (Alex Wright), Matt Kilford (ex Belarus), Emma Kennedy, Paradise Found (Theo Smith).

Breaking bands on the verge of Superstardom: Vincent Vincent and The Villains (from London), The Alfonz (Swindon), Dolls House (London) and The Perils (Brighton).

Well established and immensely respected “touring forever” rockers: The Hamsters.

Most of the acts have MySpace pages, even our own Faringdonians! It’s well worth checking them out.

We believe that is quite a line-up for the first announcement, excellent value already for £20 or £30 we hope you’ll agree! And there should be a few more (bigger name) announcements to come over the next couple of months.....

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NEWSLETTER No. 1

17th January 2008



Traders and Stallholders

A Trading Village will be located within the site, as well as various stalls dotted around the performance areas and campsites. Foods and non-foods of numerous sorts will be available to purchase, alongside informative stalls, exhibitions and various charitable organisations' stalls.

As with the ticket pricing structure, so are pitches available to local traders and organisations first at much-reduced rates, before we stretch the advertising and publicity further afield. If you, or anyone you know, might be interested in applying for a pitch please let us know by emailing bookings@hushfest.co.uk.

Hush Website

Development of the Hush website is progressing well. We are aiming for the front page to be up and running by the end of next week, and the full site operational by the end of February.

Website address: www.hushfest.co.uk

Marketing and Publicity

Advertising to date has been minimal, restricted mainly to a few locally-placed snippets and word of mouth, making it quite remarkable that 500 tickets have been sold and almost 200 more reserved already.

Over the next few weeks you will see and hear more and more Hush publicity in and around town, and the marketing plan allows for expansion on a regional and then national basis over the coming months.

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Personnel

Initially we need to recruit personnel onto the Management Team, and would like to hear from you if you are interested and have experience in any of the following fields:

- Health & Safety
- Security
- Stewarding
- Facilities Management
- Catering
- Traffic Management
- Stage Management
- Communications Officer
- Public Relations
- Event Electrician
- Office Administration
- Acoustic Consultant

If you might be interested in any of the above positions please email info@hushfest.co.uk.

Communication

We will issue further Newsletters right up to the Festival to keep you informed of progress and developments.

Contact will be possible via the Hush website or via a telephone Hotline which is intended to be staffed 24 hours a day during the Festival. Details will follow nearer the time.

Contact

You may contact us for more information as follows:

To book tickets or enquire about trading pitches: bookings@hushfest.co.uk

For any other enquiries: info@hushfest.co.uk