

## JAMAICA VILLAGE 2012 – EVENT SUMMARY FOR PREMISES LICENCE APPLICATION

### 1. Operational details:

- **Dates:** August 3 – 12, 2012 (10 event days)
- **Capacity:** 19,999 maximum at any one time to incl. performers/staff /contractors
- **Operating Hours:** 11.00 to 23.00
- **Alcohol sales:** 11.00 to 22.30
- **Films, plays and dance performance:** 11.00 to 23.00
- **Live Music:** 11.00 to 20.00 (concert level from main stage limited to 3 hours per event day)
- **Amplified Music:** 11.00 to 23.00 (sound levels and positioning of equipment to be advised by Noise Consultants).
  - Expectation is to have a delay stack to the right field (right of main stage),
  - Separate PA systems requirements for the following areas:
    - Main Stage
    - VIP Area
    - Beach Area
    - (1) Small Stage PA
    - Sponsor Areas

### 2. Jamaica Village 2012 Summary: An Authentic Taste of Jamaica in the Heart of London!

For ten exhilarating days next summer, Jamaica Village 2012 is creating a dynamic entertainment schedule for persons of all ages showcasing a unique mix of sport, music, culture and cuisine. With an “authentic Jamaican experience” in the heart of London, Jamaica Village 2012 will be the premier destination for fans of Jamaica, the lifestyle, and the Olympic team to partake in an enthralling celebratory atmosphere!

### 3. Event Attraction Summary:

Jamaica Village 2012 will provide a wide range of entertainment and cultural activities with a view to attracting families and a diverse audience of all ages and backgrounds. The program will offer visitors a rare opportunity to hear and see more of Jamaica’s traditional culture - that Jamaica is much more than sun, sand, sea, reggae music – and give them the opportunity to understand and connect with Jamaican culture on a deeper level. Performances and activities will be organized in such a way that there is something exciting happening throughout the entire festival day.

- Musical Performances: live performances of top Caribbean and International artistes (influenced by Jamaican rhythms and beats)
- Jamaican Food and Drinks: a delicious assortment of Jamaican food, soup, juices, liquor, coffee and more.

- Athlete Appearances / Meet and Greet: members of the Jamaica Team and other well known International athletes will be invited to attend the event to take pictures, give signatures, and interact with visitors.
- Sports Museum: History of Jamaican Athletic performance over the last 50 years
- Art Displays: Showcase of Jamaican Art and Craft Items and Creators
- Other - Children/Family – Attractions including masqueraders, Jamaican effigies, stilt walkers, will function as the link inviting and directing persons to the various activities. For a holistic experience, activities will be programmed to suit all age groups as well as incorporate elements of British culture to show influences on Jamaican culture, especially in light of Jamaica's 50<sup>th</sup> Anniversary on 6<sup>th</sup> August 2012.
- Celebration of Jamaica's 50th Anniversary - On August 6, 2012 the Village will honor the 50th anniversary of Jamaica by celebrating not only Jamaica's athletic success over the years but also our rich historical legacy and culture.
- Concession Booths: sponsors will create a private area for the sale, promotion and free distribution of their products and services [including craft items, clothing, event memorabilia, etc.].
- VIP Lounge: a unique VIP experience to include: priority viewing for performances; higher-end food and drink offerings; special appearances by artists, athletes, entertainers and delegates; special performances; and other benefits.
- Multi-media: Visitors will be able to view events, enjoy replays of the week's events, event interviews, film clips, artist performances and other highlights on monitors placed strategically throughout the Village

#### 4. **Event Management**

Details of how the event will be managed to include policies on security; stewarding; emergency measures; noise control; dispersal and traffic management will be set out in our comprehensive Event Management and Noise Management Plans which will be subject to consultation with the relevant agencies through the Haringey ASAG process.