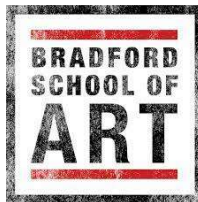


Bradford School of Art Deer Shed Festival 12 Briefing

20th October 2021

Charles Allen (Partnerships, Bars & Production Manager)



What's Deer Shed Festival like?

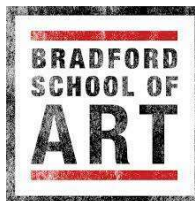
Family
Music
Comedy
Art
Dance
Film
Spoken Word
Theatre
Workshops
Science
Sport
The Wilderwild
Wellbeing
Food & drink
Retail
Camping



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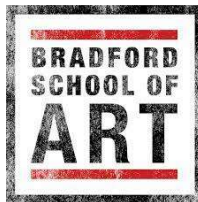


Deer Shed 10 – Generation XYZ >>> [Play video](#)

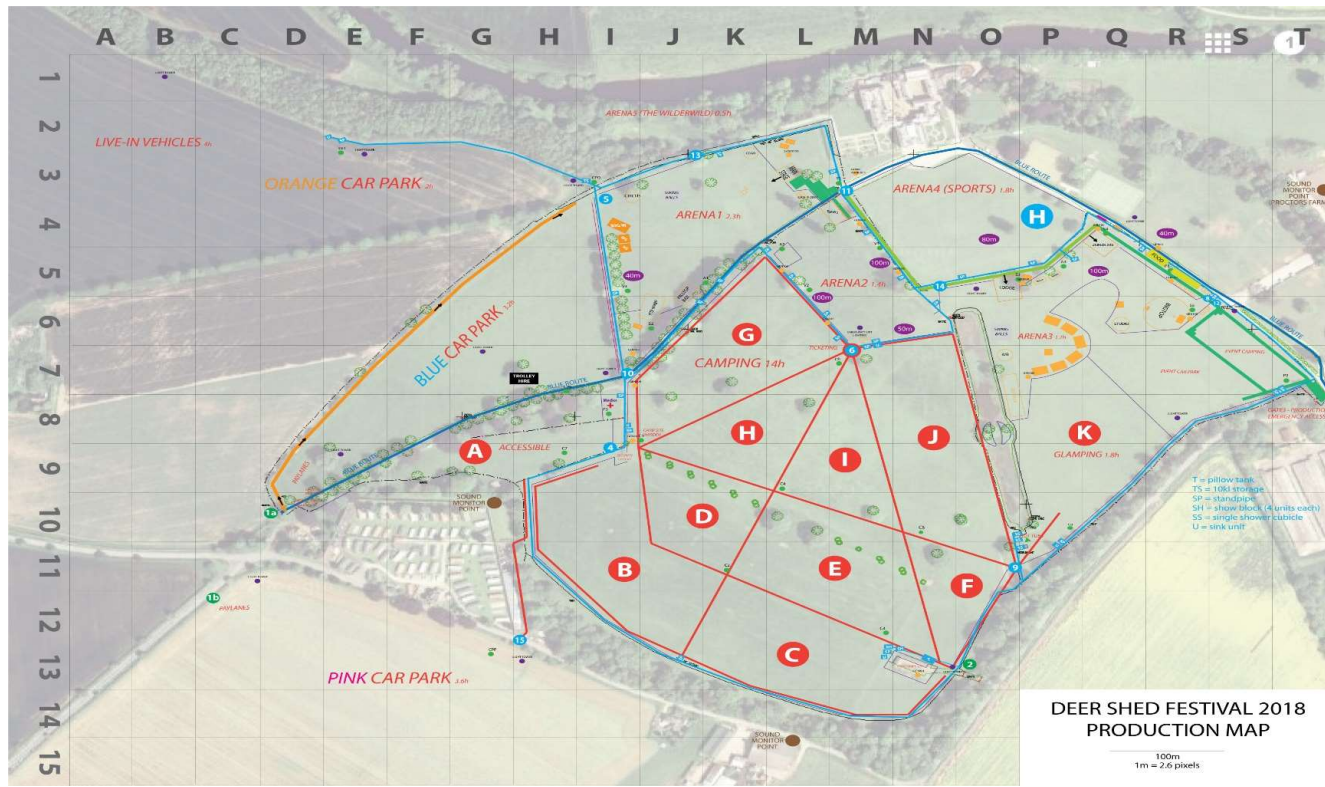


Deer Shed history

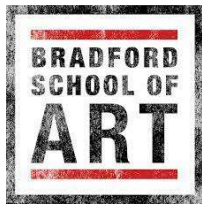
- Deer Shed 1 – 1,000 people over 2 days
- Incremental growth each year – add something one year, keep it subsequent years
- Deer Shed 10
 - 10,000 guests (50 / 50 adults / children – majority from West Yorkshire)
 - 1,500 staff / volunteers / contractors / vendors / artists
 - 5+ stages – Music, comedy, dance, film, spoken word, theatre
 - Under 5s, Family workshops, Science tent, Sports Arena, The Wilderwild, wellbeing
 - Merchandise & retail
 - 4 large bars & 50 food / drink vendors
 - Partners / sponsors
 - 3-4 days
- Premier North of England festival
- Landfall & Podcast Social Club



Deer Shed site map



Deer Shed 9



Deer
Shed
10
line
up

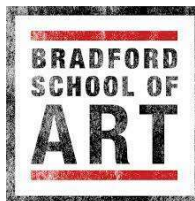


SOLD OUT

DEER SHED FESTIVAL 10
GENERATION XYZ

COMEDY	MUSIC	SHOWS
REGINALD D. HUNTER <small>(LATE NIGHT SPECIAL GUEST)</small> NINA CONTI MILTON JONES DENIM JUSTIN MOORHOUSE KIRI PRITCHARD-MCLEAN ANGELOS EPITHEMIU PATRICK MONAHAN BARBARA NICE TOM PARRY BRETT DOMINO TRIO AMY GLEDHILL ALICE FRASER JONNY & THE BAPTISTS LUCY BEAUMONT INEL TOMLINSON STEFF TODD JOHNNY COCHRANE SARAH BENNETTO RIA LINA JACK GLEADOW RAYMOND & MR TIMPKINS HELEN DUFF PAT CAHILL: THE FISHERMAN KATIE PRITCHARD LIVE PODCASTS THE SCUMMY MUMMIES GABRIEL EBULUE - THREE TRACK PODCAST WITH EZRA FURMAN	EZRA FURMAN ROLLING BLACKOUTS COASTAL FEVER ANNA CALVI THE WEDDING PRESENT <small>(SPECIAL GUEST)</small> STEVE MASON AKALA PALACE SUNFLOWER BEAN GRUFF RHYS LUCY ROSE FLYTE THE SLOW READERS CLUB SHE DREW THE GUN BC CAMPLIGHT PIGS PIGS PIGS PIGS PIGS PIGS PIGS TRACYANNE & DANNY TINY RUINS JOHN BRAMWELL SELF ESTEEM THE LEISURE SOCIETY WOOZE FLAMINGODS PIROSHKA CHARLES WATSON TOM WILLIAMS KATHRYN JOSEPH WILLIE J. HEALEY PIP BLOM THE HOWL & THE HUM YOU TELL ME SKINNY PELEMBE THE ONCE LISA O'NEILL K.O.G AND THE ZONGO BRIGADE LAUREL DYLAN CARTLIDGE POM POKO PENELOPE ISLES RASCALTON LAURAN HIBBERD REDFACES GENTLY TENDER LUCIA ADULT MOM BESS ATWELL WALT DISCO MI-MYE ADVANCE BASE BLAIR DUNLOP AMY MAY ELLIS CALLUM PITT NEW YORK BRASS BAND RUTHIE LOOK MUM NO COMPUTER JUNIOR BROTHER LIVING BODY MICHAEL CLARK NINA COBHAM GEORGE QUINN SMOOVE & TURRELL (DJ) ACROSS THE TRACKS (DJ) RORY HOY (DJ) HATTIE PEARSON (DJ) MR TOAD (DJ) BABA&GAHOUSH (DJ) PAUL VERITY (DJ)	LITERATURE & SPOKEN WORD RICHARD HERRING AKALA IN CONVERSATION DRAG QUEEN STORY TIME SARFRAZ MANZOOR COMMON PEOPLE PANEL ALEX WHEATLE ANITA SETHI JEFFREY BOAKYE TOMY WALSH JULIE NOBLE ROB AUTON KATE FOX AMELIA ABRAHAM JAY BERNARD PHILL SAVIDGE DAVE HASLAM KAREN EMANUEL MUSIC QUIZ WITH ALAN LEACH GRAHAM JONES - VINYL REVIVAL PANEL ALEX COLLIER CHLOE DAYKIN TALKAOKE SHED TALKS SAY OWT SLAM MAJID ADIN AIDAN TULLOCH PAUL JENKINS SUNDAY MORNING PAPERS

PLUS SCIENCE, WORKSHOPS, CINEMA, WILDERWILD, SPORTS & UNDER 5s
"THE ULTIMATE FAMILY FESTIVAL" - FESTIVALS FOR ALL
 26-28 JULY 2019 - BALDERSBY PARK - TOPCLIFFE - NORTH YORKSHIRE
WWW.DEERSHEDFESTIVAL.COM

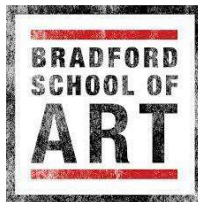


Impact of COVID-19 pandemic

- Deer Shed 11 (July 2020) postponed 😞
- Redundancies | Govt backed loan | CRF | Furlough | VAT
- MASSIVE impact on suppliers, partners and artists
- Base Camp (July 2020) 😊
- Deer Shed 11 (July 2021) cancelled 😞
- Base Camp Plus (July 2021) 😊



Deer Shed 12- July 2022



Social Media

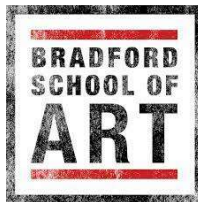
- facebook.com/deershed
- instagram.com/deershedfestival
- twitter.com/deershed
- #DeerShed12

- [Deer Shed Festival YouTube channel](#)
- Spotify play lists



CA with Deer Shed

- Volunteered (flipping burgers with my brother) @ Deer Shed 1
- Volunteered @ Deer Shed 2
- Programme sponsorship @ Deer Shed 3
- Partnerships @ Deer Shed 4-6
- Partnerships & bar @ Deer Shed 7-10
- Partnerships, bar & production manager @ Base Camp & Base Camp Plus
- Partnerships, bar & production manager @ Deer Shed 12
- Partners included dorset cereals, L.L.Bean, Gorgeous Cottages, The Fruitypot Family, Teesside University, see it do it Sunderland, Leeds City College, POM-BEAR, Yorkshire Water, Vango, First News, glawning & Brooklyn Brewery
- Bar partners include Brass Castle Brewery, Sloemotion, Orchards of Husthwaite & Green Goblet



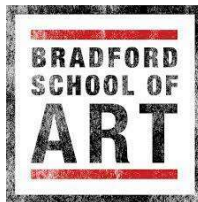
Deer Shed / Bradford School of Art partnership

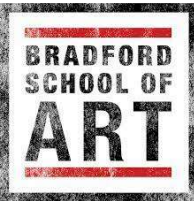
- Course content >>> BSoA tent / festival site
- Extra curriculum activities >>> BSoA tent / festival site

- Deer Shed 12 Schools Day >>> student involvement

- BSoA tent @ Deer Shed 12
 - Dedicated / branded space / tent
 - Full of BSoA content...
 - Joint social media & programme advert
- BSoA students @ Deer Shed 12
 - Music line up
 - Other content
 - Paid commissions
 - Workshops / science tent / sports arena / The Wilderwild
 - Paid / volunteer / work experience roles

- Forensic Ninjas partnership - TBC
 - Building set / props for activity in science tent





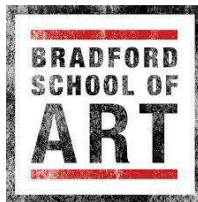
Logistics

- Lisa Edwards & Charles Allen project managing
- Lisa Edwards liaising with Programme Leaders / Charles Allen liaising with Deer Shed team

- Deer Shed 12 Schools Day...

- BSoA tent @ Deer Shed 12
 - Arena 3 - set up Thursday / Breakdown Monday
 - Run Friday, Saturday, Sunday
 - Tickets & camping included
 - Some parking included
 - Food & drink available to purchase
 - Showers available to purchase
 - Plastic free – bring water bottles / water containers
 - First Aid & Welfare | Festival code on conduct

- BSoA students @ Deer Shed 12
 - Artisit Liaison
 - Production
 - Partners...



Deer Shed Festival - Code of Conduct

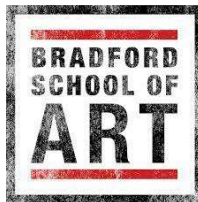
Deer Shed Festival is a family friendly event and all our staff, volunteers, representatives and performers are expected to reflect the values of the event and engage with our audiences in a courteous and friendly manner.



Deer Shed Festival - Code of Conduct (cont.)

Any of the following, including aiding and abetting of others constitutes a breach of the Deer Shed Festival terms and conditions and may result in ejection from the Festival site and reporting to the relevant authority:-

- Performing your role while under the influence of alcohol or drugs.
- Anti-social behaviour.
- Illegal or criminal activity.
- Failure to discharge your agreed/contracted role.
- Incivility and/or misuse of authority.
- Permitting unauthorised access to the site.
- Soliciting or receiving gratuities.
- Failure to account for property or monies received.
- Conduct likely to discredit Deer Shed Festival Ltd.
- Deliberately working unsafely or against instructions in our Safety Handbook.
- Failure to comply with policies and instructions of Deer Shed Festival Management team.



Q&A



Keep involved

- Bradford School of Art partnership
- Deer Shed 13

- Content

- Paid roles
- Volunteer roles



Thank You

Charles Allen

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charles.allen@deershedfestival.com

[linkedin.com/in/charlesallen15](https://www.linkedin.com/in/charlesallen15)

Social media ID = charlesallen15

