

THE SOCIAL



NEARLY 10 THOUSAND PEOPLE OVER 2 DAYS!

Setting new standards for Maidstone Kent.

The Social Festival 2013 was formed on the back of a friendship and work relationship of three people who had one common vision -

Putting the town they had lived and worked in for many years back on the map as the county town of Kent.

Following the success of the Radio 1 Big Weekend, Nic Fanciulli and Luke Bendall both realised, this could be done again, but on a local level.

initially several large venues in Maidstone were looked at. Firstly the Maidstone United football stadium and then the Millenium Park.

It was decided that these venues posed certain problems with regard to infrastructure and access and that would not be viable for a year one project.

Mote Park Maidstone was chosen as the site and the project of organising this amazing event was started.

Nic, Luke and Joe set about putting on an event that would be based on the town and local community, with special attention paid to local business where possible.

Over 80 percent of all suppliers were Kent based covering areas such as; fencing, marquee hire, medical supply and staffing to name but a few.

A worldwide marketing campaign began and people started talking. Many requests for interviews with several big music publications , ITV and National Radio followed.



THE MAIN ARENA



THE PEOPLE



ARENA 2

SOCIAL FACTS

Local business's report a rise in trade!



Minimal queuing!



Over 10000 pints of beer and cider consumed



All hotels within a 15 miles radius -SOLD OUT!



No reported crime or disorder.



Seth Troxler headline DJ -

“The most organised and friendly festival I’ve played at this year”

Local business sees best September Saturday!

MONEY ALL ROUND!

Festival week see's increase in business.

Having surveyed several key shops and services in Maidstone. The response was nothing but positive.

Even the week leading up to the festival saw day time shops sales in festival clothing and footwear purchases at a higher level. Local hairdressers also benefitted from this, with many customers asking for what has now been named - The festival cut.

Town centre bars and restaurants benefited from pre festival food and drink and after the festival most local bars, clubs and pubs saw an increase in trade.

With from out of town people booking out all hotels within a 15 mile radius, we as operators even found ourselves booking late rooms for Dj's friends, in locations up and down the M2 and as far away as Gillingham

Taxi's were the preferred form of transport and this was assisted by an on site pre-arrange taxi rank set up for all festival goers that attended the after party at Mote Park Leisure Centre.

We surveyed several town centre business's and some of their comments you will see down the right hand side of this page.

We are currently issuing advice on next year regarding booking hotels, tickets and public transport early.



GARY - EXPRESS CARS

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"IN TOTAL WE SAW A 15% RISE IN COMPARISON TO OUR NORMAL SEPTEMBER TRADE.

WE WELCOME NEXT YEAR!

WELL DONE AND THANK YOU"



STEFF MUGGLETON INN

"WE WERE RAMMED!

FROM THE START OF THE DAY WE WERE BUSY AND WHEN THE FESTIVAL ENDED WE SAW A RISE. BUT THE DAY TIME WAS DEFINITELY THE BEST.

THE BUSIEST SATURDAY WE HAVE HAD FOR A WHILE."



JAMES - ASHES

"I WENT TO THE FESTIVAL DURING THE DAY AND HAD A FANTASTIC TIME! I CAME BACK TO THE PUB TO CHILL OUT AND UNWIND AND GOT THE BIGGEST SHOCK OF MY LIFE, WE WERE PACKED!

BEST SEPTEMBER SATURDAY I'VE EVER HAD.

THANK YOU SOCIAL."

Attention to service and standards pays off!

99% of all customers surveyed, happy looking forward to returning next year!

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reviewing the success of the event, it was found that the whole round festival experienced benefitted from our attention to detail with regard to the service side -

Entry and queuing was limited to 20 minutes, all though the majority queued for less.

Bar service was under 10 minutes and again most people being served within 10 minutes of deciding to have a drink.

Additional toilets were added and unlike most festivals, standards and queues were acceptable and minimal.

2014 planning is under away and we again will be focusing on these three key areas to continue improving the festival experience.

NO REPORTS OF PUBLIC DISORDER!

Having spoken with the Local Authorities including Council Licensing, Police Licensing and Environmental Health.

It was agreed all round that the event could not of gone much better.

PC Neil Barnes -

“We were pleased with how well the event went”

Steve Noble Licensing -

“In general you have set the standard for many to follow, we couldn't of asked for any more. Well done!”

The impact on local residents was a big focus point for us as a company.

Having invited all local residents within a .5mile radius to one day of the weekend. Feedback from Mike Swaffer and the Environmental Protection Team, is that they were happy with how things went and monitored by our team.

Although complaints were received, we have been told these were minimal and within acceptable levels.



THE GANG



THE QUEUE TO MEET THE HEAD OF EVENT!



HAPPY STAFF, HAPPY CUSTOMERS!



STATE OF THE ART PRODUCTION



SISTER SLEDGE, VOTED BEST LIVE ACT!



THANK YOU!

We look forward to working with you again, we hope you enjoyed the festival as much as we did.

SEE YOU IN 2014!

WE COULDN'T
OF DONE IT
WITH OUT
YOU!

On a personal note - Nic, Joe and I would like to extend our thanks and gratitude to you for all the support we received from the authorities and volunteers, before, during and after the event.

You really set yourselves apart from other councils we have worked with in the past.

Many thanks for allowing us the opportunity to work with you.

Nic, Joe and Luke