

'OnBlackheath'

An exciting new music experience for South East London.

An innovative and sustainable music event,
offering an outstanding experience for all

Introduction

South East London is calling for an exciting outdoor live music experience to sit alongside those successfully taking place across London and throughout the UK. Blackheath is a leading area for music and the arts but lacks a premium outdoor live event to showcase its stunning surroundings and the ethos of the local area.

The open space of Blackheath Common, is an ideal location for such an event with easily accessible transport links. It's a location that has successfully hosted large scale annual events such as the Blackheath firework display attracting over 100,000 people, Race For Life attracting 20,000 people and The London Marathon attracting 50,000 people. In addition Blackheath Common, alongside neighboring Greenwich Park, is being used for the equestrian events at the 2012 London Olympics and Paralympics.

About OnBlackheath

The Directors of OnBlackheath and their partners have extensive experience in the management, logistics, music promotion, marketing, advertising and customer experience for large scale events. OnBlackheath has the full support of Lewisham Council and other key stakeholders, including the Metropolitan Police.

Lewisham Council has granted a licence to hold the OnBlackheath music festival. The licence has been granted for a capacity audience of 25,000 people per day across two days.

Event Overview

The proposed event is a unique proposition for South East London, being the only large scale commercial outdoor music event in the area.

The following outlines the key event details:

- Proposed dates: 10th and 11th September 2011
- Attendees: 25,000 people each day
- Scale: 1.4km secure perimeter fence
- Duration: Over 8 hours of music each day.
- Transport: Lewisham main line station within a 6 minute walk, DLR, underground, bus service, Thames Clipper all within walking distance.
- With these transport links over 10 million people are within a one hour journey of the site.
- Setup: One main stage and one 4,000 capacity marquee. There is also a well-located existing building to accommodate backstage/production requirements.
- Music - As Duke Ellington proclaimed, there are only two types of music " good and bad", OnBlackheath will look to showcase performances from UK and international artists that focus solely on the former.
- Food/Drink: Local and bespoke concessions and bars.
- Additional features: showcase opportunities for local talent, VIP experiences

Target Audience

Young and established professionals living in London/SE England. An audience with a passion for live music and entertainment, regularly attending a wide range of events at both large scale and local venues. Ex festival goers looking for a music experience without the camping.

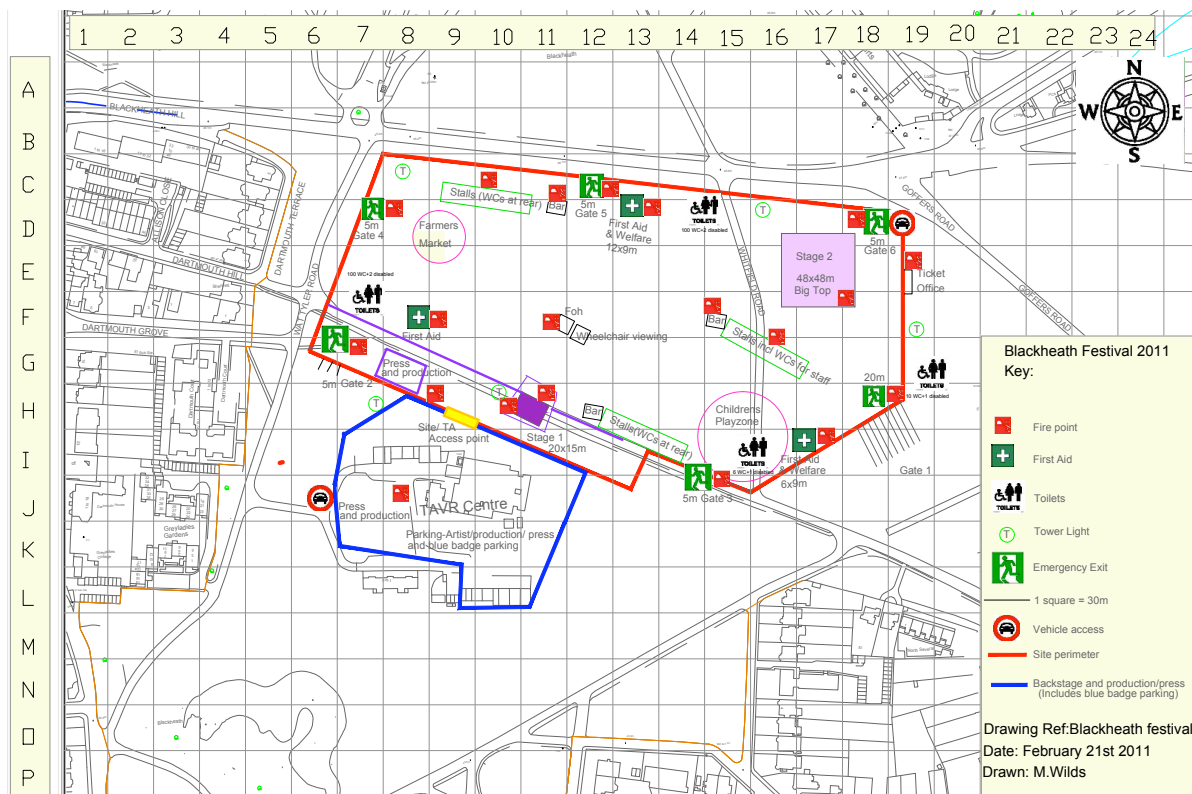
Opportunities

One of the key elements of OnBlackheath is the involvement of local businesses and the community. It is the ambition of the directors to offer opportunities to relevant local businesses in relation to food, drink and entertainment throughout the festival, showcasing the best that South East London has to offer.

Public information evening

On Friday 18th March, a public information evening will be held at Holly Hedge House, Wat Tyler Road, Blackheath where the Directors will be presenting further information about OnBlackheath and answering questions that the local community may have.

Location and an indicative site plan



Contact

For more information or to find out how to get involved in this exciting opportunity please contact:

www.onblackheath.com