



# Getting the best from The Harrogate Band

This guide is intended to help you to make a success of your event by hiring The Harrogate Band. The Band pride themselves on their high standard of music, and also enjoy performing and sharing their music with others. Their performance itself, however, is only part of the overall event, and in order that we make the best possible contribution we ask that you spend a few moments to check through this guide.

The guide consists of the following parts:

1. **How to get the best from the Band** – This describes the points to consider when hiring the band.
2. **Event Checklist** – this is an overview of the key details of your event. Where possible we have completed this form, however please check through, completing any outstanding information and then return to our Secretary. This should ensure that both parties are clear about our respective commitments well in advance of the event.
3. **Concerts in the Harrogate Area – A Guide to Publicity** - A brief guide to some of the ways in which your event can be publicised effectively in the Harrogate District

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## Contacting us:

If you have any queries whatsoever about this guide, or any other aspect of hiring **The Harrogate Band**, please contact:

Name	
Position	
Telephone	
Email	



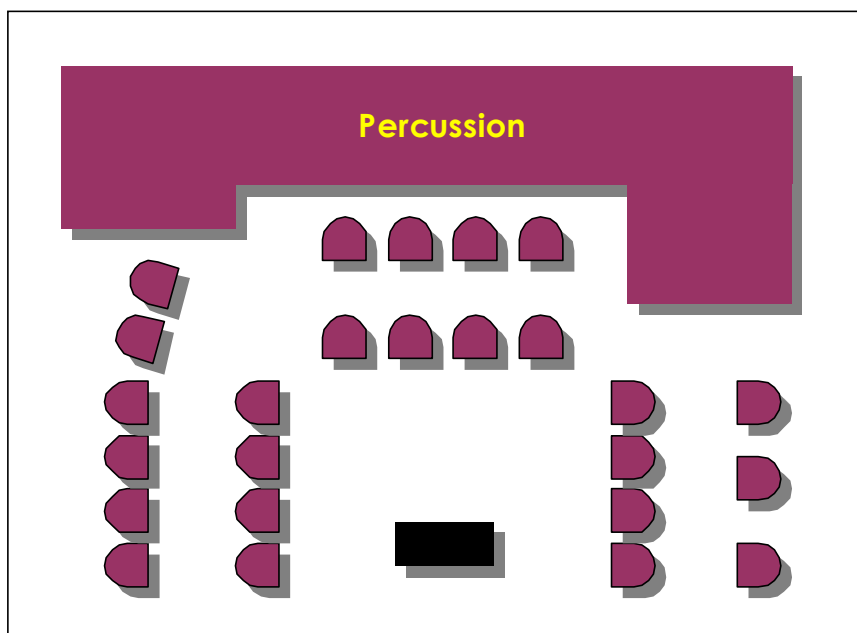
# How to get the best from the Band

## What you want the Band to do

- It's best to have a clear idea of what you want the band to do.
- What is the event – date, times, location?
- Do you want a full concert?
- Will there be a formal audience for the band (in which case the band may want to prepare a compere and a programme.)
- Do you just want background music? If so, to what kind of event?
- Is the band accompanying singing or other activities? (In which case greater detail and liaison will be required.)
- Are additional groups (musical or other) also taking part in the same event? How will the time be shared?
- How long do you want the band to play for? With what intervals?

## What to provide

- For nearly all events the Band will require seating (usually around 25 brass and 2 percussionists).
- Chairs with arms make things difficult for brass players, so it's best to avoid them if at all possible.
- The band formation used is shown below. The Band would ideally expect to occupy a space of around 15m x 15m, though smaller spaces may be accommodated. We are able to play on some 'tiered' stages, but this is dependent entirely on the size and location of the tiers. This must be discussed and agreed with the band in advance.



- The Band will need a back room or similar space to congregate and warm-up before playing, including somewhere to store the instrument cases.

- It is useful to inform the band how they will access the venue – will there be a long way to carry equipment, or can the hall be accessed more easily? Is the venue at ground level, or is it on a higher floor, in which case is there a lift available? These points will then be borne in mind when the band is assembling its programme.
- The Band will usually arrive by private cars and will need somewhere to park. Instructions of where is suitable may be useful. Close vehicular access to the venue for the Band's larger instruments and equipment – which is often trailer borne – would be appreciated. A coach may also be used by the Band for longer journeys.
- Light refreshments are always welcome – particularly at intervals – as playing is thirsty work! If you would like to provide the band with more substantial refreshments, please do that at the end. It's not good practise to play immediately after eating and / or drinking well!

## **Outdoor engagements**

- The open-air is a good place for a brass band in the summer, but attention should be given to the location. Drums particularly are vulnerable to extreme heat and rain, so a shady spot or under cover of some kind is preferable.
- It is useful if the playing area can have some shelter from wind. Music stands carrying music are particularly difficult to deal with in even breezy conditions, so any shelter is always appreciated. The Band will bring their own pegs to hold the music on the stands.
- In the case of wet or inclement weather, what will happen? Will the event be cancelled, or moved indoors? Will the band still be required? If the band's services are cancelled, what notice would we receive, and would there still be payment available?
- From a practical point of view, the ground needs to be relatively flat. Not only is it important for the physical position for somebody who is to work sitting down for an hour or two, but music stands are top heavy and can be unstable if the ground is not good. If you want the band to play on grass, please bear in mind that chairs with thin legs, on soft ground quite easily sink into the turf. This can damage the grass, not to mention falling players and instruments!
- You need to think what will be going on around the Band. For safety, we should not be placed next to a busy road. Think also of animals – some of which can be startled by a band if they are not used to them.

## **Timing**

- The Harrogate Band is an amateur organisation and most of their players have full-time jobs, so it is often difficult to get the Band together during working hours.
- We take bookings up to a year in advance, occasionally longer. Please book early. At minimum please give a few weeks' notice. The band is busy throughout the year with a wide range of activities and performances.
- Once at the venue, the Band will require time to set up – at least three quarters of an hour prior to the playing time, possibly longer in certain circumstances. If there is a shared arena, then details will need to be resolved of how and when the interchange between performances will take place.
- Percussion is always a challenge – it takes quite a while to set up properly. Modern brass band repertoire demands quite a range of percussion, however this will depend on the programme for your event and, in some cases, the space available.
- The Band prefers engagements that have a reasonable length of playing required. An event that only demands 15 or 20 minutes of music is not ideal. An hour or two is more usual, and ensures that you get the best value from the Band. A typical format concert would be 45 minutes playing in each half, with a 15-minute break. Please bear in mind that extremes of heat and cold heat make sustained playing without a break more difficult.

## Payment

- You will not have to pay professional rates for the services, however our performances are always carried out in a professional manner! We provide excellent value for money – a high standard musical performance for a reasonable fee. An appropriate fee will be quoted to you once we know in outline what the engagement entails.
- It does cost a lot of money to run the Band, including music, rehearsal facilities and of course instruments, which are in excess of £1000 each. The funding for this comes from our engagements and other fund raising activities. Individual players do not receive payment.
- We can really make your event come alive, so this is worth paying for.

## Promotion

- The band is experienced in publicising its services, although many of our performances are publicised by the organisers. We can help with distribution of material, publicity of the event on our award-winning website, and with advice regarding local media. Our own '**Guide to publicity**' is attached for your reference.
- In any promotional material, please ensure that the band is referred to as '**The Harrogate Band**'. Our Musical director is **Mr Craig Ratcliffe**. Further information can be provided on request from our secretary, or taken from our Website, **[www.harrogateband.org](http://www.harrogateband.org)**.



# Event Checklist

Please check, and complete this form as fully as possible, returning a copy to the contact on page 1

Details of Event									
Event									
Date of event		Start Time		End Time					
Location									
Type of Concert required									
How long will the band play for?									
With what intervals?									
Public or Private?	<i>Public</i>		Other groups present?	Yes		Accompanying singing?	Yes		
	<i>Private</i>			No			No		

Contact Details	
Event Organiser	
Telephone	
Fax / Email	

What will be provided?						
Chairs (number)						
Approximate playing space available						
Warm-up / changing / storage room						
Type of access to concert stage	<i>Ground Floor</i>		<i>Stairs</i>		<i>Escalator</i>	
Parking space						

Vehicular access for equipment	
Space to park trailer / coach	
Refreshments provided? (Interval or afterwards?)	

### If event is outdoors

Is cover available	
Is there an alternative venue in case of wet weather	
Wet-weather cancellation details	
General playing location	
Any other important details	

### Promotion

Is the event to be promoted by Hirer	Yes		No	
Are details of Band to be included in promotional material?	Yes		No	
Will there be promotional material available for distribution by the Band?	Yes		No	

### Payment

Quotation based on above details	
Fee Agreed	

### Any other details

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# Concerts in the Harrogate Area

## A Guide to Publicity

The Harrogate Band performs for many different organisations, often of a charitable nature. The success of most of these events depends on attracting a good audience and as such, the band work hard at publicising these events, or helping our clients to do so. This can make all the difference in attracting a large audience.

It should not be assumed that the Band itself will bring along lots of supporters to your event; our families and friends cannot realistically be expected to fill each and every one of the concert halls in which we play from one year to the next!

These notes are intended to assist concert organisers in their preparations using established, local means; these are often free of charge or at least, quite reasonably priced! Paid advertisements can be placed in most of the media below, but there are many opportunities to obtain free publicity of events and even, with a little extra work and material, features.

*[please note – the contact details for organisations below were correct at the time of writing]*

### Posters

Posters and fliers are well-tried and successful means of promoting an event.

- Large A0 posters can be given to the Council to be put up on the official Council poster sites. Contact Harrogate Borough Council for details, costs and deadlines
- Smaller A3, A4, A5 posters and fliers can be distributed widely. Suggested locations/outlets are:
  - Local businesses, shops, supermarkets, schools, colleges – many of which of whom are willing to support local events and often have notice boards available.
  - Informal notice/display boards in various locations in the towns (e.g. Knaresborough Market Place)
  - Libraries and churches will usually accept posters
  - Tourist Information Offices and music shops take posters and will also sometimes sell tickets for major events.

### Media

The Harrogate district is covered by a range of media, each of which can offer publicity (mainly free) for your event. The full list of media is shown later in '**List of Local Media**'.

**The Harrogate Advertiser** contains a 'What's On' section detailing local entertainment. Entry is free of charge but details must be provided by the Tuesday prior to publication on Friday. (This also covers the Knaresborough Post, Ripon Gazette, Pateley Bridge Herald, Wetherby News) Also some adverts, listings and features appear in the free-distribution Harrogate Herald & Shopper.

**Harrogate Borough Council** produces a monthly brochure advertising arts events in the District. Details should be sent **to arrive no later than the 8<sup>th</sup> of the month preceding the event** to: Marketing and Sales Division, Harrogate International Centre, Kings Road, Harrogate HG1 5LA Tel: 01423 500500 (x7271), Fax 01423 537270

**Tourist Information Centres** will often display posters and will normally also sell tickets.

The Royal Baths, Crescent Road, <b>Harrogate</b>	Tel: 01423 537300
Minster Road, <b>Ripon</b>	Tel: 01765 604625
2 Fishergate, <b>Boroughbridge</b>	Tel: 01423 323373
9 Castle Court, Market Place, <b>Knaresborough</b>	Tel: 01423 866886
18 High Street, <b>Pateley Bridge</b>	Tel: 01423 711147
17 Westgate, <b>Wetherby</b>	Tel: 01937 582151

## List of Local Media

Newspaper	Website	Telephone	email	Postal Address
<b>The Harrogate Advertiser Group</b>	www.harrogateadvertiser.net	01423 564321		1 Cardale Park Beckwith Head Road Harrogate HG3 1RZ
<b>The Harrogate Advertiser Web Events</b>	www2.harrogatetoday.co.uk/events/home.asp			
<b>The Yorkshire Post</b>	www.yorkshirepost.co.uk	01132 432701		PO Box 168 Wellington Street Leeds, LS1 1RF
<b>Northern Echo</b>	www.thenorthernecho.co.uk	01325 505065	newsdesk@nne.co.uk	PO Box 14, Priestgate, Darlington, DL1 1NF
<b>Yorkshire Evening Post</b>	www.yorkshireeveningpost.co.uk	01132 432701		PO Box 168 Wellington Street Leeds, LS1 1RF
<b>Darlington and Stockton Times</b>	www.darlingtonandstocktontimes.co.uk <b>see also:</b> events.darlingtonandstocktontimes.co.uk	01325 381313	newsdesk@nne.co.uk	PO Box 14, Priestgate, Darlington, DL1 1NF
<b>Metro (Yorkshire)</b>	www.metro.co.uk		listings.yorkshire@ukmetro.co.uk	
Radio & TV	Website	Telephone	email	Postal Address
<b>97.2 Stray FM</b>	www.strayfm.com/	01423 520972	hello@strayfm.com	Station Parade, Harrogate
<b>BBC Radio York</b>	www.bbc.co.uk/northyorkshire/local_radio/	01904 641351	radio.york@bbc.co.uk	20 Bootham Row, York, YO30 7BR
<b>BBC Radio Leeds</b>	www.bbc.co.uk/leeds/local_radio/	0113 244 2131	leeds@bbc.co.uk	2 Saint Peter's Square, Leeds, LS9 8AH
<b>Minster FM</b>	www.minsterfm.com	01904 481234	hello@minsterfm.com	PO Box 123 Dunnington York YO1 5ZX
<b>Galaxy FM</b>	www.galaxyorkshire.co.uk	0113 213 0105		Joseph's Well, Hanover Walk, Leeds, LS3 1AB
<b>Fresh Radio</b>	www.freshradio.co.uk	0845 224 2062	studio@freshradio.co.uk	Firth Mill, Firth Street, Skipton, BD23 2PT
<b>Radio Aire</b>	www.radioaire.co.uk	0113 283 5500		51 Burley Road, Leeds LS3 1LR
<b>Look North</b>	www.bbc.co.uk/looknorthyorkslincs/	0113 244 1188	look.north@bbc.co.uk	2 St Peter's Square, Leeds LS9 8AH
<b>Tyne Tees TV</b>	www.itvlocal.com/tynetees/	0844 88 15000	timeout@tynetees.co.uk	The Watermark, Gateshead, NE11 9SZ
<b>Yorkshire Television</b>	www.yorkshiretv.com	0113 222 8700	calendar@yorkshiretv.com	