



VENUE AND PROMOTER  
CODE OF CONDUCT SIGN UP

YEAR 7

MONDAY, 27<sup>TH</sup> JANUARY – SUNDAY, 2<sup>ND</sup> FEBURARY 2020





Thank you for your interest in being part of Independent Venue Week.

We are a nationwide celebratory initiative that is completely free for you to be part of with all money from shows you put on, going directly back to you.

We really hope you'll be part of this national celebration of venues that has a totally local feel.

All venues and promoters that put on shows across the week must read and confirm they agree that they will follow these guidelines. We ask that everyone in your team who will be involved in the week and the build-up also reads this document so they understand how the week works for everyone.

We want the week to be as fair and equal for everyone as possible and this document is intended to ensure that happens. We revise it every year based on shared experiences and feedback from you all. Please do let us know if you have any thoughts that will help make the week richer.

We chose to run IVW at the start of the year because it has historically been a quiet time for venues, lots of people have done 'dry January' and are looking for a great reason to get back out and lots of artists are being tipped for the year ahead.

Whilst IVW is a seven-day initiative, we are very much focused on the week being a foundation for the year ahead by helping drive more footfall into your venues, introducing you to more artists, agents, promoters and media.

We have started, and continue, to build up resource so we can work more closely with you to put on more shows throughout the year.

Thanks

A handwritten signature in black ink, appearing to be "Sybil".

Sybil  
(Founder)

A handwritten signature in black ink, appearing to be "Colin".

Chloe "Colin"  
(UK Director)

A handwritten signature in black ink, appearing to be "Charlie Rickards".

Charlie  
Logistics

A handwritten signature in black ink, appearing to be "Ruby".

Ruby  
Comms



**Independent Venue Week** was announced in 2013 and launched in 2014 as a 7-day celebration of independent or independently minded music venues around the UK and a nod to the people that own, run and work in them, week in, week out.

It recognises the work people at these venues do to support artists starting out as well as those interested in a career in music behind the scenes as crew and industry and also provides a safe, well run place for the local community to see live music.

Independent Venue Week, a fully trademarked initiative, is run as an annual event in the UK by community interest company CAN YOU CIC IT? during the last week in January and the first week after Independence Day (July 4<sup>th</sup>) in the US by Marauder Group.

We have already started to look at how we can engage venues in the UK and US across their respective weeks including twinning towns/cities and also specific venues - more details to follow.

As we take on more and more venues and partners and the initiative grows, it is important to the integrity and success of the project for everyone involved that we work collectively to shared goals.

This form outlines what you can expect from us and what we need from you in order to qualify and take part as an official venue and/or official promoter.

Once you have confirmed with the IVW team that you agree to adhere to the T&C's, via the sign up form, you will be granted official venue/promoter status and the relevant artwork sent to you.

We are always open to ideas and suggestions from venues and promoters so have built upon what worked well in the early years and this code of conduct is designed to reflect the key things that helped make Independent Venue Week a success for everyone involved.



THE 10 MAIN KEY POINTS FOR PARTICIPATING  
PLEASE READ THE REST OF THIS DOCUMENT FULLY.

1. IVW is completely free for any venue to participate.
2. Your official IVW gig(s) must be completely original artists/music or DJ's but NOT covers or tribute acts, ANY battle of the bands style competitions or open mic nights.
3. Comedy shows, music quizzes and the screening of music documentaries can also be included as official IVW shows.
4. All of this activity must be paid for tickets i.e. NO FREE ENTRY.
5. Venues must have a policy of paying artists fairly for playing. ABSOLUTELY NO PAY TO PLAY.
6. We continue to ask that the announcement of any shows, especially with well-known artists playing, are held back until our announcement date. Where this is not possible, you can announce shows earlier but we might not include any of those shows in our main announcement.
7. All sponsorship for the week is run for IVW centrally by I Like The Sound Of That Ltd - no venues are to negotiate or secure their own sponsorship. This especially applies to drinks deals - no deals to be offered by any venue that aren't IVW official partners agreed by us.
8. If IVW provides official merchandise e.g. stage banners and t-shirts, they must be in place/worn and clearly visible i.e. banners behind the stage and staff T's worn for each and every official IVW show. ALL OTHER BRANDING must be removed from the stage especially alcohol brands that have are not official IVW sponsors.
9. All external promoters putting on IVW shows at your venue must be forward this document and complete the Promoter Sign Up form so they are aware of the terms and conditions outlined.
10. In order to be considered for additional media exposure and have your shows listed on the IVW website, you need to send us your line-up information and ticket links via the Google Form ONLY. The IVW website is the ONLY place where ALL IVW shows are listed and where ALL of the media go to see what is going on and what they want to cover, inc all BBC Radio.



## WHAT INDEPENDENT VENUE WEEK PROVIDES

1. Independent Venue Week provides a platform to celebrate the work of independent venues and those that own, run and work at them.
2. IVW is completely free for any venue to participate.
3. Venues manage and run their own nights but, in some cases, Independent Venue Week can possibly help find artists or curating partners and may also become a promoting partner.
4. We have an online presence [www.independentvenueweek.com](http://www.independentvenueweek.com) which is constantly updated during the Independent Venue Week campaign. We have Facebook, Twitter and Instagram pages which are run and managed by us and our social media team. Twitter & Instagram are @IVW\_UK Facebook is @independentvenueweek. The # is always #IVW and then the year so #IVW20
5. We have an external PR team who provide excellent support across print, online and broadcast media.
6. We are in contact with all of the key artists and/or their agents and managers and have primed them about Independent Venue Week and what their artists can expect from participating.
7. We work with media organisations to provide additional exposure for the week including online and broadcast media - BBC Music are our official broadcast partner.
8. Participating venues have the opportunity to be part of any publicity we are offered, especially in their local area.
9. Our PR and Social Media team will work with participating venues to capitalise on their involvement.
10. We secure a profile artist to act as Ambassador and help raise the profile of the project and you as venues.
11. We will aim to provide any stage and POS materials from sponsors should they come on board.
12. We are growing a network of Regional Reps (RR) to provide better localised knowledge in your region and nation and Venue Reps (VR) that they will manage across the week.

The VR's will need to come and visit you at your venue before and during each official IVW show. They will be there to ensure merch is properly placed, posters are up and will do some research on the crowd. This will help with data gathering at the end of the week. More info about this will follow.



## REQUIREMENTS TO PARTICIPATE

1. An independent venue is defined as a venue that is not owned, sponsored or run by a corporation or music business involved in multiple disciplines i.e. festivals, conferences, label, management etc.
2. Where a venue is a community space, charity and/or a council building, we will review on a case by case basis, especially where multiple community and/or education sessions are offered.
3. Where a building/bar is owned by a corporation but the live music side is run autonomously, Independent Venue Week will review these on a case by case basis.
4. A venue can participate if it is one of up to 8 live music venues under the same ownership. If more venues are owned but are not primarily live music venues, again, Independent Venue Week will review these on a case by case basis.
5. We will also review venues that apply that are the only venue in a catchment area but may not meet some or all of these criteria.
6. In terms of programming all year round, participating venues must program more original live music than any other form of live music in any given period.
7. Your official IVW gig(s) must be completely original artists/music or DJ's but not covers or tributes acts or any battle of the bands style competitions.
8. Comedy shows, music quizzes and the showing of music documentaries can be included as official IVW shows.
9. Premises must have a valid PRS for Music and PPL license.
10. Venues must have a policy of paying artists fairly for playing. **ABSOLUTELY NO PAY TO PLAY.** See MU Fair Play Guide; <http://www.musiciansunion.org.uk/wp-content/uploads/2009/01/Fair-Play-Guide.pdf>
11. Independent venues are welcome to apply to participate at any time but in order to participate in the next event, submissions will need to be made a minimum of 3 calendar months before the start date of the next event. Exceptions will be made on a case by case basis and the final decision will rest with Independent Venue Week.



## BEING PART OF INDEPENDENT VENUE WEEK

1. Each venue can run as many gigs during the official week as they like. However, we do not want to create competition within the same town or city so you will be encouraged to work with other venues close to you to program sympathetically in terms of genres and nights so they don't clash etc. The main goal is for everyone to have busy gigs.

Please do not feel any pressure to programme a full week of gigs. Better to have 3-4 really great gigs than 7 not so great shows.

2. If you are not doing a full week of shows, we would suggest you make your official Independent Venue Week gigs on nights when you are normally quiet rather than ones that are already busy - spread the opportunity for footfall. You are welcome to use the IVW platform for all qualifying shows to give you a much activity across the week.
3. Any official Independent Venue Week gig(s) during the week must be promoted within the venue and across the venue's online platforms (website and all social media) in the run up to the event as part of the official Independent Venue Week promotional schedule.
4. Venues will share all gig information with Independent Venue Week so Independent Venue Week can cross promote across their social media and press where possible.
5. If you have a gig which is part of a larger tour or an underplay with a bigger artist which falls slightly outside of the week, these can now be included as official IVW shows. We will review the tours and gigs on a case by case basis.
6. Unlike previous years, we have lifted the restriction on the dates your smaller shows can be announced. IVW historically asked everyone to wait until our official announcement date, usually 2 months out from IVW, so all shows were announced together - meaning everyone is treated equally.

As the scale and reach of IVW has grown and we now do a live launch event for press and industry in London, we acknowledge that some artists who want to tour or play shows across the dates, want to announce earlier than our 2 month restriction to help shows to sell out. Which is, of course, beneficial to the venue.

So, you can announce shows earlier but we can't include any of those artists in our main announcement. We continue to ask that the announcement of any shows with well-known artists playing, are held back until our announcement date. We have also moved this forward to mid-November from end of November to give everyone a couple more weeks to make shows public.

7. All artists to be paid a fair price for playing show.
8. All tickets to be paid for i.e. **no free gigs**. Independent Venue Week has a policy that no official Independent Venue Week gigs will be free. We are aiming to get people to recognise the value of live music and by doing gigs for free, it undermines that principle.

It's important that all venues have a level platform to participate, everyone gets paid (venue/promoter and artists), that people see the value of paying to see live music.



9. All door staff to act with respect towards staff, gig goers and artists and adhere to the SIA code of conduct;  
[http://www.sia.homeoffice.gov.uk/Documents/acs/assessors/sia\\_acs\\_g030-ab\\_conduct\\_ethics.pdf](http://www.sia.homeoffice.gov.uk/Documents/acs/assessors/sia_acs_g030-ab_conduct_ethics.pdf)
10. Participating venues must adhere to the celebratory spirit of Independent Venue Week with positive messaging, which is designed to encourage gig goers to visit their local live music venue during the week but also beyond that and throughout the year.
11. Venues and their staff must conduct themselves in a way that doesn't bring Independent Venue Week into disrepute.



## SPONSORSHIP

We rely on sponsorship to make IVW happen.

The brands and partners that that are supporting what we and YOU do deserve to have the visibility. Those parties that don't support us officially and try to sneak in the back door, do nothing to help make the week happen and it's unfair they try to gain without putting something in. We're sure you understand.

This applies to the official week and any other IVW promoted activity throughout the year..

1. All sponsorship is run and handled centrally by Independent Venue Week. This enables us to project manage Independent Venue Week overall and create an overall platform for the week and also provide relevant materials and stock, where possible, for participating venues.
2. Because of this, no venues are to negotiate or secure their own sponsorship as it may affect the central sponsorship for all other participating venues.
3. Any opportunity to work with a local sponsor needs to be cleared with Independent Venue Week first and will be looked at on a case by case basis.
4. This also applies to special drinks deals - again these will be negotiated centrally and passed on to the venues - no deals to be offered by any venue that aren't IVW official partners agreed by us.
5. If IVW provides official stage banners, they must be in place and clearly visible behind the stage for each and every IVW performance. These are given to you for free at a cost to us so please do respect this and display them correctly.
6. Existing banners or stage back drops with non official partners logo's on must be covered or removed.
7. If IVW provides official T-Shirts, again free of charge to you but at a cost to us to make and send out, we do ask that ALL staff wear them for each and every IVW performance.
8. The only merchandise to be worn and displayed for IVW shows during the week is the IVW merchandise that IVW send you. This applies even if you are sent merchandise from our sponsors.

We're excited to have you as part of the week and we hope you have as much of an exciting a time in the run up to and during Independent Venue Week as we do and see the benefits of taking part throughout the year.

Thanks for taking to the time read and acknowledge this. If you have any questions or queries about any part, please call or email Chloe.