



The CoveRed Stage Company

Premium Live Event Structures

Guide to Hiring an Outdoor Stage and Costing Guide

1. Introduction – Do I want an Outdoor Stage? Which one?
2. Venue – Access and Suitability
3. Technical – Sound and Light
4. Health and Safety and Licensing
5. Marketing and Finance

1. Introduction

Do I want one? I mean, what are the pros and cos?

The main advantage of an outdoor stage is it provides a way to perform to the **most amount of people for the least amount of money**. Think about it, if you put everyone in a big top then you have to have a big enough structure to cover the *entire* audience.

With an outdoor stage, you **only have to cover the acts**. And get big enough speakers so that everyone can hear them. More on that later. If you have a large attendance and want the audience to have lots of space, plus give them the chance to dance around in the sunshine then an outdoor stage is where you're at.

What about the Weather?

Well, we don't know. This is the UK, after all. It might rain, it might not. And that's a gamble. But in our experience, British people are pretty good at putting up umbrellas and what works for Glastonbury has to work for smaller events, right?

If you absolutely don't want there to be soggy audience members and you have the money, our sister company can put up a **Big Top** to hold up to 1600 people. Click [here](#) to find out a bit about that or give us a call to discuss your specific requirements on 0330 223 4104

OK, I think I want an outdoor stage. What next?

Remember - **The Events industry is busy and competitive**. An outdoor stage is the focal point for your event. It'll be the most photographed and remembered thing. If you have more than one performance space then your '**Main Stage**' is likely to be the an outdoor one.

It's the image **everyone will remember** and the one which will feature most heavily in all of the **publicity photos**. If you want your event to live on, have repeat attendees and be set apart from others, then you need a stage that looks special.

If you're considering an outdoor stage then there's a good chance that you're running a **ticketed event**. An event you want people to come back to next year and the year after that, and to **bring all their friends**.

The circuit is full of grey and black truss-based structures but in the modern events industry, people expect something more. Something **innovative and memorable**. Make sure that your stage is like that or you'll blend into the background and look like everyone else.

Stage Size

If your event is under 2000 people, then the size of the stage is a lot less relevant in terms of the audience and a lot more relevant in terms of the acts. Our stages come with up to a 7x5m useable surface which is more than adequate to hold a **9 piece band or small orchestra** if it has to.

If your event (or audience for that particular area) is expected to be over 2000 people, then you might want to look at getting something which is **higher and allows for clearer sight lines** for a greater number of people. We can advise you on this.

Remember though, that once you go too much bigger than this, you're likely to have to either hire something that looks like a giant grey box OR get a **bespoke scaffold frontage** to make it look more individual and deliver a good show.

Other factors

Your stage has to be **structurally suitable for the task**. If you're hanging lights (or sometimes speakers...) then it needs to be able to hold them. It also needs to have space for speakers if they can't go outdoors.

Conveniently, we hire out full technical packages with our structures which we *know* work with them. That's why we bought them! Using one supplier for the complete package comes with a raft of advantages:

- Simple and single point of contact for your production team
- Simple payments
- Reduced need for time-consuming communication between companies

We also know that **ancillary structures** are likely to be required. This means a backstage tent and a sound desk tent. We supply those too.

2. Venue

Best to start looking now

When we think about planning one of the first things we imagine is **the photos** and what kind of backdrop they'll have.

Whatever you decide, it's really important to consider the venue and the stage simultaneously. Ideally you'll have a venue booked before you start looking at structures as some places can get booked up a long time in advance, so we advise you make a start on that right away.

If you're struggling for ideas, then consider day trips out to see farms, campsites, National Trust sites, or privately owned estates. Whether you want the entire event outside, or a combination of inside a building and out in the grounds, there will be something to **spark your imagination**.

How much space is enough space?

Endless rolling fields aren't available to everyone so it's important to understand what **footprint** you're working with.

Tell your hirer the length and width of your footprint, send them a picture if you're feeling really generous, and they should be able to figure out the rest.

Expect that in certain circumstances they might require to carry out **a site visit** so that they can see for themselves what it is you're asking them to do. Most hirers will carry this out free of charge if they are local enough and might occasionally charge for transport costs if you're far away. In this modern world of technology though you should be fine with some photos and images on Google Earth.

Surface considerations

Another venue consideration is **how flat the ground is**. Putting any temporary structure on a hill can be done but it's worth considering dancing people and their orientation....

Fear not though because it takes a considerable hill to cause any issues for the structure. If in doubt, just ask. A slope can also create a nice '**rake**' (which is a slope towards the stage) meaning more of your audience have a clear sight line. Think amphitheatre.

Venue amenities

Are toilet facilities provided by your venue? If not, you'll need to hire some in. These can be individual ones or a trailer with a few inside. You'd be surprised at how posh you can get temporary bathrooms these days – imagine backstage VIP at Glastonbury, they have running water and mirrors.

There are also now companies doing very **hygienic and professional temporary compost**

loos, for the more environmentally conscious. If you're having overnight campers you may also need to provide them with showers.

Generally, your venue will have these facilities organised or have a local company that they regularly refer to. Quite a lot of companies will do both toilets and showers.

In terms of toilet ratio to guests, again it's best to check with your hirer or even have a look online at the useful 'toilet calculator' information. Numbers vary depending on female or male guests, the length of the event and whether you're serving food and drink.

You may find that you need other smaller marquees to be backstage tents or a sound booth. Our stage packages come with basic versions of these but should you need to hire more infrastructure other than the stage, our parent company The Terrapin Events Group can advise you on this and provide you with what you need via our Sister company Terrapin Tents and Contents. Just ask us for details.

3. Technical

It's very rare that you won't require **both sound and light** for your stage. If you have it sourced elsewhere or you're providing it centrally for your entire event, then that's fine.

You should make sure, in this case, that your different contractors are communicating with each other or that you have someone in control of the **overall production** of the stage to tie it all together.

Sound

The sound on an outdoor (or any) stage is broadly broken up into two parts. The **front-of house speakers** (known as the PA or Public Address system) and the **onstage sound system**. Different types of acts require different types of onstage sound but generally speaking, PA systems should be able to cover most types of music.

Later on in our costing guide we outline the **exact makes and models** of the sound equipment we carry to offer alongside our stages and we're pretty confident that because you only have to deal with one company, you can not only save on **inter-contractor communication issues** but can also **keep costs down** as you will only need one company to do it all. Handy.

Lighting

You *might* decide to not have any. It can work. If it's the daytime and all you have is a keynote speaker or an awards show or something of that ilk, it *might* be bright enough to see what's going on.

Generally though, with our stages or someone else's, you're going to need something to **pick out the faces** of the people up there even in the daytime.

More likely is that you're going to end up needing more than that. Again, there are basics that work well for all acts to just light them up and there there are various types of **flashy things, smoke machines, lasers** and kit that will suit some acts more than others.

We've put together packages that we think suit the different types of acts you'd have on the stages and details are provided at the end of the Costing guide. We're happy to **discuss or edit these packages** if you particularly want or don't want certain things.

Service

At CoveRed we aim to provide you with the complete package and think of everything so that you don't have to. More broadly, the [Terrapin Events Group](#) aims to do the same for our entire event so let us know if there are things outside the scope of your outdoor stage that need attention.

4. Health and Safety and Licensing

Licensing

For **smaller events** it may be necessary only to issue a **Temporary Event Notice (TEN)** to your local council and police. These are required for events with a maximum capacity of 500 even if it is on private land. **Your venue should be able to advise you** if events taking place there usually require a TEN.

Applications can be made directly to the **local council** a minimum of 10 days in advance and a TEN will only cost you only £21. Once you have received your certificate, you should forward a copy to the **local police authority**.

For **larger events**, a specific events license from the Local Authority will be required. Again, your venue should be able to advise you who to go to regarding this. You will need to demonstrate that you have things like:

- Public Liability Insurance (PLI)
- An Event Management Plan (EMP)
- Risk Assessments and Method Statements (RAMS) from contractors and your own staff
- Permissions for road closures
- Provision of rubbish disposal
- A Noise management and pollution plan
- Licenses to sell Alcohol and Hot Food (if applicable)
- First Aid and Welfare provision for guests

Even if you plan to run a small event, be prepared for **questions from the Police and Local Council** and if you aren't one, we recommend seeking advice from a Professional Events Manager if you are unsure if any of these things apply to you.

It all depends on how big your event is and **who is granting you the license**. Criteria vary from place to place. Remember, our parent company The [Terrapin Events Group](#) is a **start-to-finish event planning and production company** and we can advise you on these things if you require us to.

Health And Safety

Provision for lots of this will be covered and need to be demonstrated in your **licensing process**, but broadly you need to consider and legislate for 3 key stages of the event:

- Build (setup)
- During the event (when you are 'live)
- Break (takedown)

A large proportion of the accidents that happen at events take place **during the build and break** so you will need to have things like evacuation plans and traffic management plans in

place for these periods as well as live days.

The **Health and Safety Executive (HSE)** is the Government agency for dealing with this stuff. They deal with Construction sites, workplace safety and a whole host of other things.

There is a wealth of information on their website which has a specific section on event safety:

<http://www.hse.gov.uk/event-safety/index.htm>

As before, we are happy to **advise to the best of our ability** on this kind of thing and we offer a full event management package via our parent company, the [Terrapin Events Group](#)

You may find, if this is outside the scope of your experience, that you need to employ a professional to become your **Health and Safety Officer (HSO)** or an external agency to take responsibility for the management of it as a contractor.

Try not to be put off or intimidated by this. It has to be taken seriously and given due attention and Duty of Care. But the information is out there and by going through a licensing process you will more than likely find out all that you need to based on the size of your event.

Ask if you need to, we're here to help.

5. Marketing and Finance

Making it work

So, here's a thing that people don't talk about often. You may be running a **free event** for your local Sports Club or you may be simply putting up a stage in your back garden. In which case, this isn't necessarily relevant to you.

However, a lot of events that are big enough to warrant having an outdoor stage at them are going to be **ticketed**. If you're running a ticketed event then you're running a **small business**. You have a budget, income and outgoings.

It probably hasn't escaped your notice that we over here at CoveRed are also running a business. We have to **market ourselves** to get ourselves known and one way or another, that's probably how you've ended up getting this Guide.

Marketing is a big, wide world and event marketing particularly, is a dark art. But in the spirit of delivering value to you, we thought we'd throw a couple of paragraphs in here to **offer some of our experience** in this area.

Social Media

The thing everyone *thinks* is the most important thing. And it kinda is, but not in the ways that most people think. Social Media (mostly) is there to make money. And it makes money from **paid advertising**. Thinking that you can trick it into giving you loads of free customers just by posting pretty pictures of your event last year or the acts who you had on is largely a **dated fallacy**.

In our experience, you will benefit much more from working out how to **find and target** your preferred audience in your preferred location and getting yourself in front of them using **PPC (Pay Per Click) advertising**.

Where these ads go and how that all looks as a sales process is a **very deep rabbit hole**. You might want to offer them something for free to whet their appetite then email them as a follow up, you might want to go straight to the sale e-commerce style but the point is, **don't expect to just have it delivered on a plate**. It takes planning, testing and persistence.

All platforms have different audiences and different ways of interacting with them to get the best out of them.

Also, **link up with us**. We're nice. And we kinda know what we're doing. We'll happily share links to your event page, articles, blog or website or whatever else you're doing. If you do well, we do well. **Collaboration is good**.

Adwords / Web Searches

Sometimes this works for events, sometimes it doesn't. **Depends on what the event is**. If it's a music festival for example, maybe you'll benefit from targeting people searching for

your headline act. If it's a specific interest event such as a car show, you may find some success targeting those **keywords**.

That being said, it's all about finding out where your customers are. Some demographics will simply not be going to Google and asking it what's going on in terms of events. Some will.

Also, whatever you're doing on Google Adwords, **do on Bing**. It's cheap so it's silly not to. Plus, look into **Remarketing**, it will turbocharge whatever you're doing on whatever platform.

Just going off and searching for the meaning of some of these industry phrases will get you started. There's a wealth of information out there and most platforms will have some **free resources** to teach you about advertising on them.

PR

Newspaper articles, blogs, that kind of thing. All worth poking to see if you can get some exposure. It's usually free but if someone wants to charge you, then **ask to see their Analytics** and website visitor metrics so that you can at least assess whether it'll turn into some paying customers for you.

Local radio. They're **DESPERATE to fill time**. Hit up a local station and get them to do a feature on you.

That thing that NO-ONE ELSE IS DOING!

What is it? **We have no idea?** And this is the crux of the issue really. Marketing is about finding out where your customers are hiding and getting in front of them. What media are they reading? **Where are they getting their information from** and who are they trusting?

Find that out first by doing a '**Customer Avatar**' sheet. This is where you identify who you want to sell to and find out where they look for stuff. Have a look online for examples you can fill out yourself.

Research

There are a wealth of courses out there on this. We **recommend these people** as a starting point. Google them and soak up as much as you can! Most will have free resources you can access.

- Jon Loomer (Facebook)
- Chris Cardell (Web Design and Adwords)
- Perry Marshall (Adwords and Overall Optimisation)
- Ryan Deiss & Digital Marketer (Multi Platform Expertise, Copywriting)
- Jon Penberthy (Facebook and Youtube)

So that's about it from us. Sincerely hoping that this Guide has been useful to you in figuring out what you need from an outdoor stage and a bit about running an outdoor event.

Goes without saying that we're over here if you have any questions about the Guide, Stages or Events in general.

Email us on

info@covereduk.net

Call us on

03302234104

In the meantime, wishing you all the best in planning your event.

Warm regards,

A handwritten signature in black ink, appearing to read 'Arif'.

Arif and the CoveRed Team.



The CoveRed Stage Company is part of the Terrapin Events Group. Company Registration Number: 08040017.



The CoveRed Stage Company

[Premium Live Event Structures](#)

Information & Guide to Products and Pricing
info@covereduknet / 0330 223 4104

We carry 2 unique stages at this point in time with more to be added to the roster in due course. Here are a few things to know about them:

They're both unique in their own right. Nobody else provides these stages, in these colours or styles.

We've done our best to create packages to make life as easy as possible whilst still offering you the flexibility on providing your own kit should you wish to.

Prices Exclude VAT.

The Red



- 'The Red' is an S1000 Saddlespan but built in a custom colour. It comes with either a white or red interior
- See [here](#) for a timelapse of it going up on our trailer stage
- Can also be erected as a closed structure with both ends on

Prices:

The Red with no ends = **£2000**

The Red with one end = **£2250**

The Red with both ends = **£2750**

The Red Trailer stage = **£3500**

Decks to make 7x5m useable area - **£included**
Matching 4m Sound and Backstage tents = **£included**

The Tipi Stage



- 'The Tipi Stage' is again the only one of it's kind around. Extended poles allow the canopy to be raised up and stage decks to be put underneath whilst still giving headroom clearance for performances.
- Adaptation of the ever-popular Nordic Tipi Structures
- Matching Tipis can be provided alongside it or linked to it

Prices:

The Tipi Stage Canopy = **£2000**
Decks to make 6x4m useable area - **£included**
4m Sound and backstage tents = **£included**

Sound Packages for both Structures

If you want to provide your own sound and light, that's fine with us. We can give you the bare structure as a blank canvas to work with.

If however, you want us to provide sound equipment, here are the prices:

Audience up to 500

DJ/Keynote = £470

Full Band Setup = £520

Audience 500-1000

DJ/Keynote = £800

Full Band Setup = £920

Audience 1000-2000

Ask us about this as it will need to be bespoke

*****See appendix for Details of Equipment*****

Lighting for Day or Night-time Events

Different situations require different lighting. Maybe your event is in the daytime, maybe it's at night. Maybe you want to light a:

- Live act – **Approx £500**
- DJ – **Approx £500**
- Keynote speaker - **Approx £300**

These are ballpark prices as lighting needs to be a bit more bespoke for the act that you're planning to have but whatever you need, we have a combination of lighting to give exactly the right effect for you and any size of audience.

See Appendix at end of document for details of equipment we carry.

Pricing & Transport – Our Transparency Promise

What you see on the invoice is what you pay. Always.

- We charge a flat rate of **99p per mile** from Aylesbury, Bucks or Bristol.
- We also offer a **0% payment plan** for events more than 6 months in the future so that you can spread the cost leading right up to your event.

So there you have it. The CoveRed pricing guide. If you require any more images or information on pricing and availability, just hit reply to the original email containing this document and we'll get back to you asap. To recap:

- Stages – **From £2000**
- Sound Packages – **From £470**
- Lighting Packages – **From £300**

We're generally booked up a fair bit in advance so don't hesitate. We're a phonecall away and ready to answer any questions you might have. Call us now on [0330 223 4104](tel:03302234104) to discuss your requirements.

Warm regards and best wishes for your event,



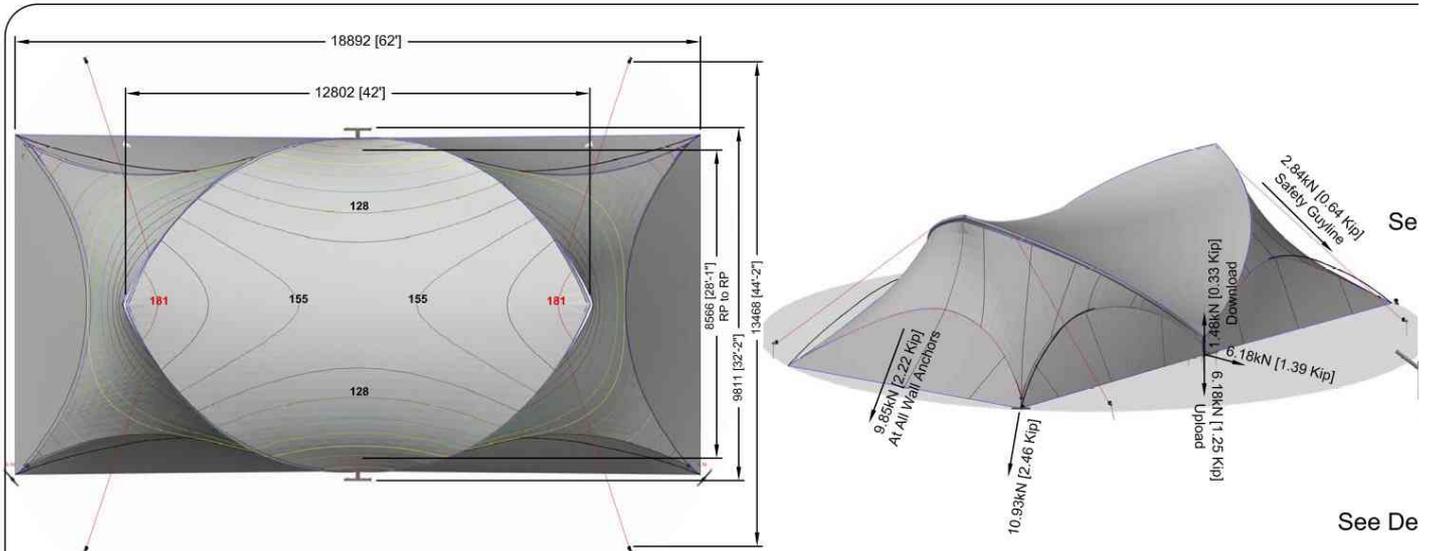
Arif and the CoveRed team.



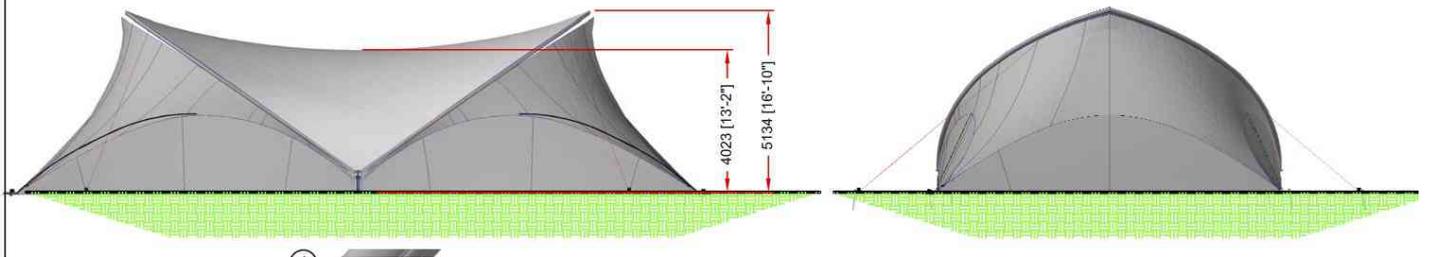
The CoveRed Stage Company is part of the Terrapin Events Group. Company Registration Number: 08040017.

Appendix 1 - Technical Drawings and Calcs

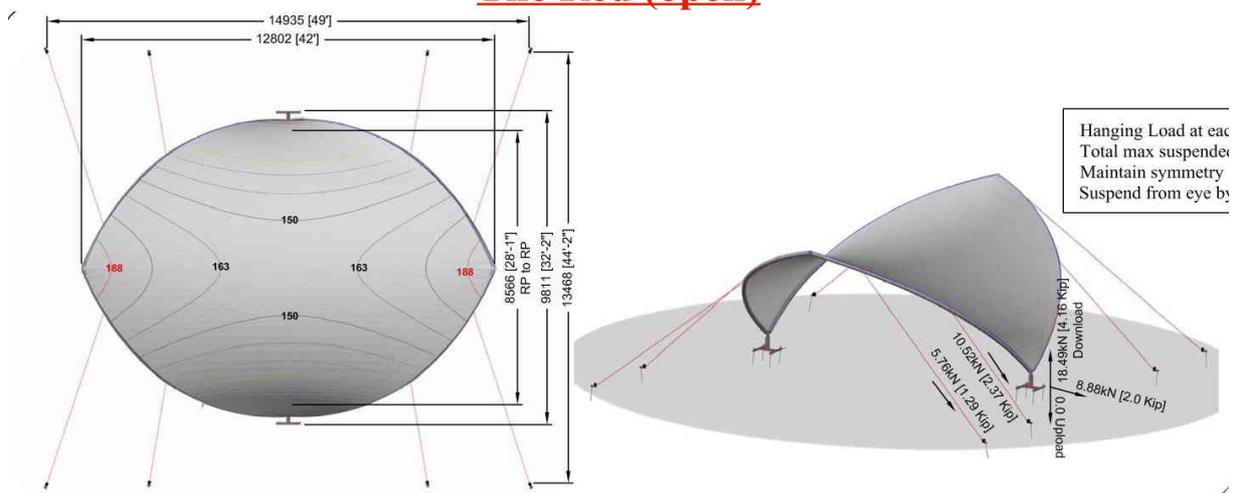
The Red (closed)



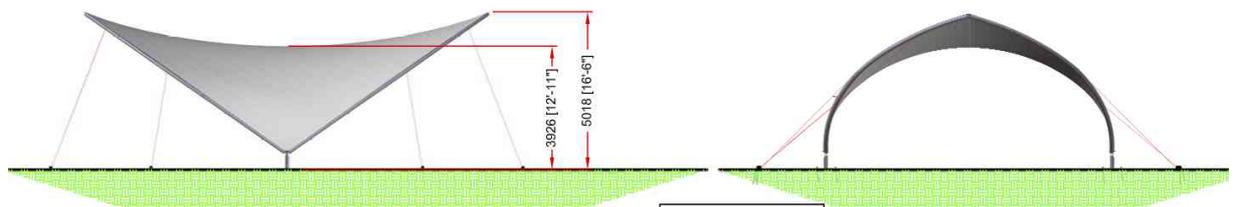
Contours \approx 337mm (13.25") vertical height spacing.
Area = 179m² (1925ft²)



The Red (open)



Contours \approx 318mm (12.5") vertical height spacing.
Area = 88m² (951ft²)



Appendix 2 - Sound Equipment Details (Packages include all cabling and distro but not mics and DI)

Audience up to 500

DJ

FOH PA System 1 x Db DVA S4T6 PA System

DJ Monitor System 2 x Yamaha DXR12

DJ Equipment 2 x CDJ 2000 Nexus 1 x DJM 900 Nexus with table

For band setup add

Band Mixing Console 1 x Soundcraft Expression

1 x Mini Stagebox 32

1 x Cat5 multicore (50m)

Band Monitor System 1 x 4 Way Monitor Package

Audience 500-1000

DJ

FOH PA System 1 x Db DVA S6T12 PA System

DJ Monitor System 2 x Yamaha DXR12

DJ Equipment 2 x CDJ 2000 Nexus 1 x DJM 900 Nexus with table

For band setup add

Band Mixing Console 1 x Soundcraft Vi1

1 x Mini Stagebox 32

1 x Cat5 multicore (50m)

Band Monitor System 1 x 4 Way Monitor Package

Audience 1000-2000

DJ

FOH PA System L'Acoustics KARA SB28 PA and Amplifier System

DJ Monitor System 2 x DB Opera 15

DJ Equipment Soundcraft Expression 16, 2 x CDJ 2000 Nexus 1 x DJM 900 Nexus with table

For band setup add

Band Mixing Console 1 x Soundcraft Vi1

1 x Mini Stagebox 32

1 x 48 way analogue multicore (50m)

Band Monitor System DVA KS10, SAV M12

Engineer charged at £100 per day