



THE EAST RIDING OF YORKSHIRE BAND



HOW TO GET THE BEST FROM THE BAND...

This guide is intended to help you make a success of your event by hiring The East Riding of Yorkshire Band. The Band pride themselves on their high standard of music, and also enjoy performing and sharing their music with others. The 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.

This guide consists of the following parts:

1. How to get the best from the Band
2. Event Check List
3. Concerts in the Hull and East Riding Area – A Guide to Publicity

Contacting us:

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

Miss Chris Dunn (Band Treasurer) - friends@eastridingofyorkshireband.co.uk

We look forward to hearing from you soon.

How to get the best from the Band

What to consider when hiring the band

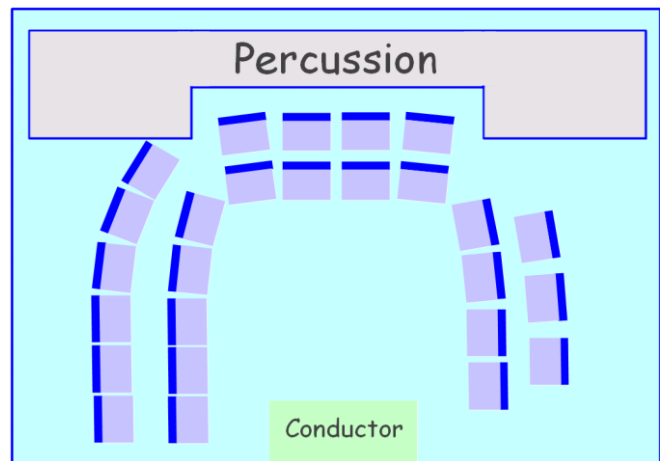
What do you want the Band to do?

It's best to have a clear idea of what you want the Band to do at your event:

- What is the event – date, times, location?
- Do you want a full concert?
- Do you require a full Band or a smaller group of players?
- Will there be a formal audience for the Band, in which case we may want to prepare a programme in advance?
- Do you want the Band to perform a programme with a theme e.g. Last Night of the Proms, Traditional Bandstand Programme, etc?
- Do you just want background music? If so, for what kind of event?
- Is the Band accompanying singing or other activities? (A greater amount of liaison required)
- Are additional groups 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 20-25 brass and 3 percussionists).
- Chairs with arms make things difficult for brass players, so it's best to avoid them if possible.
- The Band formation is shown here. The Band would ideally expect to occupy a space of around 10m wide x 8m deep, 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.
- There needs to be adequate overhead lighting for the band to be able to see their music.
- It is useful to inform the players 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 along with a van with our equipment and will need somewhere to park. Instructions detailing where is suitable will be useful. Close vehicular access to the venue for the Band's larger instruments and equipment would be appreciated.
- Light refreshments are always welcome, particularly at intervals, as playing is thirsty work! However, this is not essential.



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 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. Some wooden flooring would help to avoid this situation.
- 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 can be startled by a band if they are not used to them.



How to get the best from the Band

What to consider when hiring the band (continued)



Timing

- The East Riding of Yorkshire 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, but not always impossible so it is always worth enquiring as to our availability.
- We take bookings up to a year in advance, occasionally longer. Please book early. A current list of engagements for the current year can be found on our website.
- Once at the venue, the Band will require time to set up – at least an hour prior to the playing time, possibly longer in certain circumstances. If there is a shared arena, then details will be required on how and when the interchange between performances will take place.
- Percussion is always a challenge – it takes 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 15-30 minute break, however, ultimately, we will play to your requirements. Please bear in mind that extremes of heat and cold make sustained playing without a break more difficult.

Payment

- You will not have to pay professional rates for the services of the Band. However, our performances are always carried out to a professional standard and our presentation is also excellent. An appropriate fee will be quoted to you once we know what your requirements are, however, we can assure you that we provide excellent value for money.
- Running a brass band is expensive and The East Riding of Yorkshire Band rely heavily on donations and the money we raise at engagements to pay for items such as music, rehearsal facilities and of course instruments, which are in excess of £1000 each. Our individual players do not receive payment.
- You will be sent an invoice in advance of the concert and payment can be made by cheque on the day or following the concert by cheque or cash.

Promotion

- Many of our performances are publicised by the organisers, however we can help with the distribution of material, publicity of the event on our website and social media and with advice regarding our local media. Our own '**Guide to Publicity**' is attached for your reference.
- In any promotional information/material, please ensure that the Band is referred to as 'The East Riding of Yorkshire Band'.
- Our musical director is Mr Garry Hallas. Further information can be provided upon request from our secretary, or taken from our Website, www.eastridingofyorkshireband.co.uk

Contacting us

Please email the Treasurer Miss Chris Dunn friends@eastridingofyorkshireband.co.uk with your contact details and she will ask our concert secretary to phone you to talk through your requirements.



Event Check List

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.

Details of the Event			
Event			
Date of Event		Start Time	Finish Time
Location (including postcode)			
Type of concert required Formal / Last Night of the Proms / Background etc.			
How long will the band play for?			
With what intervals?			
Public / Private?		Other Groups?	

Contact Details	
Main Event Organiser / Contact	
Telephone Number	
Email Address	

What will be provided?	
Chairs	Approx 30 required for full band.
Approximate playing space available, is this tiered?	
Warm-up / Changing / Storage Room	
Is the performance area readily accessible? (steps / stairs / lift)	
Access for equipment?	
Parking for cars / van	
Refreshments provided? (Interval or afterwards?)	

If the event is Outdoors	
Is cover available?	
Is there an alternative venue in case of wet weather?	
Inclement weather cancellation details?	
General playing location (if large outdoor site)	
Any other important details	

Promotion				
Are details of the 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?



Concerts in the Hull & East Riding

A guide to publicity



A brief guide to some of the ways in which your event can be publicised effectively in the Hull and East Riding District

The East Riding of Yorkshire Band performs for many different organisations. The success of most of these events depends on attracting a good audience and as such, the band work hard at helping out clients publicise these events. 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 venues in which we perform.

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-trying 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 Hull City Council for details, costs and deadlines
- Smaller A3, A4, A5 posters and fliers can be distributed widely. Suggested locations/outlets are:
 1. Local businesses, shops, supermarkets, schools, colleges – many of which of whom are willing to support local events and often have notice boards available.
 2. Informal notice/display boards in various locations in the towns.
 3. Libraries and churches will usually accept posters.
 4. Tourist Information Offices and music shops take posters.

Media

The Hull and East Riding of Yorkshire 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'.

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

Tourist Information	Website	Telephone	Email	Postal Address
Humber Bridge	www.visithullandeastyorkshire.com	01482 640852	humberbridge.tic@eastriding.gov.uk	North Bank Viewing Area, Ferriby Road, Hessle, HU13 0LN
Hornsea	www.visithullandeastyorkshire.com	01964 536404	hornsea.tic@eastriding.gov.uk	11-17 Newbegin, Hornsea, HU18 1AB
Bridlington	www.bridlington.co.uk	01262 673474	bridlington.tic@eastriding.gov.uk	Prince St, Bridlington, YO15 2NP
Beverley	www.visithullandeastyorkshire.com	01482 391672	beverley.tic@eastriding.gov.uk	34 Butcher Row, Beverley, HU17 0AB
Withernsea	www.withernseatowncouncil.co.uk	01482 640852	withernsea.tic@eastriding.gov.uk	Lighthouse Museum Hull Road Withernsea HU19 2DY
Pickering	www.visitryedale.co.uk	01751 473791	pickeringtic@ryedale.gov.uk	The Ropery, Pickering, Yorkshire YO18 8DY
York	www.visitryork.org	01904 550099	info@visitryork.org	1 Museum St, York YO1 7DT



Concerts in the Hull & East Riding

A guide to publicity

A list of local media



General / Newspaper	Website	Telephone	Email	Postal Address
Hull Daily Mail	www.hulldailymail.co.uk	01482 327111	info@thisishullandeastriding.co.uk	Blundells Corner, Beverley Road, HULL, HU3 1XS
Holderness Gazette	www.holderness-gazette.co.uk	01964 611584	events@holderness-gazette.co.uk	Holderness Newspapers Ltd 1 Seaside Road Withernsea, HU19 2DL
HU17.net – a host of local websites	www.hu17.net	01482 866719	Sales@hu17.net	Smiths Media Solutions Ltd Beverley, HU17
The Yorkshire Post	www.yorkshirepost.co.uk	01132 432701	yp.newsdesk@ypn.co.uk	No 1 Leeds 26 Whitehall Road Leeds, LS12 1BE
The Cottingham Times	www.cottinghamtimes.co.uk	01482 840035	media@cottinghamtimes.co.uk	1 Forge Place, South Rise, Skidby, HU16 5UL
The Beverley Guardian	www.beverleyguardian.co.uk	01377 241122	advertising@beverleyguardian.co.uk	Mill St, Driffield, North Humberside YO25 6TN
Bridlington Free Press	www.bridlingtonfreepress.co.uk	01723 860118	advertising@bridlingtonfreepress.co.uk	
Radio & TV	Website	Telephone	Email	Postal Address
BBC Radio Humberside	www.bbc.co.uk/radiohumberside	01482 323232	radiohumbersideevents@bbc.co.uk	BBC Radio Humberside Queens Court Hull, HU1 1AA
BBC Radio York	www.bbc.co.uk/radioyork	01904 641351	radioyork@bbc.co.uk	Broadcasting House, 20 Bootham Row, York, YO30 7BR
Look North	www.bbc.co.uk/looknorth	01482 323232	looknorth@bbc.co.uk	BBC Look North Queen's Court Hull, HU1 3RH
VIKING FM	www.vikingfm.co.uk	01482 325141	reception@vikingfm.co.uk	The Boathouse Commercial Road Hull, HU1 2SG
KC FM	www.kcfm.co.uk	01482 333999		Planet House 2 Woodhouse Street Hedon Road Hull, HU9 1RJ
West Hull FM	westhullfm.org.uk	01482 213024	events@westhullfm.org.uk	The Goodwin Centre, Ice House Road, Hull, HU3 2HQ
Capital FM	www.capitalfm.com/yorkshire	01133 085100		105 Capital FM, Joseph's Well, Hanover Walk, Leeds, LS3 1AB