

STAKEHOLDER OVERVIEW

MIK K-Pop Festival

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1. Overview

MIK is a new outdoor festival bringing together international talent born out of the Korean pop culture (K-pop) which is now a diverse, global music and entertainment genre. MIK will be the first outdoor festival of its type in Europe. Taking place annually, over two days, it will bring together artists, entertainers and brands all inspired by the K-pop movement.

The aim is to deliver the highest quality experience to the huge fan base from across Europe. K-pop has become one of the most popular music cultures globally. BTS attracted unprecedented audiences of 120,000 for two nights in Wembley Stadium and the O2, and Wembley Arena have hosted sold out shows for K-pop headliners Blackpink, SuperM, NCT127 and GOT7. The new Korean wave and its popularity within youth culture indicates a new and huge potential for a well produced and professionally managed festival.

Magic Sounds and their partners have been looking for London locations that would provide a suitable long-term home for this new and exciting venture. K-pop audiences are young, diverse and socially aware. The home for MIK needs to reflect that culture as well as providing good access to public transport, walking and cycling facilities. Southwark has a high proportion of young people between the ages of 15 and 29, 25% compared to 21% for London and 19% for the rest of England. 46% of the borough's population are from a BAME background and 6.7% identify as LGBTQ+ in comparison to 2.9% on average for London. Such a young and diverse community provides the ideal home community for MIK festival and Southwark Park is an ideal location.

2. Event Dates / Tenancy

The event will take place across 2 days, with a build period of 11 days and break period of 8 days.

The proposed event dates are 30 and 31 July 2022.

Period	Date From	Date to
Build Period	Tuesday 18 July 2022	Friday 29 July 2022
DAY 1	Saturday 30 July 2022	
DAY 2	Sunday 31 July 2022	
Breakdown Period	Monday 1 August 2022	Monday 8 August 2022

3. Event Information

The maximum capacity for each day of the event will be 14,999.

There will be a single main stage operating with a continuous programme throughout the event, with breaks for artist changeover. This will be the only audio source.

Different tiered tickets will be available for the event with a premium viewing area immediately in front of the stage.

Alongside the stage content, a selection of food and merchandise traders will be open and the public can use event facilities such as toilets and free water points. There will be no alcohol served at this event.

4. Operating Schedule

	Sat 30th July	Sun 31st July
Site opening times for ticket holders	12:00-21:15	12:00-21:15
Entertainment	15:00 - 21:00	15:00 - 21:00
Concessions	12:00-21:00	12:00-21:00

5. Age Restrictions

The organisers will support the licensing objectives to create a safe event. A suitable Child Protection Policy will be in place for the event. This will be agreed with the Safety Advisory Group.

Age restrictions are proposed as follows:

- It is proposed that the event is for all ages.
- Anyone under the age of 16 must be accompanied by an adult over the age of 18. An adult over the age of 18 can accompany a maximum of 4 young persons.

6. Welfare

The venue and site will be designed to provide an area in which the audience can enjoy the event in a safe and comfortable atmosphere that will meet health, safety and welfare needs of the workforce, audience and other park users.

The organisers will provide such Welfare facilities, as are suitable for the audience demographic. A dedicated Welfare point will be staffed to deal with such issues as:

- Lost and found property
- Lost and found persons
- Vulnerable persons
- Accessibility needs