

Appendix 1 - Soft market testing

	Promoter 1	Promoter 2	Promoter 3
Rochester Castle Gardens			
Would you consider it for commercial music concerts?	Undecided	Yes	No
If not, why not?	More work required on viability		We would use our own venue
If yes, what sort of music concerts would you bring?	Undecided	Something very similar to the Castle concerts. We could continue to use the Castle Concerts brand.	n/a
What would you need from the council to make it happen?	Learning from previous years delivery.	Support with licensing and learning from years of delivery.	n/a
Would you be interested in a one-off or longer financial deal?	Three to five-year initial deal	Three-year deal minimum	n/a
When could you deliver?	Summer 2021	If agreements can be in place in time potentially summer 2020	n/a
Great Lines Heritage Park			
Would you consider for commercial music concerts?	Yes	Yes	No
If not, why not?			We would use our own venue
If yes, what sort of gig would you bring?	Multi-stage festival for 10 to 15,000 audience	10 to 15,000 audience three-day live music festival	n/a
What would you need from the council to make it happen?	Initial support with licensing SAG and traffic management	Initial support with licensing SAG and traffic management	n/a

	and communications with residents.	and communications with residents.	
Would you be interested in a one-off or longer financial deal?	Three to five-year initial deal	Three-year deal	n/a
When could you deliver?		Summer 2021	n/a
Other information			
			<p>We are looking to host a new series of commercial music concerts in a high-profile..</p> <p>We would appreciate planning and communications support from the council.</p>