



Venue Hire Info Pack

INDEX

Venue

Capacity

Hire Fee & Bar Targets

Deposits

Bar Targets For Commercial

Bar Targets For Private Hire

Courtyard Hours

Tech Spec

Nosie Levels

Kitchen Hire

Dispercal / Stewarding

Door Hosting / Ticketing

Adverse Weather

Marketing Assets

HWK is multi-purpose event space comprised of:

- . Coffee Shop
- . Courtyard
- . Cocktail Bar
- . Small Club room

These spaces can be hired separately and for a multitude of functions from ticketed music events, to birthday parties, work events, Christmas parties, meeting rooms, presentations, product launches, supper clubs / food pop ups and event photoshoots (with equipment provided).

For anything specialist or small in terms of hires that are not events, terms and conditions can be negotiated separately outside of the hire fees and bar targets provided in this venue hire pack.

Capacity:

Bar + Underpassage - 50

Courtyard - 150

Club Room - 75

Total - 275

* If hiring "Courtyard + Bar", capacity would be up to 200. Club room hire with the cocktail bar open as an overspill bar would be 125.

Hire Fees + Bar Targets:

. Hires work on the basis of a deposit that needs to be paid in full 40 days prior to the event date.

. To request the first option on any date, a 20% deposit is required. Only when this is paid, is this date locked in as first option.

. If another booking request for the same date comes in, the remaining balance of the deposit must be paid within 7 days otherwise the alternative booking enquirer has the option to pay the full balance for the date. In this instance, the 20% deposit would be kept by the venue and your booking for that particular date would no longer be available. However, the 20% deposit could be used for a different date.

. If the full deposit has not been received by 40 days prior to the event, you will have 7 days to pay that deposit. If this condition has not been met the venue has the right to keep the 20% deposit and release the date.

Deposit Amounts

. £500 + VAT - Max 9 hour event until midnight

. £750 + VAT - Max 9 hour event during the day with an extended licence past midnight to up to 3am in the club room or/and the cocktail bar.

. £750 + VAT - An event during daytime hours that exceed 9 hours. For example, 13:00 - 00:00

. £1000 + VAT - A daytime event that exceeds 9 hours and additionally extends past midnight in the club room or/and the cocktail bar.

Bar Targets

. Bar targets depend on:

- The day of the week
- The season
- Which space is being hired out
- Run time of the event. If the event exceeds 9 hours or requires an extended licence for instance.

For example, bar targets are lower for the outdoor area (courtyard) in January and February, compared to March, April, October and November, which all share the same rates. May - September are higher as this is where we get excess demand for every weekend.

Fridays and Sundays for the courtyard would be a lower bar target than Saturdays for a similar reason. Mid-week hires are lowest.

. All bar targets can be [found here](#).

Bar Targets For Commercial Hires / Tickets Events

- . The bar target is divided into 5 smaller targets.
- . $\frac{1}{5}$ of the deposit is returned when each of these 5 bar targets are met.
- . This means we work on a sliding scale until the full bar target is met. This makes the event more risk averse and cost effective for promoters
- . For example, a Saturday hire in June for the courtyard + bar with extended hours into the club room until 2am would require a £750 deposit and £6900 bar target. So, for every £1380 made on the bar, £150 + VAT would be returned to the promoter.

Bar Targets For Private / Corporate Hires + Birthdays

- . For any hires that don't constitute a ticketed event such as work event or party, birthdays, meetings etc we simply work on the basis of hitting the overall bar target.
- . The venue hire fee to be paid will be the difference between the bar target and actual bar spend.
- . If the deposit more than covers this shortfall, the balance will be credited back to the venue hirer. If the deposit does not cover this amount, the venue will invoice for the outstanding amount.
- . If the bar target was reached, then the full deposit will be credited back to the venue hirer.
- . For example, a private hire (a birthday party for instance) taking place in the club room from 8pm - 3am on a Saturday in June would require a £750 deposit and £3100 bar target. If the bar spend was £2000. The venue would invoice the client £350 as this would be the outstanding amount to be paid

Courtyard Hours (Licensable hours)

. We currently can only provide regulated entertainment (DJs / music) and the sale of alcohol in the courtyard until midnight on Fridays and Saturdays.

. The curfew is 9pm for mid-week and Sundays.

. However, the club room, cocktail bar and cafe can sell alcohol and provide regulated entertainment until 3am under the provision of a Temporary Event Notice.

. Therefore, any hires of the courtyard that extend past midnight need to take into account a necessity for a reduced capacity after midnight.

. Such a scenario would be reducing capacity from a potential of 250 attendants to 125 at midnight when using the club room and cocktail bar until 3am. This can be achieved in various ways. The easiest one would be to allocate different ticket allocations and distribute different wristbands at point of entry for:

- . Courtyard hours only
- . All area / anytime access
- . After party only

. After midnight, the courtyard will be used as a smoking area only with no music being played there. Patrons need to be quiet and to respect our neighbours and security.

Tech Spec

HWK Courtyard + Bar

Courtyard - 4 x JBL Control 25 (underpassage) + *4 x Tannoy i8 + 2 x JBL Control SB-2 subs + 1 x Yamaha DXS15 sub

Cocktail Bar - 4 x JBL Control 25 + 1 x Yamaha DXS12 sub

Amp Rack - Soundweb 9088iis, QSC GX5, QSC RMX1850HD, QSC RMX 850, QSC GX3

DJ monitor - QSC CP8 8-inch Active Full-Range, 1000W

Club Room

3 x Tannoy VX8

1 x Tannoy VX 12" sub

Amp Rack - 2 x QSCGX5, Tannoy TX1

No DJ Monitor - Not required

DJ Equipment

2 x CDJ3000 + 1 x DJM900NXS2

2 x Technics with Ortofon OM Pro S head shell mounted

2 x Technics with Rega tonearm + Ortofon OM Pro S head shell mounted

1 x XDJ-RX

1 x Omnitronic TRM-202 MK3 DJ Mixer

Noise Levels + Music Equipment

. We have residents in the immediate area. Therefore, there has been a great deal of effort made to liaise with Tower Hamlets Environmental Health to ensure we can operate events in the courtyard without causing significant noise nuisance. This has required a noise impact assessment from an acoustic consultant and subsequent noise mitigation procedures put in place.

. One of these measures is a limiter being placed on the system.

. Do not go in red on the mixer. All levels have been preset on the limiter. If you redline you are distorting the sound and the levels won't go any higher than as set on the limiter anyway.

. The maximum level set in the courtyard is around 95dB

. Any repeated offence of this by your DJs will result in the music being turned off. As a promoter, or hirer of the venue, it's your responsibility to ensure that anyone you've assigned or paid to DJ, respects the equipment and knows how to use it.

. The club room is a much louder system and much smaller room. There is no limiter on this system. Therefore, going in the red, will not only lead to distortion and be excessively loud but also risk damaging the speakers. In this case, the hirer of the venue will be held responsible for the cost of repair of the speaker.

. The venue hirer will also be responsible for the damage of any DJ equipment such as any spillage on the CDJs, turntables or DJ mixer.

. The same goes for any damage made within the venue.

Kitchen Hire

We partner with Slice Club. So, anyone attending the event can order 18" pizza to the venue via a QR on menus we provide.

Additionally, for private events, corporate and birthdays, we can arrange pizzas to be pre-ordered and delivered to your event.

Alternatively, venue hires are welcome to bring in their own catering / caterer. In such an instance, the terms and conditions of the hire are below:

- £150 per day - Minimal usage (fridge, prep area, dishwasher, water/sink)
- £250 per day full access ??? Fridgespace
- Excess cleaning fee: caterers are expected to clean down areas. Any excess cleaning will be charged per hour we're invoiced + additional 20%
- Outside appliances being brought in require prior approval

Dispersal / Stewarding

- . Ensure you have a dispersal policy promoted within your promotion and marketing.
- . The police don't want any cars parked on White Post Lane for any events related to our venue.
- . They want all patrons to arrive via public transport and leave via public transport or taxis, and not to loiter on the street after the event. So, please ensure this is communicated in your promotional material.
- . It also helps if you assign a small team to act as stewards at the event (ideally in hi-vis vests), aiding our security with egress, asking your crowd to leave quietly and head away from the residential building opposite our venue whilst they wait for taxis etc

Door Hosting / Ticketing

. Promoters will need to provide their own door host. Alternatively, we can arrange this for £20 per hour. Need to be informed 48h prior event.

. We also suggest that you provide your own card reader for payments. Alternatively, we can provide one. An invoice will be required to receive this money from us. We also will need to charge 20% VAT and 5% admin fee on top of the amount charged to the customer. Please take this into consideration when setting the price on the door.

. We suggest on the day to open the venue to the public for free if the event is not busy. This benefits both the promoter and venue so that the promoter has a high probability of reaching the bar target. Ideally, this scenario should be decided upon in advance.

. When the club room is being hired for extension of a courtyard event past midnight, we reserve the right to open the cocktail bar at the front to the public for free when the event moves to the club room from the courtyard at midnight (or earlier if the promoter wishes to close the courtyard music earlier).

. Alternatively the promoter has to pay an additional one off fee of £200 hire, if they want the cocktail bar exclusively between Midnight and 3am.

. For any events exceeding midnight, the last entry to the public will be 1am.

. The promoter will need to have a host on the entrance to the club room checking wristbands and stamps to ensure attendees have the correct wristband and access for this part of the night.

. For courtyard events during the day, especially those that extend into the club room or/and cocktail bar past midnight, we insist that you implement a staggered ticketing

system. This reduces the risk of a slow start and ensures a consistent influx of patrons throughout the duration of the event.

. For example, allocate tickets for specific arrival times. For the ticket to be valid, attendees must arrive and have their ticket scanned by the time stated on the ticket (i.e. before 3pm, before 4:30pm, etc). If attendees arrive later than the time specified on the ticket, promoters have the right to charge a top up fee on the door as earlier tickets are specifically priced for early entry. Allocating cheaper prices for earlier arrival times on tickets, also encourages people to arrive early and makes the event more financially accessible.

. Any time entry tickets would be most expensive for example.

. If extending hours into the club room or/and the cocktail bar after midnight, it's possible to allocate just 75 or 125 advanced tickets for access to the event in these spaces once the courtyard has closed because this would be the capacity of using both those space.

Adverse Weather

. The courtyard is covered by a tarpaulin. In extremely wet weather, rain can creep in at the sides a bit. More than 95% over the courtyard won't be affected.

. From October - March, especially in the middle of Winter, the courtyard can be cold. Please be aware of this when making the booking.

. We obviously have the cocktail bar and club room. These can be hired separately or in conjunction with the courtyard. These rooms can be heated.

. We also have 2 large blower heaters. We can use these for several hours at the beginning of the event. It will be warm close to these heaters but they become a health and safety issue when the courtyard gets very busy as people could be forced to stand too close to them. They make a difference if close by but the courtyard doesn't retain this heat as heat rises and will escape through the gaps of the tarpaulin. The underpassage tends to retain heat better.

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ASSETS

Images / Videos

HWK Courtyard + Bar:

[https://www.dropbox.com/sh/o5kt88qx35t97m0/AADEYcWzW8lo1WC6fHq76gEba?
dl=0](https://www.dropbox.com/sh/o5kt88qx35t97m0/AADEYcWzW8lo1WC6fHq76gEba?dl=0)

[https://www.dropbox.com/sh/o5kt88qx35t97m0/AADEYcWzW8lo1WC6fHq76gEba?
dl=0](https://www.dropbox.com/sh/o5kt88qx35t97m0/AADEYcWzW8lo1WC6fHq76gEba?dl=0)

<https://www.dropbox.com/sh/oxr2btqlqvwkzig/AACpXdijSldK7XCgVcW1srl7a?dl=0>

Club Room:

[https://www.dropbox.com/scl/fo/xzb3aow1zz1m7ruuhz6gx/h?
dl=0&rlkey=j0bv9au6zwcxw05y64xyno9p9](https://www.dropbox.com/scl/fo/xzb3aow1zz1m7ruuhz6gx/h?dl=0&rlkey=j0bv9au6zwcxw05y64xyno9p9)

Newer Content (All spaces)

<https://www.dropbox.com/sh/k2fb9xp3ibddlg3/AAAxrIH8cRAbPFBnpZ9BSLCha?dl=0>