

# Serena Varley

BSc (Hons), Grad IOSH, EvCTRM

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## **PERSONAL PROFILE**

An experienced event manager, with extensive experience in outdoor / indoor music, art and festival events with a track record of providing management level services for small to large scale organisations. Key strengths include: strong health and safety (H&S), counter terrorism (CT), site and operations management skills with extensive experience in music festivals, art festivals and one off theatre productions; running event control / operations for small to medium multi-agency events and co-ordinating resources during normal and emergency operations; extensive experience of providing event safety management plans and their implementation ensuring the event complies to relevant legislation; production and implementation of crowd management plan; effective staff, contractor and crew management enabling the event to be up and running on time; planning, advancing and delivering site and technical production management for clients creatively and within budget.

## **KEY SKILLS**

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| <ul style="list-style-type: none"><li>• Event safety planning and management</li><li>• Event / Operations management</li><li>• Running event control / multi-agency events</li><li>• Production of documents / emergency and CT procedures / event management plans</li><li>• Site design / Traffic management</li><li>• Crowd monitoring</li></ul> | <ul style="list-style-type: none"><li>• Site management</li><li>• Production management</li><li>• Logistics management</li><li>• Budget management</li><li>• Contractor / staff management</li><li>• Selection and hire of contractors</li><li>• Risk Assessments</li></ul> |
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## **CAREER HIGHLIGHTS**

- Magnetic Events required a safety manager for East Lindsey District Councils (ELDC) event, the SO Festival. The job to develop and implement event safety management and emergency management strategies, to manage event control and manage all aspects of safety on site. Produce the event safety management plan; produce the emergency and major incident plans; review all health and safety documents for contractors and artists to ensure their compliance with legislation and best practice; attend SAG meetings and liaise with authorities; liaise and advise ELDC on matters of safety and health pertaining to the event and its management; monitor audience, staff and contractor safety for the life of the event; manage event control during large event, make operational decisions and deploy resources as necessary; investigate any health or safety incidents; production of specific and generic risk assessments. Succeeded in delivering a high quality health and safety management plan with the event growing from a 3 day event to a 9 day event.
- The NonStop Foundation required a production manager as the position had become vacant. Hired as the production manager to manage all their outdoor and indoor events covering festivals, conferences and music shows. Advancing of both technical and infrastructure requirements for all productions; sourced contractors; budget management; logistics management for all production, staff, traders, artists etc. on site and site planning; apply for all licenses and attend SAG meetings; monitor staff and audience safety on site; problem solve; production of event management plans; liaise with Sheffield City Council and other authorities. Succeeded in producing several high quality events that ran very well and to budget.
- Working with Festival Republic on many of its shows including Isle of Wight festival, Leeds and Reading, Latitude amongst others. Acting as health and safety co-ordinator/manager implementing policies, monitoring contractors, CDM implementation, monitoring crowd movement, reviewing the use of SFX/pyro/unusual builds, liaising with ELT, de-brief for management on site and event safety.

## **Career History**

Employer: Various Clients

Position: Freelance event, safety and operations manager

Dates: June 2006 to present

- Currently operating as a freelance event, safety and operations manager in various positions for a number of clients. Clients have included Magnetic Events, Bearded Theory Festival, Festival Republic, Port Eliot Festival, Victorious, Leadmill Events and the Nonstop Foundation. These roles focused on management of a specific area of the event such as event planning, safety planning and management, onsite safety management, site and operations management.

- Trainer of the Event Safety Passport for various clients.
- Review and revise policy, risk assessments and other safety documents for independent event companies.

Notable Assignments:

- **Festival Republic**, Event Safety Advisor/Manager at BBC Biggest Weekends Swansea, Wireless and Community, Latitude, BBC Proms in the Park and Leeds/Reading, T in the Park, Isle of Wight Festival for build, break and show. National (up to 90,000 attendants) camping events
- **Victorious** – Show health and safety manager; ELT liaison, Authority Liaison, crowd monitoring. (80,000 cap each day)
- **Bearded Theory Festival** - Operations, site and logistics manager during the event. Pre-production work including security and operations management planning (12,000 cap. Per day) camping event.
- **The Leadmill Live Events** – Operations manager, health and safety co-ordinator. Pre-production planning and production of the event safety management plans, crowd and emergency management plans. Authority Liaison. (10,000 cap per day)
- **Tramlines** – Child safeguarding co-ordinator and safety advisor. Producing all safeguarding documentation and policies; overseeing safeguarding assets during the event. Liaise with authority (27,000 cap per day)
- **Port Eliot Festival** – Event safety manager for the duration of the event, advising on operations management during the live days of the event. Revision and preparation of safety documents. (10,000 attendees) camping event
- **Lane Events** – Operations and safety manager for Mosborough Music Festival and other day events. Production and implementation of fire and general risk assessments, crowd and emergency management plans; Operations and safety co-ordinator during the show. (2,500 to 7,000 cap)
- **SO Festival** – Health and safety co-ordinator producing event safety management plan, crowd and emergency plans, implementation of the plans during the life of the event, running event control. Authority liaison. (10,000 cap per day for 9 days at various locations)
- **Preston Guild Festival** – One of the site co-ordinators for the build and as **event control manager** during the main events taking place in the park and deputy safety manager for the event overall. (Capacity various: 4,000 – 23,000 per day)
- **Lakeside Festival** - Production and site management, advancing the event and manage production and site while at the event. (15000 cap. per day)

Employer: The NonStop Foundation  
 Position: Event Planning and Production Manager  
 Dates: March 2001 - June 2006

The NonStop Foundation was a not for profit company that produced a wide variety of events for the community including medium scale art and music festivals, music events and corporate events.

- Started with the company as the Production Assistant and gained promotion to Production Manager after 3 years of working for the company.
- Managed production budget for all productions including the 3DOM Festival (8000 capacity each day) and a 3 day music festival with multiple stages and entertainment. (10,000 cap. per day).
- Selected and contracted all suppliers and freelancers for production, security and other safety staff and advanced all aspects of the productions, site and logistics onsite.
- Site and operations manager for all events. Reviewed and managed on site safety for contractors, staff, volunteers and audience. The 3DOM and Music in the Sun festivals were the largest Sheffield festivals at the time and paved the way for other similar and larger events to be held in the city in subsequent years.
- Production of event management and emergency procedures plan, application and acquisition on the premises license and liaison with the authorities and attending SAG meetings on behalf of the company was a significant task as the company was relatively new and the authorities needed to be confident that the events would be successful and safe.
- Reconciliations, payment of contractors / freelancers and handing over the site post event.

**Education**

- Event Counter Terrorism Risk Management: S.T.O.R.M 4 Events 2018
- N.E.B.O.S.H Diploma pass: North Nottinghamshire College 2014
- Event Safety Management Diploma: Derby University 2010
- E.L.D.C Level 2: City Learning Centre, Sheffield 2009
- N.E.B.O.S.H General Certificate with credit: Essential Training 2001
- Zoology with Marine Zoology BSc (Hons): 2:1 Bangor University 1998
- Electronic Engineering BTEC ONC Merit: Loxley College 1990
- Sound Engineering & Media Related Technology: Red Tape Studios 1991

### **Training**

- First Aid at Work: British Red Cross 2018
- Train the Trainer: Gary Bedingfield Training 2013
- Temporary structures: Special Structures Laboratory 2012
- AutoCAD 2D Design: Sheffield Colleges 2003

### **Memberships**

- Member of the National Outdoor Event Association
- Member of the Broadcasting, Entertainment, Cinematography and Theatre Union
- Member of the Association of Festival Organisers
- Member of the Production Services Association
- Member of the Institute of Occupational Safety and Health (Grad IOSH)
- Member of the International Institute of Risk and Safety Management (MIIRSM)

### **Insurance**

**£10 mill Public Liability and £2 mill Professional Indemnity Insurance held.**

### **Personal Details**

- Address: South Yorkshire
- Email: [serena@choas-management.co.uk](mailto:serena@choas-management.co.uk)
- Driving License: Full UK

### **Recommendations**

"I wanted to write to say thank you properly for all your hard work at Leeds Festival. I thought you did a great job and it was lovely to meet you and work with you. I hope you enjoyed it and I really hope you will join us again at either Leeds or Reading and perhaps some others if you are available." Harmony Blake, Deputy Licensee for Festival Republic

Serena is a reliable and punctual individual with excellent technical knowledge and understanding of current and emerging policies, procedures and regulations in the field of Event Management and Production. Whilst working with Serena I found her to be an outgoing, honest, confident and an articulate person of integrity, with good communication skills whom also worked well within a team, and based on this I am truly confident that Serena would become an invaluable asset within any organisation given the opportunity. Dee Warburton MA, BA Hons, CEO at The NonStop Foundation.