

Dear Michael,

RE: NHS Rocks

As you are no doubt aware, the Covid-19 pandemic has had a devastating effect on the events industry. The National Outdoor Events Association (NOEA) represents businesses and individuals involved in the creation of outdoor events – music festivals, major sporting events, cultural gatherings and county shows – many of whom have suffered due to the understandable restrictions around organised gatherings.

NHS Rocks is an initiative, backed by NOEA, with two main objectives:

- Create a series of ‘thank you’ music festivals, that are both free to attend events for NHS staff, and act as fundraising events for the NHS
- A way for this part of the events industry to get back on its feet, post Covid-19, by creating employment opportunities through a series of new autumn events

NHS Rocks plans to host an ‘opening’ event in the late autumn (subject to guidance on organised gatherings from the UK government), with a series of regional events held across the UK in the first quarter of 2021. These events will act as a trigger to bring the country back together again and create a feel-good factor across the UK after such a tough period. Early signs are that we are able to capture some of the biggest faces in UK music to participate in the events.

NOEA has put its support behind this initiative not just because it demonstrates the importance of live events in creating optimism and civic pride in local communities. But because it allows our members to generate lost revenue from the summer months. We are looking for our colleagues across the industry’s trade bodies to do likewise and would welcome you to join us in backing this initiative.

The aim will be to use as many of the individuals and businesses that are members of our associations as possible, as part of the supplier base for these events. We hope that way we can create direct benefit for our collective members.



I look forward to hearing your thoughts, in the meantime, if you need more information on locations, planning and execution of these events, please let us know and we will share.

Best wishes

Tom Clements Dip.ESM
President