

SAY CHEERS TO SUMMER FESTIVALS!

**Wave the
chequered
flag of
success
this Summer!**



JUNE 2023

LET THE FESTIVAL SEASON COMMENCE!



CHEERS TO SUMMER FESTIVALS!

The festival industry is booming, and not just in terms of volume levels!

It's anticipated that around five million people will attend some sort of festival in the UK alone this year! In terms of our population, that equates to around 7.5% attending a festival, be it a music festival, a celebration of food, or even a flower festival in 2023.

In fact, a whopping 210,000 people have already got their sleeping bags out of storage, checked their tents (and wellies) for holes, and listened to headline acts including Elton John, Lana Del Ray and Guns N' Roses at Glastonbury this year!

Whilst the festival season is well and truly underway, you could still have back-to-back weekends of

live music and food tasting until way into September, much to the delight of those in the hospitality sector who provide mobile bars and catering facilities at these types of events.

Of course, any dedicated music festival goer will tell you that their festival attire is as important as the music itself, meaning that many clothing brands also benefit from the



ever growing popularity of the UK's music festival scene.

Obviously, not all festivals focus around music, with food and flower festivals also growing in popularity, but fundamentally, all events like these require a similar quota of

temporary bar and food stall staff, and even marshals to direct and help.

Fully insured for both indoor events and outdoor festivals, our hardworking staff can provide temporary hospitality cover for any type of bar or catering establishment,

whilst our sampling staff can entice the crowds to try any number of delicious products, and our flyering staff will engage with potential passing customers. We even have talented performing staff - a sure fire way to make your next festival truly memorable for all the right reasons!

“With temporary staff always available, who can turn their hand to almost anything, don't let the worry of staffing shortages spoil your next event or festival!”



LIGHTS OUT AND AWAY WE GO!

In just a couple of weeks, UK fans of Formula 1 are sure to be in their element, as the race calendar returns once again to the UK's most iconic race track, Silverstone.

This epic sporting event, which in more recent years has moved to being held in early July, attracts almost 500,000 spectators over the long weekend!

That's a lot of mouths to feed and cars

to park, and equally a lot of potential customers to put your products in front of!

From flyering and hospitality staff, to classic 'grid girls' and marshals who will ensure that everyone is directed

as to where it's best to park, our temporary staff are always available.

Wave the chequered flag of success at your next event with high calibre, quality temporary staff only from Dreams Agency.

“With over 30,000 staff on our books, it's never been easier or quicker to recruit high calibre, temporary personnel.”



MEET THE TEAM : LUKE POTTS

Every month the internal team at Dreams HQ gets bigger and bigger, so to ensure you can put a familiar face to the name, we like to focus on a member of staff.

Our Financial Controller 'Luke Potts' is the man in the hot seat this month. A qualified accountant, Luke enjoys all aspects of his job, but is by no means a stereotypical 'number cruncher'.

13 THINGS YOU PROBABLY DIDN'T KNOW ABOUT LUKE!

Q. What's your favourite film?

A. *Star Wars*

Q. What you choose for your last meal?

A. *Italian*

Q. How do you like to relax?

A. *By running*

Q. What hobbies do you like to do?

A. *Watching football*

Q. Which football team do you support?

A. *Manchester United*

Q. Where were you born?

A. *In Manchester (of course!)*

Q. What's your dream car?

A. *A Porsche 911*

Q. Where would your ideal holiday be to?

A. *Somewhere hot that's near a pool!*

Q. Have you always lived in the UK?

A. *I used to live in Australia*

Q. Whose your all time favourite band?

A. *Oasis*

Q. What's your favourite TV program?

A. *Sky Sports*

Q. Who would you most love to meet?

A. *Alex Ferguson*

Q. Whose your favourite comedian?

A. *Jimmy Carr*

WHAT WE'VE BEEN UP TO IN JUNE...

- Event marshals at Eton College.
- Parking stewards for a charity event at a school.
- Event support staff to distribute Fortnum & Mason pre-booked hampers to guests at Blenheim Palace.
- Stewards and event marshals for an annual staff summer party.
- Costume performers at the Cinch tennis championships.
- Brand ambassadors across four Adidas stores, to promote the store with a spin the wheel promotion.
- Promotional staff to work at numerous summer festivals promoting each companies products and services to the passing footfall.

