



## BLUEGRASS IN LA ROCHE 2021

NEWS UPDATE JUNE 1, 2021

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### Key Points for 2021

*Change of name*

*Festival will go ahead as planned from Friday July 30 to Sunday August 1*

*12 concerts on festival site + 2 at EPSM and Foyer des Rocailles du Verger*

*Capacity will be set at 990 people (including volunteers and artists)*

*The site will be organised to be Covid compliant and all protocols in force at the time of the event will be respected.*

*We hope to have a food and beverage operation on site.*

*Entrance will be ticketed to help cover festival costs with online reservation set up soon.*

*There will be no Street Festival and in town jamming will be in compliance with protocols in force and with agreement of bar owners.*

*There will no market, instrument check, luthiers hall, workshop, campsite or shuttle services.*

*Read on for further details*

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### Introduction

Because of the extraordinary character of this year's event, we have decided to give it a new name for 2021 so as not to confuse it with the real *La Roche Bluegrass Festival* (it would have been the 15th edition), so we are calling it **Bluegrass In La Roche**. There will be Bluegrass. It will be in La Roche.

Although we are well aware that most people will continue to call it just "La Roche" or "La Roche Bluegrass"!

We are still for the official guidelines from the local Prefecture concerning protocols and hygiene rules for outdoor concerts, and they are still waiting for directives from Paris. So we are going ahead with our planning with the information we have and with sympathy for those organising the annual Fête de la Musique in less than three weeks!!

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## Capacity, Site Organisation, Food & Beverage

We still do not have an official ruling on our authorised capacity but considering our normal limit of 6,000 and the dimensions of the site, we have decided to limit our numbers to 990 this year. This number is for everyone on the site and includes volunteers and artists. This meets the rules as they are today and will enable us to avoid the extra restrictions imposed if we go over 1,000 and have to use the Vaccine Passport.

We will, however, make sure the protocols of the day are complied with concerning mask wearing, social distancing and movement of people (seated to watch the shows and to eat and drink).

There will be one stage in the usual place of the main stage. This stage will be used for the other La Roche music festival **Zik'en Ville** every Friday from July 13 - August 27).

The site will be divided into 3 zones for the public:

Le site sera aménagé en 3 zones en ce qui concerne le public :

1. Zone A in front of the stage with about 500 seats (same as the seating we usually have, with a specific area for disabled viewing.
2. Zone B behind the sound engineers with unrestricted view of the stage, where the lunchtime stage and the Champagne is normally, with another 400 seats.
3. The F & B Zone will be set up in its usual place with 2 areas of seating (tables for 6) across from the service bars and along the back of the site, where the market is normally.  
This will give us about 400 seats for people to eat and drink.  
*Reminder: eating and drinking standing up is currently not permitted.*

The Vivendi Tent will be open with reduced capacity and access limited to artists and partners.

For sanitary reasons and space problems, we will sadly not be able to host the festival market or the luthiers' hall. There will also be no

Pour des raisons sanitaires ou de manque d'espace, il n'y aura hélas pas le marché du festival, l'expo de luthiers, la consigne des instruments, ni les navettes.

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## Organisation des Concerts

We would like to remind you that Bluegrass In La Roche consists of 4 sets of 3 concerts, Friday evening, Saturday afternoon, Saturday evening and Sunday afternoon.

The evening shows will run from 8pm to midnight.

The afternoon shows will run from 2pm to 6pm

Each band will play for one hour with a 30 minute break between bands (to carry hygiene protocols on stage).

If permitted, the food and drink bars will open at 7pm on Friday and at midday on Saturday and Sunday. They will remain open throughout the show times and will close one hour after the concerts end for the day.

With these opening windows we expect to be able to serve everyone without too much crowding and without breaking the production and service capacity of our volunteer staff.

Please take advantage of our great food and drink offer; you will help to generate the festival atmosphere and to finance the festival.

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## Ticketing and Pricing

Entrance to the 2021 festival will be charged for 2 main reasons :

1. We are not certain to cover all the costs of this festival with a reduced food and beverage turnover (if it is authorised).

This part of the festival, that we organise from A to Z, normally brings in 60% of our revenue and is the reason we have been able to provide an entrance free festival since 2006, thanks to the hard work of our volunteers.

Most of the other 40% of our income comes from private (25%) and public (15%) sponsors and partners. While our public, institutional sponsors have agreed to stay with us this year, we have decided not to call on our private sponsors because they too have been hit by the impact of the pandemic.

2. We want to avoid no-shows, where people reserve (risk-free if it is free) but don't actually come, thereby potentially taking a seat from someone who wants to come.

Bluegrass in La Roche will present 12 bands based in France and neighbouring Switzerland and Italy, including two excellent headliners:

- **Martha Fields** (USA, living France)
- **Red Wine** (Italy)

<u>Friday evening</u>	Christian Labonne (FR), Long John Brothers (CH), Roots & Drive (FR)
<u>Saturday afternoon</u>	Taquine (FR) Sweet River Band (FR), Silene & the Dreamcatchers (FR)
<u>Saturday evening</u>	Beauregard Boys (CH), Martha Fields (US & FR), Red Wine (IT)
<u>Sunday afternoon</u>	Watson Bridge (FR), Dear John (FR), Moonshine (FR)

## Prices

Tickets can be bought for 1, 2 or 3 days and prices will be different in Zone A and B.

Seats will not be numbered within each Zone.

### Zone A (in front of the stage)

Friday :	10 euros
Saturday :	15 euros
Sunday :	10 euros
2 days :	20 euros, instead of 25 (Friday and Saturday, or Saturday and Sunday)
3 days :	25 euros instead of 35 (Friday, Saturday and Sunday)

### Zone B (behind the sound engineers with unrestricted view of the stage)

Friday :	5 euros
Saturday :	7.50 euros
Sunday :	5 euros
2 days :	10 euros, instead of 12.50 (Friday and Saturday, or Saturday and Sunday)
3 days :	12.50 euros instead of 17.50 (Friday, Saturday and Sunday)

One free drink will be served for each each ticket bought in Zones A and B (if F&B bars are authorised).

## Ticketing

We will work with **Seetickets**, an affiliate of our partner **Vivendi**, for online ticketing. Our volunteers and association members will be informed before the general public announcement.

The system will make contactless entry into the site possible.

Depending on the number of places available after online sales finish, it will be possible to buy tickets at the door on the day of the event.

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## Workshop

In spite of being an integral part of the La Roche Bluegrass Festival world, and our strong desire to keep it going, the festival organising committee and the workshop organising team have agreed not to go ahead with the workshop this year because of the difficulties of managing groups of people around different spaces inside a building.

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## Camp Site

The camp site is an important part of La Roche Bluegrass Festival too, for us and for the visitors and musicians who like to stay there and create their own universe.

Having studied the possibility of keeping the camp site with reduced capacity and acceptable sanitary conditions, we have had to concede that this will be impossible considering the characteristics of a temporary, unlicensed camp site, and because the gymnasium changing facilities are still closed to athletes.

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## Music in Town

The traditional Street Festival brings a lot of people together, standing within limited spaces. For this reason we have decided not to organise any official events in town. We think jamming may be possible but we ask musicians to respect all protocols in force at the time (masks, social distancing) and to seek permission from bar managers to play on restaurant and bar terraces.

The offsite concerts will go ahead at the EPSM (Mental Health Hospital) on Friday at 2.30pm and the Foyer des Rocailles du Verger (Resthome) at 4pm, as well as the Church Service on Sunday at 10am.

*For more information please see [our facebook page](#)  
and [our official site](#) in English and Frenche*