



## Case Study

# Rock Against Cancer 2014



NoNonsense was delighted to be invited back to the small village of All Cannings, Wiltshire for a second year to support the industry-led Rock Against Cancer event in the field next to one of the finest pubs in the UK, the Kings Arms. This idyllic village plays host once a year to rock stars raising money to fight cancer. This unique event sees the pub become the production office and backstage catering area, whilst the brewery sets up a huge beer tent in the ground for the public.

This year, the word had spread and more artists were keen to be involved. The final line up saw the Troggs, Los Pacaminos, Steve Harley and Cockney Rebel, The Straits and The Boomtown Rats play to a crowd of 5,000.

NoNonsense were once again keen to support the event and provided the main stage using their next event deck product for the first time, PA towers, FOH, wheelchair platform, the backstage VIP platform and for the first time, the event control tower. Director, Liz Madden, also runs the production office on the day from the pub.

The crew during the build, event and derig stayed on tour buses located at a local farm. The buses were kindly donated by Phoenix Buses and meant that the event could save money on accommodation, and for the crew it meant everyone could enjoy a pint with dinner after work in the pub.

A total of £35,000.00 was raised for a number of cancer charities, the highlight being the surprise auction of Steve Harley's guitar which raised £10,000 on the day. Steve Harley was so delighted with the bid that he hand delivered the guitar and played a private gig for its new owner in their own home.

**"This year was a very smooth operation. Behind the scenes it was like a well oiled machine and for that reason alone, I am not surprised this year was the most successful event so far."**

BBC's Dan Chisholm - Host

### JOB FACTS

<b>Location:</b>	All Cannings, Wiltshire
<b>Project:</b>	Rock Against Cancer
<b>Capacity:</b>	5000
<b>Size:</b>	15m stage
<b>Funds Raised:</b>	£70,000