**7 Alleys**

**performed by Periplum**

**Wednesday 3 – Saturday 6 Saturday May in East Park**

**Presented by**

**Hull UK City of Culture 2017**

**KEY CONTACTS**

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| --- | --- | --- | --- |
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**INTRODUCTION**

This crisis communications plan has been produced to complement the event management plan for *7 Alleys*, which takes place in East Park on Wednesday 3 until Saturday 6 May.

*7 Alleys* is the first of 6 artist interventions - or *Act of Wanton Wonder* – in the *Land of Green Ginger* series, which will take place throughout the year in public spaces, residential streets, parks and shopping centred in the communities of the city of Hull.

It is presented by Hull 2017, however the audience are being encouraged to follow the *Land of Green Ginger* narrative via The Green Ginger Fellowship’s website and social media pages. 7 Alleys is created and performed by outdoor performance company, Periplum, with production management delivered by TG Events, working closely with executive producer Katy Fuller and the team at Hull 2017. Other organisations with an interest in the event include Hull City Council, the police, fire and other emergency services.

This crisis communications plan provides a protocol to ensure an effective and timely response to emergency situations and emerging issues that may occur across the event nights. Examples include an incident in the vicinity of the display, situations where there is a public safety risk due to overcrowding, or a situation or an incident that delays or prevents the event taking place as originally planned.

The primary objective is to enable the media relations team, key staff and stakeholders to support overall event communications and, where appropriate, the management of particular situations, in the event of a crisis or serious event. The aim is to ensure clarity about responsibilities, channels of communication and protocols for approving and delivering messages are transparent to all involved agencies.

**GENERAL PROTOCOL**

* Katy Fuller as Executive Producer is primary contact for Alix Johnson
* Public and some media understanding of who is responsible for the success or failure of 7 Alleys is currently a fictional organisation called “The Green Ginger Fellowship”. Public messaging is carried out through the mouthpiece of the Green Ginger Fellowship. However, if the need arises to quickly reach a large audience in an emergency situation, Hull 2017 can step in and deliver proactive messaging and reactive responses on the day through official channels.
* Alix Johnson, Hull 2017 Head of Media and PR, will oversee this process, working with Chrissie Lewis (Hull 2017 freelancer) and Chris Marr (Hull 2017 Digital Editor)

* Alix Johnson will liaise with Martin Green, Hull 2017 Director and CEO, to keep him updated or agree messages, as appropriate.
* Alix Johnson and team will liaise with Katy Fuller, Hull 2017 Executive Producer, for updates on the event and any emerging issues. She will where appropriate also liaise direct with Gareth Hughes, Hull 2017 Head of Production, who is acting as Event Manager and key contact for the ELT (Event Liaison Team).
* Alix Johnson and team will liaise closely with Chris Marr and social media team to ensure consistency of messaging.
* Alix Johnson and team will update Jacqui Gay, Hull City Council Head of Communications if necessary
* Martin Green will update Rosie Millard as appropriate.
* Information relating to serious incidents, public order, crime, etc. will be directed to and responded to by the police, who will have responsibility for deciding the strategic response and considering the longer-term implications of the crisis. Depending on the nature and seriousness of an incident, Hull 2017 may comment after the facts have been verified with a statement discussed with the police.

**ELT (Emergency Liaison Team)**

The ELT team will liaise in the event of any untoward incident and will then communicate via the communication chain.

Gareth Hughes – Event Manger

Prestige Security – Security Manager

Katy Fuller – Executive Producer

Adam Long – Production Manager

**COMMUNICATION CHAIN**

**Rosie Millard**

**Martin Green**

**Katy Fuller**

**Alix Johnson**

**Jacqui Gay / Hull CC**

**Chris Marr and or Chrissie Lewis**

# ISSUES & CRISES – SCENARIOS, OUTLINE PROMPTS AND CUES

**MEDIA MANAGEMENT**

In the event of an emergency, major incident or evacuation a coordinated response by the relevant bodies on site will take care of the media onsite.

**PUBLIC ADDRESS SYSTEM**

In the event of an emergency, major incident or evacuation, depending on the location of the audience on the site at the time either loudhailers at the entrance, or the show site PA system will be used to provide emergency directions / instructions to help manage or disperse crowds.

**STEWARDS**

In the event of an emergency, major incident or evacuation stewards will support any police operation, by providing emergency directions / instructions to help crowd management in the event of an emergency, major incident or evacuation.

**HULL 2017 AND THE GREEN GINGER FELLOWSHIP WEBSITE & SOCIAL MEDIA**

In the event of an emergency, major incident, evacuation, cancellation or other situation Chris Marr and/or Chrissie Lewis will organise updates on the websites and via social media. Such updates will be done following consultation with Alix Johnson and relevant agencies, such as the police.

**SCENARIOS**

**Media responses are for guidance only**

**Bomb threat**

If any suspect package is found, it will not be touched and Police informed via Event Control immediately. All spectators and staff in the immediate vicinity of the package will be moved. The nature of response is dependent upon the circumstances at the time and involves a wide range of factors which will be assessed by the staff at the forward control point. Media response to be led by the police

**LINE:** We are keeping in close contact with the police, and event security. We will continue to monitor the situation and urge the public to remain vigilant.

## Inclement weather

The Event Manager and Production Manager will assess the weather conditions with regard to crowd safety, the safety of aerial performers, site structures and electricity. In the event of inclement weather appropriate action will be taken to ensure crowd and staff safety up to and including a full evacuation of the site. Inclement weather will also be a factor during the build, this will be monitored by the Event Manager and special arrangements could be implemented to minimise the risk. See risk assessments and method statements.

**LINE (if cancellation required):** The organisers have assessed the weather conditions with regard to crowd safety, the safety of aerial performers, site structures and electricity. It is with regret that due to extreme weather conditions the event has had to be cancelled. Every effort is being made to inform the public and the media about the cancellation, which was beyond our control.

**Overcrowding**

7 Alleys is a free, un-ticketed event, and careful consideration has been taken to assess the event space in relation to expected audience numbers and a maximum safe occupancy has been established. The event has not been promoted via the usual Hull 2017 channels, however we are expecting high numbers of attendance, and there may be instances where members of the public are turned away due to our audience capacity being reached.

The numbers of audience arriving before the show start time, both before the gates are opened and after, will be monitored by the Security Manager in liaison with the Event Manager.

Once the maximum capacity has been reached the gates to the park will be closed and remaining audience will be turned away for that evening. This will be undertaken dynamically and will consider those inside the park as well as attendees coming to the park.

If crowd numbers become too dense for the site, or the pavements outside the park the safety team will assess the situation and take action as necessary. This will include making announcements, placing cordons on appropriate routes, potentially a consideration of keeping entrance gates open longer

**LINE –** The maximum capacity for tonight’s event has now been reached. We encourage audiences to come back another night. Please do not arrive excessively early as the gates will not be opened to allow audience into the park until close to the start time.

## Evacuation

It may be necessary to evacuate part or the entire site. The Event Manager, in consultation with the management team and emergency services, will make this decision. In an extreme situation emergency services may take supremacy.

**LINE - CHECK WITH/REFER TO POLICE:** The organisers are assessing the situation and we are in close contact with the police. The event organiser and event security are investigating what has taken place and we await a full report.

## Injury or death of performer

Should there be an accident involving one or more of the performers and resulting in their injury or death, it may be necessary to make a statement. This will happen with initial reporting from the organisers and consultation with the management team and emergency services. Depending on the nature of the incident it might be necessary to involve the Health and Safety Executive.

**LINE:** A full investigation will take place into what happened. We will update when more information about the circumstances of what happened is known.

[In the event of death] Our thoughts are with the family, friends and colleague of [performer]. A full investigation will take place into what happened. We will update when more information about the circumstances of what happened is known

# ADDITIONAL INFORMATION

# information and welfare

Stewards and staff will be fully briefed. This will detail what to do in the event of an emergency or if the audience needs information in relation to lost children or first aid. All stewards and staff will be briefed and be used as points to offer information.

# Lost children / Safeguarding

All lost children/missing persons will be reported to Event Control. Lost children will be taken to a designated room in The Pavilion. They will be met by two members of staff including a Designated Safeguarding Officer. Activity packs will be provided for the children to keep them occupied whilst we wait for them to be collected.

**Q&A**

Should there be any negative feedback from members of the public following one of the event evenings, the following responses have been drafted for use on social media.

**I arrived early and still didn’t get into the event. What time should I arrive at tonight’s event to avoid disappointment?**

We have been granted permission to close the gates earlier so people will not be able to access the event site more than one hour ahead of the show. If you arrive more than one hour early, you will be turned away. We are encouraging people who have already seen the show not to return to give the maximum number of people the opportunity to see it.

**Why didn’t you ticket the event?**

We decided to make 7 Alleys a free, unticketed event following feedback from members of the public about free, ticketed events.

Central to developing our programme of world-class arts and culture is a commitment to ensuring that Hull residents, wherever they live in the city, will have an opportunity to experience and participate in this important year. The event is one of many planned throughout the year, which has been designed to transform neighbourhoods into places of delight and curiosity, fuelling the imagination and leaving lasting memories. We focused our marketing on the area surrounding East Park to give residents in the area an opportunity to experience something amazing on their doorstep.

**I didn’t find out about the event until it was over, why didn’t you advertise it?**

Central to developing our programme of world-class arts and culture is a commitment to ensuring that Hull residents, wherever they live in the city, will have an opportunity to experience and participate in this important year. The event is one of many planned throughout the year, which has been designed to transform neighbourhoods into places of delight and curiosity, fuelling the imagination and leaving lasting memories. We focused our marketing on the area surrounding East Park to give residents in the area an opportunity to experience something amazing on their doorstep.

In addition, we took out a full-page advert in the local newspaper, which directed people to a website to find out more about “Acts of Wanton Wonder” coming. The event details were also on our website.

There are many more Acts of Wanton Wonder planned across the city throughout the year so if you missed out this time, there are plenty of chances to see other things.

**Will you ticket the next “Acts of Wanton Wonder” so this doesn’t happen again?**

Each of the Acts of Wanton Wonder is different from the last and, therefore, require an individual audience management plan. We are continually reassessing as we learn more about the audiences and their appetite to take part.

**The website advised people not to arrive excessively early to the start of the event, but I missed the start of the event because I was stuck in traffic.**

The Green Ginger website encouraged people to use public transport or travel by foot where possible as parking in the area is extremely limited.

**I got to the event and found it was cancelled**

The safety of our audience, staff and volunteers is paramount, and unfortunately the event was unsafe to go ahead due to XXXX

Messages were put out on social media and websites as soon as the decision was made so as to inform the public as quickly as possible.

**I tried to get in four nights in a row and was turned away each time, why?**

When designing *7 Alleys* we worked closely with the artists to identify a maximum capacity to give the audience the best possible experience of the show, as well as ensuring the event could go ahead safely.

There are many more Acts of Wanton Wonder planned across the city throughout the year. Follow [www.greenginger.org](http://www.greenginger.org) to be the first to hear about future events.

**Why is there a maximum capacity for the show when East Park is so big?**

When designing *7 Alleys* we worked closely with the artists to identify a maximum capacity to give the audience the best possible experience of the show. This decision also took into account the safety of our audience, staff, performers and volunteers, ensuring that all could experience the show safely and comfortably and to allow for efficient evacuation of the site in case of an emergency.