**Epicycle**

**performed by CirkVOST**

**Saturday 12 – Sunday 13 August in West Park**

**Presented by**

**Hull UK City of Culture 2017**

**KEY CONTACTS**

|  |  |  |  |
| --- | --- | --- | --- |
| KATY FULLER | Executive Producer | 07771 764 656 | katy.fuller@hull2017.co.uk |
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| HANNAH WILLIAMS WALTON | Producer | 07500838553 | hannah.williamswalton@hull2017.co.uk  |
| BEN MCKNIGHT | Director of Communications | 07718100793 | ben.mcknight@hull2017.co.uk |
| MICHAEL BERRIMAN | PR Officer | 07711 439329 | Michael.berriman@hull2017.co.uk |
| MICHELLE EVANS | Digital Assistant | 07713442570 | michelle.evans@hull2017.co.uk  |

**INTRODUCTION**

This crisis communications plan has been produced to complement the event management plan for *Epicycle*, which takes place in West Park on Saturday 12 and Sunday 13 August.

Epicycle is created and performed by CirkVOST, 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, Hull Culture and Leisure, 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 Ben McKnight
* Public and media understanding of who is responsible for the success or failure of Epicycle is with Hull 2017, which will lead on media management, proactive messaging and reactive responses on the day.
* Ben McKnight, Hull 2017 Director of Communications, will oversee this process, working with Michael Berriman (PR Officer) and Michelle Evans (Hull 2017 Digital Assistant)

* Ben McKnight will liaise with Martin Green, Hull 2017 Director and CEO, to keep him updated or agree messages, as appropriate.
* Ben McKnight and team will liaise with Katy Fuller, Hull 2017 Executive Producer, for updates on the event and any emerging issues. He 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).
* Ben McKnight and team will liaise closely with Michelle Evans and social media team to ensure consistency of messaging.
* Ben McKnight 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**

**Ben McKnight**

**Jacqui Gay / Hull CC**

**Michelle Evans**

# 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 the 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 WEBSITE & SOCIAL MEDIA**

In the event of an emergency, major incident, evacuation, cancellation or other situation Michelle Evans will organise updates on the websites and via social media. Such updates will be done following consultation with Ben McKnight 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.

**Serious crowd disorder**

Stewards will inform the supervisor who will assess the risk. Minor incidents will be dealt with by the SIA Door Staff badged security guards, if a major incident occurs the supervisor will contact the Safety Officer who will assess the risk. The police will be called and given the nature of the disorder and the location. Stewards will be alerted and will guide the police to the incident. Further action could be taken to reduce the disorder i.e. cancel the event or quieten the entertainment. A log will be made of the incident

**LINE - CHECK WITH/REFER TO POLICE**: We are aware of an incident and are liaising with the police. This behaviour is regrettable and unacceptable.

## 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 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**

Epicycle is a free, un-ticketed event, and careful consideration has been taken to assess the event space in relation to expected audience numbers. A maximum safe occupancy has been established which is considerably larger than the expected audience numbers. The event has been announced late to mitigate risk of overcrowding with specific targeted marketing taking place in the local area.

The numbers of audience arriving before and during the show will be monitored by the Security Manager in liaison with the Event Manager. In the unlikely event that 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, partial cancellation or cutting short of the performance.

**LINE –** The maximum capacity for tonight’s event has now been reached. Unfortunately, we are unable to let more audience members onto the event site. We would urge the public to cooperate with the stewards.

## 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 area on site. 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.

**Why didn’t you ticket the event?**

We decided to make Epicycle 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. We focused our marketing on the area surrounding West 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. We focused our marketing on the area surrounding West Park to give residents in the area an opportunity to experience something amazing on their doorstep.

The event details were also on our website.

There are many more events planned across the city throughout the year so if you missed out this time, there are plenty of chances to see other things. We recommend that you check out the Freedom Festival programme which takes place over the first weekend in September.

**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.