

## 2097: We Made Ourselves Over // Public Event // Event Management Plan

VERSION	REVISED	AUTHOR
01	05 07 2017	John Hunter – Project Manager, Blast Theory
In orange: to be finalised / advice sought		

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1	<h2>Context for the year-long project</h2>
	<p><i>2097: We Made Ourselves Over</i> is a science fiction event which engages its audience in a story which is citywide. Diverse communities across Hull and Aarhus will work in partnership with the artists to develop a speculative future for the city employing writing, mobile gaming and film.</p> <p>The work will consist of an app for smartphones, intimate face to face encounters with players across the city, two live experiences in Hull (UK City of Culture 2017) and Aarhus (European Capital of Culture 2017) and a series of extraordinary films. <i>We Made Ourselves Over</i> invites audiences to come together to play, to explore and to dream of new futures.</p>
2	<h2>Event Overview</h2>
	<p>From 30 September to 29 October 2017, Hull and its immediate surroundings will be animated in three different ways. For the purpose of this Event Management Plan, each method will be evaluated individually:</p> <ol style="list-style-type: none"><li><b>Public film screenings.</b> Films will be screened in public locations, using vans with large LED screens on them, and speakers. They will also be screened at KCOM stadium during match breaks on the stadium's LED panels. Community groups will receive copies of the films to hold their own screenings at their venues (community screenings not assessed within this plan).</li><li><b>Phone box calls.</b> At 14:00 on Sunday 1 October ("the Launch"), phone boxes across Hull will ring in unison. Those who answer will have an interactive call with one of the characters from the film, lasting approximately 5-10 minutes (note: this is pre-recorded, not live). They will be told that over the next month someone from 2097 will be in the city waiting to meet them. At the end of the phone call they will be invited to make a recording about their vision of the future. After launch day, members of the public are able to dial a dedicated number – 50 2097 – from a phone box at any time during the month. They will have a short interactive call with one of the characters from the film. They will be told the time and location of the next pick up by electric cars (see "Car journeys").</li><li><b>Car journeys.</b> For up to 8 hours on Saturdays and Sundays, callers who have made their way to specific phone boxes will receive instructions preparing them for a journey in an approaching electric car. After using the phone's keypad to indicate their agreement to a disclaimer, they are picked up by the car, which contains a driver and a performer. In the car, they are interviewed on camera by the performer about their vision of the future. The journey is a round trip lasting 10-20 minutes.</li></ol> <p>There will be different levels of activity throughout the month, as these events combine differently depending on the day of the week:</p> <ul style="list-style-type: none"><li>• Sunday 1 October - Launch<ul style="list-style-type: none"><li>○ Phone boxes ring in unison</li><li>○ Film 1 launched online</li><li>○ First round of public film screenings</li><li>○ Electric car journeys</li></ul></li><li>• Subsequent Sundays<ul style="list-style-type: none"><li>○ Public film screenings</li><li>○ Opportunity to dial in from phone boxes</li><li>○ Electric car journeys</li></ul></li><li>• Saturdays<ul style="list-style-type: none"><li>○ As Sundays, plus:</li><li>○ New film launched and added to all screenings</li></ul></li><li>• Weekdays<ul style="list-style-type: none"><li>○ Opportunity to dial in from phone boxes</li></ul></li></ul>
3	<h2>Event in Detail – Public Screenings</h2>
	<p><b>i. Name of event</b></p> <p><i>2097: We Made Ourselves Over – Public Screenings</i></p>

## ii. Event locations (proposed)

At this stage in planning, Blast Theory have identified a number of locations for the LED van to travel to and park up. We are also holding a campaign to invite Hull residents to nominate locations for the van to travel to. In collaboration with Hull 2017 and ESAG we will need to identify the criteria for usable suggested locations, along with the sign-off procedure.

- Van to take up appropriate position near to: Northpoint Shopping Centre, Cottingham Post Office, Drapers Lane (Heddon), Hove Road Green, Pickering Park, Wellington Street, Endymion Street, Anlaby Park, The Square (Hessle), Pickering Park, Welwyn Park Drive, East Park North, Three Ships Mosaic (BHS), Freedom Centre (Preston Road), Marfleet and Preston Road, Hull City Fair
- Built-in screen at: KCOM Stadium

## iii. Date(s) of event

- Launch: Sunday 1 October
- Subsequently: Saturdays and Sundays 7-8, 14-15, 21-22, 28-29 October

## iv. Public start time

- Launch: 14:00
- Subsequently: To be confirmed (8 hours each Saturday and Sunday)

## v. Event organiser

Production manager: To be confirmed

## vi. Event description (from overview)

Films will be screened in public locations, using vans with large LED screens on them, and speakers. They will also be screened at KCOM stadium during match breaks on the stadium's LED panels. Community groups will receive copies of the films to hold their own screenings at their venues (community screenings not assessed within this plan).

## vii. Attendance numbers (proposed)

- Public: <250 per screening
- Staff: 5-8 per screening
- Performers: 0

## viii. Profile of audience

- General Public
- Families (films carry no age guidance)
- Football Fans

## ix. Access

An Access Plan for this event will be produced by Blast Theory in collaboration with Hull 2017 to assess the steps that can be taken to enable those with access needs to enjoy the event fully. Initial considerations for the Screenings section within the plan include, but are not limited to:

- Captioning and audio description of films
- Reserved priority viewing areas for wheelchair users or those less able to stand

## x. Minors and vulnerable adults

Each film's content is signed off by Hull 2017 with regard to appropriateness of content for public viewing. It is not intended that the films will carry an age guidance, or any shocking or distressing scenes.

The screenings will not require a safeguarding plan but stewards and all staff will be briefed with a lost child and vulnerable adult procedure at locations where larger audiences are expected to gather.

## xi. Event activities (highlighted as applicable)

- ~~Carnival/procession~~
- ~~Fairground or some rides~~
- ~~Inflatables (e.g. bouncy castle)~~
- ~~Balloon/lantern launch~~
- ~~Live Animals~~
- ~~Motor vehicles Static display~~
- ~~Motor vehicles moving~~
- Portable staging: LED truck (see "Temporary demountable structures")
- Amplified music or PA system
- ~~Helicopter Operations~~
- ~~Gazebo / Marquees~~
- ~~Storage or use of gases~~
- Barrier/fencing: To be confirmed
- ~~Live entertainment / live music~~
- ~~External Power supply~~
- ~~Portable generator/s~~
- ~~Portable Toilet provision~~
- ~~Aviation Sport or Display~~
- ~~Water supplied by standpoints~~
- ~~Alcohol sales~~
- ~~Food sales~~
- ~~Barbecues / naked flames~~
- ~~Bonfire~~
- ~~Fireworks~~
- ~~Market stalls~~
- ~~Athletics/sports field~~
- Athletics Sports on highway

## xii. Temporary demountable structures

The screenings will use vans with LED screens on the side. The option we are currently looking at are a smaller screen van and a larger screen van. Please find examples of both depicted here: <http://www.mediadisplays.tv/> - digivans ("standard" and "super-size")

## xiii. Highway and traffic implications

To consider:

- Agreement of van parking space with local authorities
- Distraction risk for passing traffic

- Increased volume of traffic or parking demand

We do not anticipate the need for:

- Road closures
- Traffic diversions
- On-street parking restrictions
- Car park closures
- Highway directional signs
- Dedicated event parking for staff or public

#### xiv. Security

There are no plans to provide additional event security. The Event Manager, Event Safety Officer, stewards and volunteers will be briefed in escalation procedures. In busier locations where venue security already exists, venue security will be briefed by the Event Manager and vice versa.

#### xv. Insurance

Hull 2017 holds copies of, and approves of, Blast Theory's Public Liability and Employer's Liability Insurance as part of the project-wide commissioning agreement.

Insurance of LED vans is covered within the rental agreement.

#### xvi. Licensing

We gratefully seek guidance from ESAG on licensing considerations for parking the van in pedestrian areas and screening films in public places. Blast Theory owns copyright and intellectual property rights for all films and their contents.

#### xvii. Health and Safety

Risk Assessment: to be carried out

Fire Risk Assessment: to be carried out

Event Safety Officer: to be nominated – separate person to Event Manager

Event Control: As this is a portable event, there will be no fixed location for Event Control. We suggest that the van itself forms the most logical and visible muster point. Hull 2017 volunteers will clearly be in uniform and dispersed throughout the event, forming a clearly visible first point of contact for those seeking Event Control.

Communication with the Public: In case of emergency at locations with venue security, venue protocols will take priority. In smaller public locations, an emergency procedure will be defined in the Risk Assessment, which will define how and when the screenings must be stopped and how the details of the emergency are communicated to the public.

Steward Management and Training: Our Hull 2017 Volunteer Lead is Abby Middleton, who has worked with around 50 volunteers and placement holders across the film shoot. Both Abby Middleton and John Hunter are trained Hull 2017 Volunteer Leads and will ensure that appropriate briefing and management is given to volunteer and staff stewards during the event.

First Aid: Hull 2017 and ESAG to please advise on First Aid training status of Hull 2017 team members and at which screenings First Aid-trained staff should be present, if applicable.

#### xviii. Noise and public nuisance

We seek guidance from Hull 2017 and ESAG around the permissions we will need to seek and the parameter within which we will need to operate in respect of screen brightness, screening times and audio volume.

4 Event in Detail – Phone Box calls

i. Name of event

2097: We Made Ourselves Over – Phone Calls

## ii. Event locations (proposed)

Please refer to the attached Phone Box locations map for the current proposed list of phone boxes that will be used in this event.

There is an ongoing conversation about which phone boxes (if any) should be considered for exclusion owing to the fact that KCOM (the owners of the phone boxes) reports that some are used to promote prostitutes and drug dealers. We are not keen, however, to create “no-go” areas and therefore are exploring the steps we can take (e.g. daily checking and cleaning / clearing of phone boxes) to ensure that as many locations as possible remain viable.

As part of the locations consideration, mutual written sign-off between Blast Theory, Hull 2017 and KCOM will be given, taking into account any concerns raised by any party, and the mitigating actions agreed.

## iii. Date(s) of event

- Simultaneous dial-out to all boxes: Sunday 1 October
- Dial-in from any box: 2-29 October

## iv. Public start time

- Simultaneous dial-out to all boxes: 14:00
- Dial-in from any box: Any time

## v. Event organiser

Production manager: **To be confirmed**

## vi. Event description (from overview)

At 14:00 on Sunday 1 October (“the Launch”), phone boxes across Hull will ring in unison. Those who answer will have an interactive call with one of the characters from the film, lasting approximately 5-10 minutes (note: this is pre-recorded, not live). They will be told that over the next month someone from 2097 will be in the city waiting to meet them. At the end of the phone call they will be invited to make a recording about their vision of the future. After launch day, members of the public are able to dial a dedicated number – 50 2097 – from a phone box at any time during the month. They will have a short interactive call with one of the characters from the film. They will be told the time and location of the next pick up by electric cars (see “Car journeys”).

## vii. Attendance numbers (proposed)

- Public: <200 for simultaneous dial out, 1 person per phone box per call, >1000 theoretical total capacity over 1 month
- Staff: 5-8 shared with screening, 2 dedicated to ongoing systems maintenance
- Performers: 0

## viii. Profile of audience

General Public. **Age guidance on interactive calls to be confirmed.**

## ix. Access

An Access Plan for this event will be produced by Blast Theory in collaboration with Hull 2017 to assess the steps that can be taken to enable those with access needs to enjoy the event fully. Initial considerations for the Phone Box Calls section within the plan include, but are not limited to:

- Alternative media for hearing impaired

## x. Minors and vulnerable adults

Each call's content is signed off by Hull 2017 with regard to setting age guidance.

We do not expect that the phone box calls will require a safeguarding plan or a lost child and vulnerable adult procedure.

## **xi. Event activities (highlighted as applicable)**

- Carnival/procession
- Fairground or some rides
- Inflatables (e.g. bouncy castle)
- Balloon/lantern launch
- Live Animals
- Motor vehicles Static display
- Motor vehicles moving
- Portable staging-LED truck (see “Temporary demountable structures”)
- Amplified music or PA system
- Helicopter Operations
- Gazebo / Marquees
- Storage or use of gases
- Barrier/fencing-To be confirmed
- Live entertainment / live music
- External Power supply
- Portable generator/s
- Portable Toilet provision
- Aviation Sport or Display
- Water supplied by standpoints
- Alcohol sales
- Food sales
- Barbecues / naked flames
- Bonfire
- Fireworks
- Market stalls
- Athletics/sports field
- Athletics Sports on highway

## **xii. Temporary demountable structures / Phone Boxes**

Not applicable – will use only existing KCOM phone boxes.

## **xiii. Highway and traffic implications**

Not applicable to the phone box calls.

## **xiv. Security**

There are no plans to provide additional event security for the phone box calls.

	<p><b>xv. Insurance</b></p> <p>Hull 2017 holds copies of, and approves of, Blast Theory's Public Liability and Employer's Liability Insurance as part of the project-wide commissioning agreement.</p> <p>Insurance of KCOM property is covered within our sponsorship agreement with them.</p> <p><b>xvi. Licensing</b></p> <p>Blast Theory owns copyright and intellectual property rights for all calls and their contents. All relevant permissions surrounding simultaneous dial-outs and reserved numbers have been secured by KCOM.</p> <p><b>xvii. Health and Safety</b></p> <ul style="list-style-type: none"><li>• Risk Assessment: to be carried out</li><li>• Fire Risk Assessment: to be carried out</li><li>• Event Safety Officer: to be nominated – separate person to Event Manager</li><li>• Event Control: As this is a pop-up and dispersed event, there will be no fixed location for Event Control.</li><li>• Communication with the Public: Protocols in phone boxes' localities take priority. We take no responsibility for communicating a general emergency during the phone box calls.</li><li>• Steward Management and Training: A conversation needs to take place about on-the-ground staff presence at the simultaneous dial-out event. It is designed so as to prevent crowding or otherwise dangerous behaviour, and our current assessment is that there should be no need for a visible on-the-ground staff presence.</li><li>• First Aid: Not applicable to phone box calls.</li></ul> <p><b>xviii. Noise and public nuisance</b></p> <p>Not applicable to phone box calls.</p>
5	Event in Detail – Car Journeys
	<p><b>i. Name of event</b></p> <p><i>2097: We Made Ourselves Over – Electric Car Journeys</i></p> <p><b>ii. Event locations (proposed)</b></p> <p>Car journeys will begin close to selected phone boxes, chosen for their vicinity to key public screenings. This selection process is part of the discussion of locations for parts 3 and 4.</p> <p><b>iii. Date(s) of event</b></p> <ul style="list-style-type: none"><li>• Launch: Sunday 1 October</li><li>• Subsequently: Saturdays and Sundays 7-8, 14-15, 21-22, 28-29 October</li></ul> <p><b>iv. Public start time</b></p> <ul style="list-style-type: none"><li>• Launch: 14:00</li><li>• Subsequently: To be confirmed (8 hours each Saturday and Sunday)</li></ul> <p><b>v. Event organiser</b></p> <p>Production manager: To be confirmed</p> <p><b>vi. Event description (from overview)</b></p>



For up to 8 hours on Saturdays and Sundays, callers who have made their way to specific phone boxes will receive instructions preparing them for a journey in an approaching electric car. After using the phone's keypad to indicate their agreement to a disclaimer, they are picked up by the car, which contains a driver and a performer. In the car, they are interviewed on camera by the performer about their vision of the future. The journey is a round trip lasting 10-20 minutes.

## vii. Attendance numbers (proposed)

- Public: 1 per car
- Staff: 7-10 (1 per car plus 5-8 shared with screening)
- Performers: 2 (1 per car)

## viii. Profile of audience

General Public. [Age guidance on car journeys to be confirmed.](#)

## ix. Access

An Access Plan for this event will be produced by Blast Theory in collaboration with Hull 2017 to assess the steps that can be taken to enable those with access needs to enjoy the event fully. Initial considerations for the Car Journeys section within the plan include, but are not limited to:

- Usability of cars for wheelchair users or those with limited mobility
- Interpretation for those with hearing impairments
- Accompaniment for those with visual impairments

## x. Minors and vulnerable adults

The car journey's content is signed off by Hull 2017 with regard to setting age guidance.

Age guidance will take into account the additional implications of one-on-one or unsupervised interaction with minors, and Blast Theory's Safeguarding Policy will be implemented if age guidance implies that minors may be travelling on car journeys.

## xi. Event activities (highlighted as applicable)

- ~~Carnival/procession~~
- ~~Fairground or some rides~~
- ~~Inflatables (e.g. bouncy castle)~~
- ~~Balloon/lantern launch~~
- ~~Live Animals~~
- ~~Motor vehicles Static display~~
- **Motor vehicles moving**
- ~~Portable staging: LED truck (see "Temporary demountable structures")~~
- ~~Amplified music or PA system~~
- ~~Helicopter Operations~~
- ~~Gazebo / Marquees~~
- ~~Storage or use of gases~~
- ~~Barrier/fencing: To be confirmed~~
- ~~Live entertainment / live music~~
- ~~External Power supply~~
- ~~Portable generator/s~~

- ~~Portable Toilet provision~~
- ~~Aviation Sport or Display~~
- ~~Water supplied by standpoints~~
- ~~Alcohol sales~~
- ~~Food sales~~
- ~~Barbecues / naked flames~~
- ~~Bonfire~~
- ~~Fireworks~~
- ~~Market stalls~~
- ~~Athletics/sports field~~
- Athletics Sports on highway

## **xii. Temporary demountable structures / Cars**

The interior environment of the cars will be included in the risk assessment, as will the risks posed through the use of moving vehicles within the event. As with all Blast Theory work, attention will be given to ensure clarity of instructions to the participant at all times.

## **xiii. Highway and traffic implications**

To consider:

- Agreement of car parking spaces with local authorities
- Distraction risk for passing traffic

We do not anticipate the need for:

- Road closures
- Traffic diversions
- On-street parking restrictions
- Car park closures
- Highway directional signs
- Dedicated event parking for staff or public

## **xiv. Security**

There are no plans to provide additional event security for the car journeys. Staff and performers inside the car will be rehearsed and experienced in performing interactions, and will be made aware of escalation and emergency procedures.

## **xv. Insurance**

Hull 2017 holds copies of, and approves of, Blast Theory's Public Liability and Employer's Liability Insurance as part of the project-wide commissioning agreement.

Insurance of cars is covered within the rental agreement.

## **xvi. Licensing**

Not applicable to car journeys.

## **xvii. Health and Safety**

Risk Assessment: to be carried out

	<p><b>Fire Risk Assessment: to be carried out</b></p> <p><b>Event Safety Officer: to be nominated – separate person to Event Manager</b></p> <p>Event Control: This will be the same location as nominated for the screening concurrent with the car journeys.</p> <p>Communication with the Public: Drivers will be in contact with Event Control and will be briefed in the event of an emergency to return to Event Control.</p> <p>Steward Management and Training: Not applicable to car journeys.</p> <p><b>First Aid: Hull 2017 and ESAG to please advise on First Aid training status of Hull 2017 team members and at which screenings First Aid-trained staff should be present, if applicable.</b> Car drivers and performers will be briefed in emergency escalation procedures and should never be further than 5 minutes from Event Control, where First Aid can be administered.</p> <p><b>xviii. Noise and public nuisance</b></p> <p>Not applicable to car journeys.</p>
6	<b>Communications</b>
	<p><b>a. Managing expectations through messaging</b></p> <p>The need to expectations management has been discussed between Blast Theory and Hull 2017, given the intimate nature of some elements of the experience, and the fact that not everybody who wants to take part will necessarily be able to.</p> <p>An agreed communications strategy has been produced which pays careful attention to the way the experience is described, and what it promises.</p> <p>This is an event that rewards commitment from participants whilst offering a rich and exciting experience to the widest possible number within the scope of the work.</p> <p>The event's structure, the chosen locations and the way logistical information is imparted to participants, have all been carefully designed to anticipate demand.</p> <p><b>b. Channels of feedback whilst the event is live</b></p> <p>Hull 2017 have shared learning with Blast Theory about audience engagement at comparable events, including the ways in which audiences like to feed back about their experiences.</p> <p>In addition to the established Hull 2017 channels of communications as published in their brochures, on posters and on their website, there will also be visible Hull 2017 volunteers at certain screenings.</p> <p>The project also has a dedicated website, <a href="http://wemadeourselvesover.com">wemadeourselvesover.com</a>, and a hashtag, #its2097, with all incoming communications regularly monitored by people at Blast Theory.</p> <p>Throughout October, Blast Theory and Hull 2017 will have regular check-ins about how audiences are engaging and what they are feeding back, and will use this to inform any changes to the event as it proceeds.</p>
7	<b>List of Appendices</b>

## 8 Declaration

I agree that by submitting this notification form, I am requesting that my notification be considered by ESAG.

I confirm that the information contained within the notification is accurate to the best of my knowledge and belief.

I acknowledge that following consideration of the notification, the ESAG will either have advice for the event organiser or no outstanding issues with the proposed event.

I confirm that it is my responsibility to notify ESAG of any changes to the event once the notification is submitted to ESAG.

I understand that the ESAG decision will no longer apply to this event in the absence of notification of any major change/s to the event applied for.

I acknowledge that ESAG have no liability in terms of the management or organisation of my event.

Name: John Hunter

Position: Project Manager, Blast Theory

Date: 05 07 2017