**Land of Green Ginger Unleashed**

**performed by Macnas in partnership with And Now**

**Saturday 11 November**

**Presented by**

**Hull UK City of Culture 2017**

**KEY CONTACTS**

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| --- | --- | --- | --- |
| KATY FULLER | Exec Producer, Hull 2017 | 07771 764656 | katy.fuller@hull2017.co.uk |
| MADDIE MAUGHAN | Producer, Hull 2017 | 07738 822568 | maddie.maughan@hull2017.co.uk  |
| GARETH HUGHES | Head of Production, Hull 2017 | 07733 112272 | gareth.hughes@hull2017.co.uk |
| ALIX JOHNSON | Head of Media & PR, Hull 2017 | 07718 100784 | alix.johnson@hull2017.co.uk |
| BEN MCKNIGHT | Director of Communications, Hull 2017 | 07718 100793 / 07716 778850 | ben.mcknight@hull2017.co.uk  |
| MIKE BERRIMAN | PR Officer, Hull 2017 | 07711 439329 | michael.berriman@hull2017.co.uk  |
| JACQUI GAY | Head of Communications, Hull City Council | 07870 715509 | Jacqui.Gay@hullcc.gov.uk  |
| JOHN PRINCE | Humberside Police Officer | 07464 985454 | John.Prince@humberside.pnn.police.uk  |
| CHRIS MARR | Digital Editor, Hull 2017 | 07872 415522 | chris.marr@hull2017.co.uk  |
| CHRISSIE LEWIS |  | 07947 358033 | chrissie.lewis@hull2017.co.uk  |
| SARAH HARRIS | Volunteer Coordinator |  | sarah.harris@hull2017.co.uk  |

**INTRODUCTION**

Green Ginger Unleashed is the sixth and final act of the year long series of arts commissions, Land of Green Ginger. The event is primarily a processional theatre performance that will take place in the city centre on Saturday 11th November.

The parade will start at 6.30pm at Saville Street and weave along Guildhall Road, Lowgate and High Street before finishing at Humber Street at around 8pm.

The procession is created and managed by Macnas, who have over 30 years’ experience in staging large outdoor street parades and spectacle events both nationally and internationally.

The procession will feature a community cast who have been rehearsing alongside professional performers, and will be formed into 14 sections, with a mix of pushed structures, performers, musicians, stilt walkers, and pyrotechnic effects.

The route will be animated at three points, with Green Ginger Crates. These crates will be animated by pyrotechnics as the procession passes NOT MADE PUBLIC:

Co-op Bank roof

Outside court on Lowgate

C4DI car park

The animation of these crates will be undertaken by And Now. And Now have over 40 years’ experience of animating performance with pyrotechnics and have recently delivered the Longhill Burn (Act III of the Land of Green Ginger).

The event is free to attend and is suitable for all ages and to attract a family audience.

**COMMUNICATION CHAIN**

**Fran Hegyi**

**Jacqui Gay / Hull CC**

**Katy Fuller / Maddie Maughan**

**Alix Johnson**

**John Prince / Humberside Police**

**Chris Marr**

**GENERAL PROTOCOL**

* Katy Fuller as Executive Producer is primary contact for Alix Johnson, Hull 2017 Head of Media and PR
* Public and media understanding of who is responsible for the success or failure of *Land of Green Ginger Unleashed* is with Hull 2017, which will lead on media management, proactive messaging and reactive responses on the day.
* Alix Johnson, Head of Media & PR, will oversee this process with support from Ben McKnight, Mike Berriman & Jacqui Gay.

* Alix will liaise with Fran Hegyi, to keep her updated or agree messages, as appropriate.
* Alix and team will liaise with Katy 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 and team will liaise closely with Chris and social media team to ensure consistency of messaging.
* Alix and team will update Jacqui Gay, Hull City Council Head of Communications if necessary
* 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.

**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, loudhailers 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.

**EVENT CONTROL**

This will be based at Lowgate House. Representatives from Humberside Police will be present alongside Hull 2017 colleagues.

**HULL 2017 WEBSITE & SOCIAL MEDIA**

In the event of an emergency, major incident, evacuation, cancellation or other situation Chris Marr 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.

# MAJOR ISSUES & CRISES – SCENARIOS, OUTLINE PROMPTS AND CUES

**SCENARIOS - media responses are for guidance only.**

**Bomb threat**

If any suspect package is found, it will not be touched. The Police will respond to suspect packages and guidance given as to Event Control as to the best course of action. 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 in close contact with the police and will continue to monitor the situation and urge the public to remain vigilant.

## Crowd disorder

Stewards will inform the supervisor who will assess the risk. Minor incidents will be dealt with by the SIA badged security stewards, if a major incident occurs the supervisor will contact the Event Control, and subsequently the Event Manager who will assess the risk. The police will be 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. 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 kind of behaviour is totally unacceptable and we would urge anyone who has any information to come forward.

**Overcrowding**

*Land of Green Ginger Unleashed* is a free, un-ticketed event, and careful consideration has been taken to assess the event space in relation to expected audience numbers. The event has been announced late to mitigate risk of overcrowding.

The numbers of audience arriving before and during the show will be monitored by the Event Manager in liaison with the Security Manager and Event Control. In the unlikely event that crowd numbers become too dense, the ELT (Emergency Liaison 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 –** We would urge the public to cooperate with the stewards.

## Inclement weather (high winds)

The Event Manager will continually monitor the weather conditions with regard to crowd safety, the safety of performers, site structures and electricity, taking appropriate action if it is likely to delay the parade or result in cancellation.

**LINE (if cancellation required):** The Event Manager in liaison with the performing companies and have assessed the weather conditions with regard to crowd safety and the safety of performers. 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.

## Evacuation

It may be necessary to evacuate part or the entire site. The Event Manager and ELT, 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 Hull 2017 team is assessing the situation and we are in contact with the police. There will be an update in due course.

## Injury or death of a performer or member of the public

Should there be an accident involving one or more of the performers or a member of the public, 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 the event, the following responses have been drafted for use in media.

**I couldn’t see, why didn’t you ticket the event to limit numbers?**

We wanted as many people as possible to experience the parade. The location and nature of the parade would have made it impossible to manage tickets but we have stewards and volunteers on hand to help manage the crowd.

**I didn’t find out about the event until too late so already had plans (eg Last Testament), why wasn’t the event advertised in the season guide?**

As with the previous projects, the event was designed to transform Hull into a place of delight and curiosity, fuelling the imagination and leaving lasting memories. We carefully tried to balance the desire to maintain an element of surprise and the need to promote the event.

We promoted the event via two full page adverts in the Hull Daily Mail and door-dropped marketing in the areas where previous Acts of Wanton Wonder occurred. The event details were also on our website and Hull’s What’s On website.

There are still many more events planned across the city throughout the year so there are plenty of chances to see other things. We recommend that you check out *Where Do We Go From Here?* and *A Colossal Wave,* both free events as part of Substance.

**I understand the parade featured members of the community, I would have loved to take part. Why didn’t you hold an open audition?**

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 participants in the parade are residents we have previously engaged with throughout the course of the year-long project. The participants include Hull 2017 volunteers and people from specialist interest areas such as shadow puppetry.

**Why** **did the parade start late?**

The safety of our audience, staff and volunteers is paramount, and unfortunately the event needed to be delayed due to unforeseen circumstances.

Our stewards and volunteers informed the audience as soon as the decision was made so as to inform the public as quickly as possible. Messages were also put out on social media and websites.

**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 unforeseen circumstances.

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.

**The leaflet said the full parade will travel the whole route so everywhere is the “best place” to stand so why did I not see a crate moment?**

Crates were deliberately placed in locations with big audience capacity to allow as many people as possible to experience them.

**Why did you not use barriers?**

*The Land of Green Ginger Unleashed* is an interactive experience and has been designed to be in close proximity to the audience with characters reaching out to them. We assess every event on its own terms and in this instance, we have limited barriers to the areas around the pyrotechnics, where it is necessary for health and safety reasons.

**Why were there not enough toilets?**

Toilets were provided on Lowgate with a disabled toilet at the access area in Queens Gardens. The toilets in Queen Victoria Square and Nelson Street were also open.

**POTENTIAL CLASH WITH THE LAST TESTAMENT OF LILLIAN BILOCCA**

The doors to The Guildhall open at 7pm with the show due to start at 7.30pm. The show is due to finish at 9pm with lockdown at 10pm. LOGG starts at 6.30pm at Vernon Street and is due to finish at Humber Street around 8pm. In theory, the parade should have moved well past Guildhall Road before Last Testament starts. However, we cannot predict how quickly the parade will move due to factors beyond our control (crowd numbers, weather etc) so there is a potential clash.

To mitigate the risk of Last Testament customers being stuck in LOGG crowds, we will email ticket holders (on Monday 6 November) advising them to leave plenty of time to arrive and to access the Guildhall via Unison and to enter through the Watchman’s entrance. We will also be advising them that the surrounding roads will be closed from 5pm and Lowgate and King William car parks will be closed and directing them to George Street and Princes Quay car parks. We will be backing up this messaging via social media through the media including Traffic & Travel updates on BBC Radio Humberside. Volunteers will be on the streets from 5pm directing audiences.

While we will not be advertising it, the doors will be open from 6.30pm to allow ticket holders who have followed our advice and travelled early to access the building. Tickets will be checked at the Watchman’s entrance to prevent the LOGG audience from using the toilet facilities.

The LOGG parade is loud – there are drums, bass, PAs and cracker barrels. If the parade is due to pass Guildhall during or after 7.30pm, Maddie Maughan from Hull 2017 will contact Andrew Carruthers to advise. There is the potential to delay the start of the show by up to half an hour.

Please note the Last Testament audience is 200 + around 50 cast and crew so if there is a need to evacuate The Guildhall, it shouldn’t make much difference to numbers outside.

**MESSAGES FOR SOCIAL MEDIA TO MANAGE CROWDS**

* There is lots going on in the city Saturday/tonight and we are expecting it to be busy so leave in plenty of time to make sure you don’t miss out
* Road and car park closures will be in force Saturday / tonight so we would encourage you to use public transport if you are travelling into Hull
* Lowgate and King William car parks will be shut from 6pm – please make a note of times on notices Saturday /tonight but Princes Quay, George Street, and Albion Street car parks will be open as normal.
* The Land of Green Ginger Unleashed parade will travel the whole route on the map, everywhere is the "best place" to stand (*attach map*)
* No need to follow the Land of Green Ginger Unleashed procession. Take up a position and the full story will pass in front of you
* If you are at Land of Green Ginger Unleashed, please follow the directions of the stewards. If you feel too crowded, move along the route
* Some of the characters from the Land of Green Ginger will reach out to you ... don’t be afraid to interact