

EVENT MANAGEMENT PLAN

Sadlers Wells Breakin'Convention – Park Jam

Bank Holiday Monday – May 4th

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2. Event Risk Assessments (sent separately)
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General Description of Event

Park Jam at Spa Fields.
Islington.

Hip – Hop concert ; 13.00 – 19.00 hrs

Free international music festival to celebrate over 10 years of the Breakin'Convention activities based at the Sadler's Wells Theatre .

Music acts to include ;
5 piece band –“ Amy True “
Logic with RUi – FAM
Kwake Bass.
DJ Snuff
Mystro
Jonzi D
Emcees and Hosts.

(Bands TBC)

Other activities during the afternoon;
4 food stalls (Food stall information supplied in advance to Islington Council)
Graffiti workshops and showcase
UK Block-Workout fitness classes
Dance area
Footwear sales marquee.

AP Security will provide the stewarding and security staff during the day.
24 staff will be deployed across the event area, 16 of whom will be SIA registered. The stewarding supervisor and the event manager will be in close contact throughout.

Event management and contacts

Event Manager is xxxxxxxxxxxx- 12345678
Assistant Event Manager – xxxxxxxxxxxx- 12345678

Surrey Ambulance
xxxxxxxxxxx- 12345678
xxxxxxxxxxx- 12345678

Electrical contractor / generator supplier;
xxxxxxxxxxx- 12345678

Stewarding / Security – A Security Co.

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xxxxxxxxxxx- 12345678

PA supplier;

A Supplier

xxxxxxxxxxx- 12345678

Staging and backstage tents;

A Supplier;

xxxxxxxxxxx- 12345678

Waste Management

A Supplier;

xxxxxxxxxxx- 12345678

Spa Fields Estate Manager

Dave Bamford – 07825 098457

Parks Patrol – 07970 893588

Graffiti manager

A Supplier;

xxxxxxxxxxx- 12345678

Toilets

A Supplier;

xxxxxxxxxxx- 12345678

Stage Manager

A Supplier;

xxxxxxxxxxx- 12345678

Control Room and Communication

The control room will be situated in the estate management building within Spa Fields.

The contact number inside is;

The room will be in operation from 11.00 until 20.00 hrs.

Radio communications will be in operation between the stewarding , event management, first aid and stage management teams. Megaphones will be available for stewards if public announcements are required, in addition to the stage PA.

Leaflets will have been circulated to adjacent neighbours and businesses to give notification of this event.

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The mobile number provided as a point of contact will be held by a member of the event team who will be in contact with the event manager throughout the day. Mobile no ; xxxxxxxxxxx- 12345678

First Aid Provision

Surrey Ambulance will have an ambulance and crew in attendance with a clearly signed first aid point within the park. In addition a trained first aider will have a roving patrol throughout the event area. Emergency access gates leading into the park will be stewarded and kept clear at all times.

Lost Children

A Lost Children tent will be positioned within the park and clearly signed . This will be staffed by DBS (CRB) registered staff supplied from the Sadler's Wells Theatre. This team will have radio contact with the control room. At the tent incident forms will be available along with wristbands and marker pens should any parent /guardian wish to provide a child with a contact number.

Lost and Found Children Policy

Sadler's Wells understands that they have a responsibility for the safety and well being of children and young people.

Equally we recognize that a parent or guardian who has lost a child will become distressed and will need to be supported appropriately to try and ensure a swift reunion with the child.

For the operational management it is important to recognize the two different situations that may arise

Found Child. A found child is one who has been located but has become separated from their parent or guardian.

Lost Child. A parent / guardian who has lost their child..

Whilst the event management team recognise that they have a responsibility to provide adequate systems to deal with lost and found children the ultimate responsibility for managing the situation lies with the police who will be informed as soon as a child is reported lost / found and can advise on further procedures.

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Toilet Provision / Waste management

Portable toilets will be supplied by contractor A Supplier;

The provision for the area will be 12 single units + 1 accessible toilet.

**These to be delivered on the morning of the 4th May , clean and serviced .
Collection after the event at 20.00 hrs.**

Event team will monitor the units during the day to ensure levels of cleanliness and supplies.

A Supplier Cleaning contractor will supply a litter team throughout the day to monitor and clear litter.

Bins will be provided to supplement those existing in the park .

Top Shine will send a truck to empty the bins as required during the day.

At the end of the event the team will undertake a final clearance, to leave the park in an acceptable state .

Cardboard and plastic waste will be sent to;

Recycling Solutions

**1, A Street,
London A12 3BC**

**Contaminated waste to
Docklands Waste Recycling,
Dock Road,
London E16 14F**

Noise management

At 11.00 on the day , before the event starts , PA testing will establish a level that is acceptable with the monitoring engineer taking readings by the closest residential accommodation.

A Supplier will have decibel reading equipment at the mixing desk in addition and once sound levels have been agreed , these will be maintained.

Should a complaint be received from a resident on the emergency mobile number , the sound level will be adjusted accordingly.

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The generator supplying power will be positioned away from residential accommodation. The set will be a silenced unit with a noise level of 78dba at 1 meter distance.

Disabled Access

Wheelchair access will be possible at the entry and exit gates with stewards available to assist if required.

The accessible toilet unit will be a short distance from the viewing area.

Contingency Plans

(Notes below to form the briefing notes for stewards and event team support.)

Code words;

Mr A - Small fire

Mr B – Large fire

Mr C - Bomb / suspect package

Mr D – Crowd disturbance

Mr E – Lost Child

Mr F - Parent or guardian who has lost a child.

IN THE CASE OF FIRE

Everyone should be alert to the possibility of a fire and be ever watchful. Also be aware of the types and position of fire fighting equipment on site.

If you see a fire or are alerted to one by a member of the public you should immediately inform the Event Manager. Under no circumstances should the word fire be used. The codeword for fire is either **Mr A / B** as in “**Mr A is by the tennis court** “ to indicate the location of the incident. Those nearest the incident should try and contain the area without endangering themselves to ensure that no members of the public get too close

The Event Manager will make an assessment of the scale of the fire. If it is a ‘small’ fire ie a small amount of combustible material the site manager and stewards should try to contain it with the appropriate piece of fire fighting equipment. If however it is judged

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to be too large a fire to tackle with available extinguishers the Event Manager will inform the control room in the park for a call to be made to the emergency services.

The access point for the Fire Engine is through the London Road gates which will be kept clear at all times.

The steward deployed at this gate will meet the Fire Brigade and advise on the location within the park of the incident.

The Police may decide that it is necessary to evacuate the site in which case the Evacuation Procedure will be followed.

All incidents however small should be reported by the Event Manager to the control room as a matter of record.

SUSPECT PACKAGE / BOMB ALERT

If you see an unattended bag or anything that makes you suspicious or if a member of the public reports that they have concerns about something you should immediately inform the Event Manager.

Do not use the word bomb or suspect package.

The code word for a suspect package is **Mr C** as in “ **Mr C is behind the stage** “ to indicate the location of the incident.

Those nearest the incident should encourage people to move away and try to keep the area clear.

The Event Manager will assess the situation and inform the control room and stewarding supervisor and decide on appropriate action.

If it becomes necessary to evacuate the site then the Evacuation Procedure will be followed.

Please be aware that people are careless with their belongings and will often leave an unattended bag for a few minutes you should ask people in the immediate vicinity if they own the bag/package before calling the Event Manager, however if you have any concerns you err on the side of safety.

ILLNESS / INJURY TO MEMBER OF THE PUBLIC

Emergency services personnel will be on site throughout the day with a roving team and a First Aid tent within the park.

If you are made aware of an ill or injured person you should alert the Event Manager by radio giving as precise location as possible. Encourage the person to wait. If the injured person insists that the problem is minor then try to accompany them to a First Aid tent.

The first aid personnel will keep a record of all injuries dealt with.

The first aid personnel will assess the injury/ illness and will decide whether an ambulance is required.

The access point for an ambulance onto the site is via the Northampton Road gates.. The steward at this point will ensure that there is a clear path for the ambulance.

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OVERCROWDING / EXCESS NUMBERS REQUIRING ENTRY

Sadler's Wells staff will be deployed to monitor with counters the numbers in the park during the event. If numbers exceed the agreed licensed capacity then APS staff will close the gates of the park.

Stewards will have loud hailers to inform the public as to the reasons for the closure. The Event Manager and Stewarding Supervisor will monitor the behaviour of any build up of audience numbers outside the gates and a decision will be taken either to open the gates if there is safe capacity within the park for this to take place, or to contact the control room to request police assistance if disorderly conduct is anticipated.

CROWD DISTURBANCE / INCIDENT

If a steward notices or is made aware of an incident in the crowd such as raised voices or pushing and shoving between individuals or groups they should immediately inform the Event Manager by radio, giving the precise locality and nature of the incident.

Do not use words such as fight or gang. The code word for a crowd incident is **Mr D**. Other stewards should move to within assistance distance.

The Event Manager and stewarding supervisor will assess the situation and if possible try to placate the participants. Intervention will only take place if there is no personal risk.

If the situation is considered dangerous, is likely to escalate or is upsetting others the control room will be contacted to inform the police.

Stewards should be ready to assist colleagues if at all possible and be aware of crowd moods. However stewards should not risk personal injury. You are not security but you do have a responsibility for crowd control.

LOST PROPERTY

If someone reports that they have lost an item they should be directed to the nearest control room where there will be reporting forms. A record can be made of the missing item with a contact number in case it's handed in later.

If someone reports that they have been robbed suggest that they contact the Police as they would if they were robbed anywhere else. We can also take a record in case it's found on site.

Lost property should be kept at the Control Room during the day and after taken to the Sadler's Wells Theatre for safe keeping.

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EVACUATION PROCEDURES

The site will operate a “ traffic light” system to describe the mode of operation.

Green – Normal operation, site operating safely.

Amber – Incident reported and under investigation

Red Alert – Incident requires show stop and site evacuation.

In the event of a major incident such as a fire or crowd disturbance the park may have to be evacuated and the following procedure must be followed.

In the event of an incident the Event Manager will inform the Control Room and Stewarding Supervisor and any decision to evacuate the site will be relayed via the radio to all stewards.

If the Emergency Services need to enter the site they will do so via the London Road gates.

Stewarding and event teams will be alerted to an imminent evacuation with the code words “ **Will the AP representative please contact the control room.**”

This means that an evacuation is about to happen and stewards should be prepared to assist the public to make their way slowly to the park exit points and ensure that there are no obstructions.

When the Stage Manager hears the message “ **This is an urgent message, will the AP representative please contact the Control Room immediately, I repeat immediately** “ she will stop the music in order for an announcement to be made over the PA.

If the Event Manager is not available to make the announcement then please use these words.

(I am afraid that we are going to have to evacuate the site. Please could you leave by the nearest exit point. There is no need to be alarmed but please leave quickly and quietly and move as far away from the site as possible).

Stall holders will be advised to shut down cooking equipment and leave.

If the area needs to be evacuated, stewards will assist audience movement through the emergency exit routes that lead away from any incident.

London Place / London Road / London Street or London Market will be the evacuation areas and stewards will be at these positions throughout the event.

After the evacuation is complete the meeting point for all staff employed on the event is LONDON PLACE.

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Draft letter for circulation to Residents in the vicinity of Spa Fields.

Dear Resident,

We write to you from Breakin' Convention (Sadler's Wells Theatre on Rosebery Avenue). We will be celebrating the 12th Anniversary of our International Festival of Hip Hop Dance Theatre this May. As part of our celebrations we will be hosting our second 'Park Jam'. Park Jams are traditional hip hop cultural events designed to bring the community together for music, song and dance.

Our Park Jam will take place in Spa Fields on Monday 4 May 2014 from 1.00 – 7.00p.m. As you are a local resident we'd like to take the opportunity to both inform you of our intentions *and* invite you to be part of it.

The Park Jam will include live music, dance, visual art, workshops, food and stalls and there will be opportunities to join in and have a go at some of the activities. It is very important to us that the local community are present and engage with our event and organisation. The Park Jam is free and no tickets are required.

Please visit our website for more information about the event and our website at www.breakinconvention.com.

**We are working closely with Islington Council to ensure disruptions will be at a minimum but if you have any questions or any concerns about the event please do not hesitate to call us at our office on 12345678 or email us on abcdefg@hijklmn.op. On the day of the event the contact number at the park will be 012345678
If you need to contact the council the out of hours no ; 0207 527 7272**

Many thanks,

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MEDIA PLAN

Breakin' Convention Park Jam Marketing and Media Plan

Date: Bank Holiday Monday 4 May 2015
Capacity: 2000
Budget: £xxxxx

In light of capacity restrictions we will target and focus our marketing/press campaign to ensure the reach is reflective of this. The Park Jam will not be marketed or publicised on the same scale as our international festival but will adopt a more direct approach to our target audience.

Target Audience

- **Bookers of Breakin' Convention**
- **Hip hop dance community in London**
- **Local residents in Islington**

We will not be taking out any advertisements in press, radio, online, billboards etc but instead utilise our direct online networks, hand-to-hand flyering at specific and relevant events and word of mouth.

Whilst difficult to gauge we will be monitoring the level of interest by collecting social media (Facebook, Twitter etc) data relating the event. This will include collating all tweets referencing our Park Jam and monitoring the Facebook event page attendees.

See below for a specific outline of planned activity as well as breakdown of our audience demographics.

Marketing Campaign

Print

We will produce an A6 postcard which can be given out at hip hop dance events happening in the run up to the Park Jam. This will be used to publicise the event at Sadler's Wells in the run in.

Advertisement

We will not be taking out any advertisements in press, radio or online.

Digital

Park Jam information will be included on the Breakin' Convention pages of the Sadler's Wells website and Breakin' Convention's own website.

Sadler's Wells has a social media reach of 15k fans on Facebook and 28k followers on Twitter. The Park Jam will be mentioned here where appropriate in

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messages about Breakin' Convention. It should be noted that many of these users live outside of London and the UK.

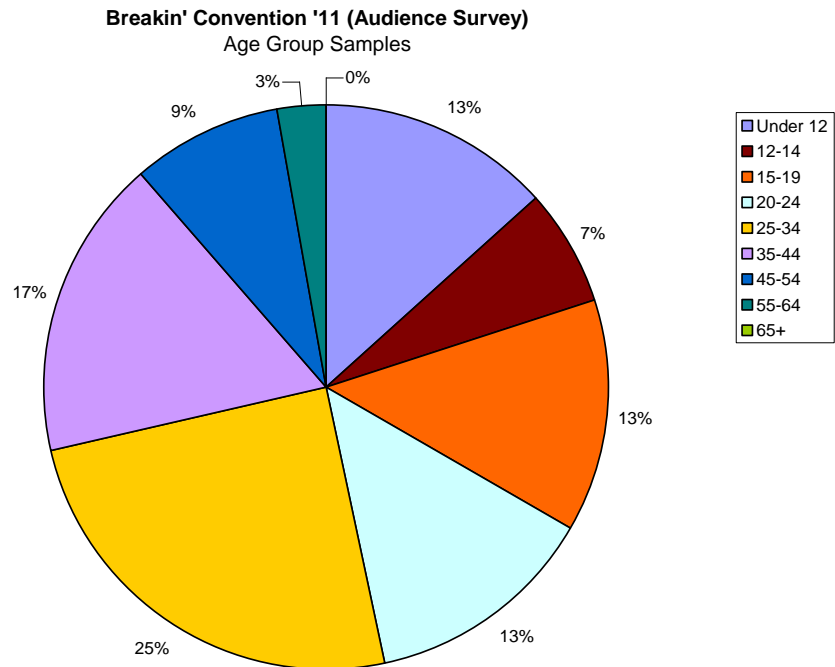
Sadler's Wells sends event reminder emails to everyone who has booked and will add information about the Park Jam to the reminders going to people who have booked for Breakin' Convention.

Media Campaign (mainly music and dance publications).

We will aim to place a news story on the Friday before the May Bank Holiday weekend in a London based publication (Evening Standard, Metro or Islington Gazette).

We will use Park Jam to support an already existing media campaign for Breakin' Convention at Sadler's Wells.

Breakin' Convention Audience Demographics



Breakin' Convention '11 (Audience Survey)
Gender Trends

