



Executive Summary for Barclaycard presents British Summertime Hyde Park

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The purpose of this document is to provide an Executive Summary for the Operational Plan for ‘Barclaycard presents British Summertime Hyde Park’ (BBSTHP). Whilst not exhaustive in its content, its primary use is to provide an overview of key operational plans and commitments.

Introduction

AEG LIVE (AEG) has been awarded a contract to operate events on the Parade Ground in Hyde Park for the next five years.

AEG is working in partnership with The Royal Parks (TRP) to deliver a new era of events for Hyde Park.

Our event programme will take place each year across a 10 day period and for the inaugural year, it starts on Friday July 5th and ends on Sunday July 14th 2013.

The 10 day event period will consist of six ticketed events across two consecutive weekends linked by a ‘free to access’ midweek Monday to Thursday programme to allow park users, local residents, and visitors to access an area within the Parade Ground.

The new open access midweek programme will feature a diverse range of free and low price ticketed events such as open-air cinema (with headphones), a comedy club and headline cookery showcase events.

The full 10 day event period will operate under the name ‘Barclaycard presents British Summertime Hyde Park’ (BBSTHP).

Community Relations

AEG have built a solid and respectful working relationship with the local community and other stakeholder groups as its priority objective.

AEG have appointed a community manager and a Friends group has been set up by TRP and AEG to share the operational plans and for the group to voice their views on the impact of the proposals and where there are concerns work with TRP/AEG to develop solutions. AEG is committed to supporting this working group for the full duration of its five year contract at Hyde Park.

To assist in effecting up to date information being circulated promptly, AEG has set up a webportal that residents can access. The portal will provide real time information about the event and contact information for residents to use.

Event Timings

The event timings for BBSTHP are shown below.

Date	Event Format	Headline Act	Site Open	Concessions Open	Main Stage Opens	Main Stage Closes	Concessions Close	Site Closes
5 July	Concert	Bon Jovi	1400	1400	1500	2215	2230	2300
6 July	Concert	The Rolling Stones	Not before 1200	1200	1400	2215	2230	2300
7 July	Concert	JLS / Beach Boys	Not before 1200	1200	1400	2145	2145	2200
8 July	Open access		0900	1000	CLOSED	CLOSED	2200	2200
9 July	Open access		0800	1000	CLOSED	CLOSED	2200	2200
10 July	Open access		0800	1000	CLOSED	CLOSED	2200	2200
11 July	Open access		0800	1000	CLOSED	CLOSED	2200	2200
12 July	Concert	Elton John	1400	1400	1500	2215	2230	2300
13 July	Concert	The Rolling Stones	Not before 1200	1200	1400	2215	2230	2300
14 July	Concert	Lionel Richie	Not before 1200	1200	1400	2215	2215	2230

Site Build and De rig Timings

Preparatory work will commence from Saturday 22nd June with the main build commencing from Monday 24th June until Thursday 4th July 2013. Work onsite will take place between 0800 and 2000hrs. The site is expected to be clear of all structures by Friday July 19th.

Traffic Management

During build and de rig times, all vehicles will enter the event site via North Carriage Drive from where they will be escorted onto the Parade Ground. Vehicles then exit via Queen Mother Gates onto Park Lane.

The Event Site

The event will take place on the Parade Ground with a similar perimeter to previously used. The event will consist of a main stage, 3 smaller indoor venues, various bars, food outlets, restaurants, grandstand seating and sanitation areas. During the midweek programme, large screens will be used for open-air cinemas and live news feeds that can be listened to with use of headphones.

Road Closures

As part of the event management and crowd management plan, Park Lane may be closed for a limited period during the egress of customers from the event. The decision on closure will be made subject to the size of the audience at the event and will be actioned by members of the Licensing Safety Advisory Group. Any road closures will be kept to a minimum.

Sanitation

AEG will increase sanitation infrastructure on site by more than 20% over the recommended guidance.

External sanitation facilities will be provided for customers to use both during ingress and egress from the event site.

All toilets for the public will be inside cabins and fully flushable (no plastic portajohn style) so will be serviceable for longer periods of time

Litter, Waster and Cleanup

AEG will clean the event site and the surrounding park areas immediately after each event day finishes. TRP management staff have the authority to sign off the public spaces as fit for purpose and thus can request further cleaning in areas that they feel it is required.

AEG have entered into an agreement with Westminster Council to pay for additional cleaning of the local public area outside of Hyde Park. A plan showing the areas with extra cleaning services is available on request.

Policing and Stewarding

AEG has entered into a private services contract with The Metropolitan Police to provide additional Police Officers to be present on each event day. These officers will be tasked with event duties as deemed appropriate by the Police and include patrols and operational support both inside and outside the Park.

The Police will also have resources dedicated to working with Westminster Council Street Enforcement teams to deal with unauthorised street traders and ticket touts.

AEG has appointed three security contractors to provide security and stewarding services for the event. These are;

Show and Event Security – Will be responsible for the majority of the security contract. Roles cover all deployments from the main stage and all other public areas inside the event as well as all external positions and egress management.

G4S – Roles cover all backstage and hospitality areas.

SFM – Will be deployed into the community as the event's Community Impact Management Team. This new role is to assist the Event community manager in ensuring a mobile and visual stewarding presence is maintained in the community at all times and that sensitive areas are given additional protection on egress routes. A plan showing the areas with extra community stewarding is available on request although it should be noted that deployments will be dynamic and thus reviewed with community representatives after each event.

Inside the site AEG will provide four customer services pods, far above industry standard, as well as the usual welfare and first aid provision. There will also be a dedicated team to support customers with access needs.

AEG will also be operating a volunteer program that will provide up to 300 trained volunteers to support the paid security, steward and customer service teams.

Sound Management

AEG and TRP have appointed a specialist Sound Management company (Vanguardia Ltd) to deliver a new sound management plan for BBSTHP. This study has resulted in changes to the layout of the event site to what has been seen before.

Our conclusions from the report show that the new site layout will allow greater control to prevent breaches of the premises license.

AEG have committed to a collaborative working relationship with Westminster Council's Environmental Health Officers to ensure an open sharing of information to achieve a common set of goals.

Sustainability

AEG have committed to work with the local community, park users and other park stakeholders to ensure that BBSTHP delivers a level of cooperation, sensitivity, and sustainability not previously delivered by event organisers in Hyde Park.

We have a robust event sustainability management system in accordance with the international standard ISO 20121 to ensure that Hyde Park is protected at all times and we preserve its condition in line with The Royal Parks policies and procedures.

AEG have commissioned Attitude is Everything to advise and robustly audit our policies for dealing with both access and services for less able customers.

Further to these commitments and to our contractual commercial arrangements with The Royal Parks, AEG have guaranteed a further sum of £250,000 to The Royal Parks Foundation to support their work in Hyde Park.