



**Universal Arts Festival Ltd. – New Town Theatre & Hill Street Theatre**



**Edinburgh Festival Fringe 2016**

## **New Town & George Street Activation Event Management Plan**

**Universal Arts Festival Ltd. with YOURgb EVENTS LTD.**

## Edinburgh Festival Fringe 2016

### New Town & George Street Activation Event Management Plan

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## Introduction and event overview

For the twenty-seventh consecutive year at the Festival, Universal Arts will provide a programme of high quality international theatre, dance, musicals, music and comedy within their venue – **New Town Theatre**.

For 2016, our outdoor site will improve activity in front of New Town Theatre in order to increase festivity and provide a hub of quality services for visitors to Edinburgh and the local population alike. It will contribute to and complement over 25 productions presented this year at New Town Theatre (full programme to be published in April 2016 at [www.universalartsfestival.com](http://www.universalartsfestival.com)).

The site will bring even more life and enjoyment to this section of the New Town with two free open-access performance areas – a live music stage and an outdoor Children’s Garden, a bar area, free attractions, food, crafts and cafe. This improved 2016 range of facilities will encourage more visitors to this part of the City. New Town Theatre audiences (25,000-30,000 people over the month of August) will wish to stay in the local area, rather than move to the George Square area.

The plans have been set out to further position George Street as a ‘go-to’ location for the Edinburgh Fringe. As well as hosting a programme of top quality international theatre, our outdoor plans have been designed to support and highlight home-grown talent and local Scottish suppliers. The free outdoor music and children’s garden spaces will encourage a diverse demographic to participate in the Festival. Our aim is to make our shows in the Fringe as accessible as possible to everyone.

The site plans have been developed since the 2015 activities but will still be in harmony with the elegant surroundings of George Street. We will use plants and careful dressing of any necessary structures to ensure they are aesthetically pleasing and the site contributes to greater vibrancy and choice within the area.

## Event Management

CEO and Artistic Director Universal Arts Festival Ltd.	Tomek Borkowy
Operation Producer Universal Arts Festival Ltd.	Guy Byron
Outdoor Site Event Director	Gilly Bain
Outdoor Site Event Manager	Sarah Robins
Outdoor Site Bar Manager	Adam Simpson
Universal Arts Festival Ltd. Production Manager	Neil Foulis
Universal Arts Festival Ltd. Head of Communications	Chris Lord

## Event dates

30 July– 3 August 2016:	Build
4 August – 28 August 2016:	Event Run
29 August – 30 August 2016:	De-Rigg

## Site Plans and Design

### Site Description

The outdoor area will consist of: a free **Children's Garden** space; a **coffee/crafts/snacks vendor** and **seating** area; a **full-service bar** and a free **Live Music Tent** – sponsored by The Famous Grouse, which includes the sponsor bar.

**The Children's Garden** is a new initiative for 2016 and is included following research that shows facilities for young people in the area during the Fringe are lacking. We wish to encourage more families to attend New Town Theatre and to enjoy spending time on George Street. Plans for the Children's Garden include a Puppet Theatre and a Baby Disco.

The **vendor and seating space** is to ensure that there is a family-friendly space within the site, which will support and promote local Scottish suppliers. The full-service bar will cater to audience members of New Town Theatre and to the general public to help promote the venue and the Edinburgh Festival Fringe experience. We are in talks with local businesses to take part and help animate these spaces.

**The Famous Grouse Live Music Tent** will support and promote Scottish music and theatre performances taking place in Edinburgh over August. It will entertain our theatre audiences and the public in general. The 'free stage' will feature short promotional musical performances and will be open to performers in general and not just those from New Town Theatre. In addition there will be a programme of up-coming musicians with an emphasis on Scottish new music.

Male, female and disabled toilets will be provided.

The whole site will have clearly-marked perimeters and will be commensurate with George Street design standards. We will use quality materials and hand-crafted furniture, which will be complemented with greenery and plants. Vendor facilities, bars and toilets will be 'softened' with planting and materials to avoid any visible behind-the-scenes-ugliness from outside the site. The overall design will reflect a 'taste of Scotland' – for example, staff uniforms will include Scottish tweed, flowers, artistry and craftsmanship.

In accordance with conditions made on our George Street activation in 2015, all amplified music and vocals will be controlled to the satisfaction of the Director of Services for Communities and all amplified music and vocals controlled so as to be inaudible within the nearest noise-sensitive premises after 23.00 hours.

## Event Management Structure and responsibilities

### **Tomek Borkowy – CEO and Artistic Director, Universal Arts Festival Ltd.**

will oversee all theatre plans, including outdoor site working in partnership with Outdoor Site Event Director.

### **Guy Byron – Operation producer, Universal Arts Festival Ltd.**

- Entertainment Licence holder for New Town Theatre and Outdoor Site.
- Vendor Market Licence holder for Outdoor Site.

Will work in conjunction with CEO & Artistic Director and Outdoor Site Event Director; with Essential Edinburgh and Edinburgh City Council and local residents and businesses throughout the event planning and duration. In addition, will oversee and support the Theatre installation and outdoor site build, working closely with contractors and crew to ensure the site is to plan.

### **Gilly Bain – Outdoor Site Event Director**

- **Occasional Licence holder for the Outdoor Site Bars**

Will oversee design, implementation and day-to-day operations of the outdoor site, ensuring its smooth and safe running; will work in partnership with Theatre Event Director and Theatre Event Manager on all aspects of activation. In any absence of the Outdoor Site Manager, the Outdoor Site Event Manager – Sarah Robins – will assume responsibility for outdoor site.

### **Adam Simpson – Bars Manager**

Responsible for Outdoor Site Bar operations and occasional licence agreements and stipulations. Working closely with the Outdoor Site Event Director and Manager.

### **Production Manager – Neil Foulis**

Responsible for technical activity on site, both in New Town Theatre and outdoor site. Risk assessments will be carried out and all work will comply with regulations.

### **Capacity**

The activated outdoor site will have a maximum capacity of 800 within the perimeter fencing, this includes audiences queuing for shows, at the general bar and 200 people inside The Famous Grouse Live Music Tent.

### **Free Children's Garden Performance Times**

Mon to Sun: 12:30 – 13:00, 15:30 – 16:00, 18:30 – 19:00  
Non-amplified.

### **Free Children's Garden details**

Attractions programmed by New Town Theatre could include puppet theatre, face-painting, Baby Disco, complemented by child-friendly Fringe acts performing promos for their shows. We are also considering creating a short time crèche with one of Edinburgh licenced childcare organisations.

### **Sponsor Live Music Performance Times**

Mon to Sun: 11:30 – 12:30, 13:00 – 14:00, 14:30 – 15:30, 16:00 – 17:00, 17:30 – 18:30, 19:00 – 20:00, 20:30 – 21:30, 10:00 – 23:00.

All amplified music and vocals to be controlled to the satisfaction of the Director of Services for Communities and all amplified music and vocals to be so controlled as to be inaudible within the nearest noise-sensitive premises after 23.00 hours.

### **Sponsor Live Music Performer details**

There will be a range of performers programmed by YOURgb EVENTS LTD and The Famous Grouse. The emphasis will be eclectic and supportive of local Scottish artists. The programme will include showcase slots for Fringe music acts to promote their shows – it will complement musical Fringe acts performing at New Town Theatre and elsewhere at Fringe. The full programme at New Town Theatre will be announced in April 2016 at [www.universalartsfestival.com](http://www.universalartsfestival.com).

### **Age Restrictions**

#### **Inside New Town Theatre**

10:00 - 20:00: Under 18s will be permitted within the indoor venue of New Town Theatre main building up to 8pm. Children under the age of 16 must be accompanied by an adult.

20:00 – 00:00: Only those over 18 permitted.

#### **Within the outdoor Children's Garden**

10:00 - 20:00: Under 18s will be permitted within the children's area

Children under the age of 16 must be accompanied by an adult.

20:00 – 00:00: Closed.

#### **Within the outdoor Full Service Bar & Sponsor Live Music Tent**

10:00 - 20:00: Under 18s will be permitted within the Full Services Bar and Live Music Tent.

Children under the age of 16 must be accompanied by an adult.

20:00 – 00:00: Only those over 18 permitted.

### **Queues**

All queuing for shows inside the main building of The New Town Theatre will take place in the outside site area (weather dependent), this will remove the audience queues from the pavement and avoid blocking any shop fronts ahead of busy performances.

### **Licence Hours**

11.00am – 12.00am licenced hours are requested, sale of drinks will be suspended at 23.30 leaving 30 minutes for site clearance.



## Bars

There will be TWO alcohol bars within the outdoor site and TWO alcohol bars inside the theatre building, which will work in partnership. Additionally there will be a soft drinks available in the Children Garden area. There will be a Duty Bar Manager on site at all times. All bars will be staffed by the same team and operate under the same licences inside licenced areas. This will allow free movement within permitted licenced areas. All bars will be managed by teams, fully trained in operating bars and servicing customers and who are familiar with large outdoor event bar management. The Famous Grouse Live Music Tent will only stock soft drinks and a select range of The Famous Grouse Whisky, whilst the main bar will provide a full bar service.

Challenge 25 will be operated and responsible drinking will be encouraged. All bar staff are undergoing a full day's training covering licencing, Challenge 25, first aid, fire safety, risk assessment and operational procedures.

## Food Vendors

We will have FOUR food vendors on site; these will provide quick on-the-go food options for our audiences and are not designed to compete with local businesses. They will not serve alcohol. All vendors are local to Edinburgh and all food options will avoid food that is greasy or with significant smells that could have a negative effect on surroundings. We will promote healthy, local and seasonal menus.

## Security

Numbers of security officers will be:

Monday - Friday	12:00 – 17:00	2 Security
Monday- Thursday	17:00 – 00:00	3 Security
Friday	17:00 – 00:00	4 Security
Saturday	11:00 – 17:00	3 Security
Saturday	17:00 – 00:00	4 Security
Sunday	11:00 – 17:00	2 Security
Sunday	17:00 – 00:00	2 Security
Overnight daily	00:00 – 11:00	1 Security

Site entrances will be staffed at all times and there will be overnight security in place. We will work according to demand, advice from the Police/Local Authority and experience from previous 2015 activation. Contractor is TBC; we are in on-going discussions with two reputable security firms who have previously worked on similar events.

## Emergency Evacuation

The capacity of the outdoor site will be 800 and the site will have two main exits in addition to a moveable barrier at each end of the site. This will allow for an evacuation within three minutes.

The Outdoor Site Event Director / Manager will be responsible for all evacuations and will be assisted by the Outdoor Site Bar Manager, bar staff and security. People within the area will be escorted to the agreed assembly point on Castle Street or Frederick Street. Assembly points will be confirmed through discussion with the Fire Brigade, having assessed last year's activation. *See Appendix 4 for more detail.*

Entry back into the site will only be permitted when fire/police clearance has been granted.

## **First Aid**

We will comply with the Health and Safety First Aid Regulations 1981 and there will be a fully-stocked First Aid kit in both bar areas within the outdoor site; a minimum of one First Aider on site at all times when open to the public; and basic First Aid information will be distributed to all staff during training. In the event of an emergency we will contact the emergency services.

YOURgb EVENTS LTD is providing all bar staff with general first aid training and has five qualified emergency first aiders on the core team.

## **Barriers**

1.1m-high fencing will be placed around the entire site and secured to provide a secure perimeter. This will be moveable in the event of an emergency.

## **Litter and Waste Management**

Bins for both general waste and recycling will be available around the site for public use and staff will ensure that all litter is placed in appropriate disposal bins.

Waste will be stored in the back-of-house area and Changeworks recycling will empty this daily.

## **Sanitation**

There will be a portable toilet block installed on site with male and female facilities and a separate disabled toilet unit. They will be connected to the mains waste supply to avoid the use of waste tanks. There will be a fresh water connection for hand-wash. This connection will be agreed with Scottish Water using a fully-qualified sanitation company.

Free drinking water will be available from all the bars.

## **Noise**

We will comply with all set noise restrictions as in our 2015 activity.

We will ensure all delivery vehicles and machinery used on site will be restricted to use within the hours of 7:00- 21:30.

Noise on site will be restricted on Monday to Friday between 11:00 and 17:00. We will be on site to discuss any further concerns that may occur during the Festival and will strive to overcome any unforeseen problems presented.

## **Access Arrangements**

### **Disabled Access**

The site will mostly be level allowing for access by wheelchair. There will be ramps provided wherever necessary, for instance to allow access to The Famous Grouse Live Music Tent. Additional assistance will be given when requested.

### **Traffic Management**

The City of Edinburgh Council's Roads Department have been consulted throughout the development of the plans. It will arrange a traffic management plan for the area affected by the road closures, which will be available to the public.



We wish to accommodate the cycle lanes as far as possible and need this agreed to avoid the confusion and emergency measures that occurred in 2015.

To ensure that the plans do not interfere with other temporary traffic orders, the site will be cleared at the end of the Festival, ready for the road reopening by 17.00 on Tuesday 30 August.

### **Vehicle Access**

Deliveries to all businesses near the site will be permitted between the hours of 7.30 – 9.30 and the barriers and seating areas will be attended to allow access between these times. Deliveries outwith these times may be arranged through the Outdoor Site Event Manager.

Outwith these times, unless arranged, any vehicles on site will require a site pass.

### **Emergency Vehicle Access**

Emergency vehicles will be given access to the site at all times.

For precaution of emergencies at local businesses or residences the emergency services will be provided with a number for the Duty Site Manager to allow for advance notice of access requirements. This will allow for staff to clear any members of the public and moveable furniture from the area.

All staff will be trained on emergency procedures for the site.

Delivery vehicles will be able to provide deliveries to local businesses from 12:00am through to 10:45am. Arrangements to allow for special deliveries could possibly be accommodated.

### **Liaison with local business**

Universal Arts Festival Ltd. and YOURgb EVENTS LTD. will continue to develop mutually beneficial relationships with local businesses. We believe that this activation on George Street will drive and increase footfall, provide additional festivity for those in the area and encourage our audiences to remain within the George Street area rather than moving elsewhere to other outdoor festival sites.

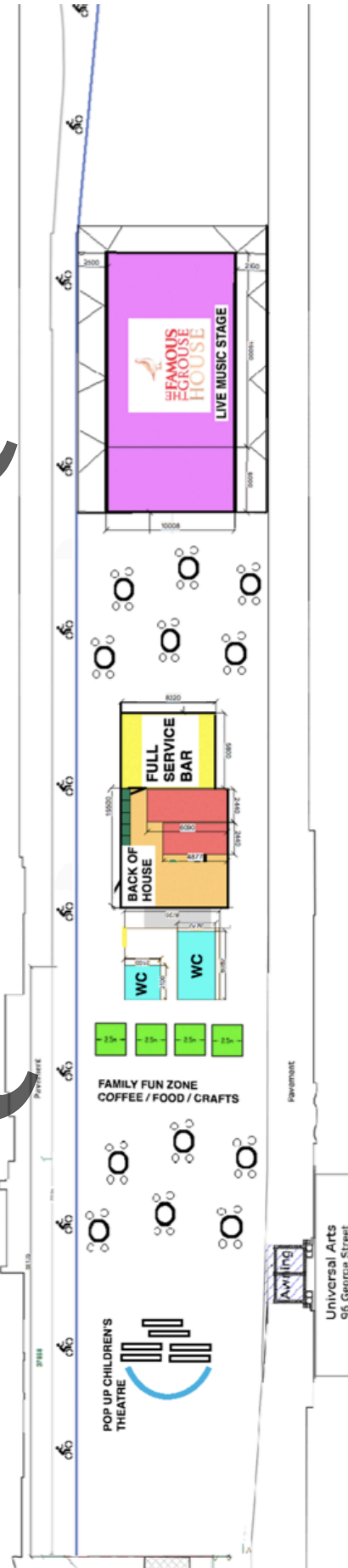
We will ensure all our staff are briefed on the businesses in the local area in order to inform our customers, audiences and performing companies of available amenities, retailers, restaurants and bars in the vicinity of the venue.

Universal Arts will consult all businesses on the section of George Street (between Frederick and Castle Streets). This was done in 2015 when around half were very positive, the remainder were mostly indifferent to the plans but with some concerns raised. We have listened to and adjusted plans wherever possible to address any concerns. We will maintain an open planning process and continue to welcome comments about the development of the plans.

We have noted general feedback from businesses that their sales were unaffected by the 2015 activation when compared to their 2014 sales, when we operated New Town Theatre but without enhanced facilities on George Street. Some local businesses noted an increase in footfall and sales.

## Appendices

### Appendix 1 - Site Plan 2016





## Appendix 2 – The Famous Grouse Live Music Tent 2015





## Appendix 3 – General Photos, Food Vendors & Full Service Bar 2015



## Appendix 4 – Key insights from 2015 Activity

Insights gleaned from monitoring and evaluating 2015 activities include:

**“Some of the bands were too loud.”**

YOURgb EVENTS are working closely with our programmer to ensure that any larger bands are stripped back to prevent moments where the music volume became detrimental to the experience.

**“The cycle lane was not adequate.”**

Our 2016 plans incorporate a two-way cycle lane on the North side of George Street.

**“The car lane was dangerous for pedestrians and theatre goers.”**

Our 2016 plan has taken out the vehicular traffic lane while retaining space for emergency vehicles along the North side of the street.

**“The on-street food vendors were not inline with the George Street look and feel.”**

Our 2016 food options will prioritise quality home grown food and local talent. The look and feel of all vendors will be managed carefully by Universal Arts/YOURgb EVENTS.

**“Why can’t this activation be moved to Castle Street?”**

Universal Arts is not able to consider this space as an alternative to the proposal outlined in this document.

The Castle Street site is not connected to the premises at 96 George Street in any way. The purpose of this activation plan is to offer our audiences convenience and safety – in essence to create a ‘foyer’ for the theatre.

Castle Street does not offer enough space – the carriageway needs to allow for vehicular access on both sides of any temporary structures leaving a narrow strip of available space. There is also a severe camber on the road that would prove difficult and costly to build over. Castle Street also contains hotels and residencies, likely to be adversely effected by any festivity. There is only one residence on George Street between Castle Street and Frederick Street and that is atop the New Town Theatre venue.

Building an outside facility for our audiences immediately in front of the Theatre is the only way to provide services to the expected 30,000 customers we expect during the month of August 2016.

**“Branding was confusing, didn’t know who was involved with what”**

Increased signage will be in place around the site to clearly mark the various businesses and opportunities on the site.