

**Alresford Watercress Festival**  
**SUNDAY 21<sup>st</sup> May 2017**

**DRAFT v2**

**Event Management Plan 2017**

## Table of Contents

Table of Contents .....	ii
<b>1 INTRODUCTION .....</b>	<b>1</b>
1.1 Event overview .....	1
1.2 Management team .....	1
1.3 Key event contacts – other.....	2
1.4 Staffing (marshals).....	4
1.5 Organisational matrix .....	4
1.6 Programme & production schedule .....	5
1.7 Run sheet.....	6
<b>2 HEALTH AND SAFETY.....</b>	<b>7</b>
2.1 Risk assessments - AWF.....	7
2.2 Risk assessments – others .....	7
2.3 Visitor safety .....	7
2.4 Marshalling .....	9
2.5 Emergency procedures .....	9
2.6 First aid/medical cover.....	11
2.7 Electricity .....	11
2.8 Fire safety .....	12
2.9 Temporary demountable structures .....	12
2.10 Animals at Event.....	13
<b>3 COMMUNICATIONS.....</b>	<b>14</b>
<b>4 LOST &amp; FOUND CHILDREN .....</b>	<b>14</b>

<b>5</b>	<b>LICENSING .....</b>	<b>15</b>
<b>6</b>	<b>INSURANCE.....</b>	<b>16</b>
<b>7</b>	<b>PROVISION OF FOOD &amp; DRINK.....</b>	<b>16</b>
<b>8</b>	<b>SITE CONSIDERATIONS.....</b>	<b>17</b>
<b>8.1</b>	<b>Site Plan.....</b>	<b>17</b>
<b>8.2</b>	<b>Toilets.....</b>	<b>17</b>
<b>8.3</b>	<b>Traffic Management Plan.....</b>	<b>18</b>
<b>9</b>	<b>ENVIRONMENTAL CONSIDERATIONS .....</b>	<b>18</b>
<b>9.1</b>	<b>Recycling .....</b>	<b>18</b>
<b>9.2</b>	<b>Noise.....</b>	<b>18</b>

# 1 INTRODUCTION

## 1.1 Event overview

The Alresford Watercress Festival is now in its 13<sup>th</sup> year and is the largest event in Europe dedicated to watercress. The event is held on the third Sunday of each May (21<sup>st</sup> May 2017) and attracts 12/15,000 visitors.

The festival acts as the opening event in the PR week for the NFU Watercress Alliance (some of the UK largest growers of watercress) and receives national media and press coverage. And, although there was little interest in the early years, the day is now viewed by most Alresford businesses as an ideal showcase for the town (many open especially on a Sunday for the festival).

It is designed to appeal to all age groups and seeks to encourage people to visit Alresford and to profile the benefits of watercress and local produce.

The street cavalcade opens the formal side at 1030hrs when jazz musicians, Morris dancers and local school children accompany a horse and cart and distribute watercress to festival-goers.

Along the entire length of Broad Street, a Hampshire Farmers Market and many other local food and drink businesses showcase local produce.

Throughout the day, there are cookery demonstrations by award winning chefs. The 'World Watercress Eating Championships' is a major attraction. There is also a large arts and crafts market, many bands and Morris dancers. For younger visitors, there is a petting farm, circus skills workshops, face painting, climbing wall and other attractions.

## 1.2 Management team

The management team (plus most of the marshals) have worked together on AWF for more than ten years.

Name	Role	Responsibility	Contact
	Event Manager	Overall Responsibility	
	Entertainment Manager	Artists Management Manages erection of stage & demo unit	
	Traffic Manager	Traffic & Site Safety	
	HFM Managers	Manages HFM traders	
	AWF Markets Manager	Manages AWF markets	
	Financial Controller	Finance/cash on 21st	
	Demo Unit Manager	Manages demo unit & chefs' programme	
	AWF Control Centre Manager	Provide info to public Manages radio traffic	
	Director – Alliance	Major sponsor	

	Alresford Rotary Club	Manage Car Park (Abbotstone)	
	Old Alresford Cricket Club	Manage Car Park (Stratton Bates)	
	Alresford Young Farmers' Club	Manage Car Park (Ropley P&R)	
	Alresford PIGS Association	Road barriers & crowd management	
	Alresford Rugby Club Perins/ARFC	Manage Car Park (East Street), road barriers & crowd management	

### 1.3 Key event contacts – other

Suppliers (stage, loos, etc)				
Organisation	Contact	Service	Contact details	Notes
DHE Professional		Main stage & sound		Confirmed & deposit paid
Live Food Radio Show		Cookery demo unit		Dep paid
Loos for Dos		Loos		50% paid 50% due
Alresford Library		Location of loos		Permission (GG)
Buchanan Events		Tables & chairs		Confirmed (GG)
Fore Solutions		Radios		Confirmed (GG)
BIFFA		Waste bins (20 x 1100)		Confirmed (GG)
Worldwide Holdings		Event insurance		Confirmed (RG)
St. John's Church Alresford		Use church for concert		Permission (CB)
Watercress Line		Park & Ride @ Ropley		Permission (JC)
New Alresford Town Council		Stratton Bates parking		Permission (RG)
George Hollingbery MP		Use field for car park		Permission (JC)
Perins School		Parking traders & shuttle		Need key BEFORE 21
Perins Evolution Health & Fitness		Access for members		Contact made (SE)
Searle & Taylor Ropley		Use of forecourt for coach stop		Permission (CB)
Horse Drawn Promotions		Horse & cart		Confirmed (SE)
Paddy Roadnight		Manage Main Stage		Pay on day
Paul Rees		Manage Eating Champs		
Gary Oliver		Design prog		
Sarsen Press		Print 12,500 programmes		Alerted
Alresford & Cheriton Scouts		Litter picking Climbing Wall		
Barnes & Liddiard		Site electrics		

Sign Design		Manufacture road signs		
Pete Bridges		Erect/remove road signs		Confirmed (JC)
WCC Engineers		Erect/remove road barriers		Confirmed (JC)
New Alresford Town Trust		Use of Broad Street & shuttle		Confirmed (RG)
Mick Atterton 13 East Street		Water for Petting Farm		Confirmed (CB)
Caroline Perry 53 Broad St		H2O for Demo & visit Soke Bridge		Confirmed (CB)
Warwick Trailers		Coach parking in The Dean		Confirmed (CB)
Rt Hon Robert Lloyd-George		Use of field for falconry displays & car park (new)		Confirmed (JC)
Stagecoach Buses		Re-route buses		Confirmed (GG)
Authorities (fire, police, first aid etc)				
Organisation	Contact	Service	Contact details	Notes
Fire & Rescue Service		Liaison & SAG		Confirmed (CB)
St. John's Ambulance		First Aid & Ambulance		Confirmed (GG)
South Central Ambulance		Liaison & SAG		Confirmed (CB)
Hampshire Police Joint Ops Unit		Police liaison & SAG		Confirmed (CB)
WCC Licensing		TEN licences		Confirmed (CB)
WCC Licensing		Trading permit for Station Road		Confirmed (RG)
WCC (Highways)		Road Closure Orders		Confirmed (JC)
WCC (Environmental Health)		Food Safety SAG lead		Confirmed (CB)
Organisation	Contact	Service	Contact details	Notes
Sussex Jazz Kings		<b>Music</b> – Stage & Cavalcade		Pay on day
Godalming Brass		<b>Music</b> - Stage		Pay on day
Sun Hill Juniors		<b>Dance</b> Stage & Cavalcade		Confirmed (SE)
Sun Hill Infants		<b>Song</b> church & Cavalcade		Confirmed (SE)
Southampton Ukulele Jam		<b>Music &amp; W'shop</b> Stage & church		Confirmed (SE)
Alresford Ukulele Jam		<b>Music</b> - Stage		Confirmed (SE)
Winchester Rock Choir		<b>Music</b> – Stage		Confirmed (SE)

Basingclog Morris		<b>Dance</b> – Street & Cavalcade		Confirmed (SE)
Hook Eagles Morris		<b>Dance</b> – Street & Cavalcade		Confirmed (SE)
Mayflower Morris		<b>Dance</b> – Street & Cavalcade		Confirmed (SE)
Buttons Rapper		<b>Dance</b> – Street & Cavalcade		Confirmed (SE)
Kidsrome		<b>Petting Farm</b> on East Street		Confirmed (SE)
Joe Davis		<b>Magician</b>		
Ticklish Allsorts		<b>Punch &amp; Judy</b>		
Falcon High Display Team		<b>Falconry displays</b> in field on East St		Confirmed (JC)

#### 1.4 Staffing (marshals)

Apart from those listed under section 1.3, AWF engages about 70+ marshals (10/15 members of each of the following) on the day of the festival:

- Alresford Rotary Club
- Old Alresford Cricket Club
- Alresford Young Farmers' Club
- Alresford PIGS Association
- Alresford Rugby Club

Each organisation and most of the marshals have been involved with AWF from its inception and are well-versed in their role. Each team is led by an experienced marshal and each individual marshal is briefed before the event and is provided with a copy of the "Marshal Briefing Notes"

The marshals have a range of duties including:

- Road barrier management
- Car park management
- Crowd management
- Marshal crowds along the route of the cavalcade
- Manage vehicle movements around site
- Manage positioning of stalls (during unloading & breakdown)
- Report accidents, incidents and suspicious packages
- Contact AWF Control regards lost & found children

#### 1.5 Organisational matrix

Police / Fire / Ambulance					
Event Manager					
Team Leaders	Demo Unit Mgr	Traffic Mgr	Artists Mgr	HFM Mgrs	AWF Market Mgr

<b>Marshals</b>	<b>Chefs</b>		<b>Compere</b>	<b>Traders</b>	<b>Traders</b>
	<b>Stage Crew</b>		<b>Stage Crew</b>		

## 1.6 Programme & production schedule

Production Schedule – PRE EVENT							
Date	Task	Start (hrs)	Finish (hrs)	Resources/ who	Notes	In Hand	Done
15 May	Check if WCC signs are in place	1000	1200	John Cattle			
15 May	Mow Lloyd-George field			Paul Bridges			
15 May	Erect AWF road signs	0900	1600	John Cattle Pete Bridges			
20 May	Place No Parking cones	0900	1600	John Cattle & assistant			
20 May	Erect No Parking signs on bays i	1700	1800	Roy Gentry	Dissuade parking in bays		
20May	Delivery of loos			Loos for Dos Clive Burgess	Check driver knows where		
20May	Delivery of radios			Fore Solutions	Deliver to Simon Evans		
20 May	Delivery of bins			BIFFA			
20 May	Locate bins			JC			
Production Schedule – DURING EVENT							
Task	Start	Finish	Responsible	Notes	In Hand	Complete	
Mark out stalls layout	0600	0630	Market Mgr				
Erect signs & barriers	0600	0630	Traffic Mgr				
Open bins	0700	0730	Event Mgr				
Programmes & H2O to Control Centre	0645	0700	Simon Evans				
Marshals report for duty @ Control Centre & collect radios	0700	0730	Event Mgr Info Mgr	Handover radios, H2O, tabards, etc			
Stalls arrive on site	0700	0900	Event Mgr Mkt Mgrs	All vehicles off site by 0930			
Main stage arrives	0700	0900	Simon Evans				
Cookery demo unit arrives	0600	0800	Simon Evans Demo Mgr				
Erect banners	0900	0915	Toby Bowtell	Across Broad St			
Connect power	0800	0900	Dave Liddiard				
Tables & chairs delivered	0800	0830	Buchannan	200/3 @ demo 100 @ stage 1 @ control			
Petting farm arrives	0830	0900	Event Mgr	H2O from shop			
Climbing wall arrives	0830	0900	Scout leader				
Cavalcade assembles outside Globe	1015	1030	Event Mgr & HFM Mgrs	Need 6 marshals			
Stalls breakdown	1600	1730	Event Mgr HFM Mgrs	Vehicles return from car parks			
Stage breakdown	1600	1730	Entertain Mgr				
Cookery demo unit breakdown	1600	1630	Event Mgr				
Remove banners			Toby Bowtell				
Radios returned to Control Unit	1600	1700	ALL Gill Grant				



Tables chairs collect	1630	1730	Buchanan			
Clean site rubbish	1700	1730	ALL & Scouts			
Roads re-open	1800		Event Mgr			
Production Schedule – POST EVENT						
Date	Task	Start (hrs)	Finish (hrs)	Responsible	Notes	Complete
22 May	Loos collected			Loos for Dos		
22 May	Bins collected			Biffa		
22 May	Remove AWF road signs			Pete Bridges		
22 May	Remove notices re No Parking			SE		
22 May	Radios collected			SE		

## 1.7 Run sheet

The following is the programme planned (as stated in the printed programme and on the festival website...[www.watercressfestival.org](http://www.watercressfestival.org))

**The Festival Cavalcade** assembles outside The Globe at 1015hrs under the management of AWF Event Manager and 5 marshals (incl. HFM manager). It sets off at 1030hrs and proceeds up Broad Street. Led by Sussex Jazz Kings, Basingclog Morris, Hook Eagles Morris, Dorset Buttons Rapper, Mayflower Morris and children from Sun Hill Infants and Junior Schools accompany a horse and cart which carries this year's Watercress King and Queen.

**Main Stage** in Broad Street (final timings may differ)

1030 *Godalming Brass* play some brass favourites  
1130 *Sun Hill Juniors* dance & sing  
1145 *Sussex Jazz Kings* play jazz standards  
1245 *Southampton Ukulele Jam* play everything from folk to punk  
1330 *Sussex Jazz Kings* play some more jazz standards  
1430 *Alresford Ukulele Jam* play some favourites

**Cookery Demo Unit in Broad Street** (final timings may differ)

1030 *Davina Tibbetts* - watercress smoothies demos  
1045 *Tyrone Hull* – Hampshire Confectioner & *Phil Yeoman* – Marwell Hotel  
1145 *Jane Devonshire* – BBC MasterChef Champion 2016  
1245 *Jane Devonshire* – BBC MasterChef Champion 2016  
1345 *Andy MacKenzie* - Executive Chef Exclusive Chef's Academy  
1445 *Watercress Festival Awards* presentations  
1500 *World Watercress Eating Championships* (sign up from 1445 hrs)

## **St. John's Church (final timings may differ)**

1100 *Sun Hill Infants sing & dance*  
1200 *Alresford Community Choir*  
1300 *Godalming Brass*  
1400 *Winchester Rock Choir*  
1500 *Southampton Ukulele Jam run a workshop for ALL*

## **Street entertainment**

Basingclog Morris, Hook Eagles Morris, the all-girl Mayflower Morris, Buttons Rapper will dance and play music on the streets throughout the town centre. The Alresford Ukulele Jam and part of Godalming Brass will busk their way around the town centre and be joined by Joe Davis, a magician.

## **2 HEALTH AND SAFETY**

### **2.1 Risk assessments – AWF management**

The AWF Risk Assessment is a separate document (available by emailing Event Manager - [essburg@btinternet.com](mailto:essburg@btinternet.com)). A Fire Risk Assessment for the festival as a whole has been completed this year (see 2.8 Fire Safety).

### **2.2 Risk assessments – others**

The following suppliers of goods or services are being asked to provide us with a risk assessment and evidence of current PLI **in advance** of the festival:

1. DHE Professional – main stage
2. Live Food Radio Show – cookery demo unit
3. Kidsrome – petting farm
4. Cheriton & Alresford Scouts – climbing wall

All stallholders have been advised that they should be prepared to show festival organisers and any Inspecting Authority that they have carried out a suitable Risk Assessment and a separate Fire Risk Assessment (using a form adapted by AWF from information sent by Hampshire Fire & Rescue).

### **2.3 Visitor safety**

The festival is a street-based, traffic-free festival allowing free and easy pedestrian access around the entire festival. The anticipated 12/15,000 visitors will be of all ages and many will have attended previous AWFs. Apart from barriers on road approaching the town's centre (as part of various Road Closure Orders in place for the day), there are no impediments to visitors.

Previously, the main site of the festival was Broad Street in New Alresford. This land is looked after and monitored by the New Alresford Town Trustees. The festival has been staged on this site in each of the previous years and has expanded considerably. Due to increased visitor numbers, West and East Streets were included from 2007. Station Road was added in 2010.

Before the arrival of the general public, there will be a build-up of traffic attending the site delivering the temporary structures and equipment to the event. The arrival of Hampshire Farmers Market, stall-holders in East and West Streets and Station Road, the cookery demo trailer, Main Stage and performers will create issues that will require some traffic measures as detailed in a separate document - the Traffic management Plan.

Over the period of the festival, there will be different levels of traffic/pedestrian flow.

**0600 – 0900hrs** - Hampshire Farmers Market stands, other food and non-food stands, the Main Stage and cookery demonstration unit arrive on site. Bands performing on the Main Stage will arrive from 0830hrs for sound-checks. Most vehicles will arrive via East Street and West Street. When unloaded, all vehicles are moved to the AWF car parks located at Perins, along The Soke and a stretch of East Street. We have detailed plans for vehicle movements around/to/from the festival site in the Traffic Management Plan.

**0930 – 1100hrs** – By this time, all vehicles will be off-site or parked for the duration of the festival, e.g. Main Stage and demo unit contractors. There is a heavy initial flow of the public attending the festival; this reduces to a steady flow as the morning progresses. In 2009 (a wet day) and 2010 (a dry day), there were about 10/12,000 visitors of whom over 2,000 visitors parked at Ropley Station and used the Park and Ride scheme operated by the Watercress Line. Nonetheless, in 2010, about 1,500 vehicles entered New Alresford and Old Alresford to use the festival's other car parks. There were similar numbers in 2016.

**1600 – 1800hrs** – By 1600hrs, most of the public will have left the festival site and this vehicular movement is reasonably easy and safe. Such movements are of vehicles from various AWF car parks returning to the site to load stalls, the Main Stage and mobile cookery demonstration unit. When loaded, these vehicles will leave the site. Nonetheless, all drivers will be instructed to observe a 5mph speed limit. Marshals will be present to direct all vehicles around the site.

Past experience suggests that most visitors will spend 3-4 hours at the festival. Most will peruse, sample and buy from the 150+ stalls; most will consume hot/cold food from the stalls or the many eateries open, and picnic in the grounds of the church. Most will have sat or stood and listened to the music on the main stage and in the church. Many will have watched the cookery demonstrations. Hundreds of the children will have enjoyed the petting farm, juggling skills, face-painting, Punch & Judy show and other attractions. Numerous visitors will have walked down East Street to watch the falconry displays in a field on the outskirts of town.

The only pinch-points tend to develop at lunchtime and are found around those stalls selling "food/drink-to-go" and around the performance areas of some of the roaming entertainers. Our marshals keep a weather-eye open and encourage visitors to keep a thoroughfare open for others.

## **2.4 Marshalling**

Our marshals are drawn from local organisations (listed above) and most are well-versed with their roles and, being local residents, know the town and many visitors. This local knowledge, maturity and common-sense mean that we can draw on an excellent team of marshals. However, we constantly ensure that all our marshals are familiar with the roles. In this regard, each is briefed by their Team Leader and is given the Marshal Briefing Notes (available by emailing Event Manager - [essburg@btinternet.com](mailto:essburg@btinternet.com))

At no less than hourly intervals throughout the day, at least two of the AWF Management Team plus one marshal drawn from the Alresford Rugby Club and one from the Alresford PIGS will patrol the site to ensure that those performing (Morris sides, celebrity chefs, street entertainers, performers on the Main Stage and the festival procession) have space to do so and that the audience are able to view in comfort and that those wishing to pass have unobstructed passage. They will also keep an eye open for safety hazards (loose cables, etc), litter and report any issues to the Event Manager.

In addition, throughout the day, an electrician from Barnes & Liddiard will be on hand to deal with any power issues. Those supplying the Main Stage, cookery demo unit and the Spider Mountain will also each have a presence throughout the day to resolve any issues with their particular structures.

## **2.5 Emergency procedures**

There is no Police resourcing dedicated to the event this year but there will be a Police presence at times engaged on their normal patrol and community engagement roles. For emergencies, contact will be made via 999 and non-emergencies via 101.

### **Communication with Police**

If any matter requires Police attention, AWF marshals are instructed to immediately inform the Event Manager. In turn, he will contact the Police. Marshals are asked to be helpful, conscientious and alert to anything that might need the attention of the Police. In particular, they should report anything they believe could lead to a breach of the peace or commission of a criminal offence. It must be stressed that they are an agent of the organisers. Though they should take all reasonable steps to prevent disorder or breaches of the peace they must NOT exceed the powers of the ordinary citizen or place themselves in danger. We advise marshals that where the directions of the organisers and those of the Police appear to conflict, they must be clear that if they ignore the instructions of the Police, they may be committing an offence.

### **Accidents & Incidents**

We do not expect our marshals to get involved in security issues. However, in the event of an "accident" or "incident", they may be crucial to a speedy and satisfactory resolution by, for example, guiding the public to safe areas and emergency routes. It is crucial that they are familiar with the layout of the site, especially the area they are marshalling.

We define an **“accident”** as when someone is hurt. Within the context of the events and venues that our teams will be marshalling, such accidents are unlikely. However, one only has to consider the possibility of falling equipment, someone tripping over unseen cables, etc to appreciate that accidents can happen. Our marshals are encouraged to check regularly that no cables, bags, etc are causing any obstacles.

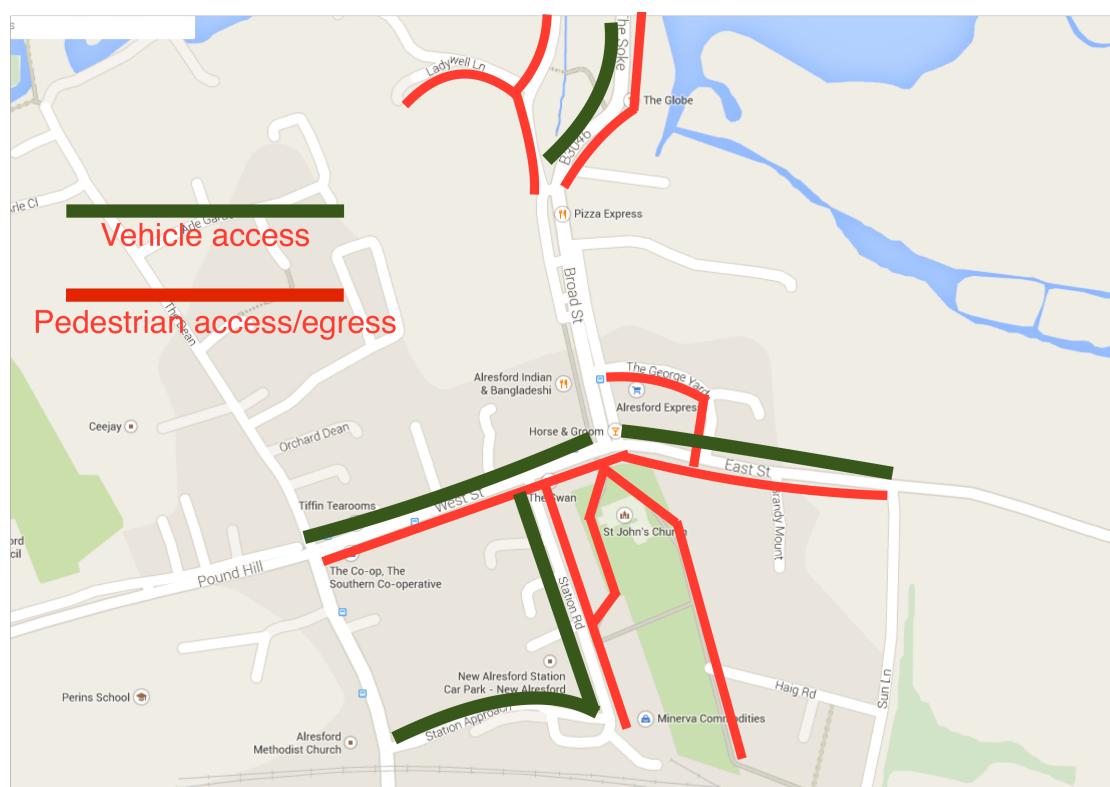
We define an **“incident”** as having occurred if either the Emergency Services (Police, Fire or Ambulance) are called for some reason, or when someone – a member of the public, stallholder, performer, etc – is upset. If either an accident or incident occurs, marshals are asked to assess the situation and, if possible, resolve it. If they are unable to deal with the accident or incident, they are instructed to immediately contact the Event Manager. He will then assess the situation and, if unable to resolve it, will contact the appropriate Emergency Service by mobile telephone.

### Emergency Vehicles

Emergency vehicles might need access to and/or through the main festival site. Therefore ALL temporary structures (stalls, stage, etc) will be located such that they allow unobstructed access. If such emergency access is required, the public, performers and stall-holders will be instructed to clear the road(s) and to stand well back. If possible, the passage of Emergency vehicles will be announced in advance via loudspeaker.

### Emergency Access & Egress

Emergency access and egress for the festival will be using routes agreed with Winchester City Council and Hampshire Highways and the three emergency services. The following street map shows pedestrian access/egress to/from the main festival site in **red** and emergency vehicle access in **green**.



## Suspicious Package

If a suspicious package is discovered, marshals are instructed **NOT TO TOUCH OR MOVE IT** but to immediately consider a simple set of points - The HOT Principle:

- Is the item **hidden**?
- Is it **obviously suspicious**?
- Is it **typical** for the environment?

and make a common-sense judgement regarding the item and, if they are not satisfied, isolate the area and contact the Event Manager. They are **instructed NOT to use mobiles or radios** within 50mtrs of any package deemed suspicious. If the Police consider it necessary, they will take over the incident..

## 2.6 First aid/medical cover

St. John's Ambulance (South East Region) will provide first aid facilities sited on Station Road. They will supply the following:

- 4 x First Aid Members
- 2 x Emergency Transport Attendant Members
- 1 x Medium Mobile First Aid Medical Unit
- 1 x Ambulance Unit

They have been provided with the AWF Risk Assessment

## 2.7 Electricity

We are aware that temporary electrical installations such as those at AWF are subject to the same standards and regulations as permanent electrical installations and must comply with the general requirements of the Electricity at Work Regulations 1989. Our event has a number of stalls that require electricity and a competent electrician to sign-off the installation prior to the event starting.

To this end, we have engaged the services of the local electrician firm, Barnes & Liddiard. Their team, led by Dave Liddiard, will make and check all the necessary connections from businesses and residences to:

Users	Suppliers
1. Main stage	1. Eddolls Carpets
2. Children's Merry-Go- Round	2. Sousa Richards
3. Naked Grape bar	3. Sousa Richards
4. Coffee stall (Caffe Express)	4. John Soles butchers
5. Milkshake bar (Moomix)	5. 27 Broad Street
6. Ice cream vendor (Jude's)	6. Sousa Richards
7. Shapla restaurant	7. Sousa Richards

The cookery demo unit and another ice cream vendor will obtain power from their own generators or local premises. These have been instructed to have a current PAT certificate for inspection by the Organisers and/or Authorities.

## 2.8 Fire safety

A Fire Risk Assessment for the festival as a whole has been completed this year (available by emailing Event Manager - [essburg@btinternet.com](mailto:essburg@btinternet.com))

In assessing fire risk, we are particularly attentive to those risks posed by caterers whether using gas or other means of cooking. The T&Cs sent to stallholders contains the following condition "if you are cooking you must have a **first aid kit**, **risk assessment** and **fire extinguisher**. These may be inspected on the day."

To date, we have had only one incident involving fire. This was a fire at the Fish & Chip shop on West Street. The Fire Service based in Alresford attended and extinguished the fire within 10 minutes of call-out. There were no issues with vehicular access to the fire or with crowd management.

The other risks to the public would arise from fires within venues. The festival is held outdoors, except for the concerts held in St. John's Church, Alresford.

There are limits to the numbers of people who can attend the church at any one time. New fire regulations restrict numbers to 40 in the chancel and 400 in the main body of the church. Consequently, it will need strict stewarding to ensure that numbers of entertainers and audience do not exceed said limits. In the event of fire, there are at least two exits – each with wheelchair access - from the church each opening on to a grass area away from danger.

Announcements about exits will be made to those attending the concerts between each segment of the concert to ensure that any new audiences are aware of the arrangements.

Under guidance from Hampshire Fire and Rescue Services, we have now requested all stall-holders and those operating enclosed festival venues (e.g concerts at St. John's Church) to complete a specific AWF Fire Risk Assessment. The AWF FRA is based on documents provided by HF&RS.

Those traders who will be catering and/or operating enclosed venues on the day have been asked to provide said FRA to the AWF Markets Manager in advance of the festival. All others have been instructed to have their copy of the FRA available for inspection by HF&RS and/or AWF Event and Markets Managers on the day of the festival.

## 2.9 Temporary demountable structures

There will be two demountable structures:

### a) Main stage

We are hiring a demountable stage. We have hired the same structure from DHE Professional for the past 8 years. The stage arrives at Alresford at about 0600 hrs on the day of the festival. It is in sections that are assembled in Broad Street by the firm's technical team.

Once the stage is completely assembled, the team provide a signed hand-over inspection to say that it is safe and ready for use. They remain in attendance and man the PA system for the artists and announcements. At the end of the festival (1600hrs), the team will disassemble the stage, load it onto their vehicle and leave the site.

### **b) Spider Mountain**

Cheriton & Alresford Scouts are hiring a demountable children's attraction named "Spider Mountain". The Scouts have hired the same structure from Freetime Leisure (Watersports) Ltd since 2011. It arrives at Alresford at about 0700 hrs on the day of the festival. It is in sections that are assembled in East Street by the firm's technical team. Once completely assembled, the team will complete a hand-over inspection to say that it is safe and ready for use. They remain in attendance and man the structure throughout the day. At the end of the festival (1600hrs), the team will disassemble the structure, load it onto their vehicle and leave the site.

## **2.10 Animals at Event**

### **a) Horse & Cart**

We have been hiring a horse and cart from Horse Drawn Promotions (HDP) for at least 9 years and will do so again on 21st May. The cart and horse are central to the festival cavalcade that processes up Broad Street. Each year, Mel and Barry Hook of HDP select a placid horse and, to date, there have been no incidents. The horse and cart arrive by lorry and are offloaded at Pingleston Farm on Abbotstone Lane.

At about 0945 hrs, the horse and cart proceed to the Globe where the cavalcade assembles and departs at 1030 hrs. Barry sits on the cart to steer the horse whilst Mel walks alongside the horse to keep it calm. Six marshals accompany the cavalcade to alert the public to keep the way clear for the horse, cart, dancers and musicians who comprise the cavalcade. The cavalcade processes up Broad Street. At the junction with East Street, the dancers and musicians leave the cavalcade. The horse and cart then turns around and returns back down Broad Street (under marshal escort) to the Globe before returning to Pinglestone Farm for departure. HDP provide us with a copy of their PLI.

### **b) Petting Farm**

We hire Kidsrome to attend AWF with a petting farm. We have done so for at least six years and it proves hugely popular every year. The farm consists of a number of covered pens to house the animals – donkey, goats, sheep, rabbits and chickens - and is located in the Kids' Zone in East Street close to a fresh water supply available from a shop on East Street. Kidsrome has £10mn PLI and manages the farm at Mattingley and the mobile petting farm in accordance with DEFRA guidelines. We have been provided with a Risk Assessment. The staff are highly experienced, DBS/CRB checked and interact well with children and adults. Hygiene is a key consideration and Kidsrome provide a hand-washing unit, rather than alcoholic gels, so anyone touching the animals can wash their hands. This is in line with HSC recommendations.



### **3 COMMUNICATIONS**

Those attending the festival (visitors, stall-holders, entertainers, suppliers of services/goods, marshals, AWF team) need information:

- How to get to the festival
  - Road routes to AWF
  - Signage on approach roads/in Alresford
  - Car and coach parking (incl. Blue Badges)
  - Public transport links
  - Park & Ride (using Watercress Railway)
- Impact on residents/visitors/buses of Road Closure Orders
- What's happening, where and when during the festival
- What to do in the event of an emergency/incident
- Where to report/find a lost child

To provide this information, we shall use the following:

- 12,500 free printed programmes distributed prior to/during AWF
- festival website that is constantly updated as the event develops
- announcements in the local media, e.g. Alresford Forum Magazine
- road signage erected prior to/on the day of the event
- information point at the Control Centre
- teams of marshals to provide information and directions
- compères using PA systems at the Main Stage and Demo Unit
- loud hailer in the event of emergencies/incidents.

On the day of the festival, communication between/amongst members of the AWF team and marshals will be face-to-face, using radios and mobile telephones. The numbers and radio frequencies for the AWF team are listed above and in the Marshal Briefing Notes. In addition, team leaders have the contact details of their teams.

The AWF team will each have received a copy of the EMP and have been fully briefed by the Event Manager about its contents at a series of meetings leading up to the festival. Marshals will be briefed by their team leaders prior to/on the day of the festival using the Marshal Briefing Notes as the basis for their briefing.

### **4 LOST & FOUND CHILDREN**

With 12/15,000 people attending, there are occasions when young children wander off from those with whom they are visiting the festival and get lost.

Over the years, we have had very few such incidents. None-the-less they did occur. All resolved satisfactorily. Occasionally the child was found and brought to AWF Control Centre (what we term as a "found" child). On other occasions, our marshals and police in attendance have been alerted that a child is missing and a search has taken place coordinated from our Control Centre outside the Community Centre.

We and other Hampshire festivals have recently received new guidelines and been requested to address certain matters. To this end, two of our existing our team (Event Manager & AWF Control Centre Manager) have been DBS/CRB checked. We have designated the AWF Control Centre (Information Centre) from where the Event Manager will co-ordinate all search efforts.

To further strengthen these efforts, we are offering to provide parents with a free wristband for each child attending the festival. Parents will be encouraged to collect a wristband from the AWF Information Point and to write their contact details on the reverse. This process also ensures that the children (and parents) get to see where the Info Point is and that there are caring and friendly people on hand should the need arise.

If a search for child or parent is necessary, a message will be communicated to all event staff by radio or phone. At no time will a child's name be broadcast.

If dealing with a found child, the child will be taken to the designated lost children's point (AWF Control Centre). The CRB/DBS checked staff will try to ascertain a description of the child's guardian, their name, mobile number if known and a description.

The child and the parent/guardian will not be reunited until a match has been established. To this end, if a parent comes to the lost children's point claiming they have lost a child, they must provide a signature and identification along with a description of their child. This could include age, clothing, hair colour, height etc.

If there is any reluctance from the child to go with the adult then the carers will refer the matter to the Event Manager. Once a lost child incident has been resolved, the Event Manager will inform all staff that the incident has been resolved. All incidents will be logged, ensuring all details are recorded.

## **5 LICENSING**

The entertainment (musicians and dancers) is incidental to the festival and not its raison d'être. Consequently, we have been advised by WCC Licensing that we need not apply for a TENS for the festival. However, following WCC Licensing advice, we have instructed each of the traders selling alcohol to apply to WCC for their own TENS. The traders are located as follows:

- Naked Grape - Broad Street B06-B08
- Itchen Valley Brewery - Broad Street B19
- Hattingley Valley Wines - Broad Street B10
- Jenkyn Place Vineyard - Broad Street B29
- Old Joe's Cider - West Street W01 and W02
- Pure Spain - West Street W12
- Winchester Distillery - West Street W17
- In The Mix – Broad Street B12
- Meon Valley Cider – Broad Street B36

Sousa Richards (Solicitors) will hand out alcoholic drinks to the public. WCC Licensing have confirmed that as they are not being paid for such drinks, they do not need a TEN. We have also confirmed our agreement.

As trading and festival activities on Broad, East and West Streets are controlled by New Alresford Town Trust, we have sought and obtained their permission for the festival to use these roads on 21st May. WCC have issued us with a trading permit for Station Road.

## **6 INSURANCE**

We have £10mn PLI. The policy is due for renewal in April.

## **7 PROVISION OF FOOD & DRINK**

Being a food festival, we have almost 100 traders selling/cooking food and/or selling drink. Many are traders who will attend AWF as an event in the continuous series of the Hampshire Farmers' Markets weekly markets. They will be located at the lower end of Broad Street (a food festival within a food festival). The remainder will be those who have applied directly to AWF for a pitch including some of the town's food and drink businesses i.e. 2 butchers, 1 green-grocer, 3 cafes/restaurants, 1 wine merchant, 1 micro-brewer.

Each of the food and drink stalls has/will provide evidence that they comply with Health and Safety and Food Hygiene regulations and provide the festival organisers and Winchester City Council EHO's with sight of suitable certificates, e.g.

- evidence that they are registered with their local authority;
- food hygiene rating of 3 or above and must publicly display that rating;
- last food hygiene inspection report;
- gas safety certificate, if using LPG;
- electrical safety certificate(s), if using any portable electrical appliance.

## 8 SITE CONSIDERATIONS

### 8.1 Site Plan



### 8.2 Toilets

We hire 11 portable toilets from Biffa. Six are located in George's Yard, one at the Abbotstone Road car park, one at the Ropley P&R car park, one at the East Street car park plus two at Stratton Bates car park. Further toilets – including toilets for disabled visitors - are to be found at the Community Centre and at the public convenience block on Station Road. Several cafes, pubs and restaurants in the town centre also have toilets for public use. To date, this provision has met demand.

### 8.3 Traffic Management Plan

Our Traffic Management Plan (available by emailing Event Manager - [essburg@btinternet.com](mailto:essburg@btinternet.com)) addresses the following points:

- Emergency planning including emergency ingress and egress routes
- What vehicles will need to access the site for the event
- What vehicles will need to remain on-site throughout the event and which will be off-site before the event opens
- How our target audience travels to the event
- Parking arrangements incl. the railway Park & Ride scheme
- Various transport links around the event site, and how these are being promoted to our audience as a way to get to/around our event.

## **9 ENVIRONMENTAL CONSIDERATIONS**

### **9.1 Waste Management**

To date, all waste – food packaging, paper, glass and plastic bottles, cans and unconsumed food and drink - has been placed in 1100 litre waste bins (hired from Biffa for the day) and the town's static waste bins. We engage a team of scouts to patrol the site and remove any dropped litter and the site, in general, remains tidy throughout the day. At the end of the festival, a team will also scour the site and remove any waste.

### **9.2 Noise**

The festival is street-based and could have the potential to cause noise nuisance. However, we generate little sound above that of 12/15,000 visitors wandering the site, applauding acts and generally enjoying themselves, bands on the Main Stage, Morris dancers in the streets, commentaries from the cookery demo unit and concerts in the church. All are acoustic apart from the performances on the Main Stage and the cookery demo unit that are relayed through PA systems.

Standing at any of the entry points to the festival, you are unlikely to hear the PA systems or any of the street performers. Furthermore, being a festival that is held between 1000 and 1600hrs, any noise is most unlikely to cause a nuisance. To date, no such complaints have been received nor do we expect any this year or in the future.

**The following management documents can be obtained by emailing the Event Manager at**

- 1. AWF Risk Assessment**
- 2. AWF Fire Risk Assessment (for festival as a whole)**
- 3. Marshal Briefing Notes**
- 4. AWF Traffic Management Plan**