

DREAMLAND

M A R G A T E



Event Management Policy

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1 Document Control

This document is subject to periodic review by the senior management of Dreamland and nominated members of the Safety Advisory Group. It will be amended as appropriate in the light of experience with operation. A summary of revisions or amendments made to this document since its initial publication is shown in the following schedule. Amendments introduced in this edition are listed below.

Rev	Date	Originator	Checker	Approver	Amendments Made	
					Page	Details
V1	1/10/23	Shane Guy	Andy Merrick	SG	All	1st Draft

2 Licencing Objectives

This document is produced to run events at Dreamland whilst promoting the licencing objectives of the Licencing Act 2003, which are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance;
- The protection of children from harm.

3 Introduction

3.1 Purpose

The Event Management Policy (EMP) is intended to provide general information about the arrangements for live events at Dreamland using the Event Space, Scenic Stage, Hall by the Sea, Ballroom and Roller Room.

Detailed event information will be available in an Event Specific EMP, which will be produced and communicated internally and externally by Dreamland at least two months in advance of each event.

This document is intended to complement any health & safety documentation issued by the incoming artist, production team and the standing venue procedures which can be accessed from the event specific folder on the company's shared drive.

This policy contains information which is confidential and may be privileged and legally protected from disclosure. It is intended solely for the use of the persons involved in planning and/or running events at Dreamland and is **not for public viewing**.

No changes may be made to this document other than by the author. Any queries should be addressed to the Head of Operations in the first instance.

4 Event Management

4.1 Overview

The appointed Dreamland Venue Manager (VM) will be responsible for delivery of all live events. They will lead communication with the incoming artist/event and ensure that all requirements are passed internally for action.

During the event, all operations such as Food & Beverage, audience ingress/egress and marshalling will be managed by Dreamland using a mixture of in-house staff and contracted providers.

The roles and functions of key individuals in the event management structure are explained in more detail below. The event incident management structure will follow the principles set out in the Dreamland Incident Management Plan.

On event days it is usual that the theme park will operate with an early closure. The management of which will be confirmed in the specific EMP for each event.

4.2 Accreditation

There will be specific accreditation system in place for the season of events in all venues. This process will be managed by the VM.

4.3 Event Safety Management Structure

The venue has a management structure in place to enable the event to operate in a manner which ensures, as far as is practicable, the health, safety and welfare of all involved.

An organogram detailing the lines of communication between various managers is available in the OCR.

In the event of a major incident the venue, under the Silver Commander, will manage the incident until the emergency services are in a position to take over.

4.4 Power of Command

Under normal operational conditions, the Venue Manager, Venue Production Manager, Security Manager and Artist Management, will work as a team consulting each other on various aspects of the event and liaising to ensure that all parties are kept informed of any potential problems, situations or incidents. The Operations Control Room (OCR) will be key to the management of communications to this group.

4.5 Venue Management Responsibilities

- Head of Operations or Chief Finance Officer (Gold Command) - Makes overall strategic decisions with regards to the venue. All operational decisions are passed down to the Venue Manager.
- Venue Manager (Silver Command) - Responsible for the construction and general management of the event.
- Operations Control Room (Bronze Command) - The venue control will be operating its Control Room for the event to co-ordinate venue operations running Bronze Command in parallel with the Security Manager/Supervisor.
- Security Manager/Supervisor - Responsible for managing all aspects of the security operation on the event day, reporting into the Venue Manager.
- Head of Production - To ensure that all aspects of the event infrastructure are built to the correct specifications, that all production infrastructure is within the venue limitations. To manage the sound levels in line with the sound management plan.

5 Event Planning

5.1 Venues and Capacities

Dreamland utilises the Event Space, Scenic Stage, Hall by the Sea, Ballroom and Roller Room for staging live events. Each venue has its own capacities, risk assessments, evacuation plans, staging layouts, EMPs and event briefing documents. Hall by the Sea, Ballroom and Roller Room are Undercover Venues.

Some festival style events will use a combination of venues (i.e., Scenic Stage with Hall by the Sea) but the total capacity will not exceed that designated to the larger venue with control measures in place to ensure the undercover venues do not exceed their own capacities.

Capacities:

Event Space	19,999
Scenic Stage	7,500
Hall by the Sea	1,500
Roller Room	1,200
Ballroom	500

5.2 Safety Advisory Group

The Safety Advisory Group (SAG) will be notified and involved in the planning for all events where the expected capacity is more than 10,000. The SAG will be given no less than 3 months notice of the event date.

5.3 Event Schedule

A detailed event schedule and line up is delivered via the Event Specific EMP authored and communicated prior to each event day by the Venue Manager.

Scenic Stage events will be scheduled between the hours of 1230 and 2300, with load out of production infrastructure following the closure of the event in a reasonable amount of time. Site cleaning will be restricted to manpower only and no machinery should be used beyond midnight.

Undercover venue events will be scheduled between the hours of 0900 and 0200, with up to 12 shows in any one calendar year ending at 0400.

Dreamland will not run more than four events consisting of 4 days in any one calendar year.

5.4 Ticketing

All live events will be ticketed or pre-booked. Where tickets are available for sale on the door then the venue capacity will be maintained and security planned for an event sell-out.

5.5 Sound Management

Dreamland has a robust Sound Management Plan which covers all aspects of accepted sound levels, monitoring, reporting, complaint handling and methods of reducing sound bleed to neighbouring properties. Dreamland is a responsible event venue within a residential area and will use fixed monitoring stations to record sound levels.

5.6 Production Areas

The production and dressing rooms area is located backstage in Dreamland's undercover building, together with catering facilities for the talent hospitality and crew catering. For Scenic Stage events there are additional changing rooms on stage and greens rooms back stage. Access to all these areas are restricted.

5.7 Fire Safety

The Venue Manager and Production Manager will work alongside the artist and promotor to ensure that all provisions are safe and complied with.

During the planning, all materials and props will be submitted to the venue for approval and testing if required. During the build-up/load in of the event, the venue will ensure that all safety documentation relating to the artists activity is distributed to any workers who may be involved with the event. Any on site testing will be done in an approved location with the correct measures in place to deal with any outcome.

The venue has robust fire safety management plans and it is imperative that all workers understand these instructions. If required, an external fire safety company will be used to inspect, advise and manage fire and crowd safety at the event.

The venue, along with the artists management will ensure that there is no build-up of flammable waste in public areas and beneath any temporary structures.

ANY OUTBREAK OF FIRE SHOULD BE NOTIFIED TO THE OPERATIONS CONTROL ROOM IMMEDIATELY.

5.8 Medical Provision

Dreamland has a number of first aid trained staff on duty at all times. When dictated by the risk assessment and audience profile, these will be supplemented by an external medical provider.

Requests for medical attention will be handled through security, the venue staff or the OCR. There is a medical facility located in the concourse next to the dressing room area and during events there will be a first aid/welfare location situated on the event site.

5.9 Artist Profile

Artist profile will be different for each event. This will be detailed in the Event Specific EMP and considered in the event risk assessment and audience profile.

While it is generally expected that there will be no major problems with any of the artists, Dreamland is aware that certain elements may try and use the event to enhance their own reputations. Artist management will be briefed on the limits of acceptable on stage behaviour and language as Dreamland is in a family residential area.

Artists will not be allowed to enter any public areas unless previously arranged with the venue and communicated in advance to discuss if/how this can be safely managed.

5.10 Theme Park Closure Times

If the event is sold as a 'park takeover day' then the Dreamland theme park will be closed to the general public and only open to those who have a valid event ticket.

Events which are staged on either the Events Site or the Scenic Stage are generally programmed to have doors at 6pm or later. On such occasions the park will be open to the public during the day but will close 2 hours prior to doors to allow for a security sweep of the site including, where necessary, the use of drugs dogs.

5.11 Ingress and Egress

The admission and exit process to Dreamland events will depend on the venue, audience profile, security measures and number of tickets sold. Details will be shown in the Event Specific EMP.

Event Space

Events in this venue requires additional liaison with the Safety Advisory Group in generating an event specific Dispersal Management Plan.

Scenic Stage

General admission for Scenic Stage shows will be via the Event Space Gate from the Belgrave Road Car Park. For these shows the Event Space will be used for a 'Disney' style queuing system with a marquee hosting the ticket checks and security measures. Admission to the venue will be via the top end of the park.

VIP and DDA admission is via the Scenic Gate from the Belgrave Road Car Park at the bottom end of the park.

Egress for the Scenic Stage will be split evenly across the Event Space Gate and the Scenic Gate.

Undercover Venues – Hall by the Sea; Ballroom and Roller Room

General admission, VIP and DDA ingress and egress for all undercover venues is through the Dreamland main entrance in Hall by the Sea Road. Queuing is controlled with the use of ped barriers running up Hall by the Sea Road to the Cinema building.

5.12 Communications

Dreamland has a multi-channel radio system which services all aspects of event communication and is made available to all relevant individuals.

6 Security

6.1 Security and Audience Management

Security, stewarding and audience management full under the ultimate direction of the Venue Manager. There will be a Security Manager/Supervisor and Guest Experience Supervisor in control of certain areas reporting into the Venue Manager. The number of SIA officers, stewards and guest experience staff will be dictated by

the artist, ticket sales, security intelligence, audience profile and the event risk assessment. A spot plan will be produced for every event and distributed within the Event Management Plan.

This team will manage general ingress and egress of the audience, including emergency egress and operate any search regime which the present security situation and audience profile dictates. They will also control backstage areas and front of stage barrier (the pit).

Any specific security arrangements for the artist, including close protection officers, will be communicated to the Venue Manager who will liaise in the first instance. This service may be provided by the artist’s own management.

A security meeting will be scheduled between the venue, security providers and production team to confirm all artist and audience procedures and to brief any incoming personnel on emergency procedures and show stop.

6.2 CCTV and Body Worn Video

Dreamland has an extensive coverage of CCTV cameras across the park. These are situated at ingress and egress points, behind and in front of bars, food units, audience viewing areas, undercover venues and transition routes. Many are PTZ (Pan, Tilt and Zoom) and all footage is stored for a 30-day period. CCTV is monitored 24-hours a day and OCR officers will make footage available to Police, or other Government security services, upon lawful request and adhering to GDPR and DPA guidelines.

Body Worn Video (BWV) will be worn by SIA officers in accordance with the table below. Footage is automatically uploaded to a cloud-based system upon docking of the camera and is retained for a 30-day period. Any footage can be marked as evidential and will be retained indefinitely.

Position	Officer to Position Ratio
Ingress and Egress	1 officer to every 3 positions
Pit Officers	1 officer to every 3 positions
Response Teams	Every officer
Bar Areas	Every officer

6.3 Police Support

The police will be made aware of all Dreamland events through a monthly event document. It is unlikely that the Police will have any officers on duty at events, although if that is required then it will be detailed in the Event Specific EMP. The Police will always be consulted on the current security status and any specific intelligence related to the event or those who may attend.

7 Alcohol and Drugs

7.1 Alcohol Policy

To ensure the aims of the venue are upheld and that alcohol is managed responsibly by the venue team and its customers, the following requirements will apply when alcohol is served throughout the venue and grounds.

Serving Alcohol

Alcohol will be served according to the legal and moral requirements of the venue’s Premises License with the safety and wellbeing of patrons as the priority.

- Bar staff will be given training in the objectives of the Challenge 25 scheme and the Licencing Objectives. Such training will be documented and signed by staff and management.
- Undercover venue bars will only be open during events staged within those venues.

- Bars will close no later than 15 minutes prior to the event curfew with the exception of any VIP areas which will close before the event curfew.
- The venue maintains a current appropriate license to sell alcohol.
- Bar personnel do not consume alcohol when on duty.
- People under 18 will not serve alcohol.
- The venue does not encourage excessive or rapid consumption of alcohol.
- When serving non pre-packaged alcohol, standard drink measures of 25ml and 50ml will be served at all times. Information posters about Challenge 25 will be displayed at each bar location.
- All legally required signage will be displayed as required.
- A refusal log will be kept at each bar location or a check and refusal button be an option on the till where possible.
- All alcoholic drinks served from glass bottles will be dispensed into non-glass containers. All other alcoholic drinks will be served in non-glass containers unless it is served within a designated area with security on the entrance/exit to ensure no glass or cans leave the area (i.e., VIP area, wedding venue, private event).
- Tap water will be provided free of charge within the venue.

Intoxicated Patrons

- Drunk patrons will not be permitted to enter the premises.
- Alcohol will not be served to any person who is intoxicated or drunk.
- Bar personnel will follow RSA training procedures when refusing service.
- Drunk patrons will be asked to leave the premises (after appropriate safe transport options are considered).

Underage Drinking

- Alcohol will not be served to persons under 18 years of age.
- Bar personnel will ask for proof of age whenever necessary or whenever in doubt following Challenge 25 guidelines.
- Only photo ID (passport or UK driving license) or a Valid ID card will be accepted as 'proof of age'.

Customer Non-Compliance

All venue teams will enforce the alcohol management policy and any non-compliance, particularly in relation to Licensing Laws, will be handled according to the following process:

- Explanation of the venue policy to the person(s) concerned, including identification of the section of policy not being complied with.
- Continued non-compliance with the policy should be handled by the venue security who will use their discretion as to the action taken, which may include asking the person(s) to leave the venue.

Management

The presence of management is essential to ensure the operation of the bar and alcohol policy compliance. At least one personal license holder will be required to be present at all events when the bar(s) is(are) open.

Exiting the Venue

Signage will be available at all entrances and exits requesting patrons discard alcohol in the provided bins prior to entering/leaving the venue. These will also display local public spaces protection orders information.

7.2 Drugs Policy

Dreamland, in conjunction with the Police and Licensing Authority, adopts a zero tolerance to drugs and a search policy in promotion of the licensing objectives. This policy shall also include a zero tolerance approach

to New Psychoactive Substances (NPS), more commonly known as Legal Highs and Nitrous Oxide. Neither shall be allowed on any part of the site and persons stopped with substances shall be dealt with robustly and refused entry. Any substances found will be confiscated.

The use of drugs dog will be considered in line with the event risk assessment, audience profile and security plan.

Those attending the event will not be allowed to leave the venue if they intend to return at some point unless it is for medical or emergency reasons and with the express permission of the Venue Manager. A full search will be conducted with all ticket holders allowed to leave and re-enter the venue.

On days when the park is open prior to the ingress of an event then a minimum of two hours will be allowed for a sweep of the event site using trained security officers and/or drugs dogs before guests are allowed to enter the event space.

A drugs box shall be kept in OCR and only the Police and the premises shall have means to open the box.

8 Public and Worker Safety

8.1 Health & Safety Policy

It is the policy of the venue to achieve high standards of Health and Safety and to provide effective management and resources to improve performance in this function.

To that end the venue, artist management and all contractors working on site will ensure the maintenance and monitoring of safe systems of work during the build and de-rig which comply with or exceed current legislation and venue rules and regulations for the protection of all workers, guests and visitors to the event.

The venue will ensure that all production or third party suppliers submit relevant risk assessments, method statements and insurance for the work that they are doing; furthermore, ensure that all suppliers comply with the event H&S policy and control measures identified in the overall event risk assessment, as well as any particular venue conditions.

The venue recognise that a number of activities which are undertaken, or are undertaken on their behalf, could potentially involve risk to the health, safety and welfare of its employees, contractors, agents, guests, members of the public and others, together with the risk of damage to and loss of equipment, or property.

8.2 Worker Safety

The aims and objectives of the Health & Safety policy are:

- To protect and maintain standards and to comply fully with the Health & Safety at Work Act 1974 and all other relevant legislation, regulations and codes of practice.
- To protect employees and others, including the public, from foreseeable hazards.
- To provide all persons with the necessary information, instruction, training and supervision needed to ensure that safe working practices are adhered to and safety awareness is developed.
- To ensure that everyone involved with the organisation and running of this event are aware of their responsibilities to take care of themselves and others.
- To encourage consultation and co-operation, and where necessary, consult with outside bodies in order to maintain a safe working environment.
- To ensure the provision and maintenance of plant and systems of work that are, so far as is reasonably practicable, safe and without risk to health.
- To provide arrangements for ensuring, so far as is reasonably practicable, safety and absence of risks to health in connection with the use, handling, storage and transport of articles and substances.

The event health and safety objective is to minimize the number of accidents and incidents that may endanger the health, safety and welfare of all persons working at or attending this event.

While the venue management team will do all that is within its powers to ensure the health and safety of all persons, it is recognised that health and safety is the responsibility of each person associated with the event. It is the duty of each and every person working on this event to take reasonable care of their own and other people's welfare and to report any situation, which may pose a threat to the wellbeing of any other person.

The venue will ensure that professional contractors holding the required certificates of competence carry out the installation and maintenance of all equipment, plant and services related to this event. Additionally, all suppliers and contractors working on the infrastructure for the event will be asked to complete a safe working agreement, failure to carry out duties outlined in this agreement may result in the contract being terminated, which the supplier will have to stand any costs borne by the organisers in making good any aspect of the supplier's operations.

All contractors will be required to demonstrate their competence and present relevant method statements, risk assessments, structural calculations and insurance details relating to the work they are contracted to carry out at this event before being allowed to commence work on site.

The Dreamland Venue Manager and Production Manager will work closely with all incoming artist management to ensure that all relevant paperwork is collated and distributed where necessary and that all site rules are followed. Copies of all H&S information will be securely stored on the Electronic Event Folder in the Dreamland shared drive.

8.3 Risk Assessments

Comprehensive risk assessments covering the venue, audience profile, build and load out of the event will be compiled ahead of the event day. Copies of which will be securely stored on the Electronic Event Folder in the Dreamland shared drive.

8.4 Arrangements for Delivery of Health & Safety Policy

It is the duty of the management team to ensure that the health & safety policy for events is implemented. This will be achieved by ensuring that all members of the management team are competent and aware of their duties and that all crew and contractors carry out their duties under careful supervision.

All managers and supervisors will be responsible for undertaking a rolling assessment of all areas regarding health, safety and welfare due to the constant changes that take place throughout events.

8.5 Control Measures

Control measures and working practices are derived from the event risk assessment; the Venue Manager and Production Manager will monitor these processes throughout the build, break and event stages.

8.6 Public Safety

Measures will be implemented to ensure the highest standards of public safety are maintained throughout the event. These measures should be considered in conjunction with the measures taken to ensure safe ingress and egress operated by the venue. A full, comprehensive and documented pre-opening check will take place to ensure the venue is safe for occupancy.

8.7 End of the Event

Once the event has finished customers will be asked to leave and a sweep of the event space will take place to make sure that it is clear of all non-working personnel. When the park has been confirmed as clear, permission will be given to production to begin the load out; this will follow confirmation from the VM. Loading out can

commence on the stage and in back of house areas prior to this time providing there is not risk to any public still in the park.

It is proposed that all guests leave the venue within 30 minutes of the event concluding.

8.8 Acceptable Behaviour

The venue will not accept racist, aggressive or unlawful behaviour amongst workers, audience members or performers. Any reports of such incidents will be fully investigated and the perpetrators, where apprehended and proved, ejected from the venue.

8.9 Show Stop Procedure

Stopping the performance in the middle of an event can sometimes create unexpected problems such as crowd disruption and confusion and should only be used as a last resort if a situation or incident cannot be resolved whilst the event continues.

The venue have developed a robust show stop procedure. All personnel involved in the stopping of the event at any point will be fully briefed as to their respective roles.

8.10 Emergency Procedures

Dreamland already has in place robust emergency procedures in the form of an Incident Management Plan.

During the event an Operations Control Room (located in the Undercover area) will be in operation, the membership of this control is; Venue Manager and Security. In the event of a major or serious incident the Venue Manager will manage the incident until the emergency services are in a position to take over (if appropriate).

General event management functions will be dealt with by the VM who will be in contact with the artist production manager via the Production Manager.

Should the incident require an immediate decision, for example a show stop then that decision will be made by the Venue Manager, Security Manager or Production Manager. Following any show stop, the event will not be restarted without consultation with the Venue Manager.

The Venue Manager also has the ability to halt the event at any time should circumstances dictate; this is achieved through communication of an immediate show stop to the Production Manager.

In the event of an evacuation of the venue, artists, performers and production crew from the stage and backstage area will be escorted out of the building to a rendezvous point.

END