



VENUE ENHANCEMENT PROJECTS

Increasing the standing capacity at your venue.

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An increase in standing capacity is based on both a crowd management and safety perspective.

The venue enhancement project will combine these two approaches to create a holistic methodology to deliver an outcome based on rationales which underpin the delivery of both a scientific a humanistic evaluation.

Through the usage of law and guidance and underpinned by theories of science, mathematics, psychology, human interaction and human spatial mapping we will create a sound argument for an increase in floor capacity by the preparation of supportive underpinning rationales using a range of frameworks and an interdisciplinary approach.

To deliver the most integrated approach, Mind Over Matter work on a phased basis. This means if issues with human behavior or other aspects point to the decrease in space that this would be an option open to those providing the event based on the risk assessment. As such we are proposing that we provide an expert from the crowd management area and an expert on health and safety to ensure that all elements are covered in relation to all stakeholders.

The provision of two experts would not incur further costs.

The work would be carried out in four phases:

- 1) A site visit to measure the arena in all of its possible configurations, a study of documentation, interviews with the team working at the venue and the collection of any statistics related to ingress, egress and circulation.
- 2) Desk research into different venues in the UK and abroad, as well as the utilisation of guidance, law, theory and practice to provide a basis for the change.
- 3) Observing the venue in use before, during and after an event and working with the staff on related research as well as interviewing the audience to ascertain their perception of the space will also form part of the process..
- 4) Collating and writing up the report, presenting to the management team and working with the management team on a strategy to ensure compatibility with the culture of the Local Authority, or other pertinent stakeholders linked to the arena.

LENGTH OF PROJECT:

Twelve days including writing up time, meetings, visits and desk research.

TIMEFRAME:

The work would be started and finished within a two-three month period.

STAFFING:

A two-man team working on crowd management and health and safety.

COST:

This is an all-inclusive package plus 2nd class rail fare and hotel (where necessary).

One increased capacity show will more than cover the project cost.

NB. A pre-study is carried out in advance of the work to ascertain if an increase in capacity is feasible.

If so the pre-study cost is deducted from the overall project cost.

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