# Written evidence submitted by Instant Access Medical Limited

## TERMS OF REFERENCE OF DCMS SELECT COMMITTEE ENQUIRY REGARDING "THE FUTURE OF UK MUSIC FESTIVALS"

**Date:  10 February 2021**

### 1.  Introduction

We thank you for the opportunity on 5 February 2021 to present to the DCMS Select Committee enquiry regarding "**The Future of UK Music Festivals**".
We believe our comments in this document are relevant to all Culture events and all Sports events.

We have written separately to you with our report divided into eight sections covering:
- Introduction;
- Instant Access Medical Limited (IAM);
- Solutions for Events Management and Focused Tracing;
- Information Governance and Privacy;
- Event Before, At and After Stages;
- Equality and Diversity;
- Piloting Events; and
- Internationalisation of the Solution for Events Management and UK Trade Opportunities.

The purpose of this document is to capture our evidence in summary form for your assistance by way of answers to the specific Terms of Reference questions.

### 2.  Recommendations

We recommend that a series of small pilots of up to several thousand people each are carried out in parallel across the different sectors of music, arts, sports and exhibitions to test the technology behind our solution.

We refer you to our report, where we have listed several different event types and their characteristics as use cases for suitable experiments which, if successful, would have the biggest impact in enabling many other events to take place at scale.

### 3.  Solutions for Events Management and Focused Tracing

IAM's solutions support the individual and sit at the intersection of government, healthcare, and commercial organisations, for regulation, health and wellbeing, and economic recovery.

Our solution supports the frequent, regular testing of event attendees, and managing entry to the event facility.

We recognise there is no simple solution, but our approach is configurable for and aligns with the needs of music festivals, sports events and other culture events, and we believe we can make a contribution to the way forward.

Our solution is safe, secure, protects the individual's privacy and gives people the confidence they will be safe before an event, at an event and after an event.

If after an event any individual contracts Covid, our solution will alert only those who were within the prescribed distance of that individual, not all attendees.

The focus is on "at risk encounters".

Our solution is "evidence based".
Any change in Covid status after the event can be targeted, so that each new event can be for Covid negative only attendees.

Social distancing becomes managed healthy socialisation around a specific event and its entry criteria.

Each event becomes a safe secure bubble for all participants with the knowledge and consent of each that, if someone's health becomes negative, only those in the at risk encounter need to get tested and may have to miss their next sporting and cultural event until they are healthy again to return.

Such entry conditions become a normal part of a new "social contract" between the relevant culture or sports event, the event organisers, the artists or players and the attending supporters.

Our solution is not dependent on the location of an individual after the event, but can trace individuals who came within social distancing rules at the event.

## 4. Information Governance and Privacy

Our solution complies with the UK Data Protection Act 2018 and applicable regulations in other jurisdictions. and protects people's privacy throughout.

Our solution contactless cards and wristbands do not track location, which is a big fear for many people.

Location data is not recorded, only "at risk encounters" as defined to meet the relevant event entry criteria.

We mentioned that IAM operates at the intersection of government and regulatory, healthcare and the economy of commercial organisations.

As the UK's Information Commissioner recently said in her oral submission to the DCMS Select Committee Chair, data protection sits at the intersection of technology, law and society.

We are confident that our solution achieves the objectives of technology, law and society in getting attendees back to events at scale, while protecting health, safety and wellbeing and complying with applicable data protection.

## 5. Event Before, At and After Stages
Our definition of an Event is any workplace work entry and exit and any sport or culture event.

Every Event involves a Before, At, and After.

Every Event has similar characteristics regarding the Event stakeholders and the sequential processes for stakeholders on what they need to do before the event, how and under what conditions they enter the event, what happens during the event, how they exit and manage changes and report relevant evidence after the event.

## 6. Equality and Diversity

Absence of a smart phone should not be a barrier to event entry.

Our solution can help shape a new form of social contract which is adjusted to meet the new normal.

Trade-off between sports and culture events resuming at scale, getting the economic ecosystems trading again and business activity occurring and keeping people healthy, safe and of good wellbeing.

Risk mitigation / event entry and exit conditions become an accepted risk mitigation exercise for all stakeholders.

Equality and diversity for all.

## 7. Piloting Events

As mentioned above, we recommend that a series of small pilots of up to several thousand people each are carried out in parallel across the different sectors of music, arts, sports and exhibitions to test the technology.

We refer you to our report, where we have listed several different event types and their characteristics as use cases for suitable experiments which, if successful, would have the biggest impact in enabling many other events to take place at scale.

We have engaged with those involved in musical festivals and sports events.

They see our solution as a potential way forward and are keen to pilot our solution in one or more of their events.

## 8. Internationalisation of the Solution for Events Management and UK Trade Opportunities

Our solution works locally and internationally.

Many events of music, arts and sports have an international dimension, whether in relation to travel to the event, participation by overseas artists and competitors and/or participation by international visitors.

The world needs an open standard for events management and our solution can be part of the development and implementation of such a standard.

There are clear benefits in deploying an open standard for events management.

Huge economies of scale from adopting a simple, low cost and evidence based events management solution.

Opportunity for the UK to develop and implement such an open and interoperable evidence based standard for events management.

**Schedule Terms of Reference Questions**

1. **What is the economic and cultural contribution of the UK's festival industry?**

   Our solution is designed specifically to ensure that the economic and cultural contribution of the UK's festival industry, and by analogy, the arts and sports industries, is not irreparably damaged, but can be quickly reversed as a result of the deployment of solutions which enable many events across all these industries to take place as soon as is possible during 2021 at scale with mass participation.

2. **What has been the impact of cancellations on local economies and those who derive income from festivals during 2020?**

   We have spoken to interested parties who operate in the festivals sector.
   The cancellation of Glastonbury for the second year running is devastating.
   Any solution which can be demonstrated to get participants to events like Glastonbury back in attendance merits detailed examination and the opportunity to be trialled in a series of controlled event experiments.
   The consequences of doing nothing are not acceptable to many stakeholders given the potential continued negative impacts on individual's health and wellbeing and economic survival.

3. **What are the risks to festivals taking place in 2021 and beyond, and how can these be mitigated?**

   Yes there are risk to festivals taking place in 2021 and beyond, but these can be mitigated for reasons explained throughout this submission.
   The best risk mitigation exercise is to begin a series of pilots and controlled experiments.

4. **What measures are needed for audiences to attend festivals without social distancing, and how realistic are they?**

   **THIS IS THE MOST CRITICAL QUESTION WHICH NEEDS ADDRESSING TO ENSURE THE LONG-TERM SURVIVAL OF FESTIVALS, AND BY ANALOGY, ANY OTHER CULTURE OR SPORTS EVENTS.**

   Our solution has been specifically developed to answer this most critical question and is a working solution which is realistic and achievable.

5. **What has been the impact of the temporary VAT cut and Culture Recovery Fund on festivals and their supply chains, and what else can the Government do to secure their futures?**

   Not directly applicable to our submission.

6. **How has the structure of the UK festivals market evolved over recent years, and what has this meant for consumers, artists and the wider industry? What further changes might be anticipated?**

   Not directly applicable to our submission.

7. **How can festivals be supported to reduce their environmental impact and tackle the dangers of illegal drug use?**

   Not directly applicable to our submission.