

# Events

## Organisers Guide



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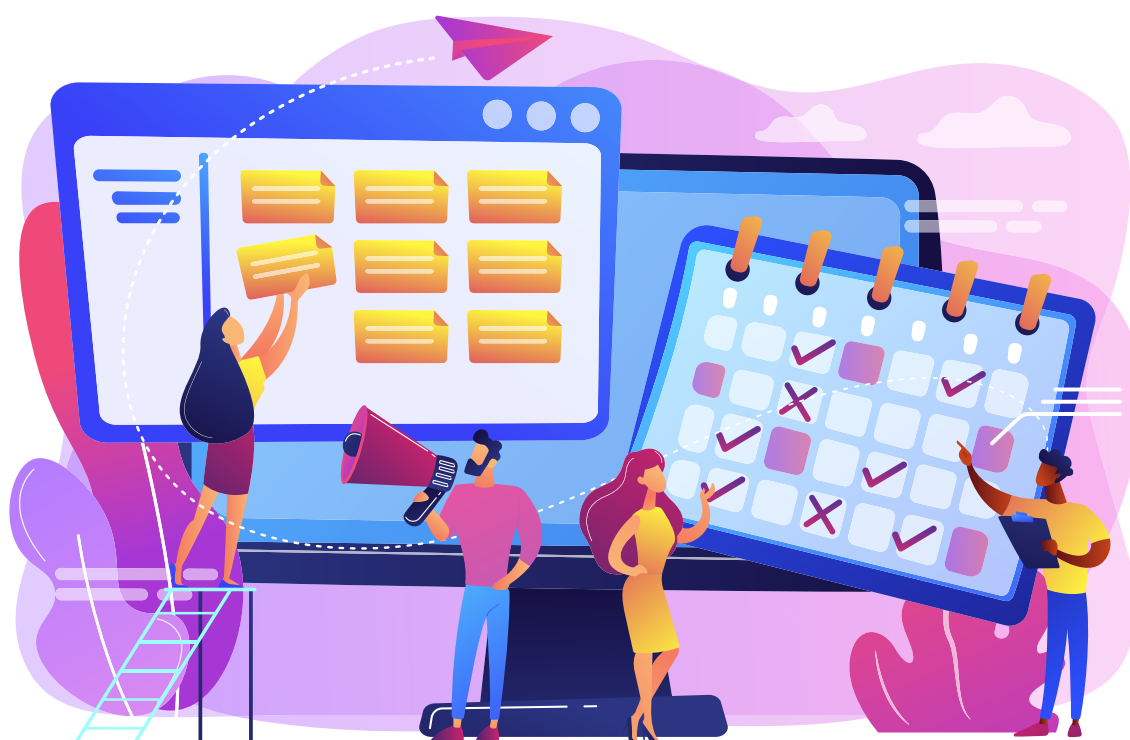
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# Introduction

Organising an event, however small, can be a time consuming and daunting task. There are no hard and fast rules to organising a community event – but there are several things you can put in place to ensure that your event has every chance of being both a success and a rewarding experience.

Events and festivals can be positive economic and social drivers encouraging financial and social investment by a wide range of organisations and communities attracting sponsorship from private and public investors.

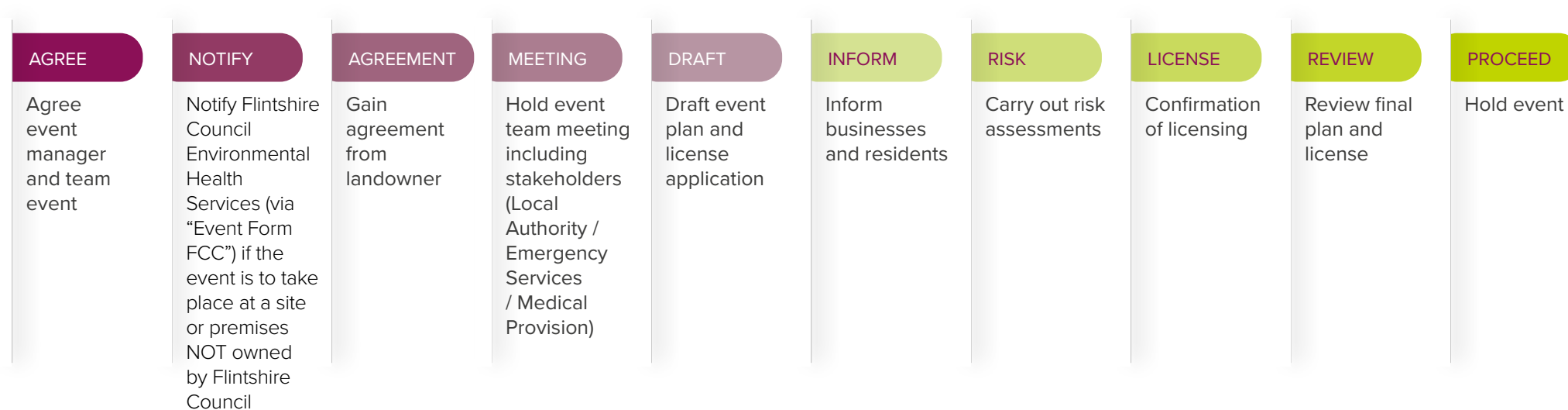
Flintshire plays host to a wealth of festivals and events of varying scales which range from agricultural and county shows, village fetes and farmer's markets, outdoor concerts and music festivals, street theatre and performances. These events and festivals generate an array of social and economic impacts.

The information within this pack will assist event organisers in planning and running their event smoothly and efficiently. Please use this pack as an **advisory tool only, it is not exhaustive**, there may be other things you need to consider when planning your specific event. We hope you find it helpful.



# Section 1 Planning Your Event

## STEP BY STEP



# Step One

How feasible is your event? Ask yourself: Why? What? Who? When? Where?

Before you even think about booking your venue and setting a date, it is a good idea to ask yourselves:

<b>WHAT</b>	<b>WHO</b>	<b>BILINGUAL</b>	<b>FUNDING</b>	<b>MANPOWER</b>	<b>COMMUNITY</b>	<b>PREVIOUS</b>	<b>LOCATION</b>	<b>TIME</b>
What is the aim of your event?	Who do you want to attract?	Is your event bilingual?	Do you have enough funding?	Do you have enough manpower?	Will the community support your event?	How successful have other similar events been – what can you learn from them?	Where is the best location for the event?	Is there enough time to plan and market your event?

Agree your team and nominate an Events Manager

# Step Two - The Venue

Deciding on an appropriate venue is essential as it will dictate the timing and scope of your event. Always confirm bookings in writing as early as possible.

First of all find out who owns the land/venue you would like to use and ask permission. Be aware that there may be a fee for using any land or venue.

**Once you have permission ensure you have identified the following:**

- Space for pitches and concessions (such as ice cream vendors and snack bars), toilets, first aid, entertainers, activities, show space and seating
- Adequate nearby parking or public transport
- All the necessary utilities – such as electricity and water

**Discuss, with the venue manager/owner, issues such as:**

- Access for wheelchair users
- Disabled parking
- Hearing loop induction
- Nearby residents/ noise disruption/ traffic / parking



# Step Three - Event Funding

There are various sources of funding available depending on the type of event you are organising:

- Existing or own funds
- Income (e.g. admission fees, advertising, trade stands and donations)
- Sponsorship
- Grants

It's advisable to overestimate expenditure, allowing a wide margin for unforeseen circumstances, and to underestimate income. Remember to budget for insurance cover, Value Added Tax (VAT) and inflation. You'll also need to make accurate cash flow forecasts to show when you have to pay suppliers and when you expect money to come in.

It can be difficult to estimate income, especially for a new event. Identify all possible sources of income for the event and draw up a funding package. This could include income from:

- Commercial sponsorship, grants, fundraising, bank, volunteer time in-kind contribution (keep a record of all volunteer time spent on the event - this may be used as match funding in some cases)
- Interest, earned income from admission fees and merchandising. Allow sufficient time for funding applications. You may need to apply for grants and sponsorship up to one year in advance

Most organisers draw up a simple list that outlines income and expenditure.

If there is not much income to cover spending you must prioritise the list of spend items in order of importance, or raise more funds. If the event will generate funds from ticket sales you can include this forecasted income in your list, depending on how risk averse you are. The next step is to timetable the anticipated spend and income so you know when you are going to need to have money in your event bank account to cover these items.



# Step Four - Communication

You will need to inform the Police, Fire Service, Ambulance Service, Licensing Authority, Local Authority the Land Owner and local residents.

Some event teams are formally structured into event committees and others are simply a group of people who combine different skills by working together.

Events with an audience of 500, or over, or events with high risk activity may need to go to the Safety Advisory Group (SAG).

When you have a group of people who are generally interested in an event, organise a meeting and make sure you:

IDENTIFY	Identify roles and responsibilities correctly and clearly
ASSIGN	Assign one person to the main point of contact
SHARE	Share out the workload, with no unnecessary gaps and coordinate all work effectively
ALLOCATE	Allocate responsibilities to individuals or groups with appropriate skills
REDISTRIBUTE	Redistribute the workload if it becomes too much for one individual
AWARE	Make everyone aware of the organisational structure
EXPLAIN	Clearly explain the channels of communication to ensure everyone understands them
NEVER	Never turn down offers of help – find appropriate and interesting tasks for volunteers
CIRCULATE	Circulate agendas for meetings in advance (by email if possible to reduce costs)
MINUTES	Take minutes of meetings
KEEP	Keep to important matters at meetings – don't get bogged down in trivial detail
TEAM SPIRIT	Foster a sense of team spirit – provide light refreshments during meetings, and leave time after the business matters for socialising



# Step Five - Complete an Events Management Plan

Your Event Management Plan forms part of your health and safety checks. Consider the points below.

- Who are you trying to attract?
- Before you start to organise an event you should ask yourself who your 'target audience' is – the general public, visitors and locals, high spending or budget visitors?
- Careful thought about a theme or focus for your event is important if it is to be successful.
- Are you targeting Welsh Speakers, other cultures? Does your event and marketing material need to be bilingual?

A good event should:

- Have a theme
- An obvious focus
- Be held at an appropriate time and not clash with other events
- Be exciting, different, fun, memorable and make the most of local culture

## What you need to do

Be well organised and allow enough time for planning. Outline the event with:

- Named organiser of the event and their contact details
- Time, date and name of the event
- Proposed venue
- Site plan
- Risk assessments – Health and Safety
- Stand-alone Fire Risk Assessment
- Evacuation procedure
- Estimated numbers and type of audience
- Roles and responsibilities
- Stewarding and security
- First aid
- Is the event open to the public?
- Car Parking
- Use of public highways, road closures, directional signs
- Unusual / hazardous location or activities planned i.e. near a lake / fire-eaters
- Food and alcohol outlets
- Sub-contractors involved/working at the event
- Marketing/ Promoting your event

It is important to ensure that you update your Event Management Plan regularly as things change.

# Step Six - Apply for a Licence

## Identify if you require a licence

Ensure your licence has been granted before continuing with the event.

To find out what licences you will require go to <https://www.flintshire.gov.uk/en/Business/Licences-and-permits/Home.aspx> or contact the licensing office.

If your audience is likely to be 499 or more you will need a premises licence to stage any of the following entertainment:

- Performance of a play or dance
- Showing of a film
- Indoor sporting event e.g. boxing or wrestling
- Live music or Recorded music (DJ's)
- Late night Licence for refreshments
- Sale of alcohol

For events of 500 or less you require a Temporary Event Notice (TEN) which can be acquired from the licensing office. Your completed TEN must be sent to FCC's licensing office and North Wales Police at least 10 days before the event. If you find that you require a premises licence as outlined above this will take longer so it is recommended that you apply for your TEN as soon as you can.

If you intend to play music (live, DJ, TV, Radio etc) you will need a PRS licence. The Performing Rights Society (PRS) can supply a blanket licences so that you do not have to seek individual permission for every piece of music used.

## Temporary Market Licence

If you intend to have stalls or car boot of any type at your event, including food stalls, then you may require a Market Licence.



# Section Two

## Points You Need To Consider

### RISK ASSESSMENT AND SITE PLAN

It is important that the Risk assessments are carried out by a competent person preferably with experience in event safety management.

Site plan and risk assessments should include all activities for example: inflatables, camping site and also water points if a temporary supply is required.

Develop a stand-alone Fire Risk Assessment. Be specific about means of raising the alarm. Be aware that emergency exits should be wide enough to accommodate the expected numbers and the site should be evacuated in accordance with the Purple Guide and the CLG Guide for Open Air Events and Venues.

It is best to carry out risk assessments and the site plan together so you have identified all potential hazards and a methodology to deal with them.

A site plan is exactly that – a plan of your event. It should show:

- 1 Emergency exits and all other exits and entrances
- 2 Emergency access routes
- 3 Stages and performance areas
- 4 Electrical generators
- 5 Toilets
- 6 Disabled parking and disabled toilets
- 7 Parking areas
- 8 Catering facilities
- 9 Fire-fighting equipment; means of raising the alarm; evacuation procedure
- 10 First aid areas
- 11 Seating areas
- 12 Danger zones such as water features, stairs, steep drops, uneven surfaces, road ways
- 13 Electrical safety and gas safety
- 14 Noise nuisance

# Section Two

## Points You Need To Consider

### RISK ASSESSMENT AND SITE PLAN

#### Drinking water safety:

1 Notify the relevant water company of your event at the earliest opportunity

2 You may need to arrange water sampling and prepare a water safety plan

#### Your risk assessment is an analysis of potential hazards and their associated risk levels:

- An identification of potential hazards
- The risk level – high, medium or low
- A description of how the risk level will be minimised

#### Stewarding

You need to ensure that you have enough stewards to cover the event. Things to consider are:

- Is the event indoors or outdoors?
- Weather conditions
- Will you be selling alcohol?
- Time of your event
- Type of event
- What is your event site/venue like?
- Type of audience expected
- Are designated stewards required to remain at a certain position throughout the event i.e. car parks; monitoring hazards such as water features?
- Stewards should be highly visible and recognisable as an event steward – high viz jacket or “steward branding” should be considered
- Stewards / Security staff should be trained in the use of fire extinguishers

Your risk assessment will help you decide how many stewards you might need to manage the audience safely. It is worth ensuring that all stewards have received the appropriate training and has been fully briefed of their role in advance of the event. Nominate a ‘Head Steward’ with responsibility for this.

Also remember where you have identified high risk areas that requires a permanent steward, their position should be covered during allocated break times.

#### Security

You may need to employ a professional security company for your event as security staff need to be registered with the Security Industry Authority. Visit [www.the-sia.org.uk](http://www.the-sia.org.uk) for further guidance. You will need security if you are likely to have large amounts of money on site or have VIP’s attending. Security is defined as:

- Guarding against unauthorised access, occupation or outbreaks of disorder
- Guarding property against destruction and danger
- Guarding individuals against assault

# Section Two

## Points You Need To Consider

### RISK ASSESSMENT AND SITE PLAN

#### DBS (CRB) Checks

If your audience/performers are likely to include children or people at risk then you will need to ensure that you have enough suitably qualified adult staff or volunteers to supervise and who hold a current DBS certificate.

#### Child protection policy

If your organisation regularly organises activities for children, it's a good idea – and in some circumstances a legal requirement – to have a child protection policy. You will require a 'lost children' risk assessment for your event also. Permission from parents and guardians should always be sought for their children to participate in any organised activities or workshops.

#### Use of photographs

Act with extreme caution when using photos of children / vulnerable adults. Avoid naming a child if you use their photo and always ensure that children are appropriately dressed. Before taking any individual's photograph:

- Obtain **written** consent from the individual or from parents or guardians of children before taking the photograph
- Be very clear about the purpose of the photograph
- Who will use the photograph and where
- What the photograph will be used for
- How long the photograph will be retained for and by which organisation

It is advisable to create a consent form detailing all of the above which can be signed there and then.

#### Filming, Photography and GDPR

Of course it might not always be practical to get written consent for every person who appears on camera, such as filming and photography at public events. In this instance, it's still imperative that audiences are aware filming/photography is taking place. In that case, let people know with a notice in the event program, ticketing information, or announcement at the event's start. In more informal settings like a park or museum, clear notices and signs should be placed around the filming/photography area's proximity. These notices should state that:

- Video and photography is occurring
- Who will use said personal data
- What they will use said data for
- Who individuals can get in touch with if they have any concerns on this

These signs typically read as follows:

*“Please note that photographs and footage will be taken throughout [Event Name]. These will be used by [Company] for marketing and publicity in our publications, on our website and in social media or in any third party publication. Please contact the event organiser if you have any concerns or if you wish to be exempted from this activity.”*

# Section Two

## Points You Need To Consider

### RISK ASSESSMENT AND SITE PLAN

#### Evacuation Procedure

You must have an evacuation procedure in place and this should form part of your event management plan.

#### Insurance

You will require a Public Liability Insurance from a recognised insurance broker. The level of insurance will depend on the nature of the activity planned. You must also ensure that all equipment is insured against damage.

#### Traffic Management

If your event is likely to attract a lot of additional traffic on the highways and you need to implement directional signs then it is vital to seek advice from the Highways Department at FCC as early as possible in the planning stage. Contact the Highways Department giving sufficient notice before the event takes place.

#### Fire Safety

You will need to undertake a fire risk assessment and a fire safety strategy in advance of your event as part of your Event Management Plan. Things to consider are:

- Where and how is the fire most likely to start?
- Can the risk be eliminated or reduced?
- How will the fire be detected?
- How will the alarm be raised?
- What is the evacuation procedure?
- What first aid fire-fighting equipment is required?
- Do the stewards/staff know what to do in the event of a fire?
- What procedures are in place for calling the fire service?

Further guidance is available from [www.firesafetyguides.communities.gov.uk](http://www.firesafetyguides.communities.gov.uk)

#### Medical Provision

Appropriate first aid and medical facilities should be provided for your event. Guidance can be sought from North Wales Ambulance Service, St John's Ambulance and The Red Cross.

You must ensure that you make provision for emergency vehicle access and exit when planning your event layout.

#### Communication

It is vital that stewards, security staff and event organisers are able to communicate effectively during the event. It is worth investing in 'walkie talkies' and headsets.

Mobile phones will not be acceptable as the only method of communication.

It is also important to be able to communicate with the audience in case of emergency or evacuation procedures. This can form part of your evacuation plan.

# Section Two

## Points You Need To Consider

### RISK ASSESSMENT AND SITE PLAN

#### Temporary structures

Any marquees, staging or any other temporary structures will require the following documentation:

- Risk assessment
- Method statement
- Liability Insurance
- Health and Safety policy
- Certificate of work completion

All of these should be available from your appointed contractor.

#### Environmental issues

It is the responsibility of the event organiser to leave the site in the same condition as it was before the event. If the site is damaged then you may be charged for any costs.

It would be advisable to put a cleaning and recycling plan in place. Contact FCC's Street-scene department for further guidance on waste disposal and recycling and what equipment you may require. This should form part of your event plan.

#### Welfare Facilities

You need to ensure that there is adequate provision of toilets, lost children areas, food and drink, marquee cover, lighting etc. You will need to comply at all time with any regulations or laws.

#### Access for all - Disability Discrimination Act 1995

Event organisers should be aware that this Act came into force fully in October 2004. The aim of the Act is to give disabled people access to goods, facilities and services. Try to take reasonable steps so that you are considering the needs of these people when holding your event. You should involve disabled people in the organising of your event whenever possible. You should consider the needs of your disabled spectators especially with your evacuation plan, parking, toilets and raised viewing platforms.

#### Information and Signage

All signage should be produced with the user in mind. Clear signs are required for car parking, welfare facilities and emergency facilities. The use of internationally recognised pictograms should be used where possible for non-English and Welsh speaking members of the audience. Temporary directional signs on the highway will require approval of the Highways Authority.

#### Event Cancellation / Postponement Planning

If severe or adverse weather conditions are forecast for an outdoor event, you may need to cancel or postpone your event. It is advisable to plan ahead should this unfortunate instance arise. You should have an Event Cancellation or Postponement Communications Plan to swiftly inform all stakeholders and event visitors of the cancellation or postponement outlining reasons for the decision.

# Section Three

## Promoting Your Event

It is advisable that all promotion/ marketing material be produced bilingually in both Welsh and English

### Websites

Review other websites promoting similar events and if possible set up a website for your event making sure it is kept updated and easy to use.

### Social Media

You can no longer afford to ignore the use of social media when promoting an event. Set up a Facebook or Twitter account to help you promote the event and stay in contact with key people.

### Press Releases

Get in touch with local newspapers and community newspapers. News releases are more likely to be published if they are presented in a media-friendly way. Use the old journalistic trick of structuring your information along the lines of, Who? What? When? Where? How? Why?

### Posters

Posters will only sell your event if they are eye catching and include essential information such as date, time, place and contact numbers. If you can afford it get a graphic designer to create it, ensure event deadlines can be met! Make a list of where to distribute them for people you wish to attract and who will carry the distribution out.

### Flyers/leaflets

Flyers and leaflets are a good opportunity to create publicity about the event. They can offer you the chance to say more than you can in an advertisement, while combining them with a striking design. Flyers and leaflets can be distributed door to door or left at outlets where people will pick them up. Bear in mind you will have to have willing hands to help with distribution. Flyers are usually printed on two sides of an A5 sheet, with no fold. They are relatively cheap and easy to produce – a low cost option is to photocopy them onto coloured paper.

### Event evaluation

Evaluation is absolutely essential if you are to organise successful events; it provides the basis for planning and should be conducted after your event has taken place.

The simplest method of carrying out evaluation for a community event is to hold a debriefing afterwards and look back at the objectives and whether they were achieved. For instance:

- Did visitor numbers exceed expected numbers?
- Did profit exceed your forecast?
- Did people enjoy the event – what was the feedback?\*
- What worked? What didn't work?



# Section Four Useful Contacts

## Flintshire County Council

01352 702121  
General Enquiries

## Country Parks

01352 703900 / countryside@flintshire.gov.uk  
Countryside Services

## DBS Checks

customerservices@dbs.gsi.gov.uk

## Environmental Health

01352 703440  
- Food safety  
- Health and safety  
- Pollution control  
- Environmental Control

## Trading Standards

trading.standards@flintshire.gov.uk

## Highways

01352 701234  
- Road closures  
- Road Direction Signs  
- Road Safety  
- Traffic Management

## Licences

Alcohol, Gaming Machine  
01352 703030

Fairs and Markets  
peter.hayes@flintshire.gov.uk

Performance Licence  
childlicences@Flintshire.gov.uk

Planning Applications  
01352 703331

## Streetscene

01352 701234  
- Council owned Playing Fields  
- Discarded needles & syringes  
- Flooding on roads  
- Grass Cutting  
- Gritting and Snow Clearing  
- Litter  
- Public Toilets  
- Refuse Collection  
- Signage  
- Street Cleaning  
- Street Lighting

## Water Company

Dŵr Cymru Welsh Water  
General Enquiries 0800 052 0145

## Emergency Services:

999

## Non-Emergency:

N.W Police  
101 or 0300 330 0101

N.W Fire and Rescue Service  
01745 535250

Welsh Ambulance Services  
01745 532900

Maritime and Coastguard Agency  
02380 329100



# Section Four Useful Links

*Click on the link to open the website*

## **The Purple Guide**

<http://www.thepurpleguide.co.uk/> (subscription £25 per year, highly recommended)

## **Health & Safety Executive - Running and Event Safely**

<https://www.hse.gov.uk/event-safety/running.htm>

## **Events Generally**

<https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events>

<https://www.gov.uk/government/news/can-do-guidance-will-make-organising-volunteer-events-simpler>

## **Fires Safety Guidance**

<https://www.gov.uk/government/collections/fire-safety-law-and-guidance-documents-for-business>

## **Health and Safety Executive (HSE)**

<http://www.hse.gov.uk/event-safety/index.htm>

## **Fireworks**

<http://www.hse.gov.uk/explosives/fireworks/using.htm>

## **What's On in Flintshire**

<https://www.flintshire.gov.uk/en/Resident/Events/Events-List.aspx>

## **Caravan and Camping Site Licence**

<https://www.flintshire.gov.uk/en/Business/Licences-and-permits/Caravan-and-camping-site-licence.aspx>

# Section Five Appendices

*Click on the Appendix to open the document*

Appendix 1 Notification of Public Events

Appendix 2 Event Safety Check

Appendix 3 Event Management Plan Template and Guidance

Appendix 4 Medical and Ambulance Event Pro-Forma

