

Information Pack 3

Organising Small Community Events

Worksheet 1 Deciding On Your Event

When deciding to hold any event in a park, woodland or other green space there are a number of things to consider and these worksheets provide information to help your group decide upon and organise your own event. This includes information about getting permission, responsibilities and the essential requirements of holding an event in Sheffield's parks and other green spaces.

Advice

Events can be very diverse and the guidance contained in these worksheets is not exhaustive. Additional guidance will be required for specialist and larger scale events. By providing this guidance, Sheffield City Council does not accept any responsibility for any aspect of the organisation or management of your event.

Permission

Permission is always required before any event can take place in a park, woodland or green space. Contact the Community Events Co-ordinator to discuss your event proposal as early as possible.

Deciding on your event

The following questions are important when beginning the event planning process and deciding on your event:-

1. Why?

There are many reasons why you might want to hold a community event, such as:

- For fun and friendship, bringing together the local community
- To increase the use of your green space
- Fundraising for your group or a charity

- To raise awareness of your project
- To celebrate the work or activities of your group
- To attract new members to your group

Considering why you want to hold an event will help to suggest ideas for activities, potential sources of funding, who else to link with and when to hold your event.

• Why do we want to hold an event?

2. Where?

You may already have close links with a site or you may be considering several sites. Your proposed event must be booked well in advance to make sure it does not clash with other events or activities so contact the Community Events Co-ordinator as soon as possible to discuss the most suitable options for the proposed event.

• Where do we want to hold our event?

3. When?

Allow plenty of time to plan an event as many things will need to be discussed, decided upon and actioned. A large event may need as much as 9 to 12 months' planning as specialist advice may be required and special permissions could take time to obtain.

Contact the Community Events co-ordinator to discuss your event proposal as early as possible as the application process will take a minimum of ten weeks. This is so that you have sufficient time to plan and promote the event. The event application form must be returned



for consideration a minimum of eight weeks before the event date, to allow time for any issues to be resolved and all the necessary steps to ensure public safety to be taken.

- **When do we want to hold our event?**

4. Who?

Who is your event aimed at? Are particular groups of people to be targeted, such as young children or teenagers? This will link in with your reasons for holding an event.

- **Who are we aiming our event at?**

5. Who should you work with?

The Community Events Co-ordinator can offer advice on event organisation and management, information about resources from other Council departments and officers who may need to be consulted with and any other services you may need to seek advice from such as the Police or Fire Service.

Consider which other local organisations you could involve or work in partnership with, as they may be able to offer an activity, volunteers or other support for your event for free.

- **Who will contact the Community Events Co-ordinator?**
- **Who else should we involve?**

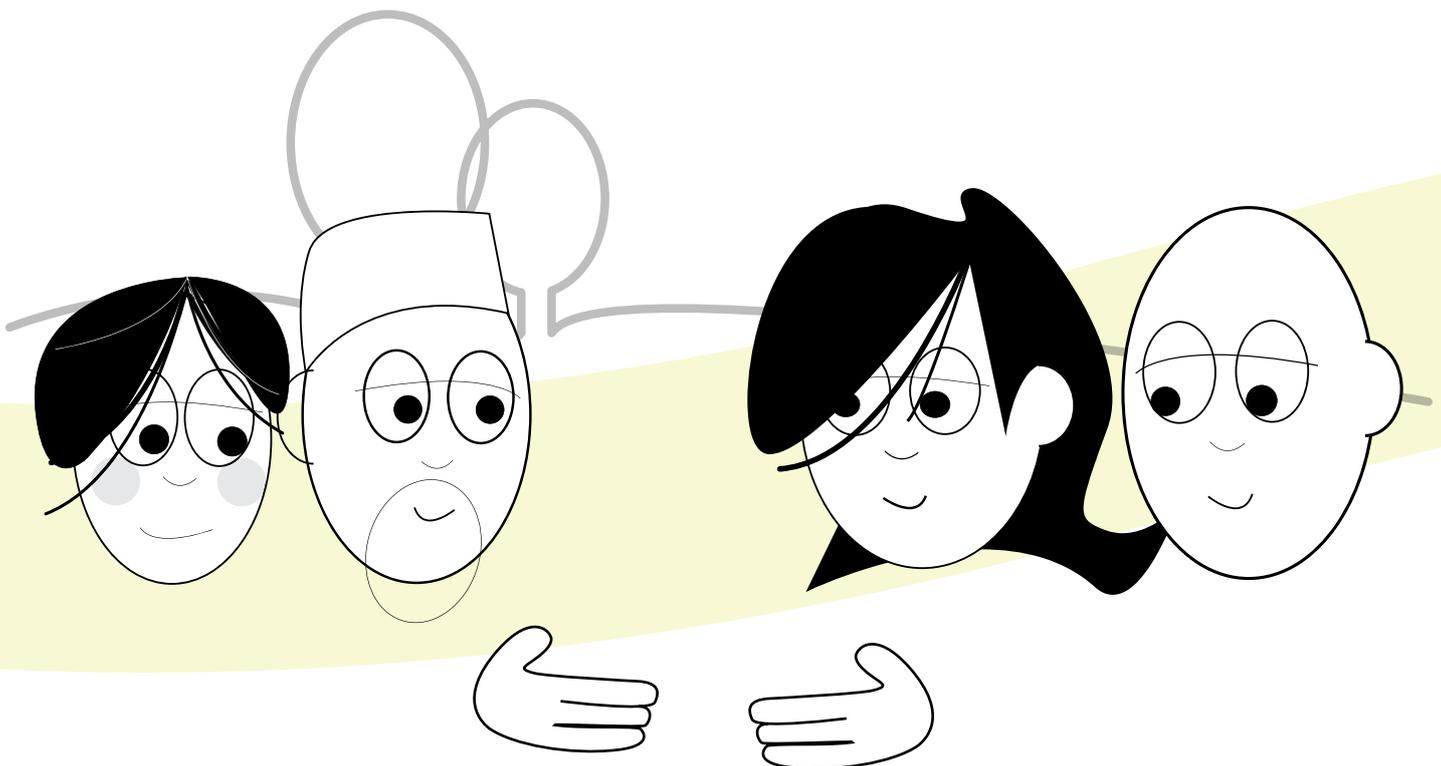
6. Who will do what?

See **Worksheet 3** on Planning Your Event for more information

7. What?

What kind of event will it be? What kind of activities will your event have? What resources will be required? What needs to be done? What are the risks involved? To help decide, create a list of all the possible activities you might want to organise and the resources that will be required. Consider how these will appeal to your target audience and/or the public generally and how they fit in with the overall aims and objectives of the group and reasons for holding the event. The scale of the event should be kept to levels which are appropriate to your group's experience and available resources.

- **What kind of event do we want?**
- **What resources will be needed?**



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Worksheet 2 Essential Requirements

Permissions

Permission is always required before any event can take place in a park, woodland or green space. The minimum requirements to obtain permission to hold an event are:

- Completion of an Event Application Form. This gives all the relevant information about what the event will involve and includes a risk assessment
- Public Liability Insurance with a minimum of £5 million indemnity
- A good understanding of the health and safety issues relevant to the event and the ability to manage the event and risk appropriately
- A minimum of 2 people qualified in First Aid must be present at the event
- A site plan showing how the event will be set out
- Compliance with any licencing obligations
- Payment of a site fee (if applicable) for use of the site and facilities

Smaller events, such as a picnic, may not need a full event application but you should still contact the Community Events Co-ordinator to discuss what you are planning to do as soon as possible.

- **Who will contact the Community Events Co-ordinator?**
- **Who will complete the Event Application Form?**

Licences

Some activities will need special licenses. The Community Events Co-ordinator will advise you on this and further information will be sent with the Event Application Form.

Responsibilities

Event organisers (your Management Committee) have a legal responsibility to ensure the health, safety and welfare of the public, participants and any bystanders plus any employees, volunteers and contractors involved in arranging the event. The event organisers must take all reasonable measures to ensure the event takes place safely.

Insurance

Your group, as event organisers, will require Public Liability Insurance with a minimum of £5 million indemnity to cover the overall event. All event service providers must have their own public liability cover for the service or activity they are providing for the event e.g. marquee suppliers, bouncy castle operators, caterers, etc. As event organisers you must ask to see and retain copies of these certificates in your Event Plan.

If your group does not have any insurance, you can obtain specific event insurance for public liability as a one off policy. If you are intending to run more events within the year, it may be more cost effective to arrange an annual policy. If your group already has an annual insurance policy you need to check that this policy will cover the proposed event or if cover needs to be extended. You will need to provide copies of your Public Liability Insurance certificate to the Community Events Co-ordinator before permission to hold the event can be given.



- **If we have Public Liability Insurance who will check it covers our event?**
- **If we do not have Public Liability Insurance who will look at this?**

First Aid

A minimum of two qualified First Aiders are required at events. Large or high risk events may need more First Aiders. If you don't have appropriately qualified people in your group who are competent and comfortable with this responsibility then these services can be hired in.

- **Who will be our First Aiders?**

Health and safety

It is the responsibility of the event organiser (your Management Committee) to ensure that your event is managed safely. You are responsible for the actions of your group's members at all times during the event and you should take reasonable steps to ensure your group, and members of the public, remain safe.

Consider the health and safety aspects of your event:

- Before the event (e.g. at the planning stage)
- During the event (e.g. adequate stewarding)
- After the event (e.g. leaving the site safe for other users and reviewing, etc).

As a condition of giving permission for an event, we require your group to demonstrate a good understanding of health and safety issues and the ability to manage the event and risk appropriately (see Risk Assessment below).

Risk Assessment

Carry out a Risk Assessment which considers the safety of people attending the event,

those working on the event and passers by. All hazards associated with the event should be identified, the level of risk assessed and measures put in place to control and reduce these risks to an acceptable level. Each different element and activity should be included in the Risk Assessment. All contractors and service providers used must have their own Risk Assessments for the service or activity they are providing for the event e.g. marquee suppliers, bouncy castle operators, caterers. As event organisers you must ask to see and retain copies of these in your event plan. Further information regarding Risk Assessments is in the Application Form.

- **Who will complete our Risk Assessment?**

Site Plan

A site map should be sent to you with your Event Application Form. Think about the best location on site for the different elements of your event then draw out a Site Plan identifying the position of all the intended attractions and facilities. Plan out where the visitor entrance and exit points will be, circulation routes around the different event attractions, vehicle access for setting up and taking down the event and emergency vehicle routes when the event is running. Considerations should be given to arrangements for disabled visitors, etc. More information on site planning is sent with the Event Application Form. Contact the Community Events Co-ordinator for more guidance.

- **Who will create our site plan?**

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Worksheet 3 Planning Your Event

Careful planning and organisation will help to ensure that your event is successful, safely run and enjoyable for everybody involved.

Event Team or Committee

Who will do what? There are many tasks that will need to be done and come together to make a successful event so allow plenty of time to plan. All events, regardless of scale, are more manageable if the tasks are shared between a group of people who will form the Event Team or Committee. This should be formed and remain in operation before, during and immediately after the event.

- **Who will be on the Event Team or Committee?**

Establishing group roles and responsibilities

Specific responsibilities should be shared out between team members, using the strengths and interests of the individuals. For example, one person (with suitable experience) could have overall responsibility for health and safety, another could be responsible for the co-ordination and supervision of stewards and volunteers. Another team member could have responsibility for booking stalls and all that entails such as receiving payments, issuing receipts etc.

- **What specific roles do we need and who will do them?**

Event Manager

An Event Manager should be identified as early as possible and be responsible for co-ordinating the activities of the Team or Committee. An Event Plan should be maintained by the Event Manager.

- **Who will be our Event Manager?**

Event Plan

The key to successful event organisation is thorough preparation in sufficient time. Once you have decided on the fundamentals you can start to plan the event in detail and produce an Event Plan. The Event Plan will include information such as contact details, quotes, orders placed, correspondence, insurance, licenses, Risk Assessment, Site Plan etc. The Event Plan should be maintained by the Event Manager but be accessible to Event Team members as a record of how the event is developing and what is still outstanding. Ask for written confirmation of bookings from all service and activity providers and send written confirmation outlining what is expected of them (when to arrive, unloading arrangements, contact details etc). Follow this up with a telephone call before the event to confirm what their individual requirements are, this may avoid last minute problems on the event day.

- **How will our Event Plan be made accessible to the Event Team?**

Planning meetings

The meetings should have an agenda, listing points to be discussed, with the Event Manager acting as Chairperson. Action points should be recorded along with the name of the person who is dealing with each action point. This will ensure that progress is made



and problems are identified early. If you have a large number of people at planning meetings, try holding smaller sub-committee meetings with someone appointed to lead each meeting then feeding back to the whole group at regular meetings

- **How will we organise our planning meetings?**

Volunteers

Recruit willing volunteers to help out on the day because there will be many tasks to do. Plan with who you can rely on, anyone else is a bonus! As well as helping with the setting up and taking down of the event, volunteers may also be needed to act as stewards. Their role is to assist with the smooth running of the event and monitor any potentially hazardous areas, such as entrances/exits.

Extra help is always useful if your event has tents and gazebos that need to be put up, as this will usually take longer than expected. Be aware of any potential health and safety risks that may be associated with volunteer activities and take steps to minimise these through your Risk Assessment. Marquees should be erected by a professional supply company as these carry extra risks.

- **Where will we recruit volunteers from?**
- **Who will do this?**

Briefing volunteers

Hold a briefing meeting about a week before the event as there may not be sufficient time on the day itself. At this meeting make sure that the volunteers:

- Know what their role is
 - Are given key information such as contact details for key people
 - Feel that their contribution is valued.
- **Who will brief volunteers?**
 - **Where and when will this happen?**

Promoting the event

Publicising your event is very important. This helps create the maximum benefit for all your hard work in the preparation and presentation of the event. You should not begin to publicise the event until your event proposal has been accepted and you have returned the completed Application Form to the Community Events Co-ordinator. Publicity should be co-ordinated by one person but all Event Committee members will need to be involved to ensure adequate publicity for your event using a variety of media. See our separate pack on 'Publicity' for more guidance on making the most of publicity and promotion.

- **Who will co-ordinate publicity?**
- **Who will form our publicity team?**

Promoting your group

You should have a well presented stall at the event, located in a prominent position. This should be staffed all day with members who are willing to answer questions about the group's activities, especially if the group are working to support the green space and want to involve local people. Visitors should leave the event knowing more about your group, knowing that your group organised the event and how to get involved in future activities.

- **Who will staff the stall and produce information about the group, its aims and activities?**

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Worksheet 4 Budgets And Funding

The aim of many events is to raise funds, but funds are also needed to stage events. Fundraising therefore needs to be a core part of an Event Committee's activities and finding funding is a very important part of event planning.

Funding for an event

Sources of funding range from large funding bodies, grants and sponsorship agreements to raffles and table-top sales. At the event, the Committee could run a refreshment stall or raffle to raise income or charge for stalls. Decide on a pricing policy for stallholders, either a flat rate paid up front or a deposit plus a percentage of takings on the day. This may generate income before the event to pay for the event infrastructure.

Sources of funding information

South Yorkshire Funding Advice Bureau (SYFAB) supports voluntary and community organisations to get the funding they need by providing advice. Visit their website at: www.syfab.org.uk. You can also use the internet to search for other possible funders. Local funders are a great place to start for small events.

- **Who will co-ordinate our fundraising activities?**
- **Who will we approach for funding?**

Estimating costs

List each element of your event, starting with the essential requirements, such as insurance and first aid provision, then moving on to the wish list of elements you would like to have.



Allocate a cost to each of the elements and this will indicate the level of funding needed for the event to take place. Compare prices for any services you need to bring in such as portable toilet hire, marquees etc, and always let the suppliers know that you are a community group with little funding, offering a free event to local people.

- **What are the elements of our event and the associated costs?**

Event infrastructure

You need to budget for and book your key event infrastructure as early as possible. Try to think of ways you can obtain services safely, but for little or no cost. For example, your local Community Police may wish to be involved in the event and may be able to bring gazebos. A local DJ may be able to bring a PA system in return for promoting their business, but remember that all electrical equipment must be PAT tested, suitable for outdoor use and a generator may be required.

- **Who will book our event infrastructure?**
- **When will we book this?**





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Worksheet 5 Things To Consider

Every event is different and you will have specific things you need to think about when planning your event. Below is a guide to some of the things that most groups need to consider but it is not exhaustive and you should develop your own list:

Managing vehicles on and off site

Access for bringing vehicles on-site must be agreed, especially as keys may be required. Vehicles should be kept to the minimum and only have access for setting up and taking down at specific times before and after the event. All vehicle movement must stop during the event opening times.

Off-site traffic also needs to be considered. If your event is likely to cause disruption to normal traffic in the area, you must consult with your local Police and the Highways Department to discuss traffic management plans. Only the Police or licensed traffic management contractors have powers to stop traffic on the highway.

- **What are the traffic considerations we need to look at?**
- **Who will look at these?**

Working with contractors and suppliers

Contractors and suppliers should be competent to provide the service or activity they are engaged for and, where possible, personal references should be obtained and followed up. Always keep copies of their Public Liability Insurance certificates and Risk Assessments in the Event Plan. If an incident or accident should occur you will need to access this information immediately. Provide them with a copy of the Site Plan and liaise, following up with written confirmation to ensure any potential problems are addressed before the event.



- **Have we got copies of Public Liability Insurance certificates and Risk Assessments from all contractors and suppliers?**

Emergency Plan

A plan should be established to deal with emergency situations. A designated emergency vehicle route should be kept clear on the site and on the approach to the site so that a speedy arrival and departure can take place if an incident or accident occurs.

If mobile phones are to be used for on site event communications, establish that signal coverage is available on site and that appropriate telephone numbers have been exchanged prior to the event. If telephone coverage is not available then consider hiring radios. Use an agreed emergency situation codeword to raise attention and make sure all relevant people are aware of this before the event.

- **What is our Emergency Plan? How (and when) will we communicate this to volunteers/relevant people? Who will check our communication systems?**

Contingency Plans

Weather conditions can play a major factor in the safety of outdoor events. Think about the effects of extreme weather conditions: Will the event need to be cancelled? Poor ground conditions can be a hazard to pedestrians and vehicles. If the ground conditions are soft before the event it is unlikely you will be allowed to take vehicles onto the grass. Stalls and other equipment may need to be repositioned around footpaths and you may need to carry event infrastructure onto the site. Damage to the park environment from vehicles will incur re-instatement costs for your group.

- **What are our contingency plans?**

Lost and found children

Your group must have a child protection policy. If a lost and found children's point is

required we will provide you with information on the correct proceedings when we receive your application form.

- **Who will look at our Child Protection Policy and procedures?**
- **How will this be communicated to volunteers/relevant people?**

Security

For one day events ensure that all event infrastructure is delivered and collected on the day to avoid the need for overnight security.

Power

All equipment used must be suitable for outdoor use and provided by a competent supplier.

Mains power - If mains power is available and used then careful thought must be given to siting equipment to avoid trailing cables which are a hazard.

Generators - These must be diesel powered and provided by a reputable supplier, positioned out of the way and safely cordoned off. Care must also be taken to avoid trailing cables.

Clearing up and waste disposal

You should make arrangements for waste disposal and rubbish clearance both during and after the event, preferably with facilities for recycling. Individuals should be designated responsibilities for clearing the site and collecting litter and be provided with the appropriate equipment to do this. For larger events you may be required to hire a skip to be brought on site, and sited by agreement with Parks and Countryside staff. Discarded hypodermic needles need to be disposed of safely and this should only be undertaken by someone who has specialist training and equipment. At the close of the event, the site must be left in a clean and tidy condition.

- **What are our clearing up and disposal arrangements?**

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Worksheet 6 Agreeing What Needs To Be Done

The Event Plan will have already laid the foundations for the big day, but there are a few things you need to do on the day to help the event run smoothly. In particular, you must carry out the briefing and the important site checks described below.

Equipment

Have a box of essential equipment to hand at the information point and include: pens/paper/marker pens, duct tape/masking tape, tent pegs, scissors, cable ties, bin bags, dog poo bags, litter pickers, contact details for event committee members and volunteers, list of tasks for volunteers.

- **Who will be responsible for providing an essential equipment box?**

Briefing

Check that all Committee members, stewards and volunteers have been fully briefed and understand their responsibilities.

- Have a list of contact details - mobile phone numbers, and give copies out to all who need to know them
- Make sure everyone knows who the Event Manager is
- Make sure everybody knows what their duties are
- Make sure everyone knows where emergency vehicle access points are
- Check communication equipment
- Make sure everyone knows what to do in case of emergency
- Hand out T shirts, tabards or identity badges
- Hand out programmes for distribution
- Have a list of tasks at the control point so

that volunteers can find out what needs to be done throughout the event without having to find an Event Committee member.

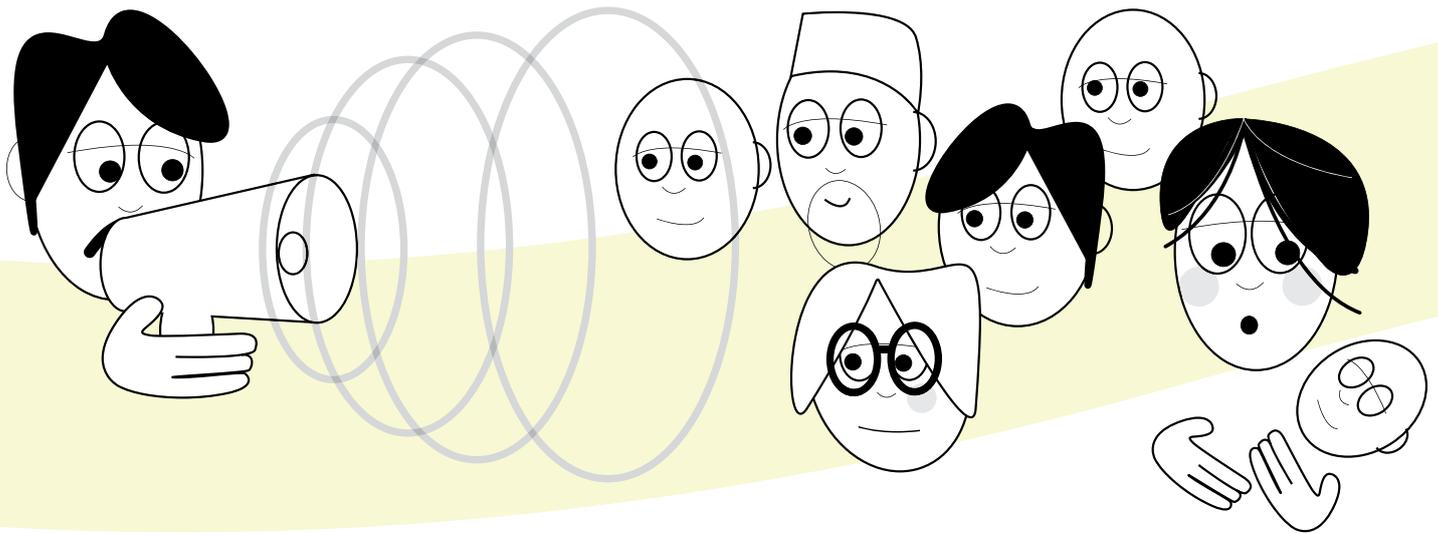
- **Who will provide the briefing?**
- **Where and when will the briefing happen?**

Site checks

These need to be carried out on the day, prior to the event opening to the public

- **Safety check** - A walk through inspection of the site should be carried out in conjunction with your Risk Assessment and detailed safety checks made. All defects should be noted and also the remedial action taken - a checklist is available to help with this.
- **Siting** - Make sure that all facilities and attractions are correctly sited as per your site plan. Check that First-Aid facilities, fire extinguishers, litter bins etc are in their correct locations.
- **Structures** - Ensure all structures such as marquees and stages have been erected safely and that you have the contractors documentation.
- **Vehicles** - Check that all vehicles have been removed from the site or parked in the designated area before the public are permitted to enter.
- **Routes** - Ensure clear access, exit and circulation routes within the site. Pay particular attention to emergency routes.





- **Barriers** - Check that all barriers and other protection against hazards are securely in place.
- **Generators/Cables** - Ensure all generators are placed in suitable locations out of reach and cordoned off, so that they can't be touched by members of the public, especially children. Make sure trailing cables are safely covered or dug in to avoid trip hazards
- **Stewards** - Make sure that all stewards have arrived and are in their correct location, wearing the correct clothing for easy identification.
- **Public Address** - if a public address system is used make sure it is working and can be heard in all areas.

Site condition - After the event, another inspection should be carried out to make sure nothing has been left on the site that could be hazardous to future users. This inspection should also identify any damage which may have been caused during the event. All event litter must be collected up and removed from the site or disposed off in the agreed way.

Accidents - If an accident occurs, the names and addresses of the injured parties and witnesses should be obtained, photographs taken and a report made by the Event Manager and sent to the Community Events Co-ordinator. You will also need to advise your insurance company.

- **Who will carry out each of the above site checks on the day?**

Feedback

Finding out what the public thought of the event is important to understand what worked. Try asking for comments through a comments box or comments wall, or simply ask people and record their comments. Get feedback from the other organisations that have been involved in the planning and delivery of the event as well.

- **How will we record feedback?**

Debrief

Fairly soon after the event arrange a debrief meeting with everyone who was involved, including all the volunteers. Use the meeting to discuss the successes or otherwise, record what worked, what needs to be improved. Celebrate the group's achievements and say a thank you to all involved. Hopefully, the event will have been a big success and those involved will want to do it all again, having learnt from the experience!

- **When will we hold a debrief?**
- **Who will organise this?**