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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 fêtes 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 events and festivals 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
Agree event manager & team event

Gain agreement from Landowner

Hold event team meeting & all stakeholders

Draft event plan & licence application

Inform businesses & residents

Carry out risk assessments

Confirmation of licensing

Review final plan & licence

EVENT HELD

Local Authority

Emergency Services

Medical Provision
STEP 1
How feasible is your event? Ask yourself?


As has been stated previously, before you even think about booking your venue and setting a date, it is a good idea to ask yourselves:

- 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 2
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 for 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
STEP 3
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, 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), bank 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 depends on how risk averse you are. The next step is to timetable the 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 4**
**Communication**

- You may 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).

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

- Identify roles and responsibilities correctly and clearly.
- Assign one person to the main point of contact.
- Share out the workload, with no unnecessary gaps, and coordinate all work effectively.
- Allocate responsibilities to individuals or groups with appropriate skills.
- Redistribute the workload if it becomes too much for one individual.
- Make everyone aware of the organisational structure.
- Clearly explain the channels of communication to ensure everyone understands them.
- Never turn down offers of help – find appropriate, but interesting tasks for volunteers.
- Circulate agendas for meetings in advance (by email if possible to reduce costs).
- Take minutes of meetings.
- Keep to important matters at meetings – don’t get bogged down in trivial detail.
- Foster a sense of team spirit – provide light refreshments during meetings, and leave time after the business matters for socialising.
STEP 5
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

...continued
What you need to do?

- Be well organised and allow enough time for planning
- Named organiser of the event and their contact details
- Outline of the event with time, date and name of the event
- Proposed venue
- Site plan
- Risk assessments – Health and Safety
- 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 or dangerous activities planned
- 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 6
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 www.flintshire.org or contact the licensing office (See useful contacts Section 3). 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 (See useful contacts Section 3).

ENJOY YOUR EVENT!
Section 2

POINTS YOU NEED TO CONSIDER
RISK ASSESSMENT AND SITE PLAN

It is best to carry out these 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:

- Emergency exits and all other exits and entrances.
- Emergency access routes.
- Stages and performance areas.
- Electrical generators.
- Toilets.
- Disabled parking and disabled toilets.
- Parking areas.
- Catering facilities.
- Fire fighting equipment.
- First aid areas.
- Seating areas.
- Danger zones such as water features, stairs, steep drops, uneven surfaces, road ways.

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

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.

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 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
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 (See useful contacts Section 3).

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. Be very clear about the purpose of the photo. Once again, always seek permission from parents or guardians (See useful contacts Section 3).

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 (See useful contacts Section 3).

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
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 considering ‘walkie talkies’ and headsets, mobile phones can be used but you will need to ensure strong network provision at the venue.

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.

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.

A cleaning and recycling plan put in place would be advisable. Contact FCC’s streetscene department for further guidance on waste disposal and recycling and what equipment you may require. This should form part of your event plan (See useful contacts Section 3).

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 (See useful contacts Section 3).
Section 3

USEFUL CONTACTS
Flintshire County Council

General Enquiries 01352 752121
Advertisement Consent 01352 703234
Adoption of Roads/Highways 01352 704616
Arts, Culture and Events 01352 704408
Country Parks 01352 702460
Countryside Services 01244 814 931
Emergency Planning 01352 702124
Food safety 01352 703386
Health and safety 01352 703381
Pollution control 01352 703330
Environmental Control 01352 703404

Highways
  Road closures 01352 704810
  Road Direction Signs 01352 704810
  Road Safety 01352 704810
  Traffic Management 01352 704810

Legal & Democratic Services 01352 702411

Licences
  Alcohol, Gaming Machine 01352 703030
  Fairs and Markets 01352 703114
  Performance Licence 01352 704073
    (children)

Planning Applications 01352 703234
Council owned Playing Fields 01352 702479
Streetscene 01352 701234
Discarded needles & syringes
Environmental Services
Flooding on roads
Grass Cutting
Gritting and Snow Clearing
Licences (skips/scaffolding on the highway)
Litter
Public Toilets & Radar Key
Refuse Collection
Signage
Street Cleaning
Street Lighting

Trading Standards 01352 703181

What’s On in Flintshire 01352 754791

Disclosure & Barring Service (DBS) 0870 909 0811
customerservices@dbs.gsi.gov.uk

**Emergency Services:**

**Non-Emergency:**

N.W Police 101 or 0300 330 0101
N.W Fire and Rescue Service HQ 01745 535250
Welsh Ambulance Services 01745 532900
Maritime and Coastguard Agency HQ 02380 329100
Section 4

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 de-brief 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?