




## Organising Community Events

Interactive document produced February 2013



Telford & Wrekin  
COUNCIL



# Guide to Organising Community Events in the Borough of Telford and Wrekin

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# Welcome

This guide is designed to provide information about organising community events in the Borough of Telford and Wrekin.

Event organisers have a legal responsibility to ensure the health, safety and welfare of any employees, volunteer helpers or contractors involved in arranging an event and to the public and participants attending. This includes any licenses that may be required and the essential requirements to hold an event which are public liability insurance, first aid provision and risk assessment.

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

Events can be very diverse and this guidance is by no means exhaustive. For specialist events and larger scale activities, additional guidance will be required. The Health and Safety Executive (HSE) offers a considerable amount of information on their website [www.hse.gov.uk](http://www.hse.gov.uk) and also recommends using The Event Safety Guide publication for guidance. There are also references to other useful sources of information and local contacts throughout this Guide.

By providing this guidance Telford & Wrekin Council does not accept any responsibility for any aspect of the organisation or management of the event.

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# Getting Started

**Organising an event can seem daunting but all events are more manageable if the tasks are shared between a group of people. Careful planning is crucial to the success of any event and the best place to start is by considering the following:**

## **Why is the event being organised?**

Determine the purpose of the event and the main aims as well as your budget. Having clear aims and objectives will help you keep on track during the planning process.

## **What kind of event should it be?**

Bearing in mind your aims and objectives and your budget determine the most appropriate format and/or theme for the event.

## **Who is the target audience?**

Consider who you want to come to your event and why they would want to come.

## **When is the event to be held?**

Consider the day of the week, the date, the month and even the year. Choose a date appropriate to your event theme/format. Check for any other key events taking place locally, regionally and nationally which may affect your event.

## **Where is the event to be held?**

Research venues in terms of suitability for your event format and what is on offer - indoors and/or outdoors, location and accessibility, car parking, size of venue, on site services and facilities, licenses held, hire costs. Obtain a copy of the terms and conditions of hire to see what is required by you as the 'hirer' and also what is provided by the 'venue'.

## **Who will organise the event?**

Most events take more than one person to organise and run them. Aim to involve other people in the planning process from the outset to share ideas and tasks and also to bring additional skills to the event.

You may wish to form an event committee electing a chairperson, treasurer and secretary and allocating tasks to other members. If possible it would be advisable to open a separate bank account rather than using a personal account.

## **Who should you work with?**

Consider which other local organisations could be involved as they may be able to offer an activity, volunteers or other support for your event for free.

## **Finding funding**

For any event, no matter how small, some expenditure will be involved.

The amount of budget you have available will determine the scale and type of event you can deliver. Essential items you need to budget for are:

- Venue hire costs
- Licenses
- First aid provision
- Insurances
- Event equipment
- Marketing

Sources of funding range from large funding bodies and commercial sponsorship agreements to raffle and table top sales.

From time to time funding for events is available from local community pots of money. For details contact:  
**Telford & Wrekin CVS, The Glebe Centre, Glebe Street,  
Wellington, Telford, TF1 1JP**  
Web: [www.tandwcvcs.org.uk](http://www.tandwcvcs.org.uk)  
Tel: **01952 291350**

Advice on sources of funding is also available from Telford & Wrekin Council. Tel: **01952 383789** or email [carolyn.hale@telford.gov.uk](mailto:carolyn.hale@telford.gov.uk)

# Organising

## Preparation and planning

**The key to successful event organisation is thorough preparation carried out in good time.**

Once you have decided to go ahead with your event and have decided on the format you can then begin to plan in more detail. Think about all of the things that will need to be put in place to make your event a success and how much time you have available.

Create a planning document which allows you to record, update and keep track of all aspects of your event. Many things will be happening at the same time and things will change throughout the planning process right up to the day itself.

You should also keep relevant information about the event such as contact details, quotes, orders placed, correspondence, insurance, licenses etc. Ask for written confirmation of all bookings that you make and send written confirmation to all suppliers, contractors and performers outlining what is expected of them, when to arrive, set up and breakdown arrangements, contact details etc. Follow up with telephone calls closer to the event date to confirm arrangements. This may help avoid last minute problems on the event day.

Specific arrangements should be made to ensure disabled visitors have adequate facilities such as parking, toilets and specific viewing areas and can safely enjoy the event.

The Event Plan should be maintained by the event manager/organiser but made available to all event team members. Detailed overleaf are some of the main areas to be considered to ensure your event is safe and complies with current legislation.

## Licenses

**The Licensing Act of 2003 requires that certain activities require a license. Telford & Wrekin Council is responsible for granting licenses and permissions required under the Licensing Act 2003 in the Telford and Wrekin area.**

### Temporary Events Notices (TENS)

These can be used to authorise small scale occasional events. You may need to submit a (TEN) for authorisation if you are hosting or organising any events that take place in any premises or open space.

### What activities need a license?

- The sale of alcohol
- The supply of alcohol at private members clubs
- The supply of regulated entertainment ie entertainment which takes place in front of an audience
- A performance of a play eg a pantomime or amateur dramatic production, including a rehearsal
- An exhibition of a film
- An indoor sporting event
- Boxing or wrestling entertainment
- A performance of live music eg karaoke, a band or choir
- Any playing of recorded music
- A dance performance
- Facilities for making music, dancing and entertainment of a similar nature

### Who can submit a TEN?

Any person over the age of 18 who will be responsible for all aspects of the event can submit a TEN.

### When and how to apply

You will need three copies of the standard form. Two copies of the form and the appropriate fee must be sent to the Licensing Service and one copy to the Police at least 10 working days before an event begins. Please note that working days do not include weekends and public holidays. The date of submission and the date of the event are also not included in the 10 days notice. To ensure sufficient time allow 20 days. An application form and full fact sheet are available from Telford & Wrekin Licensing.

### Telford & Wrekin Licensing

Darby House  
Telford & Wrekin Council  
TF3 4LE  
Web: [www.telford.gov.uk/ten](http://www.telford.gov.uk/ten)  
Email: [licensing@telford.gov.uk](mailto:licensing@telford.gov.uk)  
Telephone: **01952 383264**  
Fax: **01952 383269**

### Food Safety at Community Events

Food often plays an integral part in the success of events such as street parties, school fairs or community fun days. However Food Safety is important. You must make sure that the food is safe – this means that it is not harmful to human health or unfit for human consumption.

Studies have shown that factors contributing to food poisoning are:

- Preparing large quantities of food too far in advance
- Incorrect food storage (not under refrigeration)
- Poor personal hygiene of food handlers (hand washing)

- Not cooking/reheating food for the correct length of time and at the right temperature
- Cross contamination from raw to ready to eat foods
- Food being prepared on surfaces that are not clean

If you wish to bring in the services of a mobile caterer to your event, ensure they are registered with the local authority. If they are not already registered, registration is free and makes the local authority aware of the business so that it may offer advice and carry out inspections as necessary. Also ask to see the caterers' food hygiene certification. Adequate space should be left between catering facilities to prevent any risk of fire spread. A list of their menu and charges should be obtained to ensure the food on offer is suitable for your event and prices are reasonable.

The following links take you to best practice advice from the Food Standard Agency, The Chartered Institute of Environmental Health and the NHS. The list of issues covered below is not exhaustive and organisers are encouraged to contact the Council's Environmental Health service for further advice and information.

#### **CIEH National Guidance for Outdoor and Mobile Catering**

(This is an in depth guide)

[http://www.cieh.org/policy/guidance\\_outdoor\\_mobile\\_catering.html](http://www.cieh.org/policy/guidance_outdoor_mobile_catering.html)

#### **Ensuring food safety during the Olympic Games**

<http://www.food.gov.uk/safereating/hyg/olympicfood/>

#### **Parties and Events**

<http://tna.europarchive.org/20100929190231/http://www.eatwell.gov.uk/asksam/keepingfoodsafes/asksamevents/>

#### **Barbecues**

<http://www.nhs.uk/Livewell/Summerhealth/Pages/Barbecuefoodsafety.aspx>

#### **Food Safety a Guide for Businesses**

<http://www.food.gov.uk/multimedia/pdfs/publication/hygieneguidebooklet.pdf>

#### **Good Hygiene at Home**

<http://www.food.gov.uk/multimedia/pdfs/publication/hygieneguidebooklet.pdf>

#### **Environmental Health**

Telford & Wrekin Council

Darby House

Telford & Wrekin Council

TF3 4LE

Web: [www.telford.gov.uk/environmentalhealth](http://www.telford.gov.uk/environmentalhealth)

Email: [environmental.health@telford.gov.uk](mailto:environmental.health@telford.gov.uk)

Tel: **01952 381818**

#### **Other licences/advice which may be required**

Telford & Wrekin Council's Public Protection service which includes Environmental Health, Licensing and Trading Standards can also provide advice on the following areas:

- Advice on noise levels
- Bonfires and fireworks
- Sanitary accommodation provision

- Weights and Measures and sale of goods (contact Trading Standards)
- Health and Safety (at non local authority owned venues)

Email: [trading.standards@telford.gov.uk](mailto:trading.standards@telford.gov.uk)  
 Email: [environmental.health@telford.gov.uk](mailto:environmental.health@telford.gov.uk)  
 Tel: 01952 381818

### Music licenses

The playing of pre-recorded music is licensed by two independent schemes - PRS and PPL. They each represent the interests of different rights holders for the use of recorded and live music in public performances. It is important to check whether these licenses are required at your venue. Cost will depend on audience size.

Phonographic Performance Limited (PPL) [www.ppluk.com](http://www.ppluk.com)  
 Performing Rights Society (PRS) [www.prs.co.uk](http://www.prs.co.uk)

Your chosen event venue may well hold some or all of the necessary licenses for your event to take place. Check with the venue first to see what is included in the hire of the facility.

### Road Closures

Some events may require a road to be closed temporarily such as for sporting events, street parties, parades and carnivals. Such closures require a Traffic Regulation Order issued by the highway authority. 'Highway' is a road, verge, footway, public footpath or bridleway.

All administrative costs for closure and diversion signing will have to be met by the person or organisation requesting the closure.

Charges vary depending on the type of event, expected audience and complexity of the closure.

Please be aware that the Council may not grant a closure order. As there is a legal and consultative process to be undertaken, at least twelve weeks notice of closure is required (longer on bus routes). Events should not be publicised until the road closure has been agreed.

### Highways & Transport

Telford & Wrekin Council  
 Darby House  
 Lawn Central  
 Telford  
 TF3 4JA  
 Web: [www.telford.gov.uk/streetparties](http://www.telford.gov.uk/streetparties)  
 Web: [www.telford.gov.uk/roadclosures](http://www.telford.gov.uk/roadclosures)  
 Email: [traffic@telford.gov.uk](mailto:traffic@telford.gov.uk)  
 Tel: 01952 384628

### Who Else Needs To Be Notified About The Event?

Depending on the location, size and format of your event you should also notify the public authorities, police, fire brigade and ambulance services. It is helpful for these organisations to be aware of local events and places and times when groups of people will be coming together in case emergency support is required.

For balloon launches, laser light shows, release of racing pigeons and fireworks displays the Civil Aviation Authority may also need to be contacted. Licensing at Telford & Wrekin Council can also be contacted for advice.

### **West Mercia Police** (for road closures)

Mrs Rachel Moore  
West Mercia Constabulary  
Events Planning Coordinator  
Force Operations Department  
Hindlip Hall, Worcester, WR3 8SP  
Email: [rachel.moore@westmercia.pnn.police.uk](mailto:rachel.moore@westmercia.pnn.police.uk)  
Tel: **01905 332352**

### **West Mercia Police** (to notify of an event)

Email: [contactus@westmercia.pnn.police.uk](mailto:contactus@westmercia.pnn.police.uk)  
Tel: **0300 333 3000** for non emergency and general enquiries  
Web: [www.westmercia.police.uk](http://www.westmercia.police.uk)

### **Shropshire Fire & Rescue Services** (to notify of an event)

The Fire Safety Department  
St Michael's Street  
Shrewsbury  
SY1 2HJ  
Email: [firesafety@shropshirefire.gov.uk](mailto:firesafety@shropshirefire.gov.uk)  
Tel: **01743 260260**

### **West Midlands Ambulance Service**

For events in Telford contact Kevin Moorey  
Emergency Preparedness Manager  
West Midlands Ambulance Service NHS Trust  
Shropshire, Hereford & Worcester  
Email: [kevin.moorey@wmas.nhs.uk](mailto:kevin.moorey@wmas.nhs.uk)  
Secure e-mail: [kevin.morrey@nhs.net](mailto:kevin.morrey@nhs.net)  
Tel: **01527 835953**  
Mob: **07813 010675**

### **Civil Aviation Authority** - Airspace Utilisation Section

Email: [ausops@caa.co.uk](mailto:ausops@caa.co.uk)

## **Insurance**

If you are involved in organising and hosting of events you will have responsibilities that attach to you as a result. These can arise because you are hiring facilities, rooms or halls and the owners will make you responsible for damage to their property and any injury that may occur as a result of the activity you arrange.

Therefore in order to protect yourself from the financial consequences of these occurrences you need to ensure that you have the appropriate insurance in place.

If you employ people you will need to have employers' liability insurance which is a legal requirement. For any damage to property and/or injury to third parties you need to have public liability insurance. If your event involves the sale or supply of goods such as food or items or equipment you need to extend the public liability to include products liability.

If you are part of a recognised group such as national organisations or charities, these will probably already have the appropriate insurance in place. However, members of the public involved in 'one-off' hires for parties or fund raisers will have no insurance in place. You should therefore contact a reputable broker or insurer direct to arrange the cover you need. Many companies have websites and advertise on line. Event insurance is widely available. Check with individual venues as to specific levels of insurance cover required.



If you are hiring a Telford & Wrekin Council facility a liability policy can be offered as part of the hiring fee to cover your legal responsibilities arising from the hire. Details of the cover and cost are available from the facility manager or you can contact Telford & Wrekin council's insurance office direct on **01952 383744**.

All contractors and performers used at an event must also have their own public liability cover and event organisers must ask to see and retain copies of their certificates.

# Health And Safety

**The event organiser has overall responsibility for the safety and welfare of everyone attending the event - event visitors, activity providers, staff, suppliers and contractors. Things can go wrong so it is best to consider all eventualities and plan how to deal with them.**

## First aid

The Law requires that every organised event must have first aid and medical cover. A minimum of two qualified first aiders are required at events, large events may need higher levels of cover. The safety of the general public who attend events and also for those participating is the responsibility of the event or venue manager.

Insurance companies now insist adherence to the Health & Safety Executive's Event Safety Guide, which states that "Event organisers must ensure a competent organisation is appointed to manage medical services at an event".

The size of your event and the existing first aid provision at the venue will determine the need to secure the services of a first aid provider.

Organisations such as St John Ambulance and the British Red Cross can cover events and will work with you to develop a plan to establish what level of cover is required. Fees start from around £100 per first aider. There are also many private organisations offering these services which are worth contacting for alternative quotes.

Any incident that requires medical attention, however small should be recorded by the attending first aider. Event organisers should retain copies of any first aid reports provided by the medical team for future reference if required.

### St John Ambulance

St John House  
Priory Road  
Shrewsbury  
SY1 1RU

Tel: **01743231280**

Web: [www.sja.org.uk](http://www.sja.org.uk)

Email: [operations-support@shropshire.sja.org.uk](mailto:operations-support@shropshire.sja.org.uk)

British Red Cross

Web: [www.redcross.org.uk](http://www.redcross.org.uk)

### Fire risk assessment

All events must be covered by a fire risk assessment by law.

Under fire safety legislation as an event organiser you have a duty to provide general fire precautions to protect persons in case of fire, in and around the premises you are using. To identify the required fire precautions, carry out a fire risk assessment. This assessment must take the whole of your premises into account including any outdoor locations and any rooms and areas that are rarely used/not going to be used as part of your event.

Currently organisations employing less than five people are not required to produce a written fire risk assessment. However if any aspect of the event requires a license, a written document will be required by the licensing authorities.

No matter what the size is of the organisation or committee staging an event or the size of the event, a written fire risk assessment is always advisable as it will provide a useful checklist and document for sharing with others.

To carry out a fire risk assessment:

1. Identify the hazards
  - Sources of ignition
  - Sources of fuel
  - Sources of oxygen
2. Identify people at risk
  - People in and around the premises
  - People especially at risk
3. Evaluate, remove, reduce and protect from risk
  - Evaluate the risk of fire occurring
  - Evaluate the risk to people from fire
  - Remove or reduce the fire hazard
  - Remove or reduce the risk to people
  - Detection and warning
  - Firefighting
  - Escape routes
  - Lighting
  - Signs and notices
  - Maintenance
4. Record, plan, inform, instruct and train
  - Record significant findings and action taken
  - Prepare an emergency plan
  - Inform and instruct relevant people
  - Provide training
5. Review
  - Keep assessment under review
  - Revise where necessary

For further information, and advice contact the Shropshire Fire and Rescue Service Business Fire Safety Team. You can also visit their website to download fire risk assessment template documents.

### **Shropshire Fire and Rescue Service**

Business Fire Safety Team  
Headquarters  
St Michael's Street  
Shrewsbury  
SY1 2HJ

Tel: **01743 260260**

Email: [businessfiresafety@shropshirefire.gov.uk](mailto:businessfiresafety@shropshirefire.gov.uk)

Web: <http://www.shropshirefire.gov.uk/promoting-safer-communities/business-fire-prevention>

Information on fire risk assessment in line with the guidance produced by the Department of Communities and Local Government (CLG) is available at [www.communities.gov.uk/publications/fire/firesafetyassessment](http://www.communities.gov.uk/publications/fire/firesafetyassessment)

### **Risk Assessments**

A risk assessment is a careful examination of what at your event, could cause harm to people. There is a legal requirement to assess all work related risks to workers and others who may be affected by their work. Public safety must be included in this. Carrying out risk assessments helps you decide whether you have taken sufficient precautions or should do more to prevent harm or injury to people. All elements of an event will require risk assessment.

There are five stages in the process:

1. Identify the hazard
2. Decide who might be harmed and how
3. Evaluate the risks and decide what precautions you can take to minimise the risk
4. Record your findings and implement them
5. Review your assessment and update if necessary

All suppliers, contractors and activity providers at an event should be asked to provide a risk assessment for the event organiser. The event organiser can then produce an overall risk assessment for the event which covers every element of the event

### **Emergency planning**

For all events, it is good practice to have plans in place should emergency situations arise.

An emergency plan covers the following:

- Highlights the most likely scenarios
- Sets out a communications plan
- Details the evacuation points
- Details medical facilities and locations
- Details locations of nearest hospitals

Depending on the size and location of your event it would be worthwhile seeking advice from the emergency services. The local, police, fire and ambulance services all offer advice as well as a first aid provider.

The emergency plan should include as many emergency scenarios as possible which realistically could occur such as:

- Cancellation of the event
- Medical emergencies
- Lost/found children
- Lost/found property
- Unexpected crowd movements in certain areas of the event
- Event evacuation

Everyone working at the event should be briefed on the emergency plan and fire risk assessment and know what to look out for and what to do in emergency situations.

Currently organisations employing less than five people are not required to produce written risk assessments and emergency plans. However if any aspect of the event requires a license, written documents will be required by the licensing authorities.

No matter what the size is of the organisation or committee staging an event or indeed the size of the event in terms of numbers of visitors, written documents for any aspect of health and safety at an event are always advisable as they will provide useful checklists and documents for sharing with event staff/stewards.

**Please note that it is the policy of Telford & Wrekin Council to request written health and safety documents no matter the size of the event or the size of the organisation hiring their facilities. Check with individual venues for specific requirements. Further information and guidance on producing risk assessments and emergency plans is available on The Health and Safety Executive (HSE) website <http://www.hse.gov.uk>**

# Site Planning

## Creating a Site Plan

**Create a plan of your event showing the layout, entrances and exits, car parking, toilets, first aid points, refreshments, activity locations and other key features. This can be done by hand or by downloading a map or photo image of the site/venue you will be using. The venue may be able to provide you with map/site plan for you to use.**

Be aware of how many people your chosen/venue site can accommodate and ensure sufficient space is left between each structure and element of the event.

Ensure there is adequate and accessible toilet provision and also decide how they will be maintained in a hygienic state throughout the event. Portable toilets should be sited on a level, open space with easy access for delivery and collection by lorry and away from any catering stalls.

Allow provision for lost children, first aid, baby changing and lost property identifying suitable facilities. You may need to bring in temporary structures such as a porta kabin for this purpose and use it as an event control/information point.

This plan will be useful for suppliers, activity providers, and staff working at the event as well as the emergency services. To accompany the site plan, produce an overview summary of the event describing:

- The event format and what will be taking place
- Key timings for set up, who will be arriving when
- Tasks during the running of the event - who will be doing what and any additional information required

- Breakdown arrangements
- Information event staff may need to know such as briefing times, communication arrangements, welfare arrangements such as breaks, refreshments, storage of personal items, protective clothing or uniform provided.
- Summary of the key points of the emergency plan and actions to be taken in certain situations

The site plan and event overview can then be supplied to key people in advance of the event for information and to put all of the plans into context.

### **Security**

Depending on the type of event, specific security arrangements may be necessary including arrangements for overnight site security and cash handling. Following a risk assessment event staff may require money belts or other carrying facilities. You should also give careful consideration to counting and banking arrangements.

### **Rubbish Disposal and Clearance**

Make arrangements for waste disposal and rubbish clearance both during and after the event preferably with recycling facilities. Designate event staff to keep a check on rubbish bins and also to carry out litter picks as necessary. Ensure the site is cleared before leaving and that arrangements are in place for rubbish to be collected.

Telford and Wrekin Services based at Granville House in Donnington provide a service to deliver additional rubbish bins to sites and to collect them after the event. Supplied bins can be labelled for specific items suitable for recycling. Charges apply.

### **On Site Traffic**

Contractors and or performers vehicles and any other traffic should be carefully managed to ensure segregation from pedestrians. Only allow vehicular access for setting up and taking down at specific times before and after the event and not during the event. Access for emergency vehicles should be maintained at all times before during and after the event. Car parking facilities may have to be stewarded and permission obtained to use extra car parking spaces.

### **Off Site Traffic**

Unplanned and uncontrolled access and egress to a site could result in an accident. Adequate signs and directions should be provided in prominent positions on the approaches to entrances and exits which should be stewarded if necessary. If your event is likely to cause disruption to normal traffic in the event area you must consult with the local Police and Telford & Wrekin council's Highways and Transport service to discuss any traffic plan that may need to be put in place.

### **VIPs**

Decide if any VIPs will be attending and if any special arrangements should be made for them in terms of arriving and departing by vehicle during the event.

### **Telford & Wrekin Services**

Granville House  
St Georges Road  
Donnington  
Telford  
TF2 7RA  
Tel: **01952 567007**

# Staff/Stewards

## How many people will you need?

**You will need other people to assist you at your event during the site set up, the delivery of the event and the breakdown.**

Consider all of the tasks which need to be done and how many people are required to carry out the tasks or to supervise others. Allocate tasks and brief your helpers on what is required and ensure that they keep you informed of progress.

During the event, the main responsibility of stewards is crowd management and the safety of colleagues and members of the public. They are also there to assist the police and other emergency services if necessary. They therefore need to be well trained and briefed.

The risk assessment will help you to establish the number of stewards necessary to manage the audience safely. When preparing your risk assessment for crowd management, carry out a comprehensive survey to assess the various parts of the site and consider the size and profile of the audience.

Basing stewarding numbers on the risk assessment rather than on a precise mathematical formula will allow a full account to be taken of all relevant circumstances, including previous experience.

For large scale events it is advisable to liaise with the Police for advice on stewarding and to consider the use of professional events stewards for certain types of event. For private security organisations check they are registered/licensed with the Security Industry Association (SIA) and they liaise regularly with the Police.

Ensure event stewards are easily identifiable eg wearing hi viz jackets/tabards or coloured t-shirts.

Plan to send out as much information in advance to all stewards and helpers. Organise a stewards' brief in advance of the event if possible.

## Volunteers

Volunteers can play a key role in delivering events. Volunteers get involved because they want to make a difference and contribute to their local community.

Sufficient time should be allowed to recruit and train volunteers depending on what roles you would like them to carry out.

There are organisations which can help put you in touch with volunteers such as Telford and Wrekin CVS based at Meeting Point House. Tel: **01952 291350**  
Web: **[www.tandwcvcs.org.uk](http://www.tandwcvcs.org.uk)**

## Criminal Records Bureau checks

It is important to ensure that the correct processes and procedures are being adhered to when recruiting staff and volunteers to work at your event especially regarding the safety of any children or vulnerable adults that they may come into contact with.

For events where there are likely to be children or vulnerable adults, it is recommended that the following procedures are adhered to:

- Ideally all people working at the event will be Enhanced CRB checked.
- Anyone working in a supervisory role will be Enhanced CRB checked and clearly identifiable.

- Non CRB checked staff are placed in pairs in all positions.
- Non CRB checked staff are never in a position where they may be alone with a child or vulnerable adult.

There is a fee payable for a CRB check but for volunteers it is free of charge.

The checks can be carried out for volunteers by Telford & Wrekin Council however an administration fee of £25 plus VAT applies. For further details about this service email: [employmentservices-contracts@telford.gov.uk](mailto:employmentservices-contracts@telford.gov.uk) or tel: **01952 383574**.

For all people providing services at your event which could come into contact with children and young people and vulnerable adults you are advised to request details of their current CRB check. It is sufficient for them to provide you with the disclosure number and date of the CRB check.

### **Child and Vulnerable Adult Protection Policy**

You should develop a child protection policy which details how you will ensure the safety and well being of children and vulnerable adults such as dealing with lost/found children.

All event staff should be briefed on the procedure for reporting concerns and how to deal with such situations.

Designate a person who will be responsible for dealing with any child protection issues should they arise and also a location within the event for reporting lost children and taking found children.

If children are performing at the event you should also ensure suitable child protection measures are in place including chaperones.

# Communications

**You will need to be able to stay in touch with people helping you at the event not only to help you organise the event but also to deal with emergency situations.**

Depending on the venue and size of your event and particularly for large events you may wish to use two way radios. These are quicker and easier to use than mobile phones and there is no cost attached to making calls. They do not rely on mobile network coverage and others using the same channel can hear and understand messages at the same time rather than relaying messages. Different channels can also be allocated to different groups of people such as stewards, emergency services etc. Radios can be hired for about £5/£6 per unit from local companies.

Allocate radios and ensure everyone knows how to work them. If using mobile phone ensure numbers are shared with the necessary people.

# Equipment/Suppliers

**You may wish to hire in equipment or contract in services to your event.**

You will want to ensure the best possible deal from your contractor(s) considering price and terms as well as experience, health and safety policy, quality and standard of equipment and references.

When requesting quotes, provide the company with an overview of the event, dates and times, location, delivery and collection details and your equipment requirements.

Also check that contractors will supply a risk assessment and method statement - a document which describes in detail the step by step installation and operation process. Supporting documentation such as maintenance certificates, electrical testing certificates and staff training certificates should also be supplied where appropriate and also copies of insurance certificates.

# Think Green

**Being green is often thought of as just recycling. This is one aspect to be considered when organising events but there are other things too:**

- Support local businesses when hiring/purchasing equipment/services.
- Ensure your event is inclusive to all groups. Are there things you need to offer to ensure everyone can take part.
- Hold the event somewhere easy to access by public transport or by walking or cycling.
- If using parks and open spaces consider the wildlife living in that space.
- Consider how much power you require and how to minimise usage.



# Promoting Your Event

**Depending on your budget and the size and scale there are lots of ways to promote your event:**

First of all think about who your target audience is and how best to communicate with them. Consider where they go and how they like to receive information eg teenagers or senior citizens. Develop a marketing plan to help you organise and plan your activity.

Marketing tools to consider:

- Posters and flyers - determine a distribution plan to help calculate quantities required and how materials will be sent out.
- Enquire about promotional opportunities at the venue eg poster sites, venue brochure, leaflet racks, information on their website, details to their contacts/users.
- Research specialist groups or organisations who may be interested and send information for forwarding to members/employees etc.
- Depending on the type of event some local companies will include information on their intranets.
- Advertise/place editorial articles in local publications - newspapers, magazines, community newsletters.
- Set up a webpage where full details about the event can be added as things progress.
- Create a facebook event page and invite friends to join.

- Create a Twitter account so that you can tweet about the event as it develops.
- Add an event banner to your email signature directing people to your web page or facebook event page.
- Send an email about the event to all of your contacts.
- Compile a media list of local newspapers, magazines, community publications and websites (particularly those with What's on sections), radio and TV stations, and find out how to send information to them. Look on their websites for contact details but also try ringing them to find out who is the best person to send event information to for a press article or editorial feature. Make sure they have contact details for follow up information. Look for a good story associated with your event which they can use.
- Invite the local media to get involved in your event by sending a reporter/photographer for either pre event or on the day coverage.
- Gather professional quality photographs to send to the media providing details of the people in the photograph. When taking photographs of people to send to the media ensure you have their signed permission first and if taking photographs of children make sure you obtain signed permission from a parent/guardian.

- Submit event information to the council's online What's On listing. [www.telford.gov.uk/event/new](http://www.telford.gov.uk/event/new)
- Consider producing an event programme which lists the event's activities, locations and times. This could include a site map indicating first aid provision, lost children point, toilets etc. A programme can also be a useful way to promote your group and potentially increase membership.

## Day Of The Event

- Arrange to be on site early and to have the site set up approx 90 minutes before the event starts.
- Carry out an inspection of the venue/site and make a detailed safety check.
- Ensure you have a clearly signed information point for the public and event control point for helpers.
- Create and appropriately display signage for the toilets, lost and found children, lost and found property and first aid points and any other facilities which need signposting.
- Make sure all facilities and attractions are sited as per your event plan. Ensure first aid facilities, fire extinguishers and any cash collection boxes are in place. Check waste bins are in their correct locations.
- Ensure all structures have been erected safely and that certification has been obtained from contractors to record this.
- Display signage where necessary such as emergency exits, first aid points, information and lost children points and other facilities such as toilets and drinking water.
- Check all contractors, performers and exhibitors' vehicles have been removed from the site or parked in a designated area before the public arrive.
- Ensure clear access and exit routes and adequate circulation within the site. Paying particular attention to emergency routes.

- Check all barriers and other protection against hazards are securely in place and there is no risk of falling from staging or other facilities.
- Make sure all helpers, stewards have arrived, are wearing the correct clothing and are issued with instructions, radios etc.
- Check all lighting is working, including any emergency lighting.
- Make sure the public address system is working and can be heard in all areas. Have a megaphone as a back up in case of power failure.
- Ensure all accidents and incidents are recorded with as much detail as possible for future use.
- Create a folder which includes all of your event information. Several copies of some items may be required:
  - Site plan
  - Event overview/site set up arrangements
  - Vehicles on site schedule
  - List of key contacts - suppliers, activity providers, staff, volunteers, local police etc
  - Stewards/volunteers briefing document
  - Emergency plan

- Risk assessment.
- Fire risk assessment.
- Copies of forms such as photo consent forms, accident and incident report forms, lost/found property, lost/found persons.
- Additional useful items such as clip boards, pens, paper, hazard tape, scissors, cable ties, bottled water for staff etc.
- After the event another inspection should be carried out to ensure nothing has been left on site that can be hazardous to future users. This inspection should also identify any damage which may have been caused during the event.

# Evaluating Your Event

**It is always good to look back and learn from your experience for next time. Think about how to gather feedback from your event visitors and all of the people who contributed to the event. Other people's views and opinions are essential.**

How you do this will depend on the nature and size of your event:

- An exit questionnaire to be completed at the event.
- A comments wall with post it notes for people to attach comments.
- A chart of smiley or sad faces for the different event elements
- Designated event staff could walk around the event and invite comments from event visitors.
- Record any good or bad comments received during the event.
- A web link that people can access and fill in on an online survey. You will have to promote the web address in advance eg in your event programme to raise awareness. It may also be worth offering an incentive such as free entry into a prize draw for everyone who takes part.
- Contact the key people who helped with your event and ask them for feedback.
- Record all of the feedback you receive as well as your own thoughts and opinions for future reference.

- After all of the feedback has been collected arrange a de-brief meeting with everyone involved including volunteers. Discuss the successes of the event, what worked and what could be improved and celebrate the group's achievements. Hopefully everyone involved will have enjoyed the experience and want to do it all again.

# Useful Contacts

## Useful contacts

### Licensing

Telford & Wrekin Council  
Darby House  
TF3 4LE  
Web: [www.telford.gov.uk/ten](http://www.telford.gov.uk/ten)  
Email: [licensing@telford.gov.uk](mailto:licensing@telford.gov.uk)  
Tel: **01952 383264**  
Fax: **01952 383269**

### Environmental Health

Telford & Wrekin Council  
Darby House  
Telford & Wrekin Council  
TF3 4LE  
Web: [www.telford.gov.uk/environmentalhealth](http://www.telford.gov.uk/environmentalhealth)  
Email: [environmental.health@telford.gov.uk](mailto:environmental.health@telford.gov.uk)  
Tel: **01952 381818**

### Highways & Transport

Telford & Wrekin Council  
Darby House  
Lawn Central  
Telford  
TF3 4JA  
Web: [www.telford.gov.uk/streetparties](http://www.telford.gov.uk/streetparties)  
Web: [www.telford.gov.uk/roadclosures](http://www.telford.gov.uk/roadclosures)  
Email: [traffic@telford.gov.uk](mailto:traffic@telford.gov.uk)  
Tel: **01952 384628**

**Phonographic Performance Limited (PPL)**  
[www.prs.co.uk](http://www.prs.co.uk)

**Performing Rights Society (PRS)**  
[www.ppluk.com](http://www.ppluk.com)

**West Mercia Police** (for road closures)  
Mrs Rachel Moore  
West Mercia Constabulary  
Events Planning Coordinator  
Force Operations Department  
Hindlip Hall, Worcester WR3 8SP  
Email: [rachel.moore@westmercia.pnn.police.uk](mailto:rachel.moore@westmercia.pnn.police.uk)  
Tel: **01905 332352**

**West Mercia Police** (notify of an event)  
Email: [contactus@westmercia.pnn.police.uk](mailto:contactus@westmercia.pnn.police.uk)  
Tel: **0300 333 3000** for non emergency and general enquiries  
Website: [www.westmercia.police.uk](http://www.westmercia.police.uk)

**Shropshire Fire and Rescue Service**  
Business Fire Safety Team  
Headquarters, St Michael's Street, Shrewsbury SY1 2HJ  
Tel: **01743 260260**  
Email: [businessfiresafety@shropshirefire.gov.uk](mailto:businessfiresafety@shropshirefire.gov.uk)  
Web: <http://www.shropshirefire.gov.uk/promoting-safer-communities/business-fire-prevention>

Information on fire risk assessment in line with the guidance produced by the Department of Communities and Local Government (CLG) is available at [www.communities.gov.uk/publications/fire/firesafetyassessment](http://www.communities.gov.uk/publications/fire/firesafetyassessment)

### **West Midlands Ambulance Service**

For events in Telford contact Kevin Moorey  
Emergency Preparedness Manager  
West Midlands Ambulance Service NHS Trust  
Shropshire, Hereford & Worcester  
Email: [kevin.moorey@wmas.nhs.uk](mailto:kevin.moorey@wmas.nhs.uk)  
Secure e-mail: [kevin.morrey@nhs.net](mailto:kevin.morrey@nhs.net)  
Tel: **01527 835953**  
Mob: **07813 010675**

### **St John Ambulance**

St John House, Priory Road, Shrewsbury SY1 1RU  
Tel: **01743231280**  
Email: [operations-support@shropshire.sja.org.uk](mailto:operations-support@shropshire.sja.org.uk)

### **Telford & Wrekin CVS**

Meeting Point House  
Southwater Square, Town Centre, Telford TF3 4HS  
Tel: **01952 291350**  
Web: [www.tandwcvcs.org.uk](http://www.tandwcvcs.org.uk)

### **Telford & Wrekin Council** online What's On listing

To submit your event visit  
[www.telford.gov.uk/event/new](http://www.telford.gov.uk/event/new)

### **Waste Management**

Telford & Wrekin Services  
Granville House, St Georges Road, Donnington, Telford TF2 7RA  
Tel: **01952 567007**

### **Health & Safety Executive**

[www.hse.gov.uk](http://www.hse.gov.uk)

## Further Reading

Health & Safety Executive (HSE) Purple Guide ("The Event Safety Guide - A Guide to Health, Safety & Welfare at Music and Similar Events").

You can buy the book at [www.hsebooks.co.uk](http://www.hsebooks.co.uk) and most good bookshops. ISBN 978 0 7176 2453 9. Price £20.00.

You can also visit the HSE website and download a copy - <http://www.hse.gov.uk/pubns/books/hsg195.htm>