

# Event Planning

## Help and advice for running a community event

The Epsom & Ewell Borough Council Event Planning leaflet aims to provide an overview of information to consider when running events and projects. It is designed to assist in making organising and running events, projects and initiatives in the Borough a little easier.

Templates can be found online at [www.epsom-ewell.gov.uk/event-planning](http://www.epsom-ewell.gov.uk/event-planning)

Tel: 01372 732000

## **Running an event**

### **Basic planning**

Once you have an idea for an event, then you need to start planning. Make sure you are clear about the purpose of your event; is it social, to raise funds or a celebration event? You could form an Event Committee consisting of Chairperson, Treasurer, Secretary and possibly a Fundraising and Marketing Officer. A good time plan can also assist with organising an event and help keep planning on-track.

### **Location**

The first thing you will need to determine is the most suitable location and time of year to hold it. Sports club grounds, local parks and community venues may be adequate, or neighbouring sports clubs may be willing to open up their facilities. It is also a good idea to ensure you have a map of the venue/open space so you can decide on your event layout.

### **Factors to consider:**

- Availability of site/venue
- Other events on the same day in other locations
- Crowd capacity
- Access for wheelchair users and pushchairs
- Entrance and exit routes
- Is there sufficient car parking?
- Are marshals required?
- Reserving spaces for VIPs and performers/staff
- Gates; do they open wide enough for vehicles and equipment to access the area? Are gates locked?
- If needed, is gas and electricity available?
- Will the event have an impact on the environment?
- Could your event have an impact on local utilities e.g., will you be banging in stake pegs into the ground that could puncture a gas or water main?

### **Insurance**

It is recommended that you take out Public Liability Insurance (PLI) and consider insurance for products, equipment and specific activities as well as cancellation insurance. Bookings of all Council owned land or venues will require PLI cover of at least £10 million. In the event of an accident, injury or damage to property record full details in writing and report this to your insurers without delay.

### **Council owned venues, parks and open spaces**

The Council have a variety of venues, parks and open spaces which are available for events. To book any Council owned venues or open spaces visit [www.epsom-ewell.gov.uk/venues-sport-and-leisure-facilities](http://www.epsom-ewell.gov.uk/venues-sport-and-leisure-facilities) and complete an application form; telephone 01372 732000 or email [contactus@epsom-ewell.gov.uk](mailto:contactus@epsom-ewell.gov.uk)

### **Risk assessment**

The purpose of a risk assessment is to identify the hazards that could cause harm, assess the risks that arise from those hazards and decide on suitable measures to eliminate or control these risks. A written risk assessment is advised for all events no matter how small. A risk assessment can also be a useful tool to help with event planning, predicting potential problems and to brief volunteers on the day. A template risk assessment can be found at [www.epsom-ewell.gov.uk/event-planning](http://www.epsom-ewell.gov.uk/event-planning). You should ensure fire hazards are identified and appropriate fire extinguishers are sourced for the event if necessary. Also remember Council owned parks are public spaces and you must make sure the area is safe and free from dangerous objects prior to the event.

### **Accidents and First Aid**

You should be prepared to deal with minor injuries at your event. You will need to make sure that you have access to a well-stocked first aid kit and should ensure, even for the smallest event, that someone with basic first aid skills is available. Voluntary first aid organisations publish guidance and provide training on first aid and may be able to provide volunteers for larger events. All accidents should be recorded on an accident form.

### **Premises Licence/Temporary Event Notice**

If the event will involve certain entertainment and/or the selling of alcohol then you will need a licence in place for the duration of the activity. You should check whether there is already a licence which will cover your event.

- For 500+ people a full Premises Licence will be needed.  
For small events (less than 499 people) like a school fair or charity event you can apply for a Temporary Event Notice (TEN). You will need to apply for a TEN at least 10 days in advance.

For guidance speak to the Licensing Officers at Epsom & Ewell Borough Council on 01372 732000 or [licensing@epsom-ewell.gov.uk](mailto:licensing@epsom-ewell.gov.uk) Further information can also be found on our website [www.epsom-ewell.gov.uk/alcohol-entertainment](http://www.epsom-ewell.gov.uk/alcohol-entertainment)

### **Copyrighted music**

Any events where copyrighted music will be played or performed will require a licence from PPL (which represents performers and record companies) and PRS for Music (which represents songwriters, composers and music publishers). A single licence, TheMusicLicence, can be obtained and for guidance or to purchase a licence please visit: [www.pplprs.co.uk/getyourlicence/](http://www.pplprs.co.uk/getyourlicence/)

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## Safeguarding & protecting children, young people and adults at risk

When working with children, young people and adults at risk it is strongly advised that volunteers and members of staff are appropriately vetted. Event organisers need to assess staff and volunteer roles to identify whether a Disclosure and Barring Service (DBS) check is needed or if a self-declaration form and references would be sufficient. A DBS check allows you to check an individual's criminal record and there are different levels of check depending on the nature and individual responsibilities of the role. To be able to apply for a standard or enhanced DBS check the role must be eligible.

- A basic disclosure can be requested for any role and will detail unspent convictions.
- A standard DBS check will detail spent and unspent convictions, cautions, warnings and reprimands.
- An enhanced DBS check will include the above as well as any information the police hold and deem relevant and may include a check of the barred lists.

More information about DBS checks can be found at [www.gov.uk/disclosure-barring-service-check](http://www.gov.uk/disclosure-barring-service-check)

## Safety, policing & emergency services

As an event organiser you are responsible for the health, safety and welfare of everyone working at or attending the event. If you are arranging a public event then you should consider whether you need to make a referral to Epsom & Ewell Safety Advisory Group and more information can be found at [www.epsom-ewell.gov.uk/sag](http://www.epsom-ewell.gov.uk/sag)

The policing requirements differ depending on the venue, size and nature of the event. If you require police presence at your event you need to apply to Surrey Police and there may be a charge for this service, you can telephone 101 or visit [www.surrey.police.uk](http://www.surrey.police.uk) for further information. It is best practice to always inform the Fire Brigade, Ambulance Service and Police about any public events you have organised. Please contact 101 with details of your event and the Police Liaison Officer will then distribute the information to the relevant PCs to ensure they are aware of events in their area. For events involving large numbers of people you should notify the Police, Surrey County Council and Epsom & Ewell Borough Council.

## Temporary Road Closures

If your event requires a road closure then you will need to complete a 'Road Closure Application'. It is a requirement of the application to consult with residents who will be affected by the closure and to obtain written consent from them. A 75% level of support is required before the application can progress. You will need to submit the application at least 12 weeks before the event date and further information can be found at [www.epsom-ewell.gov.uk/temporary-road-closures](http://www.epsom-ewell.gov.uk/temporary-road-closures)

## Marketing & promotion

Marketing is an important part of your event. You should start advertising at least three to five weeks in advance and use a variety of methods including local newspapers, posters and where possible, local radio. When you are preparing your marketing material, think carefully about what it needs to say:

- Have you provided the date, time, location and contact number for your event?
- Target Audience; Does your advert/flyer speak directly and clearly to the people you want to reach?
- Layout; Is the layout straightforward and easy to read?
- Focus; Does it offer a single, direct idea?
- Visibility; Will your advert stand out on a page or a screen?
- Branding; Is it different from your competitors?

You could approach the following establishments to see if they are happy to help promote your event and/or display a poster: Post Office, GP Surgeries, Dentists, Libraries, Shops, Sports Clubs, Local Newsletters, Schools, Council Offices, Leisure Centre, Supermarket, Community Boards.

## Useful contacts:

<b>Epsom &amp; Ewell Borough Council</b>	01372 732000	<a href="http://www.epsom-ewell.gov.uk">www.epsom-ewell.gov.uk</a>
<b>Surrey County Council</b>	03456 009 009	<a href="http://www.surreycc.gov.uk">www.surreycc.gov.uk</a>
<b>Surrey Police</b>	101	<a href="http://www.surrey.police.uk">www.surrey.police.uk</a>
<b>South East Coast Ambulance Service</b>	0300 1230999	<a href="http://www.surrey-ambulance.nhs.uk">www.surrey-ambulance.nhs.uk</a>

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# Checklist:

## Stage 1 Initial plans (for large events this should be 12 months prior to event)

- Where will the event take place?
- Is the venue suitable for the numbers and activities planned?
- Will you require specialist equipment or facilities?
- Do you require any special permissions or licences?
- Form an organising committee
- Research potential costs for event; i.e. venue hire, catering, marketing, insurances, licences etc.
- Draw up budget showing projected income and expenditure
- Contact local police station to discuss the event if applicable
- Prepare and carry out risk assessment
- Obtain adequate insurance i.e. public and employee if relevant
- Source sponsorship and external funding if necessary
- Notify Epsom & Ewell Safety Advisory Group if applicable

## Stage 2 Organising the event (up to 5 months before the event)

- Confirm income and expenditure budget
- If needed, complete booking form for Council run parks/open spaces/venues
- Book any performers/activities
- Draw up site plan
- Discussions with the Council and emergency services about event safety, traffic orders, crowd control etc.
- Book any equipment/services needed, such as staging, seating, barriers, PA system
- Work out staffing and volunteer requirements
- Design and produce promotion and marketing leaflets and posters.

## Stage 3 Final preparations (0-4 weeks before the event)

- Ensure everyone is clear about their roles and responsibilities on the day
- Confirm arrangements with suppliers, hirers and performers
- Distribute flyers (up to 5 weeks before event) and posters (up to 2 weeks before the event)
- Organise a 'litter picking' team and waste disposal to include bin hire if appropriate
- Write a press release to advertise the event and invite press to the event itself
- Collate a full list of names and emergency contact details for event team, volunteers and any others on site
- Ensure key event team are easy to recognize and identify

## Stage 4 After the event

- Leave the site and surrounding areas clean and remove all rubbish from site
- Take down any banners or posters relating to the event
- Balance the finances
- Send thank you letters to those involved in the day
- Arrange committee meeting to feedback on lessons learnt and to thank everyone
- Press release about success of event.



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