

**2015**

**GUIDANCE FOR ORGANISING  
AN EVENT**

Kirklees Council

Creative Economy Team

# GUIDANCE FOR ORGANISING AN EVENT

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# GUIDANCE FOR ORGANISING AN EVENT

## 1. INTRODUCTION

This guide is to help you plan your event. It does not go into detail about absolutely everything you will need to consider but it should hopefully offer some practical advice and tips and help you understand what you need to do to deliver a successful, well organised, safe event.

It is primarily most useful for people planning public entertainment/leisure events such as parades, galas, festivals and concerts.

**Remember that every event is unique** - they vary in nature, size, location and expected audience size. As an event organiser, it is your responsibility to make sure that you have considered the main risks that could affect your event and the people attending your event. These considerations need to be proportionate to the size and nature of your event, so not everything will be covered within these guidance notes, indeed not everything within these notes may be relevant to your event.

However, no matter how small your event might be, there are a couple of things which you need to have in place;

- Public Liability Insurance cover for the event
- A Risk Assessment – this should include obtaining risk assessments from external suppliers and performers working on the event

Depending on the size and nature of the event, some of the additional requirements which you may need to have in place are;

- Event Management Plan
- Site/venue and location plans
- Crowd Management Plan
- Medical Plan
- Emergency/Evacuation Plan
- Traffic Management Plan
- Environment Plan

The above plans can be included in your Event Management Plan (EMP) or be appendices to the EMP. Further advice and information covering this can be found within these guidance notes.

You will find your own way of utilising the tips and information provided in this guide to help you plan your particular event.

Website links and contact details have been included where further information and advice can be accessed.

## **2. PLANNING AND LOGISTICS**

### **2.1 WHY DO YOU WANT TO ORGANISE THE EVENT?**

Be clear about why you are organising your event. It might be something as simple as 'we want to celebrate the achievements of this group' or 'we want to entertain the local community for a day'. Whatever it is, keep your objective in mind as you plan and work on your event. Your initial reason for starting on this adventure will be the fuel that helps you stay motivated and on-task when things get difficult or tiring.

### **2.2 WHO IS THE EVENT AIMED AT?**

Knowing who your event is aimed at will help you make sure everything you are putting into the event will appeal to them. It will also help you focus your marketing effectively.

- What is the expected age range of your audience?
- Where do they live?... is the event primarily for local residents or do you want to attract audiences from farther afield?
- How big an audience do you want to attract?
- How do you know there is a 'need/call' for the event?
- Are you targeting a particular interest group or a particular cultural group?
- Will you be consulting local residents about the event?
- Do you want to engage local residents in some aspects of the event to give a sense of ownership? If so, how will you do this?
- Does the target audience have any special requirements? Eg- disabled access, baby changing facilities, dietary requirements?

### **2.3 WHO IS RUNNING THE EVENT?**

Do not attempt to plan and organise your event on your own, you need a good committed team that you can delegate jobs to. Make a list of the key areas of responsibility and find people that have those skills.

Hold regular project meetings and keep them focused. Make sure everyone is clear as to what their responsibilities are and the time commitments expected. Give clear deadlines for work to be completed and make sure you check that people are on-task.

Depending on the size, nature and complexity of your event make sure you allow plenty of time to plan it... as much as a year for some large scale events. Be warned, it always takes longer than you might think!

## 2.4 BUDGETING

### **Expenditure:**

Write a list of everything that will have a cost attached to it. If you know the exact cost put that in, if you don't, get an estimate.

Remember to check whether any quotes you receive include VAT or not.

Include a contingency of at least 10% of the overall budget to cover any unexpected costs which will inevitably occur.

### **Earned income:**

Calculate how much income you expect to make from the event through things like ticket sales, merchandise, stall holders 'pitch fees', bucket donations, running a bar, income received from advertisers in your programme/brochure, etc. All these are your 'earned income'.

### **Other income:**

Include any other income such as grant income from charities and trusts and private donations or sponsorship.

Balance the estimated expenditure against the projected income and make sure your event is going to at least break even. If it looks like you are going to make a loss, find ways to reduce the expenditure by borrowing equipment or downscaling the event. Alternatively, review your plan to identify more ways to generate income, fundraising is always an option but this takes time and planning.

For further information on funding opportunities see;

[www.kirklees.gov.uk/community/money/communityfunding/grants.shtml](http://www.kirklees.gov.uk/community/money/communityfunding/grants.shtml)

[www.open4funding.info/kirklees/](http://www.open4funding.info/kirklees/)

[www.creativekirklees.com/](http://www.creativekirklees.com/) - look under *Opportunities*

## 2.5 VENUES

When researching potential venues, keep these questions in mind;

- Will it attract your target audience?
- Is it the right size for the number of people you are hoping to attract? For example: a large venue with only a few people rattling around can make the event feel flat and a small venue with too many people can make the event unsafe.
- Can the public find it easily?
- Is it easy to get to on public transport? Are there parking facilities? Do you need to consider 'how to get here' in your marketing and promotion?
- If the event is to be held outdoors, do you need to get permission to close off any roads?

- Does it have the facilities you need such as power, running water, toilets, kitchen, etc? If not, how will you address these requirements?
- Does it have facilities for the audience you are expecting? For example, disabled access, soft play areas for children, space for pushchairs to get around, seating areas, etc.
- Are there facilities for the artists/performers? For example, dressing rooms, storage spaces and are they secure?
- Is the ground suitable? For example, if your event takes place in a field, bad weather could affect the state of the ground both for infrastructure and for the audience.
- Will bad or extreme weather conditions affect your venue? For example, heavy rain on the ground or wind impact on structures such as marquees and staging. For information on demountable structures go to: [www.hse.gov.uk/event-safety/temporary-demountable-structures.htm](http://www.hse.gov.uk/event-safety/temporary-demountable-structures.htm)
- Is the venue licensed for the activity or will you need to apply for a licence?
- Who owns the venue/land and do you have permission to use it?
- Are residents located nearby that will be affected by noise from your event? Noise pollution should be considered when programming and planning your event. For more information, contact the main Council switchboard on 01484 221000 and ask for Environmental Health.
- Is the venue safe? Can it be made safe? For example, you may need to consider this if you are thinking of using waste ground or an unoccupied building or a venue that doesn't normally hold an event like yours.
- Remember to inform local residents about the event and any impact it will have on them. It is always better to pre-warn those who may be affected rather than receive complaints on the day.

## 2.6 VENUE SEARCH

To check availability and to book council venues, please go to:

- **Community halls (includes Town Halls)**  
[www.kirklees.gov.uk/community/halls/halls.shtml](http://www.kirklees.gov.uk/community/halls/halls.shtml)
- **Parks and open spaces**  
[www.kirklees.gov.uk/leisure/countryside/parksOpenspaces.aspx](http://www.kirklees.gov.uk/leisure/countryside/parksOpenspaces.aspx)
- **Town centre spaces / venues**  
If you have identified a venue in a town centre or would like to know of any possible spaces, please contact the Council on 01484 221000 and ask for the Town Centre Management team.

For other possible spaces / venues in Kirklees:

- You can also look on the Creative Kirklees website [www.creativekirklees.com](http://www.creativekirklees.com) – look under *Spaces/Venues*.

If you have a space/venue in mind but don't know if it is owned by the Council, you can contact the Assets team and they will be able to help – call the main switchboard line 01484 221000 and ask for Terriers Land Ownership

## **2.7 PROGRAMMING**

Take the time to think through the programme thoroughly considering:

- Placement of activity/performance in the venue – think particularly about noise clashes, set up/take down times, potential pinch/crush points.
- Time and duration of activity/performance.
- Number of audience/participants likely to attend.
- Attention span of audience/participants.

Think about the purpose of the event:

- Does the activity send the right message?
- Does the programming tie in with your agenda/event theme?
- Is the programming appropriate for the audience you want to attract?
- Finally will it support your event business plan – i.e. if the activity you are considering is food demonstrations with free food, could this adversely impact on catering at the event? Could this lead to disgruntled food concessions?

## **2.8 FINDING AND BOOKING ACTS / ACTIVITIES**

You can find the acts and activities you need for your event through:

- Speaking to organisers of similar events and getting referrals.
- Attending similar events and seeing the performances/activities for yourself and how the audience interacts/reacts. This can be very useful to aid programming if you have time.
- For local performers, check out the Creative Kirklees website – [www.creativekirklees.com](http://www.creativekirklees.com) or cast your search wider on the internet by searching for festivals, events and videos.
- Contacting artist agencies.
- Contacting local venues/theatres.
- Contacting local universities, colleges and schools.

Remember to keep your budget in mind when you research performers and activities. Do your research to get the best and most cost effective offer. Always get quotes and make sure you know whether VAT is included or not.

Make sure you explore any additional unforeseen costs, such as do the artists need to travel to your event and do they expect you to pay for travel expenses? Will you need to find and/or pay for



accommodation for overnight stays? Do you need to provide catering or a 'rider'? Make a provisional booking with performers/artists you would like book but check you have enough money in your budget before you confirm the booking.

## **2.9 CONTRACTS AND WRITTEN AGREEMENTS**

Ensure that you get everything in writing, preferably in the form of a simple contract which will need to include the following information:

- The artist/performer name and address.
- The agreed fee along with any other agreed details – does the fee include travel or accommodation costs? Does it include VAT?
- The venue including postal address.
- Performance date and time.
- Length and number of performances/workshops/activity agreed.
- Include a description of what the agreed performance/workshop/activity will be.
- Technical requirements (what are they bringing and what do you need to provide?)
- If it is an outdoor performance, check whether it can go ahead in rain/wind/extreme cold or heat, etc.
- Include the time you expect performers/artists to arrive on site – usually at least one hour before their first performance time.
- Include details about vehicle curfews/restrictions on site if applicable.
- Include contacts on the day along with a mobile number – for both artist/performer so you can contact them if required and your designated contact person so they can contact you if required.

Along with the contract, you may want to provide further information. For example, details of parking facilities and parking permits (if required), hospitality information, directions to the venue, site plan identifying where they need to report to and so on.

If no fee is involved, still draw up a letter of agreement which outlines the details of the engagement as suggested above.

Using an internet search engine, there are many examples of contracts available online, you can then decide which format is the most appropriate for your event. Remember it needs to be tailored to your specific event though.

## **2.10 VENUE / SITE PLAN**

It is good practice to draw up a plan for the venue/site of your event and decide where to place each activity.

Depending on the event, things to consider are;

- Entrances and exits
- Vehicle access and parking
- Road closures
- Ease of ingress and egress for participants/crowds/audiences
- Safe movement of people around the site/venue
- Access for emergency services
- Evacuation procedures and meeting points
- Viewing areas for entertainment – depending on the performances, do you need to provide a viewing platform for wheelchair users?
- Seating and/or refreshment areas for participants
- Activity areas and safe space around them
- Toilet facilities
- Rest and refreshment areas for staff and performers
- Dressing rooms for performers
- Central control point/site office - a secure area where staff and stewards can be stationed and artists and performers can register
- Controlling dangerous areas such as holes in the ground, ponds, broken paving stones, etc
- Information point for audience members
- First Aid
- Lost children area. Ideally this should not be signposted or visible to members of the public but a safe area where stewards/qualified staff can look after a lost child prior to being reunited with their parent or guardian. See Health and Safety section below for more guidance.
- Do you need to issue parking permits for residents affected by road closures?
- Do vehicles delivering equipment need onsite permits? Where will their vehicles be parked during the event?

It is always a good idea to walk through the site/venue to experience the event from an audience/participant point of view.

- Will they know how to find their way around the site?
- Do you need directional signs to ensure easy navigation around the site for audience members and performers?
- Do you need to erect signage (eg. A-frames, banners) or hand out site maps?

## **2.11 CATERING**

If you consider having food concessions or stalls at your event you need to make sure the suppliers provide you with their current food hygiene certificates, risk assessments and public liability insurance documents. As a matter of course, food business operators should have a Food Safety Management System in place. Kirklees Council recommends that you only use suppliers who have achieved a four or five star hygiene rating. Some of the things you may need to consider when planning your event;

- Do you want to provide catering for the public?
- Do you want or need to provide catering for staff/volunteers/stewards, etc?
- Is there existing catering available on site? Would this be adequate for expected audience? If so, contact the provider and let them know you are planning an event so that they can plan accordingly – bringing in extra staff and supplies to cope with demand.
- Do you need to consider those with special dietary needs?
- Are you allowed to bring your own catering in to the venue or does the venue insist you use the in-house catering?
- Make sure you know where the nearest water supply is.
- Will you need to provide power?
- Will you need to book extra cleansing facilities to clean up the venue if you are providing food and drink?

If you decide to have food concession vans or food stalls, make sure you receive all pitch fees and other charges upfront before the event.

For further advice about food safety at events contact Environmental Health on 01484 221000 and ask for Food Safety.

## **2.12 TEMPORARY DEMOUNTABLE STRUCTURES AND OTHER INFRASTRUCTURE**

A temporary demountable structure (TDS) is designed to be erected rapidly, dismantled and used many times. Examples of TDS are tents and marquees, stages, viewing platforms, temporary seating and sound, lighting and camera rigs each of which has its own hazards. It is important that safety checks take place throughout the construction of such structures. Depending on the type of structure, its use and construction method, you may need to refer to a number of Acts and Regulations such as;

- Health and Safety at Work Act 1974
- Workplace (Health, Safety and Welfare) Regulations 1992
- Manual Handling Operations Regulations 1992
- Work at Height Regulations 2005
- Construction (Design and Management) Regulations 2007

Whether such equipment has been erected by members of the event organising group or the supplier, it is the responsibility of the Event Safety Officer to check it has been erected correctly so that it is safe and will not endanger people working on or attending the event. It is also the responsibility of the Event Safety Officer to check suppliers Risk Assessments and other safety documentation. If no one has the adequate skills to act as Event Safety Officer, it is worth considering contracting someone suitably qualified to take on this important role.

You may be able to borrow basic staging, tables, chairs, marquees and other such equipment from local community groups. If you are borrowing equipment and setting it up yourselves, this must be done by a competent person with relevant skills and who knows how to erect structures safely and correctly. Also remember that it takes time and staff to erect equipment – do you have enough time and staff to be able to do it yourselves? If not, find a supplier who will deliver and erect the equipment for you.

If borrowing equipment, check it is in good working order prior to the event. It is no good discovering it is faulty and cannot be used just before the event starts! If you hire in any infrastructure, find out from the supplier how long it will take to set up, this information will be useful when you are drawing up your build schedule for the event. If they need to bring a vehicle on site, make sure you have considered vehicle access and parking in the venue/site plan. When getting quotes, don't forget to check if the company will erect the infrastructure, or do they simply deliver it to your site – a cheap quote may be for delivery and collection only!

Search the internet for suppliers, get recommendations from other event organisers or call the Council switchboard on 01484 221000 and ask for the Creative Economy Team – Events, who may be able to suggest companies as a starting point for your research.

For more detailed information and advice about temporary demountable structures go to [www.hse.gov.uk/event-safety/temporary-demountable-structures.htm](http://www.hse.gov.uk/event-safety/temporary-demountable-structures.htm) or consult the Purple Guide at [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk).

### **2.13 INFLATABLE DEVICES**

Inflatable devices may be great fun but care must be taken to ensure they have been installed correctly and in accordance with the manufacturer's guidance. Devices should have a label attached which details the maximum number, size and age of people allowed to use the equipment at any one time. The operator should clearly display this information for members of the public. Devices need to be properly managed whilst in operation.

All inflatable devices should be erected on suitable ground. They are particularly susceptible to the wind and so must be secured/weighted down adequately to prevent potential movement. In addition suitable matting should be laid around the access/exit points of the device.

The location of inflatable devices should be carefully thought through so as to maintain the free flow of audience members and to ensure access and exit points to the site are not obstructed. Access for emergency services should be maintained at all times. Details about the installation and operation

of inflatable devices should be included in your Event Management Plan (see Health and Safety Section).

For guidance on inflatable devices safety issues go to [www.pipa.org.uk](http://www.pipa.org.uk) (PIPA Inflatable Play Inspection Scheme) or the National Association of Inflatable Hirers – [www.naih.org.uk](http://www.naih.org.uk).

## **2.14 FAIRGROUND RIDES AND ATTRACTIONS**

If you are considering having fairground rides and attractions at your event, during the planning stages think about what type of rides would best suit your event and the expected demographic of the audience. Decide upon a suitable location, where the ground is sound and able to withstand movement of heavy vehicles. Crowds must be able to move safely amongst the attractions, site entrance and exit points must not be obstructed and access for emergency vehicles should be maintained at all times.

Specialist fairground associations include;

- Showmen’s Guild of Great Britain – [www.showmensguild.co.uk/](http://www.showmensguild.co.uk/)
- Association of Independent Showmen – [www.ais.me.uk/](http://www.ais.me.uk/)
- Society of Independent Roundabout Proprietors – [www.sirp.org.uk/](http://www.sirp.org.uk/)

Fairground rides are required to be inspected annually and must each have a valid Declaration of Operational Compliance certificate – this is a scheme run by Amusement Devices Inspection Procedures Ltd – [www.adips.co.uk/](http://www.adips.co.uk/). Event organisers should make sure that fairground operators perform ongoing maintenance checks and operate their rides safely for the duration of the event. Risk Assessments and copies of relevant safety documentation should be provided by the operator. In addition, event organisers should check that operators have current public and employer’s liability insurance cover at the correct level and details about the fairground operation should be included in your Event Management Plan (see Health and Safety Section).

For more information and advice, go to [www.hse.gov.uk/entertainment/fairgrounds/index.htm](http://www.hse.gov.uk/entertainment/fairgrounds/index.htm) where a free download entitled ‘Fairgrounds and amusement parks: Guidance on Safe Practice (HSG175)’ is available.

## **2.15 FIREWORKS / SPECIAL EFFECTS**

Fireworks can be a spectacular addition to an event but their inclusion requires significant planning and safety considerations including;

- What type of fireworks? – low level or high level
- Where the launch site will be?
- Where will the fallout zone be?

- Who will be in charge of firing? – a professional company or a competent person within the event organising team? If the latter, this person must have sufficient experience and have received training relevant to the size of display
- Suitable barriers to keep the public away from the launch site and fallout zone
- Stewarding requirements
- Environmental issues – such as noise, smoke and post display debris
- Provision of relevant firefighting equipment
- Access for emergency services

Providing proper planning has taken place (including details of control measures and a contingency plan) and a risk assessment has been produced, the potential risk of having a firework display at your event should be very low. Many professional display companies are members of and listed on the following websites;

- The Explosive Industry Group of CBI (EIG) – [www.eig.org.uk](http://www.eig.org.uk)
- The British Pyrotechnists Association (BPA) – [www.pyro.org.uk](http://www.pyro.org.uk)
- The Event Suppliers Association (TESA) – [www.tesa.org.uk](http://www.tesa.org.uk)

Special effects can include things like theatrical/stage pyrotechnics, fog/smoke machines, lasers, strobe lighting and so on. As each of these elements has their own potential risks and specific safety requirements, you are best advised to seek professional advice and consult guidelines on the Health and Safety Executive website (see link below).

Adequate firefighting equipment should be on hand and individual risk assessments should be done (or be included in the overall event risk assessment) and sufficient public liability insurance must be in place.

For more information and guidance about the use of fireworks and special effects at events, go to [www.hse.gov.uk/event-safety/special-effect.htm](http://www.hse.gov.uk/event-safety/special-effect.htm) or the Purple Guide at [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk).

## **2.16 ROAD CLOSURES**

Depending on the size and location of your event, you may need to consider applying for a temporary road closure if any of the following applies to your event;

- The event is taking place on public roads or pavements
- The volume of traffic accessing your event could cause localised traffic issues – for example, long queues causing delays around the site
- Large numbers of people on foot accessing your event which could block pavements and/or overspill onto the road

If any of the above apply, you will need to liaise with Kirklees Council's Highways department as all road closures have to be agreed with the Council, the Police and Metro (West Yorkshire Passenger

Transport Authority). The planning of this takes time and costs money. Depending on the size of the event you may need to apply three months or more in advance. For more information about road closure applications go to [www.kirklees.gov.uk/transport/roads/roadClosures.aspx](http://www.kirklees.gov.uk/transport/roads/roadClosures.aspx). Details of road closures should be included in your Event Management Plan and/or Traffic Management Plan (see Health and Safety Section below).

## **2.17 TRAFFIC MANAGEMENT**

Depending on the size, location and nature of your event, a Traffic Management Plan (TMP) may be required – this can be included within your Event Management Plan (see Health and Safety section below) or it could be an appendix to the EMP. The plan should provide information about how you will ensure that people working on and attending your event will be kept as safe as is reasonably practicable. As a minimum, it should include information about;

- vehicle access to and from the site
- vehicle movements on site
- potential disruption to traffic and public transport around the site
- vehicle curfews (if applicable)
- parking provision – for event staff and audience members
- road closure information including the provision of advanced warning signage
- access routes for emergency vehicles

Depending on the potential traffic disruption external to the site/venue, it is likely you will need to consult with one or more of the following; Kirklees Council – Highways department, the Police and Metro (West Yorkshire Passenger Transport Executive). This could be at the Safety Advisory Group meeting or before if need be (see Health and Safety section).

If you are expecting very large numbers at your event, you may want to consider consulting with rail and bus operators about additional provision or consider including a park and ride scheme. For more information about traffic management, go to [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk).

## **2.18 STEWARDING / SITE SECURITY**

All events need some level of stewarding and possibly site security. Stewards are there for the safety of the performers and audience but, if fully briefed, can also answer questions from audience members about the event.

- Think about the type of stewarding you might need. Will they be professional paid stewards, volunteers or a mixture of the two?
- Do you simply need security guards or do you want personable stewards that can give people lots of help and information on the day?
- Identify how many stewards you need and where they will need to be stationed?

- What level of training and briefing will they require?
- Who will brief the stewards and when will this happen?
- How will the stewards maintain communication with each other and the whole event team?
- Do you need overnight security to look after equipment/infrastructure?

All stewards whether paid or volunteer need to be briefed properly about the event, understand the nature of the event and what is expected of them. Adequate breaks with access to refreshments need to be factored in to rotas. A full stewarding/security schedule should be contained within your Event Management Plan (go to Health and Safety section below for more information about the contents of an EMP).

For more information, please go to [www.hse.gov.uk/event-safety/crowd-management.htm](http://www.hse.gov.uk/event-safety/crowd-management.htm) or [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk)

## **2.19 COMMUNICATION ON THE DAY**

### **COMMUNICATING WITH EVENT STAFF**

You will need to decide how the event organising team and staff are going to stay in touch and communicate with each other on the day of the event.

- Will you use mobile phones or two way radios or a combination of both? For larger events the use of mobile phones alone is not recommended.
- What is your chain of command and communication? Make sure everyone working on the event knows who should inform whom of what, when and by what means.
- Who will communicate with the emergency services? Make sure everyone working on the event knows what to do and who to contact in the case of an emergency/major incident.
- Ensure each member of staff working on the day is provided with a contact list of mobile numbers and/or details of allocated radio channels to key members of the organising team.
- If using mobile phones, check there is a good signal at the venue before the event in case you need to organise alternative methods of communication.
- If using mobile phones, make sure they are fully charged and, if pay as you go, they have enough credit.

It is important to establish clear communication procedures and protocols. For example, all staff using two way radios should be trained on how to use the equipment correctly and how to respond to calls. Radios should not be used for general chit chat but only for relaying required information. Radio channels need to be kept as clear as possible.

When relaying messages over radios or mobile phones, one of the most important things is to make sure the message has been received and understood correctly. Use clear, concise and unambiguous language so as to avoid any misinterpretation or confusion. It is good practice for the recipient to repeat the message back to ensure it has been understood correctly. It is also recommended that



accurate logs are kept of decisions and actions taken – this is particularly important if dealing with incidents such as lost children, serious injury, crowd disorder or major incident, etc.

When reporting sensitive incidents that may occur at your event, it is recommended that special code words are used. Incidents such as;

- Lost child
- Fire or bomb threat
- Violent incidents or crowd disorder

These situations are sensitive and should be dealt with without members of the public overhearing information via conversations between staff/stewards or over radio communication. If using radios do not use an open channel that can be overheard, switch to a closed channel as soon as possible. Determine your 'code-words' for each specific situation and make sure the staff and stewards all know what these are so as not to cause panic and alarm. It is normal for the staff involved to change to a pre-decided closed channel so that they are able to talk freely about the situation. If possible stand clear of members of the public when talking as overhearing half a conversation could be misunderstood and cause panic.

Procedures for dealing with such situations along with a clear communication/command control systems should be in place and included in your Event Management Plan (see Health and Safety section below).

#### COMMUNICATING WITH THE PUBLIC

The Event Organising team needs to decide the best way of relaying information to the audience during the event – public address systems, social media? Consider what information the public needs to know and who will relay it. This can have an important bearing on the safety of the public. For example, if the venue/site needs to be evacuated, the voice heard over the communication channels needs to be calm and assured, conveying clear instructions and messages. It is useful for these types of messages to be scripted beforehand as much as possible. If an element of your event needs to be cancelled or a performance delayed, keeping the audience informed of the situation is likely to prevent them becoming frustrated, aggressive or obstructive.

For more information about communication, go to [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk) or Health and Safety Executive website - [www.hse.gov.uk/event-safety/running.htm](http://www.hse.gov.uk/event-safety/running.htm).

#### 2.20 CASH

Consider the safety of staff members who need to handle cash on site and where cash can be securely stored. Limit the number of staff who will have access to and handle cash during the event. Ideally staff carrying quantities of cash on site should be accompanied by either another member of the event staff or a steward. Wherever possible, look at ways in which you can deal with cash out of the view of members of the public – for example, can you use the site office/control room/dressing room?

## **2.21 BUILD SCHEDULE**

Draw up a build schedule for the duration of your event including set up and get out time.

There will be various people coming and going all day so you need to be clear about;

- What time you expect people to arrive? – equipment deliveries, staff, volunteers, artists, food concessions, etc.
- What time you expect things to be in place by?
- What time you want entertainment to begin?
- What time you expect staff and volunteers to stay until post event?
- Who will need to stay to help with packing everything away?

Allow plenty of set-up time for stages, stall holders, marquees, etc. It always takes longer than anticipated and something unexpected often happens, so plan in contingency time to avoid panic! Make sure the schedule is widely circulated. If there are any jobs that can be done the day before – do them! For example, set up the dressing rooms or site office/registration point, erect signage.

All vehicles on site should be parked in their final places at least one hour before the event is open to the public. Ensure entry points are staffed to stop vehicles entering and leaving during the curfew. Remember moving vehicles and people do not mix.

Ensure you allow enough time to walk around the event site before it is open to the public to check everything is in place and deal with any last minute preparations.

## **2.22 PROGRAMME OF ACTIVITIES AND ENTERTAINMENT**

Draw up a running order for the entertainment so that artists/performers and activity leaders know when they are expected to perform, where they are performing and for how long.

- Do you need a Stage Manager to keep performers running to time? If you have a lot of acts on one stage, you will need someone backstage to make sure acts are ready to go on time.
- All staff should also be given a copy of the running order.
- It is advisable to have a large copy of the running order pinned up on the walls of the dressing rooms and at the side of the stage for quick reference – you can't put it in too many places!

Consider how the audience will know what's happening at your event.

- Do you need a Comper to make announcements on stage? This is useful if you want to keep the audience informed about what is happening next and/or other activities.
- Do you need to produce a programme to hand out to the public and/or erect signage across the site with the programme listed? If you are holding an event with multiple activities this helps the audience see what's on so as plan what they want to see and do.

### **2.23 SUPPLIER AND ARTIST LIAISON ON THE DAY**

Prior to the event, all suppliers, artists and event staff should be informed of where they need to report to. Depending on the nature and size of the event, it could be that all infrastructure suppliers are asked to report to a member of staff based on site, whereas all artists/performers and staff/volunteers report to the site office/dressing room.

It is useful to draw up a schedule/arrival log for the day so that core staff will be at the venue to meet people as they arrive so they can direct them to where they need to be and brief them if necessary. As a minimum, information to include on the schedule/log should be;

- Name – staff/volunteers or performers
- Mobile contact number
- Latest arrival time and actual arrival time
- Performance details for artists or shift details for staff/volunteers

Make sure everyone providing equipment or services and everyone working on the event has been given an event staff member's name and mobile number in case they are delayed, lost or have any queries.

It is good practice for staff/volunteers/artists/performers to sign out once they have finished their shift/performance.

### **2.24 WALKTHROUGH AND BRIEFING**

It is often helpful to gather all event staff/volunteers at the venue ideally a few days before the event so that you can walk through the site/venue and talk through the programme for the day. This helps staff familiarise themselves with the venue and event programme.

If a walkthrough with everyone is not necessary or practical then hold a briefing session to make sure all staff, stewards and volunteers know;

- what their roles and responsibilities are
- where they need to be
- what time they need to be there
- what time they will be expected to stay until
- who they need to report to on the day

Make sure everyone is fully briefed on how to deal with every eventuality including lost children, first aid, event cancellation and minor/major incident procedures. Depending on the scale and complexity of your event, it might be worth considering producing a briefing sheet (containing all required information) which can be sent to all those working on the event a few days beforehand.

### 3. HEALTH AND SAFETY

The Health and Safety Executive (HSE) produce a large range of event safety guidance which can be found on their website, [www.hse.gov.uk/event-safety/index.htm](http://www.hse.gov.uk/event-safety/index.htm). In addition, there are two main publications that are relevant to organising an event;

- The Purple Guide (to Health Safety and Welfare at Music and Other Events) – issued by the Event Industry Forum, [www.thepurpleguide.co.uk/](http://www.thepurpleguide.co.uk/). This replaces The Event Safety Guide issued by the HSE (if you have a copy, the HSE publication is still useful for reference). Please note - a small annual fee now applies to access the Purple Guide online.
- The Guide to Safety at Sports Grounds (known as The Green Guide) – issued by the Sports Grounds Safety Authority, [www.safetyatsportsgrounds.org.uk/publications/green-guide](http://www.safetyatsportsgrounds.org.uk/publications/green-guide).

#### 3.1 SAFETY ADVISORY GROUP MEETINGS

In Kirklees, Safety Advisory Group meetings (SAG) are co-ordinated by the Licensing team and bring together other local authority services (for example - Environmental Health and Highways), the emergency services (Police, Fire Service and Ambulance Service), the event organiser and any other relevant parties. The role of SAG is to review event applications and to advise on public safety. The SAG provides advice to event organisers and would normally take place 6-12 weeks before the event dependent upon the licence conditions. Not all events need to go through a SAG meeting, it will depend upon the nature, size and location of your event. Once you have a good idea of what your event will be, speak to the Kirklees Licensing team to check whether it will need to go through SAG. If it does, you would need to have a detailed Event Management Plan (EMP) in place to be discussed at the meeting. The SAG meeting may recommend changes to the EMP to ensure the event is safe. Responsibility for the event remains entirely with the event organiser.

For more information about SAGs go to; [www.hse.gov.uk/event-safety/safety-advisory-groups.htm](http://www.hse.gov.uk/event-safety/safety-advisory-groups.htm) or ring the Council switchboard on 01484 221000 and ask for the Licensing team.

#### 3.2 EVENT MANAGEMENT PLAN

The Event Management Plan (EMP) should include all relevant information about your event and the procedures you have in place to show how you will run a safe event. The EMP should include the following information (where relevant to your event);

- General information about the event including a full programme of activities, expected audience size and demographic, and so on
- Licensing information
- Details about key staff – who is the Event Manager, Health and Safety Manager and other key staff
- Details of all suppliers working on site

- Crowd management, security and stewarding – including overnight security and full schedules
- Road closures and traffic management information
- Accessibility issues – what, if anything, is in place for those with disabilities wishing to attend the event
- Communication – two way radios / mobiles?
- Barriers, temporary structures and stages
- Electricity / power systems
- Emergency lighting provision
- Special effect / pyrotechnics
- Fairground and other attractions on site
- Sound and noise
- Fire safety
- Emergency procedures and major incidents - how you would deal with a fire incident, bomb threat, suspicious packages, serious crowd disorder, inclement weather, site evacuation, etc.
- Medical and first aid provision
- Lost children procedures and provision
- Food, refreshment and drinking water provision – for the public and for staff/performers
- Sanitary accommodation – toilet/portaloos provision?
- Waste disposal – cleansing provision
- Build schedule

Attached to the EMP should be the overall risk assessment for the event, site plans, assumption of control form (in case of evacuation/major incident). Examples of EMPs can be found on the internet but you must always bear in mind that all events are unique and whilst you can use other plans for guidance you must not rely on them being suitable for your event.

### **3.3 RISK ASSESSMENT / MANAGEMENT**

The Event Organiser's main responsibility when running any event is to make sure that everyone is safe. From making sure the stages are secure or the marquees aren't going to collapse to ensuring that all food is safe to eat, all of this is ultimately the responsibility of the event organisers.

Make sure there is a competent person in your team who has the relevant knowledge and is able to take responsibility for health and safety at your event. If no one has the required knowledge, you may need to consider employing someone who is suitably qualified to be on site on the day. Event

safety should be on the agenda at every project meeting. A risk assessment should be produced for the event as a whole looking at:

- Potential hazards
- Likelihood of the potential hazards and what the consequences would be if they happened
- What controls you will/can put in place to prevent or minimise the risk of accidents/injury?

For further guidance on how to complete your own risk assessment, follow this link;

<http://www.hse.gov.uk/contact/faqs/riskassess.htm>.

In addition, risk assessments should be requested from all suppliers of equipment, performers and activity providers booked at your event. The event organiser/safety officer needs to check that each risk assessment is adequate.

### **3.4 CROWD MANAGEMENT PLAN**

The enjoyment and safety of audience members attending your event is clearly very important and this will in part depend upon the controls you have in place to manage crowds well and maintain the free flow of people across the event site or around the venue. The scale and nature of your event and size of audience expected will inform how detailed your crowd management plan will need to be. The plan can be included within your Event Management Plan or as an appendix to it. Some of the things you may need to consider are as follows;

- Audience profile and crowd dynamics – for example: age range, male/female split, if alcohol is available at the event might this affect audience behaviour? Is there one main element to your event contained in one area or is it a multi-faceted event with lots of different elements spread over a large area.
- ‘Normal’ behaviour – what is the likely to be normal behaviour of your audience?... body surfers, moshers, slam dancing?! It is important that those working on the event understand what sort of behaviours to expect.
- Performer profiles – will the performers incite heightened reactions from the audience?
- Entrance and exit points – need to be clearly visible
- How do you expect the crowd to flow around the site/venue?
- What might be an obstruction to prevent the free flow of the audience?
- Where will you site temporary structures like marquees, staging, lighting towers?
- Where might the pinch points be? Can they be avoided by moving elements of your event?
- Do you need to install barriers or pens to help with crowd control/movement? Would barriers cause more of a problem?
- What is the safe capacity of your site/venue? What measures do you have in place to ensure overcrowding doesn't occur?

The Purple Guide gives advice and guidance on all crowd management considerations at events. Go to [www.thepurpleguide.co.uk/](http://www.thepurpleguide.co.uk/) for more information.

### **3.5 EMERGENCY PLANNING / EVACUATION PROCEDURES**

There is no single emergency plan that is suitable for every different type of event, so a specific plan should be formed taking into account the nature, size and location of your event. Any of the following incidents could result in an emergency situation;

- Fire or gas leak
- Bomb threat
- Structural failure – for example, stage collapse
- Serious crowd-related situations such as disorder or crushing

Make sure you have clear procedures in place and everyone knows what their responsibilities are, even if your event is small. This should form part of your Event Management Plan. Some of the things to be considered;

- How will the incident be reported and to whom?
- What is the chain of communication/command?
- Who will alert the emergency services?
- Who will make the decision to evacuate?
- How will an evacuation procedure be communicated to event staff and audience members?
- Depending on the venue, know your exit points and assembly areas and make sure they are clearly signed.
- All staff/volunteers/stewards working at your event must be aware of the evacuation procedure and their responsibilities.
- If possible, make sure you have a way to check for missing staff/participants and decide how you will alert the emergency services and whose responsibility this will be.
- In your site/venue plan you should have worked out where the access for emergency services will be.
- If your event is in a town centre, consider the evacuation procedures for businesses close by.

More information about emergency plans and evacuation procedures can be found at [www.hse.gov.uk/event-safety/incidents-and-emergencies.htm](http://www.hse.gov.uk/event-safety/incidents-and-emergencies.htm) and [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk).

### **3.6 FIRST AID AND MEDICAL PROVISION**

First aid and medical provision should form part of your Event Management Plan or it could be a separate Medical and Wellbeing Plan.

- Have you got the required first aid provisions in place? Do you have enough first aiders for the size of audience expected? Do you need a paramedic ambulance on site?
- Does all event staff know what the emergency procedures are?
- Are all emergency routes planned and remain unobstructed?
- Have the emergency services been notified of your event?
- Have you got the required fire safety precautions in place? For example, fire extinguishers and is a member of the Event team trained in the use of such equipment.

The Purple Guide gives advice and guidance on all health and safety considerations at events. Go to [www.thepurpleguide.co.uk/](http://www.thepurpleguide.co.uk/) for more information.

### **3.7 LOST CHILD PROCEDURE**

At any event where children/young people will be present, there is the possibility for them to become separated from their parent/s or guardian. As an event organiser you need to give full consideration on how children/young people will be protected throughout your event and to the safe management of lost children. You will need to have in place a clear procedure which includes;

- how to deal with a child/young person found without a parent
- how to deal with a parent or guardian reporting a lost child/young person
- how to communicate with event staff throughout the incident
- where you will site a staffed lost children's point
- how to reunite the lost child/young person with parent or guardian
- logging and filing records of any incidents
- which staff working on the event needs to be DBS checked – the Disclosure and Barring Service has replaced the Criminal Records Bureau (CRB) checks – For more information, go to [www.gov.uk/government/organisations/disclosure-and-barring-service](http://www.gov.uk/government/organisations/disclosure-and-barring-service).

The Purple Guide gives advice and guidance on lost children procedures at events. For more information and advice go to [www.thepurpleguide.co.uk/](http://www.thepurpleguide.co.uk/)

### **3.8 ELECTRICITY / POWER SYSTEMS / GAS**

Electricity is one of the most common causes for concern at events as people often use domestic plugs and sockets instead of heavy duty ones which are fit for purpose.

- Cables should be well covered with matting or cable ramps or placed safely overhead.
- Temporary wiring and cables should be out of reach of the public.
- All electrical equipment should be well maintained, appropriate for the venue and wattage available.



- All portable electrical equipment should be in a safe and serviceable condition and have a current PAT-test certificate.
- Depending on the size of your event and the equipment being used you may need to consider having a qualified electrician check all connections, leads and equipment.

When using generators consideration needs to be given to;

- where they are sited – generators and fuel tanks should not be accessible by members of the public or unauthorised people, and so may need to be fenced off.
- the potential for noise nuisance – it is worth considering super silenced generators.
- the type of fuel – the use of petrol fuelled generators should be discouraged in favour of diesel, gas or renewable energy.
- potential trip hazards - cables should be well covered with matting or cable ramps
- refuelling/spills – refuelling should be done by trained staff and care should be taken to avoid spillage. Staff should be trained on how to deal with spills and what to do in an emergency.

Great care needs to be taken when using LPG, Propane and/or Butane as any leak is extremely dangerous especially if this is in an enclosed space or potentially close to naked flames. Hoses and fittings need to be carefully checked.

You will need to ensure the correct firefighting equipment is available on site but only people competent in the use of such equipment should attempt to operate it. Procedures for dealing with such incidents should be written into your Event Management Plan and all staff working on the event should be briefed on how to report incidents.

The Purple Guide gives more detailed advice and guidance on all electric/power and lighting considerations at events. Go to [www.thepurpleguide.co.uk/](http://www.thepurpleguide.co.uk/) for more information.

### **3.9 SOUND LEVELS**

If your event is near a residential area and involves loud music or noise, it is good practice to inform the affected residents so they are aware before the event. If residents have any concerns about noise levels, they can raise them via the licencing process. If concerns are received this does not necessarily mean the event won't be licenced but you may have to adhere to certain conditions. For example, all music must finish at 10pm or you may be required to monitor and maintain appropriate noise levels for the duration of the event – if you are not able to do this yourself you would need to contract an external company.

If your event includes music and/or a PA system and is due to run beyond 9pm, you will need to complete an Application to Operate a Loudspeaker.

For further information and guidance relating to noise, ring the Council's main switchboard number 01484 221000 and ask for the Environmental Health.

### **3.10 SANITARY PROVISION**

Depending on the size and location of your event, you may need to arrange additional sanitary provision such as portaloos. Think about where the facilities will be located on site and ensure there is adequate signage and lighting if necessary. If very large audience numbers are expected and/or the duration of your event is over a number of days, it is likely you will need to make arrangements for the toilets to be maintained and serviced, so access for servicing must be considered when deciding where to locate such facilities.

### **3.11 WASTE MANAGEMENT**

You may need to make arrangements for additional facilities to deal with large quantities of waste generated by the audience and food concessions. This may include;

- additional bins and/or skips
- the provision of litter pickers during the event
- recycling points – glass, cans, plastic bottles, etc.

You should consider the hazards caused by waste such as injury to workers collecting the waste (cuts and grazes, muscle strains, needle stick injury, etc), injury to audience members (eg, broken glass), fire hazards where waste has accumulated, the potential for waste to attract vermin and other pests. Methods of collection and removal from the site should also be considered especially if this is required during the event.

### **3.12 CONTINGENCY PLAN**

The organising team needs to discuss things that could go wrong with the event. This is not to cause alarm but rather to make you consider potential scenarios and to ensure that you have plans in place should these situations occur. Depending on the size, nature and location of your event, consider the following:

- Venue: How would you deal with a sudden change of venue or facilities for the event?
- Weather: How would extremely wet, cold, hot or windy weather affect your event?
- Personnel: What happens if volunteers/staff fail to turn up on the day?
- Audience: What happens if the attendance is much lower or higher than anticipated?
- Cancellation: What happens if an element of the event or the whole event needs to be cancelled? Will you need to make any refunds? How will you let everyone know it is cancelled?
- Power: What happens if all electrical power fails during the event? Do you have a backup generator?
- Equipment failures: For example, lighting, sound or communication systems (radios) failure

- External factors: For example, are there other events happening on the same day or around the same time that might impact your event? What if there is unexpected disruption to transport systems – train cancellations, etc? Sudden loss of utilities such as water?
- Complaints: How will you deal with any complaints before the event, on the day or after the event?

By considering the above before the event and having procedures in place, it will make such situations much easier to deal with on the day.

## 4. LICENCES

Most events will require a licence for activities such as;

- Entertainment
- Sale of alcohol
- Craft fairs, car boot or table top sales
- Street traders (includes sale of food/food concessions/stalls)
- Street activities

The type of licence you will require will depend on the nature, size and location of the event. Some premises may already be licensed and you may be able to operate under the same licence providing all intended event activities are covered within the licence conditions and the licence holder is in agreement. If not, you will need to apply for either a Temporary Event Notice (allows a maximum attendance of 499 people at any one time) or a premises licence for events attracting a larger audience. If you are intending to sell alcohol at your event, a personal licence will be required.

If your event includes food concessions and/or stalls, each trader will need to apply for a street traders licence. Licences are also required for car boot sales, table top sales, craft fairs and street collections (this includes collections in all public places not just on the street!).

For more information about licences and licensable activities visit [www.gov.uk/licence-finder](http://www.gov.uk/licence-finder) or go to [www.kirklees.gov.uk/business/licensing/index.aspx](http://www.kirklees.gov.uk/business/licensing/index.aspx). If you need to speak to someone for advice, contact the Council's Licensing Team on 01484 221000.

To check whether a venue is already licensed and what they are licensed for see the Kirklees Premises register at <http://licensing.kirklees.gov.uk/PAforLalpacLIVE/1/WcaHome>.

If your event involves any music, whether recorded or live, it is likely you will need to obtain a licence from both the Performing Right Society (PRS) and the Phonographic Performance Licence (PPL). For more information and advice, go to [www.prsformusic.com](http://www.prsformusic.com) and [www.ppluk.com](http://www.ppluk.com).

## 5. INSURANCE

### **Public Liability Insurance**

Both the Event organisers and the artists/performers/food concessions should have Public Liability Insurance. Events taking place on Council property normally require the group or organisation running the event to have cover of up to £5 million.

### **You:**

Public liability insurance is financial cover for you in case anyone sues you for something that happened at your event.

### **Artists/performers/traders:**

Anyone providing entertainment and other activities at the event should have their own public liability cover. This includes performers, traders, food concessions, activity leaders, fairground ride owners and so on. Ensure that they provide you with a copy of their cover and this should be kept in your event file for inspection if required.

### **Additional insurance cover:**

Whilst public liability insurance will cover most things, you may want to look into additional insurance policies that can cover specific things such as staff working on the event (employee cover) and the event being cancelled due to inclement weather or some other unforeseen reason.

## 6. MARKETING

Depending on where your event is taking place and what type of audience you want to attract and from where, there are several ways to promote an event such as;

- Features or adverts in the local/regional press and newsletters
- Creating your own website
- Ensuring your event is listed on other relevant What's On Guide/Event Listing websites
- Posters and flyers distributed to main information points like libraries, town halls, railway and bus stations, schools, local shops, etc
- Social media – Facebook, Twitter, etc

In addition, Kirklees Council offers two online platforms where you can promote your event for free – Creative Kirklees and the Kirklees Community Directory;

### **6.1 CREATIVE KIRKLEES WEBSITE**

If your event has a strong arts content (for example - music festival, arts festival, etc), [Creative Kirklees](#) is a free, user-generated online resource to bring together all creative events in Kirklees in one place. The website features a searchable creative directory, latest news for and from the sector,

the very latest in 'What's On' and an opportunities page for jobs, funding and more. It is designed to encourage interactivity and networking and show what's going on creatively in Kirklees.

**The site is user generated so you need to register to add your profile, events, news and opportunities** – Click "Join Network" at the top of the home page, fill out your details and click "Join Creative Kirklees". Make sure you tick **Receive Newsletter** to get our weekly round-up of the week's creative highlights. You can then start adding information about yourself or your organisation in the profile and add details about your events. A weekly newsletter will be sent out that will pick information from items included on the site. There is a user guide on the website but should you require further help, email to [arts.creativity@kirklees.gov.uk](mailto:arts.creativity@kirklees.gov.uk).

You can also share your events or news on your social media and we can do the same by sharing on our Twitter page @cr8tivekirklees and Facebook page [www.facebook.com/creativekirklees](http://www.facebook.com/creativekirklees). All of this will help to publicise your event even more. The more you use the site the more you'll be seen on it. Go to; [www.creativekirklees.com](http://www.creativekirklees.com)

## 6.2 KIRKLEES COMMUNITY DIRECTORY

If your event is taking place in Kirklees and you would like to publicise it on Kirklees Council's website via the Community Directory (free service), please visit our website:

Go to <http://communitydirectory.kirklees.gov.uk/communityDirectory/> and follow the instructions for publicising an event, or alternatively contact our Marketing Team via [events@kirklees.gov.uk](mailto:events@kirklees.gov.uk). It may also be useful for you to use the Community Directory to search for your event date to see if anything else is happening on the same date – this could help to prevent any clashes at the planning stage! Please note this Directory is user generated and so will not list every event happening in the district. Use the internet for further event searches.

## 6.3 PHOTOGRAPHY

Having an official photographer documenting your event is very useful in providing good quality images for future event publicity. In addition, you may need images for monitoring and evaluation purposes should you have received grant funding for the event.

However consideration must be given to ensuring children are not photographed or videoed inappropriately and to how the images are used in future publicity. Images should portray children enjoying an activity in a safe environment and not posing inappropriately or acting unsafely. So that members of the public are aware, it is worth considering displaying signs at entry points to the site which advises an official photographer will be present and that images may be used in future publicity or marketing. Signage should include information about how a member of the public can request that their image is not included in any future publicity. As visitors to the event are likely to be taking photographs, it is also useful to provide a way for members of the public to report anything they consider suspicious. Suggested wording could be;

**‘Photography at this Event.** An official photographer will be present at this event. If you do not wish your photograph to be included in future publicity, please speak to an event steward or call this number (insert number if appropriate). If you feel anyone is taking inappropriate photographs, please speak to an event steward or call this number (insert number if appropriate)’.

Professional photographers should know the correct protocol for taking photographs at events and should where possible check with the parent or guardian that they are happy for their child to be photographed.

#### **6.4 KIRKLEES COUNCIL LOGO**

The Kirklees Council logo can only be used if your event has received council funding. If you have received Council funding, the relevant department will provide you with the correct logo. Please do not ‘grab’ the logo from the Council website as the logo will be too low in quality for use in print.

## **7. POST EVENT**

### **7.1 DEBRIEF AND EVALUATION OF THE EVENT**

Get together with the organising team to discuss how the event went. Don’t leave this too long after the event, it is best to do it when things are fresh in your mind:

- Revisit your original aims - were they achieved?
- Did the event run smoothly? What worked well? What was difficult?
- Which activities or performances were popular and which didn’t work well?
- Who attended your event? Audience breakdown – did you attract the intended audience?
- What could you do differently next time?
- It is worth asking for feedback from those involved – staff, volunteers, performers, workshop leaders, etc.

Getting feedback and answers to all of the above will prove to be good learning for your next event!

### **7.2 FINAL ACCOUNTS**

It is important to produce final accounts detailing all expenditure and income for your event. This is especially important if you have received grant funding as you will be required to provide your final accounts as part of the final evaluation.

It is recommended that you don’t pay anything out without an invoice (or that you at least get a detailed receipt) and that you recover any money owed to you as soon as possible – ideally all food

concessions or stall holder pitch fees, sponsorship, ticket monies, etc should have been received / collected prior to the event.

### **7.3 KEEP A RECORD OF THE EVENT**

Keep photos and publicity for future reference. Not only is this useful for promoting future events but you may need to provide evidence should you have received any grant funding.

Keep a detailed list of all contacts and information about suppliers/performers you contracted on the day so that when you run the event next time, you'll have all the information ready!

### **7.4 THANKS**

If you can go the extra mile to write thank you letters/emails to people involved, you will find that they are hugely appreciative and far more likely to work with you again!

## **8. CONTACTS AND LINKS**

Please note Kirklees Council operates an automated central telephone system where all calls go through the main switchboard. Should you need to speak with someone in a particular council service call 01484 221000 and ask for the relevant service:

**Licensing** – for licensing and safety advisory group enquiries

**Highways** – for road closure enquires

**Environmental Health** – for food safety or pollution and noise control enquiries

**Creative Economy Development Team** – for general events advice, signposting

**Huddersfield Town Hall** – for town hall or council run community venue bookings

**Streetscene** – for parks and open spaces booking enquiries

**Land Terriers** – to check if land is owned by Kirklees Council

For further general information and guidance, go to:

The Health and Safety Executive website – [www.hse.gov.uk/event-safety/faqs.htm](http://www.hse.gov.uk/event-safety/faqs.htm)

The Purple Guide to Health, Safety and Welfare at Music and other Events – [www.thepurpleguide.co.uk/](http://www.thepurpleguide.co.uk/)

The Guide to Safety at Sports Grounds (known as The Green Guide) – [www.safetyatsportsgrounds.org.uk/publications/green-guide](http://www.safetyatsportsgrounds.org.uk/publications/green-guide).

**DISCLAIMER:**

Every event is unique in its organisation, size, audience, programme and management. The advice contained in this guidance covers the core advice and considerations to help plan a safe and well organised event. However, your event may involve something very specific which will need to be addressed in your Event Management Plan and can be shared for advice with the Events Safety Advisory Group.