

Handy Hints For Planning Your Event

1. Start Up

This initial section of the guide will cover the fundamental basics of planning an outdoor event. Covered here are Who, What, When, How, and Why? Although very daunting in the first instance hopefully these pages will act almost as a step by step guide to planning, running and evaluating your event. When organising any event it is important to focus on the task in hand, it is very easy to become distracted by minor issues and problems that may arise during the development stages. This is by no means an exhaustive guide to planning an event, there are separate issues for all individual events however this should give you a broad basis for anything you are planning to organise.

a. Early Planning

Events take a long time to organise and put together. Although you may well have a plan and set timetable you will be required to work with a large number of external agencies and businesses, whose priorities and goals may not be the same as yours. Whilst you know it only takes a matter of days to respond to your request, it is liable to sit on someone's desk somewhere for weeks before you receive a reply. Consideration should be given to making sure that this and other delays such as weather and illness are taken into account when planning.

b. Location and Timing.

There are a number of issues that surround where and when you hold your event. Firstly you need to look at what you plan to do and will the area in which you plan to do it be able to accommodate your needs. The profile of the land and the features that are present may have a determining factor. A slope may create a natural theatre for a show but would make it difficult to site items such as market stalls for example. Also you need to consider your target audience and will they be able to reach the site you have planned.

The timing of the event will also have a great deal of bearing on the event, over the summer months although not guaranteed the event stands a much greater chance of being dry. Daylight hours should be considered however, as the cost of temporary lighting etc. can be a drain on the resources of a small event. When scheduling your event you should try if possible to take into consideration what other events are going on in the area on the day or close to the event. If a major event is being held on the same day as your event or if something very similar has been held within the last few weeks then this will detract from your event.

School holidays and Bank holidays can have conflicting effects on your event. They encourage people to go away over these times but on the other hand they mean that people may be off work or off school.

On a more practical scale all events held on Bradford Council land will require the completion of a booking form and PSLG form. These are available from the Parks and Landscape Service on 01274 434769 or park-promotions@bradford.gov.uk. Copies of this and the Terms and Conditions of booking are also available on this website.

c. Funding and Raising Money

Largely dependant on the scale of your event will require funding and ways of generating income, whether it is simply to cover costs, to make profit or to raise money for a charity. Money can be raised from a variety of sources, charging an entrance fee, requesting/suggesting donations or by selling goods. Other ways to look at putting on event without little expenditure is to see what you can get for free. Look to volunteers, sponsorship, charities and schools that are willing to donate their time and services for free.

As an event grows there is much income and expenditure. Advertising, Hire of venues/services, Insurance, if it is possible within your group it may well be worth having someone within your organising committee to manage and run the finances. If you have an accountant, businessperson or simply someone who is good with figures so much the better.

d. Delegation

Even small events can't be run by one person and it is wise to have an organising committee for the event. It is a good chance to delegate tasks to others. Although the event requires an event manager who takes overall control, issues such as dealing with advertising, finances, external agencies and caterers can be taken on by different people.

2. Legislation and Regulations

The organising of an event is classed as a work activity and is therefore covered by the Health and Safety at Work Act 1974 and various regulations under it. The Health and Safety Executive provide free and advice to help you in organising your event, www.hse.gov.uk is a good place to start. The Health and Safety at work act also applies to any sub contractors that you may have on site.

a. Risk Assessment

Risk assessment is the most productive and comprehensive way of preventing injuries and dangerous occurrences during your event. A good risk assessment will be able to identify hazards and potential risks to people and assets. When identifying these risks the risks that cannot be completely avoided should be minimised in any way possible. The time, cost and trouble of avoiding the risks should be in proportion to the severity of the risks.

b. Licensing

Under the Licensing Act 2003 there are a number of licences that affect public events. These include:

- Premises Licenses
- Personal Licenses
- Temporary Event Notices

What do I need a licence for?

A license is required for the following activities that are likely to affect your event:

- The sale of alcohol
- To provide regulated entertainment (this includes performances of live music or playing of recorded music, performance of a play, exhibition of a film, an indoor sporting event, boxing or wrestling entertainment, performance of dance or any entertainment of a similar description).

For advice on whether your event needs a licence and/or the type of licence required contact City of Bradford Metropolitan District Council, Legal Services, Licensing Team, City Hall, Bradford BD1 1HY Tel: 01274 432240.

Please note: Advice on licences should be sought in the initial planning stages of your event allowing a minimum of 2 months notice.

c. Insurance

It is in the interest of those organising any event to be adequately insured. Bradford Council requires event organisers to have public liability insurance to the minimum value £2 million. Insurers may require information and evidence of the steps that are being taken to minimise the risk of damage or injury. Dependant upon your event it may also be worth taking out insurance against inclement weather, none appearance of key persons, and damage to property etc.

3. Things To Consider

Whilst not a complete list this section gives an insight into the considerations that need to be made when setting up an event.

a. Public Safety Liaison Group

The Public Safety Liaison Group (PSLG) is a Bradford Council led Group that is administered by Emergency Planning. The group consists of core Council sections with interests or legislation dealing with public safety together with representatives of the Emergency Services.

The PSLG provide liaison between the various member organisations, enabling the spread of information and the opportunity for each organisation to comment on any issues that affect its work or areas of responsibility.

If you are planning an event that may affect Public Safety, please contact the PSLG. They can advise the relevant organisations, communicate your plans and offer advice regarding the event.

Council Departments:

PSLG	01274 432134
Building Control	01274 433779
Emergency Planning	01274 432134
Environmental Protection	01274 434774
Highways	01274 435710
Licensing Team	01274 432240
Parks & Landscape Service	01274 434769

Emergency Organisations:

West Yorkshire Ambulance Service	01924 889734
West Yorkshire Fire Service	01274 721056
West Yorkshire Police	0845 6060606

b. Emergency Services

Inform the emergency services about all aspects of your event. Their role will be determined by the location and type of event, size and the number of people expected to attend. Give them as much advance notice as possible.

West Yorkshire Police

The police may require a site or office meeting to discuss specific aspects of your event such as traffic control and public order and will require a least six months notice for larger events.

West Yorkshire Fire Service

You will need to consider provision for means of escape, evacuation and raising the alarm in case of fire or other emergency. The provision of fire fighting equipment, numbers and type of extinguishers, positioning and signage. Consideration for access to the site for the emergency services or in deed if an appliance should attend the event itself. Any temporary structures such as marquees will be subject to fire regulations.

c. First Aid and Medical

Organisers should give details about their events to a suitable recognised medical provider and they will be able to provide further help and advice.

The number of first aiders will be determined by the size and nature of the event. Guidance is available from the Health & Safety Executive, St John Ambulance, Red Cross or West Yorkshire Metropolitan Ambulance Service (WYMAS). All facilities should be sited in a prominent and convenient position with suitable signage.

d. Accident Reporting & Recording

It is your responsibility to report and record all accidents. You should bear in mind that an accident need not result in injury.

e. Exits & Entrances

The number of people expected to attend the event will determine the number and size of exits. Ensure exit points and the surrounding areas are not blocked at any time in case of site evacuation. Exits must be adequate for emergency vehicles to access the site at all times.

f. Access Around the Site

Traffic entering the site must be kept to a minimum at all times.

g. Car Parking

Organisers should ensure there is adequate car parking close to the event thus reducing congestion. You can ask the Police to cone off some areas at the exits/entrances to help with traffic/pedestrian flow.

h. Stewards

Depending upon the number of people attending your event and the risk assessments you will have made will determine the need/number of stewards required to assist in crowd management etc. A briefing should take place prior to the event so that everyone is aware of the procedures. The stewards are there to observe the event and any developing incidents and to assist the emergency services. They should be easily recognisable and in contact with the event organiser preferably via 2 way radio.

i. Crowd Control

In general terms, the safety of the public will rely on pre-planning of the control of the crowds. Good signage will be essential to give information and directions to crowds. It maybe necessary to have fencing and lighting at night in addition to good signage.

j. Event Organisers Control Point

This should be in a convenient position and staffed at all times as a point of contact for all people involved in the organisation of the event.

k. Communication

It is important to have a nominated site controller who is clearly identifiable during the event and is in communication with stewards and the emergency services at all times.

l. Public Address

At larger events a PA system is advisable so that all the public can hear and be made aware of any special requests and be kept informed of the proceedings.

m. Site Plan of Event

A clear and concise site plan of the event should be distributed to key organisers, stewards and the emergency services. This can then be referred to in case of emergency or for information purposes.

They should at a minimum show exits/entrances, first aid points, emergency services rendezvous points, access routes, lost children's point, lost property point, event control point and PA control point.

A programme of the events, displays, entertainments etc. should also be submitted with all booking forms and distributed for information purposes.

n. Hazards & Hazardous Substances

Check the site on a regular basis before and during the event to make sure no hazardous substances have been left and ensure that all contributors are aware of regulations such as usage, storage and disposal of hazardous substances.

o. Liquid Petroleum Gas Bottles

Ensure that they are carefully controlled and are used in line with appropriate guidelines i.e. recently examined, tested and stored correctly.

p. Electricity

If it is necessary to supply electric you should ensure that the supply is inspected and tested by a qualified electrician. Hired equipment should display recent evidence of being tested.

q. Generators

All portable generators for electrical power supplies must be appropriately located and guarded from unauthorised persons using fencing or barriers. A dry powder extinguisher should also be sited nearby. All generators will be fuelled by Diesel, fitted with Earth Leakage Circuit Breakers and earth spikes.

r. Food Hygiene

Environmental Health will be able to supply information on food hygiene regulations. All contributors in this area must meet food hygiene regulations.

s. Fairground Rides, Inflatables and Bouncy Castles

You should ensure that all operators and rides comply with the relevant codes of safe practice and examine insurance and test certificates. The Showmans Guild is a self-regulating body who can give help and information.

t. Traffic Signs

Direction signs for the event cannot be displayed without prior permission from the Highways Section.

u. Fly posting

It is illegal to advertise in unauthorised locations.

v. Site Damage

It is the responsibility of the organiser to repair any damage to the site caused as a result of the event. The council will repair any damage not dealt with and will invoice the organiser for the costs incurred.

w. Vehicles on Site

Do not allow vehicles to move around the site during the event. It is a good policy to have a time before and after the event for vehicle movement on site. Keep all vehicles off sports pitches to reduce damage. Parking should only be in official car parks.

x. Litter

It is the responsibility of the organisers to clear the site of any debris left after the event. Organisers can request extra litterbin provision from the Council to assist in limiting this problem.

y. Toilets

If toilet provision does not exist on site it the responsibility of the organisers to provide toilet facilities.

z. Alcohol on Site

If you intend to sell alcohol, a licence must be obtained before the event and these can take some time to process, therefore an early application is advised and a licence may not be granted in some cases. For further information contact the Councils Licensing Dept. 01274 432240. Please consider that serving of alcohol can present its own problems!

Alcohol must not be given as prizes, unless under 18's are prohibited from taking part.

aa. Lost Children Point

This area should be staffed at all times and signposted so that the site is identifiable to attendees of the event. Being a lost child can be a stressful experience and it would be wise to staff the Lost Children Point with empathy personnel e.g. nursery nurses/childcare workers. There should be contact with the event organiser preferably via a dedicated channel on 2 way radio. Every effort should be made to contact the parents immediately. However, care should be taking when repatriating children with parents/guardians, certain steps should be taken to check identity before handing over any lost child.

bb. Tenders

Bradford Council have issued tenders/licences to ice cream vans and inflatables for various parks and organisers should ensure the allocated sites are retained for any such concessions. No additional fees can be charged for these concessions.

cc. Bonfires & Firework Displays

Due to the nature of this type of event, specific risk assessment documentation must accompany an application.

4. Publicity And Promotion

After all the hard work that has gone into organising and setting up your event you need to ensure that it is promoted correctly so that people are aware that the event is taking place and turn up. How an event is marketed depends largely on the style and scale of the event. A small village fete for example is best marketed locally for example in schools etc. A more specialist event would require a much wider and more selective marketing strategy, focussing on areas where your target audience are liable to see your promotions.

Be aware that marketing can cost a lot of money and that time and consideration should be given as to how best the event should be publicised. Free marketing is a good way to go; more often than not this requires members of your committee to have contacts etc. that can be used to promote your event for you.

5. Useful Contacts

Parks and Landscape Service	01274 433828	www.bradrorddistrictparks.org
West Yorkshire Police	0845 6060606	www.westyorkshire.police.uk
West Yorkshire Fire Service	01274 721056	www.westyorkshirefire.gov.uk
West Yorkshire Metropolitan Ambulance Service	01924 889734	www.wymas.co.uk
St. Johns Ambulance	01274 522139	www.sja.org.uk
Health and Safety Executive	0113 2834200	www.hse.gov.uk
Licensing	01274 432240	www.bradford.gov.uk
Highways	01274 435710	www.bradford.gov.uk
PSLG	01274 432134	www.bradford.gov.uk
Building Control	01274 433779	www.bradford.gov.uk
Emergency Planning	01274 432134	www.bradford.gov.uk
Environmental Protection	01274 434774	www.bradford.gov.uk

6. Check List

access times	customer care	lost property	security
accessibility	date	lost children	services
accommodation	debriefing	lotteries	signposting
accounts	decoration	maintenance	speakers requirements
accreditation	delegates	manpower	spectators
acoustics	demonstrations	maps	arrangements
administration	display boards	market research	sponsorship
admissions	documentation	marquees	staff/stewards
advertising	donations	master of ceremonies	staging
agencies	drainage	medals	stock check
agents	duty of care	media	storage
aims	electrical supply	medical provision	structures
alcohol	electricians	meeting plans	subsistence
ancillary activities	electricity	menus	Sunday trading law
ancillary facilities	emergency services	message board	support services
announcements	emergency procedures	microphones	team liaison
appeal	enquires	mission statement	technical equipment
appeals for funds	entertainment	mobile phones	technical requirements
appeals for volunteers	entrances	monitoring	technicians
application forms	entry arrangements	music	telephone
arrival arrangements	equipment	newspapers	tickets
artistes	estimates	noise	time
artwork	evaluation (post event)	no-shows	timetable
atmosphere	event handbook	numbers participating	toilets
audience (target)	exhibitions	offices	tourist services
audit	facilities at venue	officials	traders/exhibitors
badges	fencing	passes	traffic control
balloons	films monitoring	patents	training
balloon races	finance	patronage	transport
banking	fire regulations	permits	travel (agents)
banners	fireworks	photo call	trophies
barriers	first aid	photography	TV
bills	flags	planning	two-way radio
bookings	float of small change	policing	uniform
budgets	floral decor	political support	venue(s)
Calor gas	food hygiene	post event	VIP's
cancellations	franchise	arrangements	visitor facilities
car parking	arrangements	poster sites	warm up
cash flow/change	fund raising	power supply	waste disposal
catering	gas	presentations	weather conditions
ceremonies	general public	press room	work schedule
certificates	gifts	press launch	
chairperson	grant aid	press conference	
chairs and tables	greeting and seating	prestigious supporters	
changing rooms	ground conditions	printed programme	
charities	guests	printing	
checklists	Health & Safety at	prizes	
children	Work Act HASWA	programmes	
Children's Act	hiring	protective clothing	
church services	hospitality	protocol	
civic receptions	hosting	public address	
cleaners	identification	public relations	
commentators	income/expenditure	publicity	
committees	insurance	radio	
communications	interviews	receipt systems	
community	invitations	reception areas	
competitors	invoicing	refreshments	
complaints	lasers	refuse areas, disposal	
complimentary tickets	legal considerations	registration	
concessions	letters	religious services	
contingency plans	liaison officers	reporting systems	
contractors	licences	research	
contracts	lifeguards	running order	
copyright	lighting	safety	
crêche	litter collection	sales	
crowd management	loading/unloading	schedules	
and flow	facilities	scoreboards	
	local authority	seating	
	location	seating arrangements	
	logo	secretarial services	