

Gladstone Event Management Ltd

Successful Event Planning

Introduction

Welcome to this Guide To Successful Event Planning. This information has been written to help you create, plan and operate a whole range of public events including street parties, parades, marches, concerts and other large outdoor events. We hope that it helps you stage a truly well planned, successful, safe event and saves you much time and energy in the process!

Events can offer new experiences, bring people and communities together, highlight good causes and provide economic benefits.

However large or small, the organisers of any event are legally responsible for ensuring that the people attending are safe and any impact caused by staging the event is well managed. Events are varied and wide ranging and this guide is not an exhaustive list. You may find that your particular event or organization would benefit from additional advice or support.

Whether you are new to planning events or have experience in event planning, the Selby Event Safety Advisory Group (ESAG) can give you that advice and support to ensure that your event is well planned, safe and enjoyable for all.

This guide is intended for the use of prospective event organisers who wish to stage a public event in the Selby District area and has been created to guide you through the many aspects and stages of planning and delivering a successful event.

It covers areas like:

- Event planning
- Health & Safety
- Licensing Laws

- Traffic Management
- Risk Assessments
- Medical Provision
- Useful Contact Details

Plus much more to help you successfully plan your event.

Section I – Where to Begin?

Who is responsible for Health & Safety at a Public Event ?

The Event Organiser and/or the landowner are responsible for Health and Safety of both the public and those taking part in the event. This means that as the organiser, you have a duty of care for your attendees. A duty of care is a legal obligation requiring you to adhere to a reasonable standard of care while performing any acts that could foreseeably harm others. As an event organiser, you will always have a duty of care to people working at or visiting your event, and safety must always be the paramount consideration before, during and after your event, whatever the size.

Health and Safety legislation applies to all events

It is your responsibility to ensure that health and safety legislation is adhered at all levels of management, from your senior event team through to event staff, contractors and sub-contractors. It is best practice to have a competent, named person who is responsible for safety at your event – and for larger events there may be a need for a dedicated safety officer. You will need to ensure that you have developed processes for managing health and safety, and that all documentation is available for your local authority to review in the event of an incident.

What do you need to do when organizing an event?

We want to help you to make your event as successful and as safe as possible. Through the planning of your event you will be creating an Event Management Plan – a document demonstrating what plans are in place, who is doing what and when things are going to happen. This guide is here to offer you a practical look at your event planning and what you need to do to achieve a successful and safe event. We will also offer help and guidance for you through the council's Event Safety Advisory Group (ESAG) who will assess any potential risks associated with your event and support you during your planning process.

Consider the following points:

- Contact details of event organizer (the main person responsible for the event)
- Title of event
- Proposed date(s)/time(s)
- Proposed venue
- Estimated attendance
- Target audience
- Brief outline of the event
- Roles and responsibilities of your team
- Stewarding and security provision (if applicable)
- First Aid provision
- Fire safety equipment (if applicable)
- Event layout
- Risk Assessment (including the Risk Assessments from your suppliers)
- Evacuation procedure
- If your event is open to the general public?
- If your event is intending to take place on the highway?
- Car parking arrangements

- If you intend to have food/alcohol outlets
- Details of event infrastructure / temporary structures (stages/ marquees)
- Power source

Event Notification Period

To enable us to give you the right advice and allow the ESAG reasonable time to consider your event proposal, you will need to give the following period of notice:

Small Events

(Estimated attendance under 500 people)

Minimum 2 months notice

Medium Events

(Estimated attendance over 500 though less than 1000 people e.g. road races, cycling events, parades & fun runs)

Minimum 3 months notice

Large Events

(Estimated attendance over 1000 people e.g. music festivals, open air concerts, firework displays & bonfires)

Minimum 4 months notice

Other solutions for organising an outdoor event

Maybe you feel that the level of management and health & safety requirements are too much for the type of event that you were hoping to stage? There are a number of events and/or locations that will minimise the need for you to take on board all the responsibility, making it easier for you to achieve your aims and objectives.

Holding your event in a venue

One way to immediately reduce the need for you to be responsible for all the Health & Safety aspects of the event is to hold your event in a dedicated venue. The venue will probably have the ability to put appropriate staffing and door security in place, as well as having the correct number of toilets and licence(s) for the event. Many venues will also support you in delivering the event, such as methods for advertising and marketing.

This is certainly the best option if you want to minimise your responsibility and concentrate on the content of your event. However, always check with the venue what level of support they might offer.

Section 2 - What to Consider when Planning Your Public Event

How to start your planning

Once you have decided that you want to hold an event, you will no doubt want to make it the best event possible. This part of the guide is written to help you focus on the planning structure of your event, by creating an event plan and other supporting documents. These are the documents required by the Event Safety Advisory Group and will enable them to assess your planning and health and safety aspects of your event.

This will give you piece of mind in the knowledge that your event planning meets the standards and requirements of the Council, Emergency Services and of course, the public attending your event.

Aims and objectives

At the start of your planning, it is very useful to consider the aims and objectives of your event. This will enable you to focus on an overarching direction that you want the event planning to move in, as you consider the event's content, programming, marketing material and eventual delivery.

- What is the purpose of the event?
- Where would be the best location to stage it?
- How many people will attend?
- What will happen at the event?
- How will you market the event?
- How do you know if the event is successful?

Create a team

Creating a team or an Event Organising Committee can help share the responsibilities of planning and delivering the event. Having a trusted team of

people that have been with you during the planning stage will help ensure that your event runs smoothly and is a success on the day.

Funding your event

Early on in your planning, you will need to consider how you will fund any activities, performers and insurances that may be required for the event. By first setting a budget, you can break down and identify what your event is going to cost, who is going to pay for certain items and when they need paying for.

Where and when?

You have an Event Organising Committee in place and have set out the aims and objectives for the event. You now need to consider when and where your event might be held.

Selby District Council Event Locations and booking contact:

Selby Leisure Centre
 Amphitheatre
 Bandstand in the Park
 Grass Football pitches at Dennison Road and Portholme Road
 Selby Town Market place and Abbey Pavement
 Contact Rupert Martin at
Rupert.Martin@ihlmail.org

Summit Indoor Adventure contact

Georgina.England@ihlmail.org

Tadcaster Leisure Centre contact

Lynn.Norris@ihlmail.org

Selby Park contact K.Bergman@wlct.org

Selby District Councils 10 Community Centres
contact 01757 705101

Alternatively, you can consider the following locations:

- Privately owned land (Hotels, Schools, Farmland etc)
- Privately owned venues (Pubs, Sports Clubs, Village Halls etc)
- Public Highway (Street Party)

Content, Programming, Artists and Infrastructure Suppliers

Now is time to start considering who you will use for all your event infrastructure and activities.

When engaging your suppliers, you will need to collect documents such as their Risk Assessments and Public Liability Insurance policy documents.

Try to make sure you are employing the services of reputable companies and you are meeting your responsibilities under Health and Safety as the Event organizer. It always pays to get the best service providers.

Consider the below:

- What kind of event infrastructure will you require? (Staging, barriers, toilets, sound and lighting, marquees)
- What activities, performers or artists do you want at the event?
- What food and drink suppliers will you be using?
- What security and stewarding requirements do you have?
- How will you manage the waste and recycling generated by the event?
- Who will supply these services and are they available on the day of your event?
- How much does it cost?

All this along with an outline plan of the program order of the event itself can be added to your event plan.

Section 3 - The Event Plan

Creating Your Event Management Plan

The Event Management Plan (or Event Manual) is the central document for all aspects of your event planning. This comprehensive document will outline the various aspects of your event, including all roles and responsibilities of the management team and suppliers working on the event. You should also include all associated documents like site plans, copies of insurance policies, risk assessments and licences etc.

It is recommended that you refer to the information within the Event Safety Guide, also known as the Health and Safety Executive 'Purple Guide' and refer to it whilst creating your event plans. This guide will give more detailed information, calculation tools and up to date references to current legislation and laws for public events in the UK.

For further information visit:

www.hse.gov.uk/event-safety/

Contact Sheet

At the start of your Event Management Plan, create a contact sheet for all people connected to your event. Your list may include contact details for:

- The Event Manager
- The Event Safety Officer
- Any other Organising Committee members
- Event Suppliers such as:

- Security & Stewarding Company
- Staging Company
- Food/Drink Suppliers
- Medical Providers
- Performers

Risk Assessments

All events organisers have a responsibility to thoroughly assess risks to help reduce or remove potential dangers to staff and attendees and the general public. You want everyone to attend your event to go home healthy and happy!

The HSE guide '5 Steps to Risk Assessment' identifies the following processes as those which lie at the heart of your event running safely:

- Step 1 Identify the hazards
- Step 2 Decide who might be harmed and how
- Step 3 Evaluate the risks and decide on precautions
- Step 4 Record your findings and implement them
- Step 5 Review your assessment and update if necessary

The guidance notes that it's important to not over complicate the process. Approaching Risk Assessment, especially for the first time, can seem overwhelming, but it doesn't need to be. Often risks can be easily identified and the necessary control measure easy to apply. Your Risk Assessment should also include those Assessments from your suppliers.

For further information on Risk Assessment, visit the Health & Safety Executive pages at this web address:

www.hse.gov.uk/pubns/indg163.pdf

Stewarding

The information gathered from your Risk Assessment will help you decide how many stewards are necessary to manage the attendees safely during the event. These findings will allow you to make sure you have enough stewards to manage the size of the event. These requirements will differ, depending on some of the following factors:

- What time is the event?
- Is the event indoors or outdoors?
- Is there alcohol on sale?
- What are the weather conditions?
- What entertainment are you having?
- Site layout

Smaller events may use volunteers as stewards. On larger events, it is the event manager's responsibility to ensure that all stewards employed on the event have received the correct training and have been given a written brief on their specific role. All stewards must also be easily identifiable.

Consider the following questions:

- Do you have enough staff to cover set up and de-rig of your event?
- Do you have enough staff to handle any unexpected incident?
- Do your staff know how to direct the public away from an emergency situation in a safe manner?
- Are your staff able to give correct information to the public at the event?

CRB (Criminal Records Bureau) Checks

If your event has activities for children within its program, then it is important that you have employed the services of reputable companies. As the event organiser it is your responsibility to check that all staff working with children are suitable to do so. This will give both you and your audience peace of mind.

If a company or person is directly taking responsibility for any children, then it is vital that the staff have been checked by the Criminal Records Bureau (CRB). The CRB acts as a single point for organisations to check police records and other information held by the Department of Health and the Department for Education and Skills. If you or your staff will be in direct contact with children or vulnerable adults at your event, we recommend that you complete a disclosure application form.

There are three levels of check currently available called Standard, Enhanced and Enhanced with list checks. The use of the Criminal Records Bureau will reduce the risk of abuse by ensuring that those who cannot work with children and vulnerable adults or are otherwise unsuitable.

For further information regarding CRB or to complete an application form, visit www.crb.gov.uk

Public Liability Insurance

Public Liability Insurance will protect you in the event of any unforeseen occurrence, which leads to a claim against you for personal injuries and loss or damage to property including hire equipment. It will be expected that you obtain PLI before your event commences and you should seek advice from a recognised insurance broker.

The minimum amount of Public Liability Insurance cover for Public Events on council land is **£5 million**.

Fire and Safety

Fire risk at your event should be part of your event Risk Assessment. You should make sure that the correct fire fighting equipment is available and the staff are trained in its use.

Further guidance is available from the North Yorks Fire Service or the Health and Safety Executive website.

Traffic Management

If you are considering holding an event on the Public Highway, then this may involve road closures, traffic management and vehicle restrictions. All traffic management proposals must be approved by the Selby Office of the North Yorkshire County Council (NYCC) Highways department. They will liaise with North Yorkshire Police if necessary. At a very early stage, NYCC must be provided with proof of the Public Liability Insurance, barrier & signage locations and accessibility issues as this may affect the public highway. Please ensure you seek advice from the Selby Highways Department at the

earliest possible stage of planning to allow provisions to be made.

Email area7.selby@northyorks.gov.uk for advice.

There is additional guidance and application forms here:

<http://www.northyorks.gov.uk/article/25133/Roads--events-and-street-parties>

Medical/ First Aid Provision

As part of the key planning of your event, appropriate Medical and First Aid provision should be provided at your event. You can obtain guidance from the Yorkshire Ambulance Service via the Selby Event Safety Group and voluntary groups such as the Red Cross, St. John Ambulance or one of the many private event medical companies. When planning your event, make sure you have made provision for emergency vehicle access and egress to and from your event site.

When thinking about medical provision for your event, you will also need to consider:

- Audience profile
- Venue and Location
- Expected Attendance
- Type of event
- Activities
- Weather

Toilet Provision

At outdoor events, the organiser will need to provide an appropriate number of toilets. As a general rule, you will need to provide 1 toilet per 150 anticipated people attending. This however will depend on the type of event you are planning.

Consideration should also be made for members of your audience with disabilities and accessible toilets should be located at your event. If in doubt, the supplier should be able to advise on requirement.

Barriers

Barriers fulfill different roles on an event and you should always make sure that the barriers you are using are appropriate for the use intended. Barriers can be used for queuing, security, to cordon off an area and prevent people climbing onto infrastructure and equipment. Your supplier should be able to advise you on your requirements and supply all appropriate safety documentation. They will also probably offer a service to erect your barrier requirement onsite. Barriers will also need to be erected in compliance with Health and Safety legislation.

Temporary Structures

Most events, regardless of their size, require the installation of some form of temporary structure. This might be anything from a basic podium to a marquee, stage, gantry or grandstand. Each temporary structure will require the appropriate safety documentation. This should be obtained from the company supplying the equipment and will include:

- A Risk Assessment and Method Statement
- Public Liability Insurance
- Health and Safety Policy (from each company)
- Certificate of Completed Work

Event Communications

An essential part of any successful event is effective communications. To ensure the event runs smoothly, all key staff such as event organisers, stewards and first aiders must communicate during the event. If your event is spread over a large public area, you might want to consider the use of two-way radios to keep in contact with other event staff. Communication to the public is as important as communication between event staff. In the event of an emergency requiring medical attention or full evacuation, an effective means of communication such as a Public Address system must be used and can form part of your emergency evacuation plan. For a smaller event, a loud hailer may be sufficient.

Signage

Adequate signage is crucial to any event and is key to giving important information to the public. Think about signage for:

- Car parks
- Meeting Points
- First Aid

- Emergency Entrance and Exits
- Directional Signage
- Dangerous areas

All temporary signage that is to be placed on the public highway requires specific permission from the Highways Authority. Please seek guidance from Selby District Council as soon as possible.

Accessibility Issues

You will need to consider the accessibility needs of disabled visitors whilst planning your event, particularly with your evacuation plan.

Welfare Facilities

All welfare facilities should be reviewed to make sure adequate provision has been made. It is a requirement that all regulations or laws are followed by the event organisers. Consider areas like toilets, food and drink, lighting and a lost children plan.

Music Licensing

A Performing Rights Society music licence is required by anyone intending to broadcast or perform any music in a public venue via any means (live, TV, Radio, DJ etc.)

The PRS is a non-profit making membership organization of songwriters, composers, authors and publishers of all styles of music. It is the event organisers responsibility to apply for a PRS licence.

Once obtained, the licence gives blanket coverage for the licence holder to broadcast all different forms of music, rather than needing individual clearance for each piece of music used.

For further information and an application form, visit www.prsformusic.com or telephone 0207 580 5544.

Section 4 - Your Event and the Environment

Consider the Environment

All environmental issues must be considered during the planning and delivery of your event. Take into account the needs and concerns of the local residents and consider the impact of noise, litter and additional traffic.

Communicate well with the local community before the event and let them know what is happening and what to expect. This allows people to raise any concerns about your event and reduce any fears they might have.

It is the event organisers responsibility to leave the event site in the same condition as it was before the event. If anything is damaged, you may be charged by the property or landowner for reinstatement.

Sustainability

In all areas of life we are trying to make positive changes to the way we manage our resources. Try to make your event as friendly to the environment as you can. Here are some suggestions:

Energy Management

Try to use renewable energy resources to power your event where possible. Many event suppliers will offer recycled bio-diesel to run event generators. There are also low energy options for event lighting and stage equipment now readily available.

Material and Product Use

We can dramatically reduce waste material by using recyclable or biodegradable packaging. These types of food and drink containers are readily available and can be thrown into food waste bins directly as they will decompose with the food waste. Ask your food and drink suppliers if they will supply them.

Check with concessions that they minimise all packaging and therefore waste they bring with them and that packaging and food waste is recycled whenever possible. Also ask them to remove their own waste as part of your agreement with them.

A sustainable event guide has been produced by the Department for Food and Rural Affairs (DEFRA) and is available from www.defra.gov.uk

Section 5 – Licensing

What licences does your event need?

As an event organiser you may be required to obtain different licences depending on the nature of your event and where the event takes place. If you are holding your event on Council premises, you will need to cover four main licensing objectives as part of your event management plan:

- Public Safety
- The Prevention of Crime and Disorder
- The Protection of Children from Harm
- The Prevention of Public Nuisance

If your event is in a non-council venue and does not have an appropriate Premises licence for your event's activities, you will need to apply for one as the event organiser.

If your event is serving alcohol, provision of public 'Regulated Entertainment' or late night refreshment (hot food or hot drink) then you will require an appropriate licence under provision of the Licensing Act 2003. Please allow enough time to obtain a Licence through Selby District Council before your event takes place.

'Regulated Entertainment' includes:

- Boxing or Wrestling Events
- Broadcast of Films
- Provision of dance or anything similar
- Provision of facilities for making music
- Performance of Plays
- Indoor Sporting Events
- Live or Recorded Music

If you are planning a smaller event (will not exceed 499 persons) and does not exceed 96 hours (four consecutive days) duration, you will be able to apply for a Temporary Events Notice (TEN). If your event exceeds 499 people, you must obtain a Premises Licence.

Please make contact with Selby District Council's Licensing department early on in your planning to establish if an application is required (Fees will apply)

Section 6 - The Event Safety Advisory Group

Who are the Event Safety Advisory Group?

The Event Safety Advisory Group (or ESAG) are a local group of people made up from representatives from the following agencies:

- North Yorkshire Police
- Yorkshire Ambulance Service / NHS Trust
- North Yorks Fire Service
- Health and Safety (SDC)
- Highways (SDC)
- Licensing (SDC)
- Environmental Health (SDC)
- Streetworks / Cleansing (SDC)

Other representatives from other departments and service providers may also attend and contribute if appropriate for certain events.

What will the Event Safety Advisory Group do?

In short, their role is to ensure that all public events in the area are planned and operated to meet the highest of standards of public safety.

The group meet regularly to assess the planning, operations and implications of events in the district. They will help and advise on the legal and management implications of your event to ensure public safety of all who attend and give piece of mind to event organisers. They are an advisory service only.

The Scope of the Event Safety Advisory Group

The Group covers all events held on council land. In addition, the Group will also advise on smaller events not on council land that are not covered by a Temporary Events Notice (TEN)

As a minimum, the Group will be comprised of the following:

- North Yorkshire Police
- Yorkshire Ambulance Service / NHS Trust
- North Yorks Fire Service
- Health and Safety (SDC)
- Highways (SDC)
- Licensing (SDC)
- Environmental Health (SDC)

The Group's key objectives are:

To promote good practice in welfare and safety planning for events.

To promote high levels of welfare and safety at events by giving advice and direction.

The Group will achieve this by:

- Offering advice on the planning of an event
- To ensure event organisers have taken the necessary measures to ensure the reasonable safety of the public
- Offer advice on Risk Assessments
- Keeping a record of meetings and publishing actions arising out of them
- Regular meetings as necessary

Useful Contacts

Selby District Council Event Safety Advisory Group
Civic Centre
Doncaster Road
Selby
North Yorkshire
YO8 9F

Tel: 01757 705101

Email: info@selby.gov.uk

www.selby.gov.uk

Useful Publications

The Event Safety Guide ISBN - 978 0 7176 2453 9

Published by the Health and Safety Executive

Guide to Safety at Sports Grounds ISBN - 13: 978 0 1170 2074 0

Published by the Stationery Office

Managing Crowds Safely ISBN - 0_11_882132.6

Published by the Health and Safety Executive

Five Steps to Risk Assessment ISBN - 978 0 7176 0440 5

Published by the Health and Safety Executive

Managing Health and Safety – Five Steps to Success ISBN 978 0 7176 2170 5

Published by the Health and Safety Executive

The Regulatory Reform (Fire Safety) Order 2005 ISBN 978 185 1128 235

Published by the Health and Safety Executive

Fire Risk Assessment Open Air Events ISBN 13: 978 1 85112 823 5

Published by HM Government

Sustainable Events Guide (DEFRA) DEFRA Sustainable Events Guide

Further information can also be obtained from:

The Health and Safety Executive website: www.hse.gov.uk

Event Checklist

- Identify scope, aims and objectives for your event
- Establish location, date and time
- Seek appropriate permissions and licences
- Commence Risk Assessment and continually review
- Identify public facility and welfare requirements
- Procure appropriate Public Liability Insurance
- Establish event roles and responsibilities
- Commence Event Plan
- Contact Selby District Event Safety Advisory Group
- Design and draw up site plan
- Create an Emergency Event Plan with communication planning
- Book site infrastructure (temporary structures) and check safety documents
- Event staff recruited
- Accessible access considered
- Parking arrangements considered
- All appropriate members of the public and authorities informed
- Signage in place
- Waste management plans put in place
- Inspections conducted and site signed off
- All event personnel briefed and in position