

Running a successful event

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There are numerous different reasons for why you may want to organise an event; you may want to raise money for a good cause, you may want to use an event to consult with your local community on an issue or it may be that your the main reason is simply to let people know about what you are doing and get more people involved.

The scale of events can vary from a fund-raising coffee morning or guided walk to a large-scale event that lasts for a whole weekend. Some people often complain that 'the health and safety brigade' have made it harder and harder for well meaning individuals and groups to run local and community events. Whilst it is true that some of the requirements on groups organising events have gotten stricter over the years we have to recognise that there are good reasons for this and that with a bit of simple planning most obstacles can be over come.

This information is intended to assist organisations in the planning and staging of local and community events. The information contained is only a brief outline but provides suggestions for where to get more detailed information for those that need it.

Anything where you invite members of the general public (either for a charge or free) is considered an event however some types of event will require a lot more planning than others and because no two events are the same. Types of events your group may want to do may include:

- Family fun days
- Guided walks
- Talks and presentations
- Planning and consultation events
- Community fairs and festivals
- Exhibitions
- Activity events (practical work days, litter picks, etc)
- Celebratory events
- Fundraisers
- Formal meetings

Event planning

Aims & objectives

You need to have a clear understanding, from the very start, of the overall aim and make sure that everyone else involved in organising the event understands this. Set objectives that are realistic, clear and agreed by all involved. Be sure to work out early on who your target audience is for your event? Is it the whole community? Be clear at this stage exactly what your event is e.g. fun day, consultation event etc. If you are not clear and in agreement with this you will all be working to different agendas and different goals.

Establishing a lead organisation

If your event is going to be run in partnership with other groups or organisations you will need to establish before you start planning the event who is the lead body or organisation. You will no doubt need to establish this anyway if you are applying for grant funding to run your event as most funders will require a single constituted organisation to deal with. It is also important to have an agreed lead body to insure the event and to apply for any necessary licences or permissions.

Who will take charge of planning your event?

Once you have established who your lead (and responsible) organisation will be, it is wise to delegate the detailed planning of your event to a sub group or sub-committee. Most full committees or groups are too big to deal with the finer details of event planning, especially if multiple partners are involved. Therefore it is recommended that you devolve this responsibility to a small group that can report back to the full committee or group on progress. Anywhere between three and seven people is about right for a sub-group.

Although it is not really necessary to appoint formal positions (chair, secretary etc) for your sub-group it is recommended that you allocate different tasks to each member so that everybody has a role to play and people know where responsibilities lie. Make use of the individual skills you have within your planning sub-group and play to your strengths; for example if one of you has experience of writing funding bids put them in charge of getting the funding or if one of you has good links with a local entertainers put them in charge of entertainment.

Establishing the basics

By now you should have your event aims and objectives clear and a group of committed people ready to take forward your ideas. At this point you need to be setting out what your event will be, what it will look like and other basics. You will need to consider the following:

- What type of event is it – Is it a formal event or an informal event? Are people required to book a place or change they just turn up at a designated time or even drop in when convenient? Are you looking at specifically inviting people or will it be an open invite? Are you looking to use the event to raise funds?
- Free or charged – There are pros and cons with both charging and having a free event. This choice is ultimately down to your group although there are certain factors that will influence your decision whether or not to charge for entrance to your event. There are some instances where charging an admission is unavoidable as you may need to cover some high costs that can not be covered by grant funding or donations. Sometimes event organisers place a nominal charge on events to give them a 'value' in the mind of potential attendees. Of course there are times when it is not appropriate for example if you are holding a consultation event to gather community opinions.
- Who is your target audience – Is there a particular age group or section of the community that you wish to attract? If so this will direct how you promote your event and you would be wise to recognise this early.
- What date / times are best suited – The most important thing to remember here is that whatever day / date / time you chose, it will not be perfect for everyone and you will just have to live with this fact. There are a few general pointers that you may want to consider though and as a general rule of thumb as long as you consider your target audience you should not go far wrong. There are times however when your target audience for your event may be the whole community, in which case weekends and weekday evenings (depending on the time of year) will be when most people are available will be the most accessible time.
- Event Venue - Make sure the venue you have chosen is adequate for the proposed event. Consider the suitability of the venue, licence restrictions, attendance numbers, the impact on the local community, access requirements, car parking and any existing hazards which may be on site. Choose a venue that has good access via public transport and that can be accessed easily on foot and by bicycle and for the disabled. Also consider if the venue is

right for your audience, make sure they already use it and is not somewhere that is unfamiliar or intimidating to them.

- Any entertainments – You need to discuss whether or not entertainment is required or desired. It may be that the main focus of your event is an entertainment performance or it may be that entertainment is provided as part of a wider package of events and activities. Obviously there are cost implications associated with hiring professional entertainment as well as certain licensing issues. You may want to see if you are able to use entertainers from within your own community who will usually be sympathetic to your cause and may lower their costs. When you book performers, issue a contract and make sure you understand and agree to the cancellation terms. Ask for a signed copy and make sure you agree what the artist will provide and what you are expected to have ready at the venue.
- Catering requirements – Are you serving food or drink at your event? Take a look at what you are planning and choose the correct catering provisions for the type of event it is. If you do not wish to provide food as part of your event you would be wise to not schedule your event during a mealtime. The length of your event is also important, the longer your event, the more your attendees will expect you to have provided catering arrangements.
- Alcohol – We will cover the licensing aspects of alcohol later. However if you wish to sell or alcohol, give it away or encourage people to bring their own you need to have a consistent policy on it. Obviously if you are including alcohol in your event you will need to make provision for it to be managed properly. This may include, having event stewards or inviting your local PCSOs along to police the event.
- What are the costs and how will they be covered – Right from the start of your planning wherever possible you need to be identifying your costs and more importantly how you intend to cover these costs. Bear in mind that if you intend to apply for small grants funding to cover your costs this can take as long as six months and nearly all funders will not pay for event or project that has already taken place. If your event is being run by a number of partners, why not ask for a financial contribution (no matter how small) from partners. Your other option is to cover costs through levying an entrance charge or by conducting a raffle or tombola on the day.
- VIPs – Sometimes a nice extra touch to your event can be to invite a local celebrity or VIP perhaps even to open your event. If you decide to invite a special guest or VIP then you will need to make sure you adequately plan for their presence. This will usually include ensuring that there is a designated person to meet and greet them on their arrival and ensuring that they are accompanied through out their visit. Special guests and VIPs should never be left on their own unless they have specifically requested. It is wise that you actually have something for your special guest / VIP to do such as cutting a ribbon or making a speech and mayors and politicians especially will welcome to opportunity to chat with the members of your community so you may wish to allow them chance to do this. Also make sure that you include details of any special guests / VIPs on all your publicity.

Initial feasibility & timings

Remember, the bigger your event the more lead up time you will need to plan. Never leave planning a public event until the last minute. There are legal obligations involved in running an event for the public and it is important that you are not acting negligently, this means that you must plan adequately and in good time.

Legalities & Permissions

Permission of the Landowner / Building

This may sound straight forward but in many cases but is actually something that is often overlooked by group organising community events. If you are holding your event in a community centre, church hall, school sports pitch it is common sense to ask for and gain permission to hold your event there however where many groups fall down is with organising events on landed that is deemed 'public' for example, a local park or the beach. Where land is deemed 'public' it is still actually the responsibility of a local authority and therefore any organised activity in this space needs permission from the relevant local authority.

Insurance

All events that are open to the public need public liability insurance in some shape or form. This is a complex area as it brings into play the question of where liabilities begin and end. First of all you need to be aware of all the possible things that could go wrong as it is these things that you will need to insure against – you can identify these through your risk assessment. For small events such as meetings it will probably be the case that the public liability insurance of the meeting venue will be adequate to cover any accidents however for anything of a larger scale where you are asking the general public to attend you will need public liability insurance. *Please note*, it is the lead organisation that will need to be insured as essentially the 'buck stops with them'!

There are a couple of options open to community groups when it comes to public liability insurance:

1. Insure your event on a bespoke basis, obtaining public liability insurance for each event you run individually. This may be a cheaper option if you are only running one or two events a year and will have the added benefit that you can deal with detailed specifics of your event with your insurer on a case by case basis allows for more comprehensive coverage.
2. Invest in an annual public liability insurance policy to cover all your ongoing community events. If you plan to deliver a number of public events then this is your best option. You can usually insure up to the limit of 3 or 5 million pounds however it is advised to go with 5 million. However make sure that your policy is quite comprehensive and discuss with your insurer what exactly the policy does and does not cover you for. You ideally want to be aiming for a policy that covers you for everything except negligence and criminality on your part. If you plan and risk assess your event properly then the only things that can possibly go wrong will be purely accidental.

Licences

The Licensing Act 2003 provides a system of Licences and Notices relating to licensable activities which are the sale of alcohol, entertainment such as music and dancing and late night refreshment. It will often be the case that your community event will require a licence and this will usually relate to the provision of entertainment. Licences are nothing to worry about and if you build in enough time during your planning to obtain relevant licences (usually only a Temporary Event Notice) then they needn't be anything to worry about and costs are usually minimal.

Many community groups and charities fall into the trap of thinking that they do not need various licences or that licences do not apply to them because they are a not for profit group.

Unfortunately the law does not distinguish between types of organisations and small community groups are not exempt.

What are licensable activities?

Under the Licensing Act 2003 the following activities are considered licensable activities and require a licence or notice.

- The sale of alcohol by retail
- The provision of regulated entertainment
- The provision of late night refreshment (*i.e. the provision of hot food or drink for consumption on or off premises between 11pm and 5am.*)

Which events do not need a licence?

Not every event or activity you run will need a licence. Quite often groups will purchase a Temporary Event Notice for every single public event or activity that they do and often over-cautious advice is given by local authority officers which results in the waste of time, energy and money in applying for licences that are not necessary. The following are events or activities that do not require a licence:

- Workshops or training
- Consultation events
- Public meetings
- Coffee mornings
- Various social gatherings (providing alcohol is not sold)
- Sporting activities where spectators are not involved
- Events that take place in a venue that has an existing entertainments / alcohol licence (subject to the terms and conditions of licence and agreement by the Designated Premises Supervisor)

What is regulated entertainment?

Regulated entertainment is entertainment or entertainment facilities at an event that:

- Members of the public can attend (irrespective as to whether an entrance fee is charged) or;
- Is a private event that is being held with a view to make a profit (e.g. an entry charge is made to guests at a private party unless the charge is only to cover the costs of the event). Making a profit includes raising funds for a charity.

The following are regulated entertainment if they are provided for the purpose of entertaining an audience:

- A performance of a play
- An exhibition of a film
- An indoor sporting event
- A boxing or wrestling entertainment (indoors or outdoors)
- A performance of live music
- Any playing of recorded music (except incidental)
- A performance of a dance

So, for example, a music event open to all members of the public that has recorded music playing does need permission but a keep fit class that has recorded music playing does not because the class does not have an audience.

Does an event with alcohol held in unlicensed premises (i.e. village hall) need permission?

If alcohol is being sold at an event, irrespective as to whether it is a public or private event, then sale of alcohol by retail is taking place and so needs permission. Examples of a sale of alcohol could be having a pay bar or selling tickets that permit the guest to have a meal with glass of wine included.

Does an event with entertainment such as music, dancing or a play, held in unlicensed premises (i.e. village hall) need permission?

If the event is a public event that anyone can attend and entertainment or entertainment facilities, as listed on page 1, is provided then yes permission is needed. If the event is a private party then permission is not needed unless the purpose of the event is to make a profit. Making a profit includes fund raising for charitable purposes but does not include making a charge to guests just to cover the cost of the party for example the hire of the room and food.

How are events effected?

Event organisers need to look at the events they propose to offer and decide if licensable activities are taking place. If licensable activities are taking place, an offence is being committed under the Licensing Act 2003 unless the event is authorised by a Premises Licence or a Temporary Event Notice.

Hidden Costs

A licence is required whenever a charge is made for the sale of alcohol. There are often times when groups believe they can get around obtaining an alcohol licence or Temporary Event Notice by providing alcohol free in exchange for the purchase of something else. Unfortunately this is not the case and is referred to as a 'hidden cost' and still requires a form of licence. For example, a paid ticketed event at a village hall includes a 'free' glass of wine. A licence would be required for this event as you have to purchase a ticket to get a glass of wine. If a member of the public could walk in get a glass of wine and leave again without purchasing a ticket or making a donation of any kind it would then be free.

Temporary Events Notice (TENs)

This is not an application for a licence but a notification by the event organiser advising The Licensing Authority that an event is going to be held. TENs can be used to authorise ad hoc events held in premises involving no more than 499 people at any one time. The premises user must, no later than *10 clear working days* before the day on which the event is to start, give copies of the notice to the local district/borough council and to the relevant chief officer of police. Anyone aged 18 or over who is not a Personal Licence holder can apply for a maximum of five TENs per year. Personal Licence holders can apply for up to 50 TENs per year. There must be a minimum of 24 hours between TENs submitted by the same person in respect of the same premises and each event covered by a TEN can last up to 96 hours. No more than twelve TENs can be given in respect of any particular premises in any years and no individual premises can have more than 15 days per year covered by TENs. So for example a TEN for a pantomime running for 3 days will use 1 of the 12 TENs permitted per year but will also use up 3 of the 15 days permitted per year. Provided that the criteria set out above are met, only the police can object to an event taking place under a TEN and only on crime prevention grounds. The fee for a TEN is £21 for each notice.

Street Collections

Any person who intends to either collect money or sell articles in aid of a charity or for other purposes in a street or public place to which the general public have access, requires a Permit from their local District or Borough Council as the Licensing Authority. 'Public place' means anywhere that the public has unrestricted access. This includes areas such as parks, car parks, shop frontages, public houses and shopping centres. If in doubt promoters should contact Licensing Services. There is no charge for a Street Collection Application. This may be relevant if your event is a fundraising event and you are collecting for a particular purpose or cause.

Small Society Lotteries

At your community event you may wish to hold a raffle, tombola or other chance based game to bring in funds or to contribute towards the costs of the event itself. Under the 2005 Gaming Act you do not require a licence to carry out these activities so long as:

- The 'lottery' (game) is one that is not promoted for private gain and which is incidental to a non-commercial event. An event is non-commercial if all the money raised at the event including entrance fees goes entirely to purposes that are not for private gain.
- The promoters of the lottery do not deduct more than the amount prescribed by the Secretary of State (£500) from the proceeds in respect of the cost of prizes or expenses, such as the cost of printing tickets, hire of equipment, irrespective of the actual cost. Any prizes that are donated are exempt.
- The lottery does not involve a rollover of prizes from one lottery to another.
- Tickets are sold at the premises during the event, and the result made public while the event takes place.

For further information on this contact your local district or borough council's licensing department.

Publicity

Whatever your event is, wherever it is and whatever its overall aims are it is highly likely that you will want people to attend. If your event is an open public event you will no doubt want as many people to attend as you can cope with or your venue allows! Therefore it is vital that you get your publicity just right so that everyone who needs to know about your event knows about it. In this section we shall look at a few publicity methods that you may want to try.

Poster – designing and distributing a poster to advertise your event is probably the most established form of event advertising and as long as you have someone within your organising group who has access to a computer with Microsoft Publisher (or Word for that matter) and a few basic computer skills the task should be fairly straight forward and relatively cheap. If you decide to design and distribute a poster to promote your event you should bear in mind the following:

- Keep it simple! – Don't overload your poster with text, keep the information to 'bite sized' statements informing your audience of the basics; date, time, venue, attractions and price.
- Place your poster in places where people will see them – It may sound simple but you need to display your posters in places with a large footfall. Remember that fly posting is illegal and therefore only display your posters in public notice boards or in places where you have consent of the owner. Many local shops will be more than happy to display posters for community events free of charge.
- Use different colour paper – this will help your poster stand out from all the other posters in the notice board or shop window that will probably be on white paper.
- Get your timings right! – this is vital, put your posters up too early and people will disregard them or get so used to seeing them that they no longer notice them. However put them up too close to the event and people may have already made other plans for that day. A sensible time to put your event posters up is around 4 weeks prior to your event; however remember to take them down afterwards.

Press release – You will find that local papers will usually be keen to support and publicise your event. They have a required amount of column inches to fill six days a week and often rely on local community groups to promote themselves and their events / projects. The easiest way to get your event publicised in the local paper is by writing a press release, unlike other forms of advertising this will be free as in essence you are doing most of the reporter's job for them. The

downside is that you have no control over whereabouts in the paper your article will appear or if it is edited at all.

Radio – From time to time the local radio may pick up on an event that you are promoting. If the local radio is interested in reporting on your event and therefore giving you extra publicity they will usually ask you to do one of two things:

1. **Conduct a recorded interview** – They will usually prefer you to come down to their studio for sound quality purposes but if need be they can record you over the telephone, preferably a landline. From the outset you should remember that the reporter is not out to give you a Jeremy Paxman style ‘grilling’, it is in their interests to make you feel as comfortable as possible. They want to make you sound good, they save the difficult questions for the politicians and the senior officers at the Council! In a recorded interview the reporter will usually start by asking you to state your name and your position in the group. They do this for their info purposes only so they know how to refer to you in the news piece they will be presenting on your event. They will then usually ask you a few basic questions about your event such as where and when it is, who you want to invite and what the purpose is. They will give you chance to say pretty much whatever you want to say and get your message across. They may ask some supplementary questions. *Remember*, it is a recorded interview so if you mess up or say the wrong thing you can ask the reporter to re-record that bit. *They will not broadcast your mistakes*. Also don’t worry about any pauses or ‘ums’ or ‘ers’ in your answers as reporters have sophisticated equipment that can edit them out!
2. **Conduct a live interview** – This can be a little more nerve-racking, however the same principles apply, the reporter is not in the business of trying to catch you out or make you sound foolish. Usually before a live interview the reporter will go through the questions he or she will ask before hand to make sure you are happy and comfortable with them and to ensure that nothing takes you by surprise. Ensure you turn up to the agreed interview location on time as radio producers work to a strict schedule and if you are late there may not be a chance to reschedule. Not everyone in your group will be comfortable with going on the radio and you should have a discussion amongst yourselves to make sure that the person who does the interview is comfortable to do it and that you also have an agreed group message that you want to get across. Even if the radio do not decide to broadcast an interview with you they may wish to promote your event on air via the presenter or to include on the news section of their website.

Social media – Over the past few years the rise of social media, primarily Facebook and Twitter, has given community groups new opportunities to publicise their activities and events. The good thing about social media is that it is instant and free. You may want to look at creating an event on Facebook and inviting all your ‘friends’ within your community. You can leave the group as an ‘open group’ but bear in mind you will be leaving aspects of your event open to comment and potential criticism. Having the event as closed and invite only (and going so far as to restrict comments) will give you more control over the content but will also be less democratic. Having a group Twitter account is also a good way to promote your event however you are limited to 140 characters and you need to get a few ‘followers’ under your belt to make it effective.

Word of Mouth – The oldest and arguably most effective form of publicity. Use your family, friends and contacts within your community. If you tell them about your event they will no doubt tell other people as well. Word spreads quite quickly amongst close knit communities and whilst this might not always be a good thing, it can be of use in getting information out about your event.

Health, safety & site management

As event organisers you will have a legal and moral duty to ensure the health, safety and welfare of any volunteers, contractors, performers and general public that attend your event. Although wise, having an insurance policy in place will not satisfy this responsibility. *Remember* having insurance does not prevent things from going wrong!

Writing a robust risk assessment

A risk assessment is the main document you will need when it comes to ensuring you have a safe and successful event. Your risk assessment will probably be one of the last tasks you complete for your community event as you will not be able to write it until you have all the different aspects of your event confirmed. That said however, you should not leave it until the day before as in some instances you may need to give a copy of your risk assessment to various third parties such as the Police or the Fire and Rescue Service. Anywhere between 7 and 3 days prior to your event date is about the right time to write your risk assessment. Your sub-group may want to allocate one or two individuals to carry out the risk assessment process. To write your risk assessment you will need to deconstruct every aspect of your event and identify everything that can go wrong, no matter how unlikely, and then you will need to outline how what you put in place will eliminate or minimise these risks. It may be necessary (and advisable) to conduct a site visit of your venue beforehand to help you visualise any risks or potential hazards. Ideally your risk assessment should include the following:

- Hazards identified – No matter how small or trivial you think a hazard is the fact that you are identifying it on your risk assessment and taking practical steps to mitigate against it will help your event run more safely, give you peace of mind and ultimately should provide a level of protection in the unlikely event of an accident.
- The persons at risk – This may be as simple as putting ‘everyone who attends’ however there may be some risks that will be more apparent for certain groups within your attendees than others. For example if you are holding an event at a site with a pond or lake the risk of falling into the water and drowning will be more apparent for children rather than adults.
- The level of risk – Although risks and potential hazards are difficult things to categorise you should ideally be aiming to initially categorise your identified hazards into low, medium and high. Once you have identified the level of risk this should make it easier to prioritise where you need to make the most intervention.
- The measures you will take to control the risk – Although accidents can and still do happen, it is in this section that you will outline the steps you will take to minimise your identified risks.
- Who will carry out the actions – You need to be clear on who is doing what and it is through your risk assessment that you can allocate appropriate tasks to appropriate individuals.
- The residual risk – This is the level of risk (low, medium or high) that you perceive the identified hazard to be once you have taken the appropriate measure to reduce risk. Ideally you want to be aiming for ‘low’ or at the very least ‘medium’.
- Finally – You need to have a section where the allocated tasks / actions can be signed off as completed. The important thing to remember is that a risk assessment is not a paper exercise and just writing one is not enough you have to carry out and put into action what you have said you will do in the document. A sample risk assessment is provided at the end of this handout for your guidance.

First aid

You should provide adequate numbers of qualified medical aid at the venue, however the level of first aid you provide will be determined by the size of your event – some smaller events will require no first aid cover. It is always advisable to consult with St John Ambulance or the Red Cross prior to your event as they will guide you on the appropriate level of provision needed. Some larger community events may need an ambulance on standby and this will have to be factored into your costs.

Your authorised first aiders must hold a recognised and up to date first aid certificate that has been awarded by St John Ambulance, British Red Cross or other recognised provider. First aiders must be equipped to perform their duties and have access to a facility from which to work. It is advised that you have a designated first aid area that is well signposted. Contact between the Event Manager and the first aid personnel must be maintained. The method depends on the size of the event and may be by radio or telephone if needed. Inform your first aiders before the event about any special hazards in your event so that they come prepared with the correct materials and knowledge.

Establish a plan for dealing with lost children or even people who become separated. Keep a note of lost children and only include a description of the child or parents name for security reasons. If no one responds after 30 minutes, notify the Police.

The first aider (s) should not have other duties at the event e.g. stewarding; because if they are administering first aid they will not be performing the other duties assigned to them. All medical personnel should carry identification during the event. In the event that there is a fatality the Police must be informed and full co-operation given – do not reveal the name of the deceased to anyone as this needs to be done by the Police.

Notifications

As event organisers it is your duty to inform the appropriate emergency services so that they can ensure they have adequate cover to respond to an emergency at your event in the unlikely event that one occurs. It is usually only for large scale open public events where this would be appropriate however and you have to use a bit of common sense, you do not need to notify the police, ambulance and fire brigade for a community coffee morning.

Food and drink

Are you serving food or drink at your event? If you are there are certain criteria that you must adhere to. With the provision of food and drink the main thing to remember is that it becomes a lot more complicated if you intend to sell food and drink. If you wish to sell food you must ensure that those that have prepared it hold an up to date food hygiene certificate and any kitchen used should conform to adequate hygiene standards. If you are selling food on a regular basis the local council's Environmental Health Department may wish to inspect your food preparation area.

Toilet provision

Again, this is common sense! However as event organisers you have a responsibility to ensure that there is appropriate toilet provision for your attendees. As a general rule of thumb you will need to ask yourself these questions:

- Is your event long enough to require toilet provision?
- Are they toilets available at your event venue, either within the venue itself or public toilets close by? Is it feasible for people to use their own toilets if needed? It may be that there is no other way round other than to provide a portaloos at your event. These days these can be provided fairly cheaply but you will still need to factor in the costs into your event budget.

Crowd management and stewarding

You will need to consider if your event requires stewards, again this will require a common sense approach based on the size and format of your event. The following advice is really only for large scale events of over 200 attendees.

All Stewards should be properly trained and competent, as they will need to be constantly on the lookout for hazards, which could develop during the event. A Senior Steward should be appointed to be responsible for managing all aspects of stewarding the event. It is important that Stewards can be easily recognised by the public and that they can effectively communicate with each other, their supervisor and the event manager. Stewards must be fully briefed on all aspects of the event including crowd control, safety requirements and emergency arrangements, most of which should be in your risk assessment. Written instructions, site plans and checklists should be provided. You must decide how many Stewards you need to look after the event. Remember to allow for people to look after car parking, access routes, entrances, exits and not just the obviously sensitive areas.

Make sure there are sufficient clearly marked exits and that they are not locked. Familiarise yourself with the venue and how it responds to the requirements for your event perimeter. At large events provide a staffed information point. Include a plan of the site showing where everything is and let people know the timing of various parts of your programme.

Consider how you will monitor and control the number of attendees at the event. What procedures are in place if too many people turn up? Again take a common sense approach to your crowd management, there is no point in going overboard when your event does not require it. If you are unsure of what you need in place contact the events officer at your local council who will be happy to advise.

Evaluation & after the event

You will want to make provisions to evaluate your event. This may be a requirement of your funders but it is also wise to collect evidence and photographs of your event as a permanent record or to use to help bring in support and funding for future events. You may want to use the following methods to evaluate your event:

- Brief evaluation form or card – You could ask your attendees to fill out an evaluation form/card at the end of the event. Try not to make this too onerous as people will have attended your event probably for enjoyment and do not want to get bogged down with your requests for paperwork.
- Produce a video diary of people's experiences at your event incorporating footage from your event along with people's views and reflections on their experiences at your event.
- Take photos – Although make sure you ask for people's permission (including parental permission in the case of children) before taking any photos.
- If possible and appropriate keep an attendance sheet with your attendee's details. This will provide direct evidence of numbers of people that attended as well as providing you with contact info to allow you to directly target these people for your next event.

Example event risk assessment

Event: The Big Lunch		Date of event: 18 July 2012		Venue: Dales Town Park		Organiser: Freda Bloggs	
Hazards Identified	Persons at risk (Public, organisers, etc.)	Risk – High, Med, Low (before control measures)	Measures to control the risk	Action to be taken by (Name)	Residual Risk – High, Med, Low	Date completed and signature	
Crowds	Public, organisers	Medium	Low Key event, event takes place in large, fully maintained public park. Stewards fully briefed on crowd control. Chairman and Friends of Park Group in attendance who have held many much larger events. No vehicles, pedestrian traffic only.		Low		
Lost children	Public	Medium	Family event – parents present, stewards and council staff on hand for reporting. PA system available for announcements.		Low		
First Aid	Public	Medium	Qualified First Aider on site (Park Ranger confirmed) for this event in addition to other Parks/Friends members used to dealing with emergencies.		Low		
Park Furniture, e.g. seating, litter bins	Public	Medium	Public park and furniture maintained by local Council.		Low		
Lake	Public	Medium	Shallow lake, maintained footpaths and edges. Attendants present (including parents).		Low		

Hazards Identified	Persons at risk (Public, organisers, etc.)	Risk – High, Med, Low (before control measures)	Measures to control the risk	Action to be taken by (Name)	Residual Risk – High, Med, Low	Date completed and signature
Fire	Public, organisers	Low - Medium	Event takes place in open air. No naked flames, cooking or accelerants will be present. Stewards would help to evacuate area and contact Fire Service.		Low	
Manual handling & equipment – chairs, tables, musical instruments, etc.	Public, organisers	Medium	Volunteers conversant with assembling low equipment - tables, chairs, instruments. Tables/chairs placed on level surface used for displaying food only. Musical instruments have carry cases for ease of transport		Low	
Food poisoning	Public	Medium	Most food expected to be fresh/uncooked. Other foods will be cooked off site and not require reheating. Good hygiene and food preparation practises have been advised .		Low	
Bites from ferrets/ ducks/geese	Public	Low	Ferrets appearing in ferret roulette are extremely well trained and will be under constant control and supervision of their owner. Council staff and Friends group volunteers will be vigilant to ensure members of the public are not engaging in risky activity with ducks / geese.		Low	