

Essential information for groups holding events

Planning

This resource is for VCSE's who are planning to hold an event on council owned land or greenspaces.

Guideline Information on what I need to think about when holding an event

First ensure that you have enough committed people to help with planning and managing.

- An Event Manager/Co-ordinator will lead, plan, prepare, schedule and co-ordinate the process.
- Will you need: Administrators, First Aiders, Fire Officers, Press/Photographers, Group Leaders, Caterers, Cleaners, Police/traffic Wardens, Mascots and IT Support.

What is the event for, the size and scale?

- Are invitations community wide or specific and do places need to be booked?
- Type of activities / resources needed.
- Should admission be charged?

Do multiple authorities need to be involved such as Fire and Police? If so:

- Contact your local authority, a Preliminary Safety Advisory Group will be arranged.
- If necessary followed by a Formal Safety Advisory Group (SAG) who will provide advice re anything else, identify concerns and suggest improvements: <http://www.hse.gov.uk/event-safety/safety-advisory-groups.htm>.

Licensing

- A temporary event notice will be needed if your event includes; music, alcohol, serving hot food / drink between 11pm and 5am, performance or wrestling. Exceptions may apply in some circumstances; your Local Authority can answer questions. For more information visit: <https://www.gov.uk/government/collections/alcohol-licensing-temporary-events-notice>

Will you require a formal agreement for event location?

- If you wish to hold the event on Rotherham council land; complete an 'Application To Hold An Event On Council Land Or The Highway' The application will need to be received up to 12 weeks in advance.

Road closures

- It is common and legal to close streets for social events and it is reasonable for you to expect the local highway authority to be helpful. Give the local council 4-6 weeks (times may vary) notice to plan around the closure.

Funding and budget

- Your event may be funded by reserves, a grant, through sponsors or a combination. Use total applicable funds to budget. Be realistic and compare costs, capacity and reliability before committing.

Marketing

- Consider audience. For best reach contact; Business associates by newsletter, younger people by social media or within schools, local community by newspapers and websites. Social media allows for a large variety of viewers although consider if internet posts will reach your intended audience e.g. sensory impairment or internet access.

Training opportunities

- Peer to peer learning when working with the team and other groups.
- Learn marketing / planning skills, first aid or take other relevant courses for the event.
- Chance to find information through the local authority or by researching.

The clear up afterwards

- This venue is likely one you have chosen. Keep a good rapport by leaving the location as found.

- Have a clean-up crew assigned prior to the event.

Evaluating your event

- Think of what you are trying to achieve and set SMART targets.
- If spreading awareness, how many attended and why? If fund raising did you meet the target and why?
- Did anyone think someone else does the same thing and was this a better or worse experience.
- Make observations – do people look like they are enjoying themselves / learning / donating?
- Watch the response on social media.
- Questionnaires are also useful to evaluate success; you may consider sending a survey monkey.

Applying to hold an event on council owned land

For event application guidance notes, visit the following website:

http://www.rotherham.gov.uk/download/downloads/id/880/guidance_for_event_applications.pdf

For an application to hold an event on council land or the highway visit the following website:

http://www.rotherham.gov.uk/download/downloads/id/889/apply_to_hold_an_event_on_council_land_or_the_highway.rtf

Applying to hold an event on green spaces

For online forms visit the Green Spaces section on your local authority website:

https://www.rotherham.gov.uk/forms/form/77/en/contact_green_spaces

Managing health, safety and risks

Please see our separate 'Essential information for groups holding events – Managing the risks' document.

Support

If you need other support to plan your event contact Voluntary Action Rotherham by email triage@varotherham.org.uk or telephone 01709 829821.

