

## Step 4: Create an Event Plan

Now that you have a good idea of what your event will be and who is going to attend, you are now ready to start creating an event plan. This is the longest section of this guide and you can use the template within the toolkit to help you.

The event plan will be an extremely useful tool for you to update as you go along including everything you have agreed as a team and any changes or issues that come up as your event progresses.

In your event plan, you can agree dates and deadlines and who is responsible for everything.

Have regular meetings to progress and update the plan and keep everyone up to date, clear about expectations, timing, challenges and opportunities.

Your event plan can be used to help you secure any approvals, licenses and permissions you might need to host your event too.

You can send your plan to the Tourism Team if you would like some feedback or you would like any further advice.

### TOP TIP

An event plan helps other organisations, such as the local authority or your funders, to better understand your plans and how you are progressing.

Here are some things for you to think about when completing your event plan:

## Venue

The nature of your event will help inform the type of venue you select. We are fortunate in Bridgend County Borough to be able to offer a range of venues. The Venues section on [www.BridgendBites.com/events](http://www.BridgendBites.com/events) can help you to identify somewhere that will work for you. Some of the issues to consider when looking at venues include:

- Location
- Budget
- Audience (venue capacity)
- Transport & parking
- Timing
- Permissions
- Restrictions
- Lay-out
- Availability

Once you've booked your venue, you can develop a site plan to show the layout. Prepare a sketch plan of the site, preferably to scale, showing the position of all the activities and attractions, circulation routes, access and exits. This drawing should be updated if your plans change and copies of the final version should be available at the event.

### TOP TIP

If you're hiring a venue, you may need to extend the hire time to allow for setting up on the day or night before, and clearing up afterwards.

## Stakeholders

Other people may be affected by your event, for example, transport providers, local shops or local interest or amenity groups. Other stakeholders would include everyone who needs to be involved in the organisation of the event or informed about it, and this is normally dependent upon the size and nature of the event.

People such as neighbours and local businesses may be adversely affected by the event, for example by noise, parking, litter and extra traffic. It's a good idea to let people know what will be happening, and listen to what they have to say.

There may be easy ways to avoid problems, and if you have a good Event Plan you can reassure people you are taking their views on board and will address their issues.

Think about ways in which your event can benefit local people and businesses too and consider approaching them to see if they would like to be involved.

## **Timing**

The choice of date for your event can have a major impact on its success. Careful consideration should be given to the range of risk factors involved in selecting the best date, for example:

**Nature of the event:** is it an outdoor event; does it need to be staged in a particular season; does it have to be in a particular venue, such as a town location?

**Weather:** what are the probable weather conditions at your preferred time of year; will inclement weather affect the event; are there contingency opportunities available?

**Target audience:** who are you hoping to attract to the event: is this more achievable if it is staged at a particular time of the year or time of the week?

**Diary clashes:** what else is happening at the chosen location/venue; is the event diary overly busy? It's worth talking to the Tourism Team to check what else is planned in the area at the time. You should also check to see if your event clashes with any similar events further afield that may also attract your target audience or participants. A good place to start is the events diaries managed by Visit Wales and BridgendBites.com.

**Complementary activity:** are there any complementary events or activities taking place at the same time that could assist your event? Could you work together for mutual benefits?

**Resources:** are other major events taking place at the same time that will impact on the resources required to stage your event?

**Other Factors:** don't forget to check out any other influencing or relevant issues, for example, road or building works planned in the vicinity at the same time as your event.

Start organising the event well in advance so that you can carry out your risk assessments and obtain specialist advice if necessary. The statutory agencies (Police, Fire, Ambulance, Local Authority and voluntary agencies) will also need to have time to fit your event into their programmes, especially during the summer months when many events take place.

You may also be in competition with other events for facility hire such as marquees and 'portaloos', so the sooner you book your requirements the sooner you can start planning the details.

Nothing can be guaranteed, and you should always have a contingency plan to cover uncertainties such as weather or transport disruptions.

## **Legal Issues**

Organising an event involves taking care of a variety of legal and licensing issues. Bridgend County Borough Council is responsible for dealing with licensing for different activities:

- Performing live music
- Recorded Music
- Dancing
- Performance of a play
- Exhibition or a film
- Indoor sporting events
- Retail sale and supply of alcohol
- Boxing or wrestling events
- Supplying hot food or drink after 11pm until 5am

Applicants for licences under the Licensing Act 2005 should contact Bridgend County Borough Council's Licensing department at an early stage for advice and to answer any queries that come up, as the Act is undergoing a number of changes.

Here are some of the basics in relation to licensing, but make sure you check with the relevant department for the most up-to-date information:

- If you wish to sell alcohol or provide regulated entertainment at your event and the event is likely to attract **less than 500 people** you will need to complete a Temporary Events Notice at a small fee.
- If your event will attract **500 people or more** then you will require a full Premises Licence. The cost of a licence depends on the rateable value of the site. There is a sliding scale of fees for large scale events.

Under the Licensing Act 2003, Regulated Entertainment is defined as any entertainment that is provided to members of the public, or a section of the public, or with a view of making a profit. This definition is likely to change and you are advised to contact the Licensing Team to discuss what type of activities you wish to stage.

The descriptions of entertainment are as follows:

- Performance of a Play - A performance by way of speech, singing or action. This includes mime, puppet theatre, theatrical reading, etc;

- An Exhibition of a Film - The exhibition of any moving picture, not including promotional or educational films or live broadcasts;
- An Indoor Sporting Event - Any sporting event which takes place inside a building and the spectators are accommodated inside that building;
- Boxing or Wrestling Entertainment - Any contest, exhibition or display of boxing and wrestling;
- Performance of Live Music and/or the Playing of Recorded Music - Includes vocal or instrumental music or any combination of the two; or
- Performance of Dance - Any performance of dance by way of routine or entertainment. This includes majorettes, belly dancers or stage dancers, it does not include people dancing along to music.

Bridgend County Borough Council offers one to one advice sessions to help you complete your application form.

Please note that the licensing process can take up to two months to complete and will involve consultation with agencies and the public.

#### Top Tip

For larger scale events it is advisable to get in touch as early as possible to discuss your licensing requirements plus enquiries in relation to street trading and charity collections.

### **Safety Plans**

Organisers have a legal responsibility for the health & safety of staff, helpers and the public whatever the size of the event. All events must comply with recognised safety standards. Legally you **must carry out a risk assessment** to identify possible hazards, check the risks and decide how you will minimise those risks. You then need a written record of how you will put your plans into action and this forms part of your safety plan.

## **a) Risk Assessment**

To meet the legal requirements you must carry out a risk assessment to:

- Identify all possible hazards (anything that could cause harm to anyone or anything);
- Identify who or what might be harmed, and how;
- Evaluate the risks (the likelihood and impact of something happening as a result of the identified hazard); and
- Decide on the precautions that you will take to minimise the risks.
- Record your findings in writing and implement them
- Review the risk assessment to make sure that the precautions taken are working and update if necessary

Be sure to inform others working on the site or at the venue about your risk assessment and management plans to make sure everyone understands any risks and how to prevent incidents occurring. You could have it as a regular item on the agenda of your team meetings, so that it can be checked and updated on a regular basis to accommodate changes.

It's a good idea to re-visit your Risk Assessment on the day before your event begins to make sure it's still valid.

The Health and Safety Executive has put together some helpful information on the legal and safety implications of running an event. Visit [www.hse.gov.uk/event-safety/running.htm](http://www.hse.gov.uk/event-safety/running.htm) for further details.

## **b) Contingency Plan**

Think about what might go wrong on the day and plan ahead to deal with each potential situation. It does not need to be complicated: the shorter and simpler, the better. Set out in a clear statement:

- The action to be carried out if these emergencies happen
- Who is to take that action
- How you will let the right people know what is happening.
- At what stage during an incident control will be passed to the emergency services.

Some things to think about might include:

- Who's responsible
- Public / Community Safety
- Barriers, staging & structures
- Areas off-limits to the public
- Fire fighting
- Staff safety
- Food safety
- Drinking water provision
- First Aid/Illness
- After the event
  
- PAT tested electrical equipment
- Risk assessment and risk management
- Records, and keeping the risk assessment up-to-date as the event develops
- Security
- Accidents
- Overcrowding

### **c) First Aid**

Whatever the size of your event, it is essential you provide first aid facilities. Contract a professional first aid group such as the Red Cross or St John Ambulance. All first-aiders should be easily contactable during the event by radios or mobile phones.

Make sure the first aid tent at your event is well sign-posted. For summer events, some of the most common first aid issues will be from the hot, sunny weather – sun stroke, dehydration, sun burn, fainting, etc.

#### **TOP TIP**

The **Bridgend Events Safety Advisory Group (ESAG)** will support and advise event organisers on safety issues for any public events happening within the Bridgend County Borough area and you may be asked to come in and speak with them.

### **Insurance**

Organising the appropriate insurance for your event is essential. Aim to confirm your insurance around 2-3 months before the event and no later than a month before. Check what is expected in terms of insurance by all funding partners and seek legal advice if you are still unsure.

When you have accepted a quote and received your policies, read them carefully, making sure nothing has been omitted that you thought you were covered for. If anything changes, you must tell your insurer immediately.

Your policy is likely to include a range of cover, for example:

**Public Liability:** to cover you in the event that your negligence as an event organiser causes death or injury or damage to a person's property. The amount of insurance that you should purchase will depend on the number of people that could be injured at one time by your activities and the potential seriousness of those injuries. It is recommended that you cover your event for a minimum of £2 million, but remember that in many instances a greater level of cover may be needed. If in doubt you should seek professional advice. If you don't have this cover any claim and the associated legal costs could be made against all the organisers and their private finances. If you use contractors, check that they also have their own public liability insurance.

**Employers Liability:** If you are an employer you will need Employers Liability Insurance unless you are exempt under the Employers Liability (Compulsory Insurance) Act. The minimum level of cover is £5,000,000 though most Insurers offer £10,000,000 as standard. The level of cover and premium will depend on the number of staff, payroll and duties.

**Event Equipment and Property Cover:** when you hire equipment for an event, it is likely that insurance is not included in the hire charge (always check with suppliers). Make sure that your insurer knows what use the equipment will be put to and where it will be kept.

**Cancellation & Abandonment Insurance:** this covers you for cancellation or abandonment of the event due to situations beyond your control.

## Equipment

The types of amenities your event will need depend on what sort of audience your event will attract. For example, an audience that includes older people may require extra chairs, one

that includes young children will need a lost and found area, and all events need access for people with disabilities and wheelchair-friendly viewing points.

Before you contact suppliers for any equipment or services for your event, you should be familiar with the key details about the event, such as, date, time, venue and if possible, the programme. The supplier or service provider will then have a greater understanding of your event and will be able to provide realistic hire costs and some advice. They often have invaluable experience through years of supplying events.

If you are negotiating the cost of the service or equipment, know the price range in which you are prepared to negotiate. This will require you to make a few enquiries beforehand. If quoted a high fee that the supplier won't reduce, make sure you get the service promised, and therefore, value for money – for example, marquees set up and taken down for you as part of the cost.

Once you have reached an agreement, write a letter of confirmation setting out the conditions and outline all the tasks you are expecting – date, place and time of delivery and set up – and the method of payment. When you have a running sheet of the event, send it through to your supplier. Do not leave negotiations and agreements at a verbal level.

### **Don't forget...**

**Professional contractors:** Once you've identified what needs to be done you may need to take on contractors, such as electricians, waste contractors or marketing support. It helps to support the local economy if local businesses are recruited, and you will need to have a formal contract in place.

**Tents and Marquees:** Shelter from the weather is very important for outdoor events. Check if there are any consent requirements for erecting tents and marquees.

**Toilets:** Make sure you have enough toilet facilities at your venue or site, either within the building or outside. You may need to set up portable toilets to add to any existing facilities and they must be serviced during the event. You will also need to consider supplying a toilet with disabled access.

**Waste Management:** You need to manage the waste at your event. By reducing, reusing and recycling, event organisers can not only minimise the waste generated at events, but also enhance the image of their events.

**Technical Equipment and Services:** sound, lighting, stage and audio visual

technical equipment can be hired from commercial hire companies. Professional and amateur performers will have specific sound, lighting and stage requirements. Find out what these are as they will have an impact on your budget and the way your event runs.

To make sure performers' needs are known and catered for:

- Create a technical requirements form for all acts to complete before the event, which you can then give to the technical contractor and stage manager. This is called a "Technical Rider".
- For bigger events hold a meeting with all your performers or a representative, stage manager and sound engineers. The technical contractor can then discuss with performers their particular needs before the event and identify any potential challenges.
- Develop a stage layout plan, showing where the sound equipment is located on stage.
- Have an accurate and detailed 'run-of-show' and provide a hard copy to all technical support staff.
- Appoint an experienced stage manager and stage hands.

The right public address systems, microphones, speakers, stage lighting, staging, screens, projectors and other technical equipment can make or break an event. Some have failed because the audience have not been able to clearly see or hear the main attraction.

This is an area where it generally pays to invest in a professional – for hiring the right equipment as well as providing expertise in setting it up and operating.

**Public Address (PA) System and Power Supply:** Discuss the needs of your event with your PA supplier. The easiest and safest way to take care of the PA is to hire a sound engineer to assemble and run the PA on the day. Provide a technical rider which details the event's requirements.

Most PA systems can be powered off a domestic power outlet, 15 amps. If you are running an average sized PA system and one or two extra lights, a domestic power supply will be adequate. However, your power requirements may be greater than this and you will need a 'three phase' power source to operate safely. Three phase outlets enable you to use industrial amounts of power. Check with your PA system supplier as to the type and amount of power required, and check with the venue as to whether three-phase power is available.

**You must use a registered electrician to make power connections at your event.**

**Communication:** If your event involves a number of activities and is spread out over a large area, you need to have some form of communication system so that event team members and helpers can get in touch with each other quickly and efficiently. Radio transmitter systems are available for hire or to buy.

**Tables and Seating:** Tables, chairs and other forms of seating, staging and risers can be hired. If you wish to provide tiered or terraced seating for spectator viewing, you can find it by searching for providers of scaffolding.

## **Parking**

Generally, parking restrictions will not be lifted to provide free parking for the public to attend your event – you need to make provisions for them. Think about:

- Approaching local schools, churches and halls;
- Using local parking buildings;
- Promoting park and ride options;
- Putting on a charter bus service;
- Parking for event employees, participants and volunteers; and
- Access to disabled parking.

If you are having difficulty securing parking for your event, contact Bridgend County Borough Council with the details of dates, numbers of vehicles involved and areas involved. They may be able to help you.

## **Security and Crowd Control**

Never underestimate the need for security, especially at large events where there are large numbers of people and if you are handling a lot of money. You may also need security while setting up equipment, staging or marquees, especially when these are left overnight before or after the event.

Security can also be necessary to provide the safe control of big crowds at an event. Different levels of crowd control will be required depending on the location, time and nature of your event. For example, if your event is in a public space you need a high level of security and crowd control to ensure public safety.

Hire a professional security company with a good reputation and record. Security companies can provide services for cash handling, bag checks, crowd control etc. Make sure you give

clear instructions to your chosen company and that they understand your specific requirements. Be sure to tell the Police you are planning an event, this can be done via the Event Safety Advisory Group.

## **Signage**

Signage plays a crucial role in informing people about everything that is happening at your event, and where it is happening. Signage should be used at your event to indicate:

- Map of event including your information point.
- Toilets, first aid, lost and found (children and personal belongings).
- Rubbish and recycling bin locations.
- Entrances and exits, car parking, fire and emergency exits.
- Food stalls.

High quality signage that can be re-used for future events can be a good investment. You may require consent for signage used either at your event or to advertise your event.

## **Food and Beverages**

You may want to consider providing catering for spectators or participants in your event. You will need to allow space for the caterers/food stalls to come in to set up as well as room to operate. Ask any potential caterer about their food safety practices as you don't want your event ruined by poor food handling practices. You may also need to cater for your workers and performers. Try organising a deal with the catering vendors using meal tickets, and make sure you provide a separate area for the performers to eat.

When bringing in caterers or mobile traders you should check with the appropriate local authority that they are registered for food safety.

It is also advisable for anyone arranging events to check the Food Hygiene Rating that has been given to a trader. The higher the rating the more confident you can be that food is being prepared safely - under the scheme a score of 3 indicates a business is “Generally satisfactory”, a score of 4 indicates they are “Good” and a 5 means they are “Very Good”.

These checks can be done quickly online via the Food Standards Agency website at <http://ratings.food.gov.uk/>

**TOP TIP**

Once you have agreed the date, make sure that you inform everyone who will be able to help you deliver the event, including all key stakeholders.