

Community Event Guide

'Supporting Communities
to Celebrate'



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Community Events Guide

'Supporting Communities to Celebrate'

Introduction

Since 2009 the number of community groups and volunteers delivering successful community events in Fenland has increased. There is an event taking place somewhere in Fenland almost every week. Events can be of different sizes, take place for different reasons and are arranged by different age groups and communities.

It is thanks to volunteers that communities get together to celebrate, to take pride in where they live, to build cohesion and support the local economy. There is clear commitment from many volunteers to develop a wider variety of activities than ever before.

Community events can meet a range of objectives including fund raising, local entertainment, economic development, celebration, cohesion, sport, development of local arts and crafts or to mark an anniversary or historic event.

These events are an important part of our communities' wellbeing and economic success and as such the Council, it's Councillors and Officers, wish to support these events and their delivery.

Scope

This document sets out some initial steps for anyone wanting to organise a successful community event. It includes tips for making the most of your resources, how to raise funds and manage your accounts and most importantly how to create a fun and successful event for everyone.

Fenland Council is able to offer some support for community groups wishing to set up and run events. This document sets out what the Council can do to help, what is free or chargeable, how to book services and find out what they cost.

This document also includes information about running your event safely and how and where you need to go to apply for various permissions.

This policy applies to all community events taking place within the Fenland area including events on or off Council owned land and facilities. You will find a list of useful contacts on pages 10 and 12.

We hope you find this document useful, if you wish to comment on how we can make it even better please contact Fenland Council using one of the following options:

www.fenland.gov.uk
events@fenland.gov.uk
Telephone 01354 654321

1. Forming a Committee

The first step to a successful event is forming a committee. This will allow your dedicated group to plan ahead and divide up tasks and responsibilities. An event will only be successful with community backing so gauging the audience is important too.

Successful events tend to have committees made up of a wide range of people and organisations. For example local people, local businesses, tenants' associations, schools, Church groups and community groups.

In order to apply for grant funding or sponsorship generally a group needs to have a formal set of rules or constitution. This will include electing a Chairperson, Treasurer and Secretary and opening a bank or building society account. Often applying for charitable status provides more opportunities. For more information on applying for charitable status see: www.gov.uk/guidance/how-to-set-up-a-charity

Many community organisations within Cambridgeshire have chosen to become members of Cambridge Council for Voluntary Services and have benefited from advice which can be tailored to their needs.

The range of support offered through this service is significant and includes information and training on topics such as; budgeting, safeguarding issues, health and safety, securing funding, working with the media and much more.

Understanding the skills within your group will help with event planning and will ensure you are able to assign roles relevant to skills and experience.

In particular appointing a competent event safety manager is always important as you will need someone to assess risks, liaise with other people and agencies and to be responsible for safety on the day. You will also benefit from a Committee Chair, Secretary and Treasurer. These are key roles to the smooth running of the group. Previous experience of these roles is of benefit but not essential. Accessing the right financial training and understanding is important.



2. Accessing Resources and Finance

Volunteers are a valuable resource as are facilities, equipment, materials and refreshments. You may wish to contact local branches of multinational businesses who can often contribute from a local sponsorship fund in response to some simple publicity for them.

Local Village Halls can be a useful hub for your event, offering power and toilet facilities for your volunteers. Local businesses may offer food and refreshments for your volunteers.

Giving food vouchers to volunteers is an excellent and simple written thank you for their time.

For constituted community groups there are many private grant funds available depending on the focus of your event.

There are many small grant funding streams available to community groups. You could start searching here: www.grantfinder.co.uk for those relevant to your group or event. Self-financing is always an option. For example charging stallholders to hire a pitch. Charging businesses for advertising in your event brochure and asking for donations or charging an entry fee are all good income streams which can be put towards next year's event.

3. Organising an Event

Once your committee are signed up and motivated and you have your budget agreed you are finally ready to organise your event.

Most committees follow a similar process each year in organising their event:

- Generate ideas and priorities - what are you trying to achieve and why?
- Set a draft programme - are you having games, performers, acts, stalls?
- Review feedback from previous events - what worked, what didn't?
- Publicity - how and where are we going to publicise the event?
- Assign roles - who is doing what and by when?
- How will you recruit stewards and helpers on the day of the event?
- Do you have experienced Event and Stage Managers to ensure the smooth running of the event on the day.
- When will the event take place? Make sure there are no conflicting local events.
- What and how much First Aid cover is required?
- Will you be sending out contracts?
- What will you do if you have to cancel the event?
- What procedures are in place for receiving and paying out money?

Once you have your outline plan you can start to put actions into place. You will no doubt find a meeting every few weeks to months is necessary to keep momentum going.

4. Agency Support and Training

Support

Within Cambridgeshire there is a wide support mechanism in place for event organisers. This means all community groups are able to access up to date and helpful advice about relevant permissions, services and safety considerations. It also means event organisers will get to know what else is happening in their local area so they can join forces or plan accordingly.

In Cambridgeshire and Fenland this group is called the Safety Advisory Group, known as SAG. The SAG is a group of public sector organisations who meet regularly and work together to provide support, advice and guidance to event organisers.

The Fenland SAG has been established to promote and support the safe management of events within the Fenland District area and all event organisers are asked to register their event with the Fenland SAG.

The SAG will consider plans presented by the organisers on the content and structure of the safety elements of the event.

Experience has shown that early consultation with professionals can significantly increase safety and speed the planning process resulting in a very well organised and successful event.

The Fenland SAG includes the following organisations:-

- Fenland District Council
- Cambridgeshire County Council
- Cambridgeshire Police
- East Anglian Ambulance Service (NHS)
- Cambridgeshire Fire & Rescue Service

Who	Topics they can advise on
Fenland District Council	Food Hygiene, Licencing, Health and Safety
Cambridgeshire County Council	Traffic management, Major incidents
Cambridgeshire Police	Crime and disorder, Public Safety
East Anglian Ambulance Service (NHS)	Medical provision
Cambridgeshire Fire and Rescue Service	Fire safety

In addition the SAG may include representatives from:-

- Event organisers - including National and International Bodies
- Venue Owners
- Transport Operators
- Trading Standards
- Public Open Spaces
- Security and stewards representatives
- Voluntary Groups, the military and other service providers.

The SAG can assist in providing a 'one stop' approach to communication with the all the agencies that are likely to be involved in the planning, management or response to an emergency.

Members of the SAG meet at least once a quarter and often invite event organisers to their meetings to discuss plans.

Training

Apart from providing specific information about events being planned the SAG members also provide a range of workshops and information sessions throughout the calendar year. The sort of workshops include;

- submitting an event management plan,
- understanding the road closure application process and road closure management requirements,
- undertaking risk assessments / food hygiene requirements and;
- first aid provision.

In order to find out what is happening currently please contact Fenland Council or look on the council's website: www.fenland.gov.uk

Guidance

There is plenty of guidance available on the internet for organising safe events however it is common for event organisers to subscribe to a publication known as 'The Purple Guide to Health, Safety and Welfare and Music and Other Events.' www.thepurpleguide.co.uk

The guide is written by the Events Industry Forum in consultation with the UK events industry and provides a depth of knowledge and information about all safety issues as events of any scale, although it is focussed on larger events with more than 500 people attending. The guide aims to help event organisers ensure their event runs smoothly. It includes information about safe working, crowd safety, event safety, welfare provisions, insurance and training.

Other safety information can be found on the Health and Safety Executive's website www.hse.gov.uk or by contacting your local environmental health service. www.fenland.gov.uk

The Council's Environmental Health service has also developed useful guidance for charitable and non-commercial groups regarding regulatory requirements and checks which you may find useful.

5. What can the Council do to help?

Fenland Council provides many services and community facilities which can add to your event success. For example there are facilities and open spaces available for hire and services such as waste removal which can be offered.

For non-chargeable events in Council owned parks we can deliver waste receptacles, collect and dispose of the waste. All we ask is that you complete your own litter picking and present the bins for collection.

For chargeable events there is a small fee for collection and disposal of waste. Again we would ask you complete your own litter picking and present the bins for collection.

We will offer advice with our Safety Advisory Partners but you may also contact us directly. We can offer advice for free at any time.

Unfortunately we cannot allow community groups to use licenses held by the Council due to regulatory requirements. Each community group will need to identify if a licence is required and make the relevant application. For more information see page 8 'permissions'.

Fees and charges are reviewed each year. There are price reductions for community groups and charities. See our website or contact events@fenland.gov.uk for current prices.

6. Permissions

Certain types of activities will require different types of permission or licence. For example selling alcohol, running certain types of raffle, arranging the performance of live music or closing a road.

This section sets out what you may need to seek permission for and what does not require permission.

There are usually fees associated with any application; these vary according the type of permission you are applying for.

Contact details for the agencies and organisations involved are at the back of this publication, as is a list of chargeable permits and approvals.

Licences for regulated entertainment

Regulated entertainment is where the entertainment takes place in the presence of an audience and is provided for the purpose of entertaining that audience. Some descriptions of entertainment include; performance of a play, showing a film, indoor sports, live music and / or dance performances.

Putting on this type of entertainment may require a licence.

Temporary Event Notice's

Licensing laws do recognise that not everyone needs a licence for the whole year. In fact most community groups will want 'one off' licences which last for the duration of their event. This is where a temporary event notice (TEN) is very helpful.

The TEN can be applied for by someone running an event lasting for no more than 7 days. It also has to be an event with fewer than 500 people attending. If your event is expected to attract more than 500 guests or visitors then a TEN is not appropriate and you may need a full licence.

The sort of activities the TEN covers include; selling alcohol, providing entertainment (including music, dancing or indoor sporting events) or serving hot food or drink between 11pm and 5am.

As an event organiser you can apply for a number of TEN's each year.

Raffles and Small Society Lotteries Licence

Small charity raffles and lotteries that are not for private or commercial gain (such as school fetes) do not require a licence but should be registered with the Council.

Please note If proceeds from a lottery exceed £20,000 then the Gambling Commission should be contacted.

Street Collections

If you are planning a street collection then a permit is required. This is available from the Council. The purpose of the permit is to ensure collectors are properly authorised and that, money is collected in a secure way and the total proceeds collected are properly accounted for.

It is Council policy to only allow one collection per week in the same area, therefore demand is high.

Road Closures

If your event is taking place in a town centre, near to a highway or your event may impact on the highway, you may be considering an application to close a section of the road for a period of time or to have traffic management in place. Road closures are a sensible way to ensure safety of the public by limiting traffic movements. They are very popular with community groups however there is an application process and road closure management

requirements to consider. There are a vast amount of events on the highway and each application is assessed case by case. If the event could be facilitated off the highway, it is highly encouraged to take this option and not all applications submitted are approved on this basis.

For charitable groups there is no charge for an application however it is compulsory to employ trained experts to manage the road closure on your behalf. In addition to this, an application must be submitted to the ihmc@cambridgeshire.gov.uk at least 12 weeks prior to the event.

Performing Rights Society (PRS Licence)

The playing of music at events is considered a public performance. This can include the playing of music for customers or staff through radio, TV, CD, MP3 or computer speakers, or at live events. If you have a music licence you are already approved to perform this music. Phonographic Performance LTD Licence (PPL Licence)

PPL is different from PRS for Music. In most instances of recorded music being played in public, a music license is required and sometimes a PRS license.

PPL however collects and distributes license fees for the use of recorded music on behalf of music companies and performers, while PRS for Music collects and distributes for the use of musical compositions and lyrics on behalf of songwriters, composers and publishers.

If you are playing recorded music or music videos in public - including radio or TV - you will almost certainly be legally required to have a PPL licence.

Insurance

The running of any community event comes with risks and issues. Proper insurance is the best way to feel confident you are covered for all eventualities.

Public Liability Insurance is a requirement for anyone running an event. If you intend to apply to use someone else's land they will most likely want to see your insurance cover.



7. Who to contact

Type of permission	Who	Fee?
Entertainment Licence	Fenland District Council www.fenland.gov.uk 01354 654321 licencing@fenland.gov.uk	Yes
Temporary Event		Yes
Lottery or raffle		No
Street Collections		No
Event management advice (Safety Advisory Group)	Fenland District Council www.fenland.gov.uk 01354 654321 licencing@fenland.gov.uk	No
Hire of Council facilities or services	Fenland District Council www.fenland.gov.uk 01354 654321 events@fenland.gov.uk	Yes
Tourism Services	Fenland District Council www.fenland.gov.uk www.visitcambridgeshirefens.org tourism@fenland.gov.uk 01354 654321	No
Road Closure	Cambridgeshire County Council www.cambridgeshire.gov.uk and click on 'traffic and roads' 0345 045 5200	Yes
Performing rights licence	Performing Rights Society www.prs.co.uk 0800 0684828	Yes
Phonographic Performance Ltd Licence	applications@ppluk.com 020 7534 1070 General enquiries (Open 9am-6pm) info@ppluk.com 020 7534 1000 1 Upper James Street, London, W1F 9DE	
Commercial Lottery	Gambling Commission www.gamblingcommission.gov.uk info@gamblingcommission.gov.uk Telephone: 0121 230 6666	Yes

8. Success and publicity

Having planned your event you will no doubt want to spread the word and invite as many people as possible. Here are some tips to ensure a well-attended but resource efficient event.

- Use e-flyers as much as possible to reduce paper. Where paper is used try to use recycled paper.
- Create your own website, facebook and twitter account. Its free publicity.
- Ask permission before putting up posters or signs, this way they will be returned to you for future use and won't end up as litter.
- Provide contact details and telephone numbers before and during the event so any queries can be dealt with.
- Credit your sponsors on your publicity material, that way they will support you again.
- Send out details of your event to tourist service contacts such as Cambridgeshire Fens for wider publicity.

Good luck with your event!



9. Useful Contacts

Fenland District Council

www.fenland.gov.uk
events@fenland.gov.uk
01354 654321

Cambridgeshire County Council

www.cambridgeshire.gov.uk
0345 045 5200

Cambridgeshire Police

www.cambs.police.uk
101

HSE

www.HSE.gov.uk

Performing Rights Society

www.PRS.co.uk
0800 0684828

Phonographic Performance Ltd Licence

applications@ppluk.com
020 7534 1070
General enquiries (Open 9am-6pm)
info@ppluk.com
020 7534 1000
1 Upper James Street, London, W1F 9DE

Gambling Commission

www.gamblingcommission.gov.uk
info@gamblingcommission.gov.uk
Telephone: 0121 230 6666

Cambridgeshire Tourism Partnership

www.visitcambridgeshirefens.org





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