



Causeway
Coast & Glens
Borough Council

EVENT MANAGEMENT

A Guide for the Planning and Organisation of
Community Festivals & other Events



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Event Management

A Guide for the Planning and Organisation Community Festivals & other Events

1.0 Introduction

On a global basis there is an unprecedented interest in festivals and events – at international and national level, in cities and towns, in villages, rural and coastal areas and within local communities. Everyone wants to celebrate their particular form of culture, tradition, difference or similarity with others. Festivals can help to promote a destination or highlight an historic occasion, cultural or heritage significance.

Although festivals and events vary enormously in type and form, the planning process, management issues and considerations are often surprisingly similar. With today's audiences expecting high quality entertainment, production and a support service, creating that memorable event, for all the right reasons, is no easy task!

There are numerous types of festivals in the world. Though many have religious origins, others involve seasonal change or have cultural significance. Certain institutions also celebrate their own festival (often called "fests") to mark significant occasions in their history.

Festivals usually take the form of a `theme' or `common' area of interest and can be based around many topics, such as: -

Arts	Comedy	Film
Beer	Cultural	Folk
Celebration	Harvest	Food
Renaissance	Literary	Mela
Music	Religious	Rock
Science	Sport	Storytelling
Theatre	Wine	Winter

Perhaps if you take a moment you can relate to a number of events and festivals that are held on an annual basis and in established locations. From a Northern Ireland perspective we may relate to the annual North West 200, the Balmoral Show, Halloween celebrations or the SuperCupNI annual Soccer Competition. Whatever your reason in wanting to organise a festival, for or within your local community there are a number of key areas to be considered and issues addressed.

This `Guide to Good Practice' has been written to provide a source of reference for those planning and organising community festivals and other events and is a general guide, which should be of assistance to the first time organiser or an experienced practitioner alike. The guide and its contents should be used when planning either an indoor or outdoor event or festival, but it would be evident that organising or holding an event in an established and recognised venue does reduce problems and services/equipment requirements.

2.0 A definition of an event or festival

From literature there is no universally accepted definition of an event or festival and there are a range of definitions offered as to what an event or festival is. The dictionary describes the word *festival* as being:

A time marked by special celebration – Feast – periodic programme or season of cultural events or entertainment.

Causeway Coast & Glens Borough Council has stated that:

A community Festival is a series of events with a common theme and delivered within a defined time period. It is a festival, which has developed from within a community and should celebrate and positively promote what the community represents.

The definition we offer for an event is as follows:

'An event is a more than normal occurrence which may be of international, national, regional or local significance, which will have implications for the host community, stakeholders, participants and spectators'

3.0 The Idea or concept for a Festival or an Event

Organising any event whether for the first time or an annual event is a demanding and tiring task. Ideally if you're planning a major event or festival, you should start planning at least 12-18 months before you intend to hold the event. That way you will stand a better chance of getting what you want and need and whom you want. It is much better to start early than be disappointed or be unable to secure adequate funding and other support.

If you wish to start out, your event or festival needs to be planned and managed in the correct fashion. The following diagram, shown in **Fig1**, indicates the nature and extent, of organisations and people you may need to contact in relation to the overall planning of your event or festival.



A number of key organisations would be found and easily consulted with and may be representative or included within your local Safety Advisory Group. Information on the work and remit of this group will be discussed later in this document.

TIP

Please do not underestimate the time it takes to plan and organise an event. There are lots of issues and timescales/costs to be considered. Festivals and events take a dedicated team/committee and `action orientated` efforts over a sustained period.



4.0 Strategic Management and Governance of your Festival

Depending on the nature and scale of your event and festival, there would be a number of options to be considered regarding the overall governance, policy and decision-making.

It may be just a case of establishing an autonomous events/festival management committee from within your community group or organisation, with various sub-committees and a sample of the key structures or responsibilities can be viewed in [Appendix A](#). This is a structure which was used for an actual World Class Event. It would be suggested that, as a community group, your event will be much smaller in scale but, it should also be highlighted that the main management functions should, in fact, be similar. Community groups should familiarise themselves with the specific tasks and functions, which would normally need to be considered as part of planning and delivering an event or festival.

An Event Management Committee usually plans, implements and evaluates the event or festival. For complex events, specific tasks may be delegated to sub-groups. The management committee needs to reflect a diverse range of skills and expertise, which may be vested in one or more individuals, covering aspects of event management, marketing, financial management and health and safety etc, although 'titles are often used loosely'. Specialist consultants may be invited to undertake work as required. A management committee operating as a well-motivated and committed team is likely to be more effective.

Some larger events have established a Limited Company Limited by Guarantee. This type of company is constituted by its Memorandum and Articles of Association, which are normally, drawn up by a solicitor. Usually this would involve the establishment of a 'Board' and having Directors of the company, but this structure may be established for a specific timeframe, which would usually be for the duration of the Event, or when all business has been fully audited and closed, after which the limited company would then be closed.

TIP

Please make sure you develop an organisational structure. Name persons to specific roles and you may even consider issuing short job descriptions.



5.0 The Event Planning Process

Event planning can be done on a full time paid capacity or it can be undertaken by volunteers or on a part-time basis. We have included a sample of an `Event Planning Process Model' in **Appendix B**, for information and consideration.

This model sets out clearly the key considerations and the process involved in organising a number of events.

(a) Event Research and Feasibility

Not a fully exhaustive list, but some fundamental questions need to be answered. These may include: -

- Why are we wishing to hold this event or festival?
- How will this benefit our organisation or committee?
- What form will the event or festival take?
- Who is it for?
- What is our intended audience?
- Where will it be held?
- Will our venue or location take the estimated numbers?
- Will there be sufficient car-parking?
- When will it be held?
- What duration will it be held for?
- Who will be responsible for the planning and management?
- What resources will be required?
- Who are the major stakeholders likely to be?
- What will be the costs involved?
- Will our projected expenditure and income balance?
- What are some of the problems we might encounter?
- What type of contingency plans will be required?
- Would our existing staff/volunteers/committee be competent enough?
- What type of training do we require?
- How will we attract an audience?
- Is there sufficient time to plan and organise?

You can find or gather this information from a number of sources such as: -

- From past experience
- From your local knowledge
- From previous organisers of similar type events
- From written reports on other events which have been held
- From speaking to and having consultations with a range of people
- From attending other events

Or indeed from any other sources of information you can obtain! It has been suggested that `excellent research' can reduce risk.

The results of any initial research, feasibility study and intelligence gathering will eventually determine the further progress or abandonment of your event or festival planning.

(b) The Design of your Event or Festival

At the `design' stage there are still a number of questions to be answered and a number of `variables' to be considered and these can be wide ranging.

(c) Aims and objectives

Every event must have a clearly stated overall aim; otherwise the event should not happen.

Events demand a lot of concentrated effort and commitment. This commitment can only come out of a genuine belief among all participants that the aims are worthwhile and that they will be beneficial in the long term.

As well as an overall purpose any specific event must have its own set of objectives, these must be clear and be set down in a way which will allow you to judge the success of the event after completion.

Objectives should always be **SMART**.

Specific	to the particular event and particular aspects of it
Measurable	express the objectives in numbers and quantities
Agreed	make sure all team members know the objectives
Realistic	set objectives the organising team can realistically achieve
Timed	set a timescale for achievement of the objectives

6.0 Establishing a Theme

The theme is an `umbrella' to unify the final event image – it should be complimentary and synergistic to the event aims. Historical, cultural and ethnic themes are common and once the theme is established, the elements of the event must be designed to fit in, including the event name, logo, venue selected and décor, staff uniforms or clothing, performers selected, entertainment, costumes, activities, lights, music, special effects, food, drinks, mascots and merchandise.

Events and Festivals with a specific theme offer the organisers a chance to test the various `senses' of people such as; sight, taste, sound, smell and touch.





7.0 Venue Selection

The choice of venue is a crucial decision for the event organising committee. The venue may be an obvious part of the theme of the event. Some of the factors to be considered in selecting a suitable venue may include: -

- Location
- Matching the venue with the theme of the event
- Matching the size of the venue to the size of the event
- Venue configuration, including sight lines and seating capacity
- History of events at that venue, including the venue's reputation
- Availability
- Cost and terms and conditions of business
- What the venue can provide
- Equipment or supplies you may be required to source
- Transport to, from and around the venue
- Car-parking available
- Access for audience, equipment, performers, VIP's, staff and people with a disability
- Toilets and other facilities
- Catering equipment and preferred caterers
- Electricity supplies – rating, availability and lighting
- Communication systems
- Ventilation controls and operation
- Emergency Plans and exists

8.0 Consultations

As an organiser you will be involved in a number of important consultations and meetings and some of the organisations you may need to talk to will include:

(a) Local Authority

- Events Manager
- Environmental Health/Enforcement Officer
- Building Control Officer
- Specialist Officers – Arts, Community, Sport, Tourism

(b) Emergency Services

- Police Service of Northern Ireland
- Fire and Rescue Service
- Ambulance Service
- Coastguard
- Air traffic control

(c) Others

- Transport NI
- Northern Ireland Electricity
- Local Hospital
- First Aid Organisations
- Social Services
- Event Stakeholders
- Local Institutions
- Sponsors
- Members of your local Business Community
- Local Residents and other community groups



9.0 Safety Advisory Group

Depending on the size and complexity of a particular event, a Safety Advisory Group meeting may be organised by your local Council. A Safety Advisory Group (SAG) is made up of mainly specialist officers from your local Council, the PSNI, Northern Ireland Fire & Rescue Service, the Northern Ireland Ambulance Services and others as deemed necessary to be involved, in relation to the event your are planning. Some of the other organisations invited to a SAG meeting may have been displayed within the typical 'Event Consultation' diagram, as previously shown in Fig 1, in this guide.

The purpose of this group is to make sure, as far as possible, that people attending or working at events are safe and people through their enjoyment of an event, don't affect members of the public in an adverse way – in other words, the group is there to help you, as organiser, make sure **your** event is a happy and safe one for all concerned.

There are a number of factors to be considered, such as the nature of the specific event, the levels of risk associated with holding it and the profile and numbers which may attend at any one time, when a SAG meeting should be organised, but it remains with the local authority who normally co-ordinate these to make this judgement and determine when it would be best practice to host a SAG meeting. Normally the decision to hold a SAG meeting would be made on an individual case by case basis.

It is then sometimes necessary, (usually for larger and complex events) a meeting of the SAG will be arranged and you (The event organiser) will be invited and you will be expected to attend this meeting. You will need to supply this group with relevant information about your event, such as, the event plan, site plan and an event safety plan, risk assessments, to include fire risk assessment, which will be discussed at that meeting. This group is here to offer you help, advice and guidance, this group is an advisory one and is available to help you stage your event and to make sure that the interests of all are served.

Enjoyment, safety, health and welfare of all, at and around your event, are the main concerns of this group/meeting. Individual enforcement officers or agencies could take more formal action if there is a lack of co-operation or a serious breach on the part of the organiser(s).

Often as part of the SAG meetings, a site visit is very useful and is organised in order to provide the opportunity for all relevant parties to 'walk through' all of the event planning aspects of the associated event.

TIP

Early consultations with all the relevant parties, is highly recommended. You will find that most people, agencies and organisations are more than happy to help.

Attendance at any Safety Advisory Group meeting, should be welcomed by organisers as this group is set-up primarily to offer advice and guidance and to assist organisers with their planning and preparations and to help ensure that a safe, memorable and enjoyable event is delivered.

10.0 Detailed Planning

(a) Finance

Events and festivals should be treated like any other business venture. They should have a business plan and in particular they must have clear, precise and accurate budgeting. As an organiser, you will become responsible for proper management and meeting all current liabilities.

Having sufficient finance and even dealing with any surplus in the correct way will more than likely be your biggest consideration regarding the ability to plan and deliver an event or festival which will be safe and enjoyable and above all memorable for all the right reasons.

It is necessary to budget carefully to find out what the event needs in terms of funding. As your event develops, so too, will your financial liabilities. You will have unforeseen costs, which you have not planned for in advance. Please ensure that you monitor expenditure and sources of income very closely and report on finance at every organising committee meeting.

It would be recommended that budget planning should involve the use of an Excel spreadsheet. It is a simple process to list all items of expenditure and estimate items of income. A balance figure can be achieved. However it would be imperative that through regular planning meetings and when costs are agreed and determined that your finance record is accurately updated. It would be good practice to have a 'footer' to the bottom of any financial document which would be set-up to automatically update time and date of work on the document. Please also note the name of the person, who has updated this.

Attached in **Appendix C** is a typical budget sheet, which lists some areas of expenditure and income for a community festival.

(b) Value Added Tax, and its implications for your event.

Value Added Tax (VAT) and the effect it has on both income and expenditure must be taken into account.

For many smaller events VAT registration will not be required, though voluntary registration is permitted.

Organisers should seek clarification and expert advice from the HM Revenue & Customs Office regarding the liability for various items to VAT.

(c) Sponsorship

Many groups indicate that they would organise an event, if they could only get some funding and sponsorship! Seeking sponsorship and the skills involved in developing proposals, packages and the overall negotiating and handling of sponsors can be a difficult task. Sponsorship should be viewed more as the 'icing on the cake'

Very few companies or organisations want to be the first to sponsor a one-off event. However, once the event has one sponsor's support, sufficient credibility is gained to enable an approach to other sponsors. Some organisations may be prepared to offer some form of 'in-kind' or organisational support other than finance in terms of product or staff support and involvement or maybe use of facilities or certain items of equipment.

In terms of community festival planning, it may be possible, on occasions, to secure sponsorship from local companies or businesses in the area. This can clearly help to demonstrate a 'community partnership' approach has been achieved.

11.0 Applying for sources of funding

It will be more than likely that local community groups will wish to apply to a number of organisations for funding support for their event or festival. Completing forms can be a rather daunting task and in many cases this can be the first challenge and hinder progress. Many groups find this `red tape` and the questions to be answered very difficult as you may be asked to produce some of the following information in advance of the event taking place: -

- A copy of group's fully audited and certified accounts for the past few years.
- A full budget breakdown for the intended event clearly indicating all items of expenditure and income.
- What other organisations have you or will you be applying to for funding support and the estimated amounts?

You will be required to develop a `**Cash flow**` statement which will clearly set-out your plans in terms of when you expect to spend or receive money.

All of your documents will need to be kept under close review and scrutiny and don't forget there are other considerations under the financial banner, including: -

- Money for Insurance Cover.
- PAYE for staff.
- Possible cancellation Insurance cover.
- Inflation from the time of developing your event until delivery.
- Currency and exchange rates.
- Making provision for a `contingency sum` – it would be suggested that circa 10% of your budget should be allowed.
- Any additional infrastructure.
- Costs of licencing your event.
- Deposits for hire of equipment.
- Might you incur additional costs regarding the evaluation?

Not to mention the current economic climate and how this might affect your ticket pricing policies!

TIP

Pay particular attention to funding and the ability to deliver what you have stated. Try to make your event self-funding with grants and sponsorship enabling you to do more, or produce a larger event or festival.

12.0 Legislation

Event organisers, concert promoters, licensees, specialist contractors and venue owners all have a statutory duty to protect the Health and Safety of their workers and others who may be affected by their work activity. All entertainment events are classed as work activities and are therefore subject to the **Health and Safety at Work (NI) Order 1978** and various regulations and Codes of practice. In addition, licensing legislation may also apply to your event or festival.

Most health and safety legislation is qualified by the duty to take action 'so far as is reasonably practicable'. 'Reasonably practicable' means that the time, trouble, cost and physical difficulty of taking measures to avoid the risk are not wholly disproportionate to it. The size or financial position of the employer is not to be taken into account.

Community event and festival organisers should check that all sub-contractors and self-employed contractors have the relevant insurance, trade memberships and risk assessment policies. As a responsible organiser you must ensure that copies of these documents should be obtained well in advance of engagement with these service providers. Good contractors will not have any problem furnishing you with the documents you require. In fact, they will be expecting you to ask!

Other legal considerations to be aware of when organising events include: -

- The Trade Descriptions Act (NI) Order
- Disability Discrimination (Northern Ireland) Order 2006
- Duty of Care incorporated within Occupiers Liability
- Copyright law
- Food Hygiene Regulations
- Employment Law and other Human Resource aspects

It is important that you are able to seek professional advice and guidance with issues you are not familiar with as, ignorance is no excuse, in the court of Law.



13.0 Insurance Cover

This is essential for the proper management of events and festivals.

(a) Why does your organisation need insurance?

Volunteers within your organisation can expose themselves to risk with or without realising so. They risk personal injury, claims of damage coming from their volunteering activities or loss or damage to their own property. Community organisations will have a responsibility for damage, loss or injury experienced by volunteers but also for any loss, damage or injury caused by those volunteers being negligent. Even if a volunteer acts in an improper manner, as long as the tasks were 'authorised' your organisation could be held liable. Therefore it is in everyone's best interest to ensure that adequate insurance cover is provided to cover your volunteers and their activities. Even if you book facilities with your local authority, as a community group, you will still need your own insurance cover to be in place.

(b) What types of insurance does your group need?

All community/voluntary organisations should be covered by at least both public and employers' liability insurance (employers' liability cover is needed for volunteers and not just employees).

(c) Public liability protects against legal liability arising from accidents that cause injury to persons or damage to property. Depending upon risk and your associated activities, cover for community groups is provided up to an agreed maximum sum often between £2 million & £5 million. Your organisation must ensure that volunteers and their actions are included in your policy taking into account all the places where your people volunteer for you. You may need additional cover for one-off events/activities. Always inform your insurers of any one-off events which your organisation is organising.

(d) Employers' liability covers employees for injuries suffered in the course of their work. Volunteers are not employees and therefore will not automatically be covered by this insurance. However, it is possible and advisable to specifically include volunteers in this type of insurance and groups should ask insurers to include volunteers. Law requires this type of insurance and a copy of the certificate must be displayed on the premises.

(e) Obtaining a quote for Insurance Cover

If you get a very cheap quote (for example less than £200) for one year's insurance for your organisation then it's unlikely to provide adequate cover for your organisation, its volunteers and their activities.

When getting a quote you must tell the insurer in detail, about all the organisation's activities including occasional events, for e.g. fundraising events, all property and valuable assets, all members of staff with brief job descriptions, volunteer's details and a description of the activities they are involved in. Remember to shop around and undertake a review of your insurance cover each year and there are differences between holding your event indoors in an established venue as opposed to an outdoor location.

It is possible to obtain further non-compulsory insurance simply to help minimise your risk exposure. This is not limited to, but may include the following: -

Equipment insurance	Non-delivery
Business interruption	Non-appearance
Fire and perils, all risks	Theft of plant and machinery
Goods in transit	Television transmission failure
Loss of licence	Deterioration of stock
Adverse weather	Money and securities
Cancellation and abandonment	

Given that each event is different and has its own specific needs, your insurance company or your local broker will be able to offer a tailor made policy for your specific requirements.

Please remember that other non-compulsory insurance can be costly and it is a matter of assessing the risk against the cost and benefits.



14.0 Entering Into Contracts

The nature of organising events and festivals is such that the organiser or the chairperson of the local organising committee will be involved in agreeing and entering into a number of contracts. These can be wide ranging and will place a responsibility and a liability on the actual organisers. The contracts will be very much dependant on the nature and scale of the specific event or festival but could include some of the following:

- Broadcasting
- Catering
- Hospitality
- Event Management
- Entertainment/Performers
- Funding (Agreements)
- Merchandising
- Participation
- Sponsorship
- Supplier
- Venue
- Vendor

15.0 Procurement of Suppliers and other services

Prudence in the planning and organisation of your event will perhaps see organisers seeking competitive prices for a range of services and supplies. This could be in relation to larger items of equipment or services, but it will entail the writing or development of a *specification*. It is important that you carefully consider your exact requirements and are able to write a specification for items, which will adequately supply your requirements and fulfil your event needs.

Please remember that this is an important part of the planning process as this may take a few weeks to complete and agree.

16.0 Staff/Volunteers

The organisation and staffing of an event, its co-ordination and management, are all factors integral to its success and it is arguable that, for certain kinds of events, as much can be achieved with talented amateurs and enthusiastic volunteers as can be achieved with professional paid staff. However, there will always be a need to create a good team working environment and all the leadership skills and human resource management techniques can be used to help motivate and recognise the involvement of people. The lines of communication with events not only pass up and down the hierarchy, but also from side to side. This helps to involve everyone and is critical in helping to have highly motivated and committed staff or volunteers.

Motivation is what commits people to a course of action, enthuses and energises them and enables them to achieve goals, whether the goals are their own or the organisations. The ability to motivate and provide strong leadership and decision-making is a fundamental component of the overall event manager's repertoire of skills. It is essential that an organiser gets the most from the team working environment and please do not forget to check people's skills and hobbies as they may be helpful to you!

All community and voluntary organisations that involve volunteers should have a number of policies and procedures in place. These include equal opportunities, health and safety, volunteer and child protection policies.

The **Safeguarding Vulnerable Groups (Northern Ireland) Order 2007** makes provision for checking persons seeking to work with children or vulnerable adults and for barring those considered to be unsuitable for such posts, whether in paid or voluntary work.

A government organisation called Access NI exists to help community and voluntary groups and others in Northern Ireland to make more informed recruitment decisions, by providing criminal history information about anyone seeking paid or unpaid work in defined areas.

It would be suggested that most community groups would be well versed in this regard and in most cases would already have policies and procedures in place regarding Safeguarding Children and Vulnerable Adults. Your local Community Development Officer would be a very good initial point of contact for information, or 'signposting', but groups can get help and get an on-line check by contacting: -

Access NI
PO Box 1085
Belfast
BT5 9BD
Telephone 0300 200 7888
Email ani@accessni.gov.uk

<https://www.nidirect.gov.uk/campaigns/accessni-criminal-record-checks>

(a) Control of Noise at Work in music and entertainment

People working at your festival or event may be at risk of hearing damage from exposure to loud music such as, musicians, performers, technical staff or others working on entertainment. The same may apply to ushers, security, front of house, bar and catering staff etc depending on where they work and how long they are in a noisy environment. There are plenty of practical things employers and organisers can do without stopping people from enjoying music. As a means of obtaining further information you are asked to visit the following websites:

www.soundadvice.info or www.hse.gov.uk/noise

Naturally the exposure to excessive noise will be dependant on the nature and scale of your particular event and a number of other factors need to be considered such as duration, staff shift times or working patterns etc.

17.0 Licencing and obtaining event permits

As part of your overall event planning considerations, depending upon the nature and scale of your event you will be required to obtain a range of licences or permits. You should be aware of the timescales involved and the individual processes, which will be required. Your local authority contacts such as Environmental Health Officer, Building Control Officer or Community Development Officer will be able to direct and advise you.

In order to have an overview of the various timescales applicable the following diagram **FIG 2**. Is provided for your information. Please ensure that you give consideration and that you build in these timescales as part of your planning process. **If in doubt always plan early and give yourself ample time to get things right!**

Event Planning - Important timescales for Consideration

Licence / Permission (if applicable to your event)	Suggested overall Timescale
Entertainments Licence	Allow between 8-10 weeks for completion
Fireworks Licence	Allow between 4-6 weeks for completion
Occasional Liquor Licence	Allow up to 2-6 weeks for completion
Parades Commission notification of Parade or procession	Allow between 4-6 weeks for completion
Street Trading Licence	Allow 4-6 weeks for completion

The following is an overview of specific licencing requirements and a summary of timescales involved in obtaining permits, or obtaining specific licences.

18.0 Obtaining an Entertainments Licence for your event of festival

Your entertainments Licencing requirements will fall under the following legislation.

Local Government (Miscellaneous Provisions) (Northern Ireland) Order 1985

There are basically two types of entertainments licence and these would be for an **indoor** or an **outdoor** event you may be organising. Much does depend of the nature and scale of your particular event.

Please allow a minimum of **28 Days to obtain an Entertainments Licence**, although our schedule has recommended a total of 8-10 weeks should be allowed, for your event. However, normally it is better to plan for the longer period as part of your planning process.

(a) When you will require an entertainment licence?

If you provide, or want to provide, entertainment at a venue within your Council electoral area, you must have a valid entertainment licence issued by your local authority.

This applies to private functions and any events for the public where you charge money. Exemptions can be made for religious occasions and, in certain circumstances, schools.

You must be 18 years or older in order to apply for an Entertainments Licence. If you aren't sure whether you need a licence please contact you local authority Building Control Officer.

If you want to renew or transfer an existing licence, you must also apply to your local authority for permission. If there are any changes to your premises or to the type of entertainment provided, you must also apply to your local authority for a variation to your existing licence.

(b) What types of licence are available?

The type of licence depends on the entertainment that you provide. Although your local authority issue licences for both indoor and outdoor events, their conditions vary depending on the how often you provide entertainment and the nature and capacity of the premises where it will actually take place.

A number of 'other' factors also come into the decision making process and this may include, the experience and track record of the event organiser, venue selected, car-parking facilities/arrangements, traffic management, time of year, time of day, duration of event, nature of entertainment on offer, target audience profile, infrastructure required, security control measures, toilets, sound requirements, lighting, waste management etc. As an organiser, basically your whole plan is under scrutiny.

If you want to apply for both, you must make separate applications and supply the accompanying information for both types of licence.

(c) Types of Entertainment

(1)

Indoor Entertainments Licence required for:

- Theatrical performances
- Dancing
- Singing
- Music or other similar entertainment
- Circuses
- Public contests
- Matches
- Exhibitions or displays of boxing, wrestling, judo and karate (or other similar sport)
- Billiards, pool, snooker or darts (or other similar game)

(2)

Outdoor Entertainments Licence required for:

- Any public musical entertainment held entirely or mainly in the open air or on private land (regardless of any charge)

You **will not** be required to obtain an entertainments licence for the following:

- Garden fetes or bazaars
- Religious meetings or services
- Exhibitions or sales of work
- Sports or athletics events
- Other functions or events of a similar nature (limited to one day or extended over two or more days)

Please note: You can be fined up to **£20,000** for staging indoor entertainment without a licence!

Further detailed information is available on

<http://www.hse.gov.uk/event-safety>

This following is provided for information and is specific information that is required to be submitted from event organisers planning an outdoor event.

Planning an outdoor event would have much more areas to be considered for an event organiser and the following It explains what you must do to make sure your event meets Health and Safety requirements and is managed appropriately. This detail provides the organisers with the outline of requirements and infrastructure that is required for an outdoor event. The following would be required to be supplied in order for an outdoor licence application to be assessed and granted by the local authority. As previously mentioned, as an organiser, you may be required to attend a Safety Advisory Group meeting as part of the process of getting an Entertainments Licence granted by your local authority.

(d) Site plan

Provide details of the site layout (to scale). It must show the proposed position of the stage and the extent of the front of stage barriers, mixing desk, lighting towers, delay towers, screens, grandstand, bar and bar services areas, toilets, first-aid points and mobile concessions, as well as emergency exit routes and main entrance points (and indicate any other relevant items as appropriate).



Please note that the layout is subject to agreement with the local authority and will involve scrutiny of your overall plans of your proposed event or festival.

(e) Crowd Management

Provide details of entrance arrangements for searching patrons, collecting tickets, assisting disabled persons and operating the barrier entry system.

Sufficient entrances must be made available to ensure a free flow of patrons and to avoid a build-up of people.

Detail the methods to be used to make sure those attending, and in the vicinity of the concert, are full informed of all relevant details, such as road closures, parking arrangements, 'door open' time and concert finishing time.

Provide details of the event management structure.

Detail the methods of on-site communication and the facilities for communicating with the emergency services.

Detail emergency evacuation procedures, including PA announcements and facilities for back up to the PA system.

Provide copies of staff statements of duties for each level in the management structure.

(f) Stewarding

The provision of sufficient competent stewards is vital to the safe crowd management of the event and the level of stewarding provided must be agreed with the council.

Provide details of proposed stewarding levels.

All stewards should be readily identifiable and wear distinctive clothing, such as tabards, and be individually identifiable by means of name or number.

Each steward must be given written instructions and be fully briefed about their duties before the event.

Liaison shall take place with the council regarding these briefing sessions.

(g) Special effects

Provide details of any pyrotechnics, lasers or fireworks to be used during the performance.

(h) Temporary structures

Provide details of stages, screens, delay towers, grandstands and other temporary structures, including loading, wind calculations and dimensions.

Provide details of all barriers.

Provide certification that all curtains or drapes are durable or made from inherently flame-retarded material.

(i) Electrical systems

The electrical installation must be maintained, operated and used in such a way as to prevent danger.

Residual current devices, with a nominal tripping current of 30mA, must protect all metalwork and portable electrical equipment.

An appropriately qualified person must certify the electrical installation.

All parts of the venue must be provided with adequate means of illumination and particular attention shall be given to escape routes and emergency exits. Standby emergency lighting may also be required.

(j) First-aid

The following first-aid provisions should be agreed with the Northern Ireland Ambulance Service and your appointed First Aid supplier:

First-aid arrangements must be in position one hour before the gates open.

Radio communication between the first-aid posts and the event co-ordinator must be established. At least one first-aid post should have an external telephone line.

Clear and conspicuous signs must indicate first-aid posts.

(k) Sanitary accommodation

Provide details of proposed sanitary arrangements.

Toilets must be adequately signposted and supervised.

Toilets must be provided for people with disabilities.

Facilities must be maintained in good order throughout the event.

(l) Traffic management

You must liaise with the Police Service of Northern Ireland and the Roads Service about all road closures, car parking and traffic re-routing measures.

Confirm the number of car parking spaces to be provided.

(m) Ticket sales

Provide an inventory checklist which details the number of tickets made available and the outlets through which they are purchased.

A final ticket sales manifest must be provided before the event.

(n) Noise

Noise levels must be controlled in order not to cause annoyance to residents living nearby. You will find that most outdoor events happening in the evening will be required to be finished by 23.00hrs.

(o) Means of escape

Exits and emergency exits must be provided at positions agreed with the council.

The approach to and the area leading away from all the exits must be graded and leveled to avoid tripping hazards.

All exits and emergency exits must be clearly identified by signs, positioned approximately 3m above ground level, with lettering of approximately 300mm in height.

All escape routes must be attended at all times by competent stewards.

(p) Fire-fighting equipment

One carbon dioxide extinguisher must be provided next to each generator.

Two carbon dioxide extinguishers must be provided at the mixing desk.

Two carbon dioxide extinguishers and one fire blanket must be provided on the stage.

One water extinguisher and one fire blanket must be provided in the area designated for changing rooms.

Arrangements must be made to provide suitable training for all relevant staff in using fire-fighting equipment.

A competent, qualified person must certify all extinguishers.

(q) Waste disposal

A sufficient number of bins must be provided, particularly in the area around the bar and mobile concessions.

(r) General information

Access for vehicles must be agreed and made available for the emergency services.

Provide a viewing platform with ramped access (maximum 1 in 12 gradient) for people with disabilities.

Provide details of site telephone contact numbers.

No door, gate or barrier, which forms part of an escape route, should be fastened in such a way that it cannot be easily and immediately opened in an emergency.

A valid policy of insurance must be held by the licensee throughout the period of the event, insuring in respect of any liability which may be incurred in respect of the death of, or bodily injury of, any person while in or about the place.

TIP:

You would expect that a venue, hotel or community hall you may be considering using to hold your event will already have an entertainments licence in place. A copy of this licence would normally be displayed on the public notice board or a prominent point within the building.

As a responsible organiser, please check with management. Your local authority (Building Control) can advise if there is any doubt in your mind

19.0 Obtaining a Fireworks Licence



Fireworks displays and the like, whether private or public, should be enjoyable occasions, if organisers take the necessary precautions, they should also be safe occasions. If you intend to use fireworks at your event it is recommended that you engage a competent display operator and they will apply for a fireworks licence on your behalf. With regard to the timescale involved it is recommended that you should apply well in advance and that it would take up to a minimum of **6 weeks** to obtain a licence. There are specific details and requirements regarding the planning and of fireworks displays a good first point of contact will be your local authority and in particular an Environmental Health Officer who will guide you in the process of obtaining a licence. Once again organisers will need to obtain a copy or ensure that a risk assessment and event management plan is completed for this activity.

A Fireworks display is used for celebratory, historic and special occasion events. A display may be the only reason you are organising an event and other sideshows and attractions may be secondary. Whatever your reason, there is a need to obtain a licence and ensure you meet any specific conditions.

An application needs to the Department of Justice (DOJ) for a licence to purchase, possess and use display type fireworks

A licence is **not** required if you only want to purchase or use fireworks classified under Category F1 – see Schedule 1 of the Pyrotechnic Articles (Safety) Regulations 2015, or sparklers in Category F2 of those regulations suitable for indoor use.

There is a separate application form for a licence for the purchase, possession and use of solely fireworks for Category F2 of the Pyrotechnic Articles (Safety) Regulations 2015.

You **must have a licence** before you can purchase, possess and use fireworks classified under Categories F2, F3 and F4 as defined in Schedule 1 of the Pyrotechnic Articles (Safety) Regulations 2015. Category F3 aerial fireworks and Category F4 fireworks are only licensed for use by persons who, because of the greater risk attached to their use, satisfy the Minister of Justice that they have relevant training or experience.

Your **fireworks retailer** can advise you on the different categories of fireworks available, their safe use and assist you in completing Part 5 of this application. The type of fireworks should be: fountain, Roman candle, mine, wheel, rocket etc. The retailer is required to check your licence and record details of the transaction but must not take the licence from you.

(a) Timescale

The application should be as complete and accurate as possible and submitted **at least 6 weeks** before the fireworks are to be used to allow sufficient time to process it. Any delay could result in the licence not being issued.

The applicant can be an individual, a representative of an organisation or a commercial firework operator providing a service to a client. The licence will identify the person or persons responsible for the purchase and possession of the fireworks, the firer of the fireworks and the person responsible for event safety. Once it has been issued a fireworks licence cannot be legally transferred or passed to someone else without the approval of the Department of Justice (DOJ).

(b) A risk assessment must be carried out and recorded in writing. An event safety plan must be then be prepared, signed and dated by its author and the person(s) authorising implementation. The level of detail must be commensurate with, for example, the size of the audience, the suitability and complexity of the site and the calibre, quantity and type of fireworks to be used.

The event safety plan and the site plan must accompany the application and will form part of the licence.

(c) A site map must accompany every application and should be on a 25cm x 16cm (A4paper) page and must clearly indicate:

- The scale (comparable in scale to an Ordnance Survey 1:1250 map is preferable);
- The position of the firing zone (which should be toward the centre of the page), the fallout zone and the safety zone and the respective dimensions in metres;
- The position of the spectator area, all stewards and barriers;
- The pedestrian access and access for emergency services;
- The features of the site, such as buildings trees, walls, overhead power lines and all roads that bound the site and any particularly sensitive areas, such as petrol stations or areas where the public congregate – such as hospitals;
- The prevailing wind direction;
- Adequate lighting of the area;
- The location of areas of flammable, inflammable or combustible material close to the display site e.g. long dry grass;
- Any points that you and the event co-ordinator consider relevant. Guidance on the dimensions of your site is given in the HSE guidance booklets referred to.

(d) Event Safety officer

As part of your overall structure it is recommended that you allocate the specific role of Event Safety Officer. This person must have appropriate training or experience commensurate with the size of the event for which they are responsible. Where an event safety officer is not a close relative or employee of the applicant they must consent, in writing, to them being named on the licence as being responsible for event safety.

As an organiser you must have public liability to cover the event and sign a declaration that insurance has been obtained, that it is valid and that it covers the event. You have a lot of responsibility as an organiser!

(e) Sources of guidance on setting up displays

The Health and Safety Executive have published two guides giving advice on such matters as selecting a suitable site; provision of site facilities; crowd safety; bonfires; firing the fireworks; and what you do if something goes wrong. You should consult the appropriate guide before making your application. Organisers should familiarise themselves with the following guidance.

“Working Together on Fireworks Displays” (HS(G) 123)

This guide is issued specifically for those displays where the fireworks will be fired by a competent, experienced and trained commercial display operator.

A copy can be found at <http://www.hseni.gov.uk>

“Giving your own Fireworks Display” (HS(G) 124)

Aimed specifically at those persons or organisations, such as sports clubs, school parent/teacher associations, church or charities, which plan to run their own fireworks display and have no specialist knowledge.

Adherence to the safety procedures contained in the guides will be a specific requirement of any fireworks licence issued by the DOJ.



(f) The application process and what you should expect

If your application is deemed to be complete and acceptable by the DOJ an Inspector from your local authority or from the Health and Safety Executive (NI) will undertake an examination of your plans and the site. The Inspector may wish to discuss your plans with you on the site and will then submit a written report to the DOJ. Conditions will be attached to the licence to ensure the health and safety of all those involved but also taking into consideration the rights of local residents or property owners. You will be required to comply with those conditions and the Inspector may also monitor the display to assess compliance with conditions and general safe practice.

The DOJ will decline to issue a licence if it is considered inappropriate to do so, for example on grounds of public safety. In such circumstances the fee for the processing of the licence is not refundable. Neither is the fee refundable if you withdraw your application within 10 days of the date of the proposed fireworks display. The DOJ will write to you to explain their concerns and give you the opportunity to make representations before making a final decision. This process may have to take place in a very short time period.

(g) Cost of the Fireworks Licence Fee

Payment of the statutory fee for the processing of the licence must accompany the application. Where the attendance at a fireworks display -

Is up to 100 persons, the fee is **£30**.

Will be more than 100 but fewer than 1000 a person, the fee is **£80**.

Will be 1000 persons or more, the fee is **£160**.

A licence application will **not** be accepted unless the full appropriate fee has been received and the correctly completed application has been approved, so please be prepared to pay for this at the time of making your application.

(h) First Point of contact for making an application.

If you require any advice, have any questions about the process, how to submit an application for a fireworks display, or the conditions of your licence, then in the **first instance** you should contact:

Firearms & Explosives Branch

Department of Justice Castle Buildings Stormont

Belfast BT4 3SG

Telephone

028 9052 0057

E-mail

feb@justice-ni.x.gsi.gov.uk

Fireworks Helpline

0300 200 7881 (Northern Ireland only)

The Environmental Health Department of your local Council is also available to advise you. Your local Fire and Rescue service will be able to offer expert guidance and will know your local specific conditions and facilities available at your selected site.

(i) The Firework Safety code

As an organiser, it is important to be aware of the Firework Safety Code and if you are thinking of using fireworks as part of a celebration, you should follow these safety steps:

- Only buy fireworks marked with a CE mark – this shows that the firework meets European safety standards which all fireworks must meet - a reputable shop will know this
- Don't drink alcohol if you're setting off fireworks
- Store fireworks in a closed, metal box and take out one at a time
- Keep a bucket of water nearby
- Follow the instructions on each firework – read by torchlight, don't use a naked flame
- Light fireworks at arm's length, using the taper provided
- Make sure everyone stands well back
- Don't go back to a firework that is lit - even if it hasn't gone off it could still explode
- Don't put fireworks in your pocket
- Don't throw fireworks
- Always supervise children around fireworks, don't give sparklers to a child under five
- Light sparklers one at a time and wear gloves
- Keep pets indoors
- Don't set off fireworks late at night
- Take care around open flames such as bonfires and barbecues - all clothes, even those labeled 'low flammability', can catch fire



20.0 Obtaining an Occasional Liquor Licence

Applying for Occasional Liquor Licence

Step 1 - Having entertainment as part of your event / festival? It is recommended that you put in your **Entertainments Licence** in advance of applying for an **Occasional Licence**



Step 2 - Event Organiser appoints local publican or event bar specialist supplier (Will then become known as the **Licensee**)

Licensee completes 3 x Forms

Organiser completes a statement on the event



Step 3 - A copy of Licence application provided for consultation and impact assessment **MIN 2 x weeks** in advance of actual **Court** date

Local Authority

Magistrates Court

PSNI



Step 4 - Completed application is submitted to local Petty Sessions for approval which is subject to approvals and no objections being made

Occasional Licence is Granted if all is in order (Allow up to 6 weeks for the overall process)

(a) Occasional Licence Application Process

The holder of a public house, restaurant or hotel licence may apply for the grant of an occasional licence authorising him to sell intoxicating liquor at a place other than his licensed premises, such as a public hall or perhaps at an outdoor event.

The sale of liquor must be ancillary to a function and in the case of an occasional licence granted to the holder of a restaurant licence, ancillary to a main table meal.

An occasional licence does not permit off-sales.

Functions which qualify for the grant of an occasional licence, are those which are organised by a body establishment for social, charitable or benevolent purposes or for furthering the common interest of persons associated with a trade, profession, educational or cultural activity, game or sport. No person under the age of 18 is permitted in any licensed area as stipulated in the terms of the Occasional Licence

Applications must be made on the appropriate forms (Magistrate Court Licensing Rules 1997, Form 10), one of which must be completed by the applicant (licensee) with a further statement by the organising body. At least two weeks' notice of the application must be given to the Magistrates Court with copies to the PSNI and the District Council for the area where the proposed premises are. It should be remembered that the period of notice dates from the Court (application) date before the function rather than the date of the function itself.

It should also be established if an entertainment licence is required for the event.

Please be aware that the procedure for the granting of an Entertainment Licence is a lengthy process due to legislation, where at least 28 days' notice must be placed in two local newspapers.

The applicant must ensure that the proposed event would qualify for an Occasional Licence. Thus the following proofs should be considered:

- Details of the body organising the function.
- Names address and phone numbers of each person in personal charge of the function/event.
- The Nature of the function.
- Premises/Area of where the function/event is to be held (a map detailing the exact licensed area would be required. You should have this already, as part of your planning).
- Hours during which the event is to be held
- Confirmation that an Entertainment Licence, if required, has been sought from your local authority

Once all the above matters have been confirmed, the completed Form 10 must be served upon:

- The Clerk of Petty Sessions (with the appropriate fee) located at your local court.
- The Fees are currently £82 for a 1 x day event and a further £20 per day for all other additional days
- The Area/District Commander of the PSNI in which the event is to be situated.
- The local Council for the council area in which event is to be situated.

(b) Knowing the Law helps you organise safe and enjoyable events and festivals

An organising committee should familiarise itself with the Law in relation to alcohol

- It's illegal for anyone under 18 to buy alcohol
- It's illegal for anyone under 18 to drink in a public place or pretend to be over 18 to get alcohol
- If a person is over the age of 18, it's illegal to buy alcohol for anyone under 18.
- A bar owner can't legally serve drink to anyone who's drunk.
- The PSNI can take alcohol off under 18's who are drinking in a public place & contact their parents/guardian.
- The best way to ensure the law is adhered to, is to ensure that no person under the age of 18 is permitted in any area which is licensed for the sale and consumption of intoxicating liquor.

(c) Consumption of Intoxicating Liquor in Designated Places

Often, as organisers, you consider using your local parks or open recreation areas to host events and festivals. Please bear in mind when making a potential site or venue selection for outdoor events, that you consider any prevailing by-laws which exist.

Bye-laws regarding the consumption of Liquor in Public places is made by the Local Authority in pursuance of Section 90(a) of the Local Government Act (Northern Ireland) 1972.

(1) Interpretation

In these bye-laws:

- **"The Council"** will be your local Council;
- **"designated place"** means any place specified in a schedule, excepting,
- **any area** which is within the curtilage of any licensed premises or registered club; and
- **any place** at which the sale of intoxicating liquor is authorised by virtue of an occasional licence;
- **"intoxicating liquor"** has the same meaning as in the Licensing (Northern Ireland) Order 1996;
- **"licensed premises"** and **"occasional licence"** have the same meaning as in the Licensing (Northern Ireland) Order 1996;
- **"registered club"** means a club registered under the Registration of Clubs (Northern Ireland) Order 1987.

(2) Extent

- These bye-laws apply to all designated places.
- Notice of the effect of these bye-laws shall be given by signs placed in such positions as the Council may consider adequate to inform persons using designated places.

(3) Consumption of Intoxicating Liquor in Designated Places

- Any person who consumes intoxicating liquor in a designated place shall be guilty of an offence.

As a responsible organiser, it is imperative that, if you are in any doubt – ASK. You should ask questions and seek to obtain the right information from people with more specific knowledge. Appointing the right person or company to provide specialist services at your event will be an important exercise as part of your planning.

21.0 Obtaining a Street Trading Licence**(a) Street Trading**

Over the past few years there has been a growth and development of local markets type events, whether this is a 'farmers' market, craft or Christmas market. Adjoining this type of activity there is normally other market sellers of toys, fancy goods, clothing, confectionary etc. Organisers should be aware that if a person or organisation is selling or offering a service in a street or public place, they must have a licence. The types of licence that may be required falls under the **Street Trading Act (Northern Ireland) 2001** and includes the need to obtain a:

- Stationary license to trade from a designated permanent pitch
- A licence to trade as a mobile trader
- **A temporary license for a specific event**

You don't need a licence to sell newspapers or magazines from a holder carried by the sell. Milkmen, bread men, coal men and deliverymen are also exempt. Buskers don't need a licence, but if they want to sell items like CDs they must apply for one.

(b) Stationary licence to trade from a designated permanent pitch

Licenses are only granted for areas, which have been approved for stationary street trading.

If your local authority wants to designate new trading areas they will publish legal notices (for 28 days), explaining proposals, in local newspapers to make sure the public and other organisations are consulted.

(c) Mobile trading licence

All mobile traders, including ice-cream vans and mobile shops, must have a mobile trading licence, which allows them to work within specific areas.

If you're applying for a mobile trading licence you must inform the local authority the route that you propose to trade from in your application form. You must also give details of the days and times you intend to trade. As an organiser you will want to check with any concession or mobile trader that they are a registered company with their local authority. Please note, that a specific trader may be trading at your event in one council boundary area and they could be registered with their own local authority

(d) Temporary licence for events

Even if you only want to sell at a one-off event, you'll need a temporary licence.

Apply well in advance of your event, as we assess all applications separately and liaise with the Police Service of Northern Ireland and the Roads Service to decide if your proposal will cause any inconvenience to the public.

It is important for organisers to note that, temporary licenses for events are only valid for up to seven days. They can only grant traders five temporary licenses per year.

If you're applying for a temporary license, you'll need a map showing the exact location of your planned site. This should be included along with your application form

TIP:

As an organiser you have a lot of responsibility! Regarding obtaining licenses you need to consult, seek advice, speak to others who have organised similar events in the past.

You need to be aware of the timescales and processes involved to help ensure that your event will be properly managed.

The value of appointing specialist companies and organisations to help you will prove to be invaluable and well worth the expense.

Don't forget your Public Liability Insurance and the declaration you will be required to sign regarding your Fireworks License!

You should ensure that you make sufficient provision for additional costs of obtaining Licenses for your event, as these do tend to add up as part of your overall event expenditure.



22.0 Food Safety at Events and Festivals

The supply of catering and food is a natural part of most events and festivals. The requirements can be wide ranging and may include small-scale community events, tea-dances, lunches to much larger catering requirements. The type of catering required depends on the actual nature, scale and duration of an event. Facilities and services available all play a very important part of an organisers thinking, planning and decision making.

As an organiser, a number of options are available to you. Catering for your event could simply be provided by a member(s) of your organising committee or you could engage the services of a local coffee shop or specialist event caterer. A lot does depend on your actual event, your actual requirements and the facilities and finance available. The provision of catering should be viewed as being one area of specialism. There is no legal requirement for staff or volunteers to attend formal training courses or obtain a qualification in catering and hospitality. The appropriate knowledge and competencies can be obtained in a number of ways, including on the job training, self study through expertly produced guidance materials, attendance on formal training courses or prior experience.

Regulations require food businesses to produce food that's safe to eat under any scale of event or festival and as a responsible organiser, it would be good practice to have someone associated with your group who has experience in this area of work to provide this service for you. To demonstrate best practice of your group, why not invite someone from your local café or local eating establishment or hotel/accommodation to join your committee or perhaps try to 'partner' with a local college, school or training provider, which provides training in catering, food hygiene and management?

Local Authority Environmental Health Officers have an important role to play and for you, as an organiser they can offer advice and guidance in this specialist area of work. Your local officer will be able to direct you to basic food hygiene training courses being held in your local area. These officers normally will call to events to check all appropriate facilities are provided. In relation to the sale of home baked and foodstuffs at your event, as an organiser you will want to see your supplier displaying their Food Safe Certificate rating certificate on their stall. This is applicable to breads, jams, chutneys, cakes etc. and for members of the public attending your event, this does tend to act as a type of quality check and reassurance.

As part of demonstrating 'Best Practice' and being professional in your groups' particular approach to organising events and festivals, it would be **highly recommended** that groups should consider asking some members of their committee to undertake a basic food hygiene course. It would be beneficial and would enhance an individuals' or committee members individual CV credentials. Contact your local Environmental Health Officer for advice.

The Food Standards Agency (FSA) has produced some excellent guidance on food safety management systems for caterers, retailers and event organisers to help them comply with food safety legislation and achieve best practice. The contact for this organisation is as follows as it is recommended that all organisers should familiarise themselves with specific requirements for event and festivals

<https://www.food.gov.uk/northern-ireland>

You will find that your local authority Environmental Health Officer will be very knowledgeable on this subject matter and will be only too pleased to offer further advice and guidance regarding food hygiene and catering at events.

23.0 Marketing

A common misconception held by many who organise festivals and events is that marketing means nothing more than advertising. Marketing, in fact, is a structured and coherent way of thinking about managing an event or festival to achieve the objectives of customer's satisfaction and either profit or increased awareness of a cause/organisation or movement.

Marketing must not be seen as a separate entity but as an integral part of staging the event from concept to delivery. Effective marketing is about creating a successful 'marketing mix' – getting the right blend of a variety of components – to ensure that an enjoyable and attractive event is delivered for customers. This blend is about considering carefully each of the following 'Ps' and delivering then appropriately for any specific event or festival. The main Ps are:

Produce	The actual event or festival which has been planned.
Place	A suitable venue, which is clean, warm and well presented.
Price	Knowing what your expected audience are prepared to pay.
Promotion	Raising awareness of your event in a cost effective fashion.
Programming	Having a creative range of events and activities to suit the audience
Packaging	Making things easy for your customers. Giving them good value for money
People	Having well motivated, well presented, polite and informed staff
Physical evidence	Having a logo or brand for your group. Quality of headed paper, compliment slips, facebook page etc

A 'social media strategy' can form part of the overall marketing mix and areas and activities, which can be considered, include: -

Use of email, RSS Feeds, Google +, YouTube, LinkedIn, Facebook, Twitter, Instagram, SMS text messaging etc. Social media can be used throughout the event process as you can engage much easier, with your audience, before, during and after the actual event. You can even carry out an event survey by making use of social media.

Your event or festival target audience, age profile and the cost/speed v benefit will normally dictate the methods used.

(a) Promotion and Publicity

An event or festival is much easier to promote if it is already established, or if your previous marketing activity has been good and you have databases and hold information on your customers. If your event has a history of being well organised and has a high degree of audience and staff loyalty, this then proves an excellent base from which to market your event.

Promotional activity is used to: -

- Create an awareness of the festival or event.
- Create or enhance a positive image
- Position the event relative to its competition
- Inform target markets of pertinent details of the event
- Generate demand for tickets, or a desire to attend
- Remind and reinforce target markets of the event.

Some tactics that may be useful are as follows: -

- Stage a press call and provide hospitality
- Ensure programme caters for specialist groups
- Consider the merits of being associated with a local charity
- Give out free promotional items in advance to advertise the event
- Look to work with local radio/newspapers to offer free tickets
- Undertake a direct mail shot
- Door to door leaflet distribution
- Enlist the support of a local celebrity to help with publicity
- Hold demonstrations in town centres or shopping centres
- Use sponsors names as frequently as possible
- Endeavour to gain interviews on local radio or TV
- Distribute leaflets and flyers to places of high public use.
- Develop good distribution channels for ticket sales and leaflets etc.
- Consider the merits and cost of paid for advertising campaign on Bill-boards, buses, taxis, Radio, TV, Bus shelters etc
- Try to get a slot speaking to large groups of people
- Develop your own website and establish links to other sites
- Use mobile technology to remind people and create ticket sales
- Does your event or festival have a specific specialist magazine in which to advertise?
- Place advertising in suitable supplements
- Develop discount pricing policies
- Consider how to gain as much positive free publicity.

TIP

You can organise a really good festival or event. Make sure the right people know about it, through developing cost effective methods of communication.



24.0 Dealing with the Media

If you have been lucky enough to attract the attention of the press and media, it would be good practice to have someone within your organisation who would be a named contact. Often with the title of Press Officer, it is important as it indicates that this person has an understanding or knowledge of the media industry and how it operates and functions. This work is all about building and maintaining relationships. This is done by supplying timely and accurate information on demand. It is this person's responsibility to supply communication media with material, which help them to produce publications and programmes of interest and value to readers, listeners or viewers. Your committee may be able to call upon the services of an ex-journalist or indeed a student who is studying journalism. As part of your planning please consider who would be the best person to speak on behalf of your committee or organisation for both positive news items and in the case of an emergency situation, which may arise.

25.0 Information Points

Your festival or event may be able to offer an information point or festival office venue in advance of the actual event, which would help with tickets sales and raising awareness etc. A good practice is to establish a central point of information at your event when it is taking place. This can prove to be very beneficial as people can have a number of questions to be answered, or indeed can be a point of meeting for lost children etc.

TIP

Keep a copy of everything to do with your event – articles and advertisements in the press, recording of radio or TV items, grant applications, minutes of meetings, poster, flyers etc. These details are helpful in making future grant applications as well as developing an event history and record.



26.0 Health and Safety

The underlying aspect to Health and Safety at events and festivals is the ethos of organisers taking full responsibility and assessing and managing risks or potential risks associated with their activities. The organisation of a public event is a considerable responsibility. Organisers must properly manage, supervise and monitor the event to ensure the safety of people working, the public attending the venue and any others who may be affected by the event.

This responsibility extends to avoiding damage to property, fear or alarm to the public or disruption to the local community.

The event Organiser will have overall control and responsibility for the smooth running of the event or festival. For larger events you should draw up an event management structure, which defines the individual responsibilities of each of the key personnel involved in planning the event, setting up the site, running the event, taking down the structures and clearing the site after the event.

It is strongly recommended that a suitably experienced safety co-ordinator or officer is appointed with sole responsibility for health and safety and they are given appropriate authority to take decisions. For major events you may need to consider professional help.

The event safety co-ordinator should: -

- Be involved in pre-event planning and carrying out risk assessments
- Be involved in selecting and liaising with contractors
- Be involved in discussions with statutory organisations and emergency services etc.
- Supervise the build up prior to the event and carry out pre-event safety checks
- Assist with staff safety training/stewards briefings
- Have control of safety during the event and be able to communicate with and co-ordinate all key personnel, including emergency services etc. He/she should be easily identifiable and contactable at the actual event.
- Monitor safety at the event and carry out a post event evaluation and assessment.

(a) A Multi-Agency Approach

Communication and co-operation with all personnel and other organisations before, during and after the event is vital. It is extremely useful to organise a series of meetings with these people and even to arrange a site visit, with all parties. You may wish to include your safety officer/coordinator, a chief steward, key contractors, the police, first aid volunteers, the fire and rescue service, the ambulance service, TransportNI (traffic) and relevant Council Officers such as Health and safety, inspectors, entertainment licencing officers etc. In some areas the local council will help to co-ordinate these meetings, perhaps through their Safety Advisory Group meetings, previously referred to.

(c) Risk Assessment

Risk assessment is a legal requirement under the

Management of Health and Safety at Work (NI) Regulations 2000 Regulation 3

Requires all employers and the self-employed (including those who organise events) to assess the risks to workers and anyone else, for example members of the public attending an event, who may be affected by work activities being undertaken.

Your risk assessment needs to examine all aspects of your event, including transport to and from the event. You need to think about incidents that could occur, even if they seem unlikely, e.g. a visitor collapsing from heat exhaustion or a larger scale emergency such as a fire, other threat or stand collapse. You also need to carefully evaluate all places where there may be potential for high crowd density and subsequent crushing, e.g. queuing areas at the venue entrance.

During the planning stage, identify people who have the right competence and knowledge to contribute to the risk assessment process. The important things you need to decide are whether a hazard is significant and whether you have dealt with it satisfactorily through taking the relevant precautions, so that the risk is reduced or minimised.

The Health and Safety Executive has developed a five step approach to risk assessment:

Step 1	Look for the hazards
Step 2	Decide who might be harmed and how.
Step 3	Evaluate the risks and decide whether the existing precautions are adequate or whether more should be done.
Step 4	Record your findings
Step 5	Review your assessment and revise it if necessary.

A template Risk Assessment form is included in **Appendix D** for your use or modification

It may be helpful to consider the following questions when looking for hazards and completing your risk assessment: -

- Are the numbers attending controlled or predictable?
- Are visitors likely to be familiar with the venue?
- Is the event going to attract a particular age group?
- Is the event likely to generate high emotions?
- Is the crowd likely to be mostly male, mostly female or mixed?
- Is the crowd going to be made up of individuals, families or mostly large groups?
- How are you going to cater for particular groups with disabilities?
- How long will the event last?
- How will performers at the event affect the behaviour for the crowd?
- In what ways could media provision at the event affect crowd safety?
- Have you considered possible aggressive behaviour, for example between rival supporters or by visitors towards staff?
- Are gatecrashers likely?
- Will alcohol be available?
- Is it likely that some individuals attending the event have been consuming drugs?
- Are there other major events in the area at the same time as your event?

(c) Fire Risk Assessment

The Fire and Rescue Services (NI) Order 2006 and the Fire Safety Regulations (NI) 2010 replace previous fire safety legislation.

This legislation places responsibilities on employers and any other person(s) with control of premises (an Event Organiser) to assess the risk of harm from fire and to put in place suitable fire safety measures.

The outcome of each assessment will be different and there may be a variety of equally acceptable solutions depending on the individual premises. It is important to remember that fire risk assessment is a process aimed at ensuring people and premises are safe from fire - it is not just a paper exercise or a computer record. However, in certain circumstances, the appropriate person must record the significant findings of

their fire risk assessment (including fire safety measures that have been, or will be, taken to ensure the safety of persons from fire) and any persons identified as being especially at risk from fire on the premises. Although a written record is not required in all cases, it is a useful aid for the appropriate person (it assists with demonstrating that there is compliance with the law) and for enforcers (it gives a useful insight into the thoroughness of the process and the assumptions and decisions made). The Northern Ireland Fire and Rescue Service (NIFRS) consider that it is best practice to complete and retain a written fire risk assessment in **all** cases.

When carrying out a fire risk assessment, sector-specific premises guidance documents are available to download free from the Guidance Documents section of fireSAFE or these documents are referred to in the specimen blank risk assessment record sheets (which are also available on the NIFRS website).

(d) Knowledge and experience required

Each appropriate person must consider his or her own circumstances and capabilities in respect of the risk assessment process. Nobody knows as much about the business/activities as the owner/occupier but if they are not confident in their own ability to complete the fire risk assessment, then they can arrange for a suitably qualified or experienced person to complete the assessment on their behalf.

(e) Hazards and Risks

For the purpose of fire risk assessment, a **hazard** is a situation that can give rise to a fire. **Risk** has two components: the likelihood that a fire may occur; and the potential for a fire to cause death or injury, ie. consequence. Both of these components should be considered in any fire risk assessment.

The aims of a fire risk assessment are:

- To identify hazards and to reduce the risk of those hazards causing harm to as low as is reasonably practicable; and

- To determine what fire safety measures and management policies are necessary to ensure the safety of people in the building should fire occur.

There are five steps in the assessment process

(f) Step 1 Step 2 Step 3 Step 4 Step 5

Identify fire hazards. Identify people at risk. Evaluate the risk and decide if existing fire safety measures are adequate. Record fire safety risk assessment information. Review of fire safety risk assessment.

(g) Recording

The amount of information recorded is likely to be influenced by the life risk in the premises; the complexity of the premises; the activities undertaken; and the existing fire safety measures. For example, the records required for premises such as a Care Home providing sleeping accommodation for vulnerable persons should be much greater than that required for a small office.

Specimen blank risk assessment record sheets and examples of completed fire risk assessment records designed to assist the appropriate person are available on the NIFRS website. They are not intended to be models of best practice: they are intended to show examples of the level of detail that may be recorded.

The main Northern Ireland Fire and Rescue Service website can be found on

<https://www.nifrs.org>

(h) Gas Safety (Management) Regulations (Northern Ireland) 1997

As part of organising an event, it is possible that gas in various forms may be used. Any gas temporary installations, should be undertaken by an experience, qualified and recognised person or company. Valuable information is available to organisers by visiting the Gas Safe Register. You can search for registered persons for your local area.

Gas Safe Register replaced CORGI in Northern Ireland on 1 April 2010. It is the official hallmark for gas safety. Gas Safe Register manages the register of gas engineers who are properly qualified to work with gas in Northern Ireland.

Gas Safe Register protects you from dangerous gas work. You can make sure that gas appliances such as boilers, fires and cookers are installed, maintained and serviced safely by using a registered engineer. Gas engineers must be on the register to carry out work on gas installations and appliances safely and legally. If someone other than a Gas Safe registered engineer does the work in your home or at your event or festival, you could be risking peoples' lives. Poorly maintained, badly installed or faulty gas appliances could put you at risk from gas leaks, fire, explosions and carbon monoxide poisoning. Carbon monoxide is a highly poisonous gas that you can't see, taste or smell, but it can kill quickly with no warning.

All Gas Safe registered engineers are listed on the following website.

<https://www.gassaferegister.co.uk>

Alternatively you can call and an advisor who will be able to help you find a registered Gas safe engineer in your local area.

The Freephone number is: 0800 408 5500



(i) Finding a plumber to work on your event or Festival

If you need a plumber to do work on your event, it is important to use a reliable, trustworthy and professional plumber. You should look employ a plumber who is a member of a recognised trade body such as SNIPEF and CIPHE. If the plumber has current membership, they are qualified and approved to do plumbing work. You may have a plumber you have used in the past to work on your home, but in relation to events, please ask plumbers what work they have completed on Events and Festivals in the past

The Scottish and Northern Ireland Plumbing Employers' Federation (SNIPEF) is the only trade body representing plumbing and heating companies in Northern Ireland. SNIPEF members are licensed, employ properly qualified operatives and maintain insurance. SNIPEF members operate under a warranty scheme. NI Water only recommends using SNIPEF members. Plumbing and Heating Engineering (CIPHE), which is the professional body for the plumbing industry, recommends that when finding a plumber you should:

- Ask other event organisers who they use
- Ask your local authority who they would recommend.
- Use a member of the Institute of Plumbing and Heating Engineering - members have to hold recognised qualifications in plumbing or extensive experience
- Get at least three quotes and when asking for quotes find out if there is a call out fee, how many people will be doing the job and if the price per hour includes all the workmen/women or if more is charged per plumber and ask for a written quote - unless there are any unforeseen costs, the final bill should not deviate too far from this initial written quote
- Clearly explain all of the work you need doing (write it all down) and, if possible, ask how long the job will take
- Will the contractor be able to supply someone 'on-call' to cover your event?
- When you have found a plumber and the job is finished, ask for a full breakdown of the bill so you know where your money has gone.

Details of plumbers can be found by visiting:

<http://www.needaplumber.org>

Additional information on tradesmen can be found on the following website

<https://www.trustmark.org.uk>

All sources of information are worth checking as part of your event research and planning.

(j) Crowd Management

As an organiser, you have primary responsibility for the safety of people attending your specific event. From an early stage, ensure that clearly defined roles and responsibilities exist in relation to crowd safety, addressing both normal and emergency situations.

Where crowd management duties are sub-contracted (e.g. to a private stewarding company) you should ensure that the contractor's staff are competent and have received training appropriate to their responsibilities. It is recommended that you check that they:

- Carry adequate public and employer liability insurance.
- Have a company policy on Health and Safety
- Employ an adequate number of personnel who are competent in the following areas:
 - Are competent regarding Fire safety and emergency evacuation procedures,
 - Have basic first aid qualified staff
 - Have efficient and effective communication methods and procedures.
 - Provide two-way radios as part of their service.

The main responsibility of stewards is crowd management. They are also there to assist the police and other emergency services if necessary. Your risk assessment will help you to establish the number of stewards necessary to manage the audience safely.

Stewarding at events is covered under a British Standard Institute number **BS8406**
Further Information can be obtained from:

Health and Safety Executive Northern Ireland

83 Ladas Drive

Belfast

BT6 9FR

Telephone **028 9024 3249**

Website **www.hseni.gov.uk**



27.0 First Aid/Medical provision

The planning and safe delivery of an event whether it is a large or small involves a great deal of work for the event organiser who has prime responsibility for protecting the health, safety & welfare of everyone working at, or attending, the event.

By ensuring that there is an appropriate level of medical, first aid and ambulance provision at an event, Event Organisers can minimise the impact of their event on the local National Health Service (Health and Social Care) services.

Plan the provision of medical, ambulance and first aid services along with the statutory services and appoint a competent organisation to provide for your medical management. A manager from the medical provider should be appointed to take overall control and co-ordination of first aid provision. The event organiser and the appointed medical manager should liaise with all relevant parties and dependant on the nature and scale of your event may include:

- Local Hospital – Accident and Emergency Services Department
- Local Health Trust
- Northern Ireland Ambulance Service
- Other private sector/voluntary first aid/medical providers

Every event is unique and the level of medical provision needed to make it safe can only be determined after a comprehensive risk assessment. There are no off the peg solutions.

Your medical risk assessment should include and consider the following:

- Numbers attending your event and the anticipated 'high volume' periods
- Audience Profile and the type of entertainment you are organising
- Types of actual activities you will be holding on site
- Location and access of your selected site or venue
- Distance from definitive care. Please note that your nearest hospital may not provide an accident and emergency services. Check this out and test the time of travel to the nearest A&E for you information. Confirm their contact telephone number in case you will need to contact the hospital at any stage.
- Duration of the event and will you expect people to be queuing for any length of time
- Time of the year. The various seasons of the year provide so unique considerations for your as an organiser
- Overnight camping and the services required. Management and control of camping is difficult and it may be best to secure the services of a local provider to partner with you for this type of accommodation.
- Specific Hazards any special effects or structures, which will form part of your event.
- Past experience and history of the event, in terms of crowds, behaviour, audience etc.
- Local knowledge that you have of your area and the site/venue you have selected to hold your event or festival.

As an organiser you may be advised to part to inform the Northern Ireland Ambulance Service (NIAS) of your event. Please be aware, that the NIAS does not routinely provide medical services to public events. There are a number of voluntary and private organisations available which do provide these services.

Event Organisers, who are following good practice as set out in this document and The Purple Guide (2014) (www.thepurpleguide.co.uk) or other relevant guidance documents, may wish to contact the NIAS HSC Trust to provide details of your particular event. This action would be important to consider as part of your overall good practice in event planning or part of an Emergency Plan for your event.

The NIAS have a coordinated and managed system in place, which enables them to circulate your event details to the relevant parties within a Health and Social Care Trust area. The means of providing your details is by using the following email address:

events@nias.hscni.net

There are specific forms to be completed, but you will be advised when contact is made by email. The forms will be emailed to you. Please bear in mind that these processes are not designed to take away from the good relations that many event organisers already have with NIAS, but rather is designed to complement it, but the processes does allow the NIAS to become more aware and have more detailed knowledge of events at a much earlier stage, which would be an important aspect of any event planning and management.

Please note: The Purple Guide is a web based subscription document and to register to have access should cost in the region of £25.

28.0 Accident reporting

Organisers should make sure that all accidents are properly recorded by their appointed first aid /medical provider. These records are required to be kept by Law and it is recommended that these be held on file for a period of seven years.

29.0 Incident Reporting

Organisers should maintain a method of recording and keeping a record of any incidents at their event as a means of good practice. This information can be used as part of an event evaluation report.

30.0 Welfare/Lost Children/Information Point

The range of welfare services depends on the nature and scale of the event. Welfare services/information or meeting points are provided for people who find themselves in difficulty. One of the most common problems at events is that people become separated from the group with whom they have travelled.

It is important that persons are identified to look after lost children who have had appropriate security checks and if possible would be qualified to look after and care for children.



31.0 Equipment and Infrastructure

When organising any event or festival, you will require a wide range of equipment and services to be supplied. Depending on whether your event is indoors or outdoors there will naturally be varying requirements. It would be good practice to arrange a site or a number of site meetings with all relevant parties. Walk through the site with them and discuss your plans for each area. This will help determine the layout.

Some of the items you may require include: -

(a) Barriers and fencing

To delineate an area such as the children's section, the pedestrian low level barriers that link together are very effective. For higher security, 'Heras' fencing is taller, more difficult to climb and widely available for hire. Please ensure that stage barriers are at least 2m from the stage and if applicable, fireworks areas are always marked out/roped off from the general public.

Barriers should also be used to fence off generators, BBQ's and any lighting towers or temporary structures. There will be a requirement to keep a clear route to your site for emergency services. Barriers can be used to separate vehicular movement and pedestrian areas.

(b) Water supply

You may need a temporary water supply for toilets or for catering purposes. Please ensure that qualified contractor supplies this and please remember that if you are preparing food on site that there will be a requirement to have not only a sink or washing facilities for preparation but also a sink or means for staff to wash and clean their hands. Often the disposal of wastewater is not considered. Please look to match in with existing drains or make appropriate temporary arrangements.

(c) Provision of Temporary Buildings

The supply of port cabins on site will require heavy lifting equipment being used. Please ensure that experienced and competent contractors are used. You may require ground protection matting, which can be quite heavy to lift and manoeuvre into position. It is recommended that a minimum of two persons would be required to move grounds mats which measure 2.44m x 1.22m

(d) Marquees, Canopies and Tents

Ensure that the assembly of all temporary structures should be carried out in accordance with specifications for the designer/manufacturer. Stage marquees etc should be kept at least 6m apart for emergency vehicle access and to reduce the risk of fire spreading.

(e) Stage – some of the options being – purpose built, mobile, or a 40' lorry. Quite often local community groups can get a company to lend them a 40' trailer at no charge, but often then have the problem of getting access onto this in relation to the height off the ground.

(f) Electricity Supplies – there will be a requirement to supply electricity for all sorts of activities, such as, lighting, PA system, bouncy castles, etc. It is imperative that a fully qualified electrician undertakes any installations. You would be advised that if your electrical contractor is not an approved contractor under the NICEIC scheme, that you have any installations checked and get a certificate issued by a NICEIC approved contractor.

NICEIC acts under licence from the Electrical Safety Council as the industry's voluntary regulatory body for electrical installations. Approved contractors are regularly inspected to confirm they meet the required national technical standards and issue certificates as evidence that their work complies with these standards. NICEIC operates a Complaints Procedure and Guarantee of Standards Scheme.

(g) Toilets

The following is a guide to toilet provision at events. It is also important to remember that you should provide a toilet for use by people with a disability. It is advisable, if possible, to segregate toilets to help ensure the right ratios are maintained. You will also need to arrange for your toilets to be regularly serviced and cleaned throughout the duration of your event.

Consider the following when determining the minimum provision of sanitary conveniences:

- The duration of the event
- Perceived audience food and fluid consumption
- Adequate provision during intervals and breaks
- Requirements for event-related campsites
- Provision of suitable facilities for children, elderly or infirm people who may take longer to use the facility
- Facilities inside a fenced venue
- Weather conditions and temperature.

Use these ratios as a guideline for numbers of toilets to provide:

For events with a gate opening time of 6 x hours or more

Female	1 x toilet per 100 females
Male	1 x toilet per 500 males, plus 1 x urinal per 150 males

For events with a gate opening time of **LESS** than 6 x hours

Female	1 x toilet per 120 females
Male	1 x toilet per 600 males, plus 1 x urinal per 175 males

(h) Public Address System and Lighting

Ideally you should have a separate PA for emergency announcements, other than for the stage. The use of a hand held loud hailer is normally adequate, as a back up, but please ensure that the batteries have been charged!

PA should be installed on a flat surface, off the ground

If your event is carrying on after dark without on site lighting, please ensure that you have floodlights/ temporary lighting towers available to light exits, toilet areas and information points, access/egress areas.



32.0 Carnivals and Parades

On a number of occasions there will be a requirement for community groups to wish to close certain parts of a road in order to facilitate a carnival or festival parade. It is imperative that early consultations are held with all the relevant parties to whom this might impact such as: -

- Local Police
- TransportNI – your local Divisional Manager
- Local residents
- Local Businesses

In Northern Ireland we have an obligation under the Public Processions (Northern Ireland) Act 1998 to involve the Parades Commission in the process.

The Process and Timescale

Applying to the Parades Commission to notify a Parade or Procession

Apply online via Parades Commission website.

**Apply on hard copy.
Available on Parades Commission website.**

Make submission online.

Deliver completed form to local PSNI. Give to rank of SGT or higher.

Allow a minimum of 28 days from intended date.

The duties and functions of the Commission are: -

- To promote greater understanding by the general public of issues concerning public processions.
- To promote and facilitate mediation as a means of resolving disputes concerning public processions.
- To keep itself generally informed as to the conduct of public processions and protest meetings.
- To keep under review and make such recommendations as it thinks fit to the Secretary of State concerning the operation of the Act.

Please note that all parades (excluding funeral processions and Salvation Army processions) must be notified to the Police at least 28 days (6 – 8 weeks would be much better), in advance of their intended date. Police will then ensure that a copy of the notification form, which is known as an 11/1 form, is forwarded to the Commission.

As an organiser you should be able to give as much information as possible and you should include an allowance in your event signage to help inform people of the event being held.

Further information can be obtained from

The Parades Commission

2nd Floor, Andras House

60 Great Victoria Street

Belfast

BT2 7BB

Telephone **028 9089 5900**

Email **info@paradescommissionni.org**

Website **www.paradescommission.org**



33.0 Road Closures



Holding Special Events on Public Roads

The Roads (Miscellaneous Provisions) Act (Northern Ireland) 2010 amended the Road Traffic Regulation (Northern Ireland) Order 1997 by inserting a new Article 8A and Schedule 3A into the Order to provide powers to the relevant authority to prohibit or restrict the use of public roads for the purpose of holding special events on them.

In the case of roads which are not special roads, the relevant authority will be the District Council in whose area the road lies. The exceptions being any event proposed for a special road, which are mainly motorways, for which the Department for Infrastructure is responsible.

Early consultation is recommended and any event organisers should discuss their outline plans and needs to close roads with the relevant officers.

An outline diagram of this process and timescales involved is provided for information. Organisers should include the timescale into their overall event management planning process

What is a Special Event?

Organisers should be aware the various classifications of special events to be held on roads which would require an application.

Special Events are defined in the legislation as:

- Any sporting event, social event or entertainment which is held on a public road; or
- The making of a film on a public road.

Examples of possible 'special events' could include:

- Fun runs/marathons etc;
- Street parties;
- Concerts;
- Social events.

There are some circumstances when the Roads (Miscellaneous Provisions) Act (Northern Ireland) 2010 would not apply and the circumstances when there is an exemption would be for: -

- Public processions – (Please refer to the process under applying for an application to the Parades Commission as previously displayed)
- Motor road races - dealt with under separate legislation.
- Cycle races or trials - dealt with under separate legislation.

The Event organiser must initially carry out a Risk Assessment. If the Risk Assessment determines that the event causes any restriction to traffic and/or requires lane or road closures, even for a short period of time, then an application must be made to your local Council to seek approval for the special event to take place on Public Road

Organisers should be aware that holding an event on a public road should only be considered when all other options/locations for holding the event have been ruled out. Organisers, however, must consider their overall responsibilities and liabilities when organising events. Prior to making an application, event promoters should make preliminary contact with the Council to discuss the overall concept of the event.

Holding a Special event on a Public Roads Application Process



Application Process

- To allow sufficient time to process an application and to make an Order
- the District Council requires at least **12 weeks' notice** so as to consult relevant agencies.
- Application Forms are to be completed and submitted to Causeway Coast and Glens Borough Council with the fee of £615 (includes £200 refundable deposit for street cleaning).

Please note that recognised Community Groups are exempt from the Application Fee however are required to supply £200 refundable deposit for street cleaning

- After 21 day notification, consultation with various statutory bodies including the PSNI and NIFRS, and after receiving the consent of the Department for Infrastructure Roads, Council will determine if a Road Closure Order is to be made

The Application Form must be accompanied by:

The Application Fee (If applicable)

Signing Schedule

Copy of £10m Public Liability Insurance cover

Copy of Traffic Management Plan (It should be noted and this depends on the exact nature and scale of your planned event, but when Traffic Management is required, the Event Organiser must employ a Traffic Management Company who will also be responsible for signage and coning.

Details of Consultees and Feedback (Transport providers, residents, businesses)

Certificate of Competence for those undertaking the signing work

Written agreement with Emergency Services

Please note that any organisers have an option to make appointment with the local Safety Advisory Group, or (representatives of) where event organisers can put their applications to the Group for advice and additional guidance.

Details on the workings of and Safety Advisory Group has been previously supplied in this document

Applicants should note that although the legislation provides the power to prohibit or restrict the use of a public road, pedestrian access to any premises situated on or adjacent to the road or any other premises accessible for pedestrians from, and only from, the road must be maintained at all times

Events which are organised and held near a busy Public Road

Quite often events can be held near a busy road, which would have the potential to attract a large public gathering. In this case an application should be made directly to the Department of Infrastructure. Once again if an organiser is in any doubt a consultation with the relevant local authority officers will be a good recommended starting point.

For important background information and further background reading and information around this subject please visit the following website

<https://www.infrastructure-ni.gov.uk/publications/special-events-roads-guidance-promoters-events>



34.0 Transport Management

As an organiser you should decide how people are likely to get to the event and whether you need to provide transport or parking. Depending on the size of your event, this is a task, which can be delegated to a specific member of your planning team. Generally it is best to keep as many vehicles as possible away from an outdoor site or if you are using an indoor venue you may wish to have a nominated over-flow car-parking facility identified in advance. All likely types of traffic should be considered, including pedestrian, people with a disability, VIP's coach, lorries, staff and stallholders or performers.

In the case of an outdoor event, if vehicles are allowed access to the site, then arrangements should be made to segregate them from pedestrians either by providing separate routes or by allowing vehicles onto and off the site at separate times – however, this needs to be carefully managed. The operation of one-way systems within some sites can also reduce risks.

For large events, the introduction of `park and ride` facilities using buses to shuttle people between the site and remote car-parks can work well and specialist transportation companies will be happy to work with you in the provision of this service.

Where there are traffic implications or where you are considering road closures you will need to liaise with the police and TransportNI and in respect of signage with the AA/RAC. You may also wish to be in a position to offer residents with parking/access permits.

(a) Car-parking

Please do not forget that you will need to consider quite a few people for parking including: -

- Staff
- Coach Parking
- Buses for dropping off/shuttle service
- Performers/Artists
- Support Crew
- Suppliers/Deliveries
- Merchandising
- Contractors/Sub-Contractors
- VIP's
- People with a Disability
- Media



35.0 Use of event Signage

Signage in general for any event is an important aspect. There are a number of uses for various signs and this may involve some of the following: -

AA type directional signage to the venue, which would depend on the nature and scale of the event/festival, and also if there is sufficient finance available.

Signage within your venue or site to help provide customers with the important information e.g. admission charges, car-parking, toilets, exits, event programme, information/meeting/control points, location of fire fighting equipment, lost children point etc.



36.0 Facilities for People with a Disability

Under the **Disability Discrimination (Northern Ireland) Order 2006**, an important aspect in any event planning is to ensure that suitable and adequate facilities are provided for people with a disability and that information about the facilities is made available well in advance of the event. Consider all forms of disability including people with mobility problems, impaired vision and/or hearing difficulties.

Facilities which may need to be provided include transport and access to the site, access to all areas within the site or venue, provision of suitable viewing areas, facilities to allow participation in activities, the provision of appropriate sanitary facilities, special arrangements for evacuation and additional support by stewards or designated persons.

Further information can be obtained from

Equality Commission for Northern Ireland
Equality House
7-9 Shaftesbury Square
Belfast
BT2 7DP

Telephone **028 90 500 600**
Text phone **028 90 500 589**
Email **information@equalityni.org**
Website **www.equalityni.org**

37.0 Waste Management in relation to Events and Festivals

As an organiser please do not under estimate this important aspect of your event. The amount of rubbish in the forms of packaging, general waste, food and waste associated with market stalls and associated with the provision of a bar facility can have quite an impact.

The amount of waste in the build up, part of and after the event needs to be very well managed and often does depend on the nature and scale of a particular event. There can be substantial cost in the disposal of waste, which at events can include some of the following: -

- Paper and cardboard packaging
- Food and drinks containers
- Left over food debris
- Food from food concessions
- Glass
- Plastics
- Aluminium cans
- Construction materials
- Carpet
- Clothing
- Water from toilets, sinks etc.

As an organiser, failure to effectively manage waste at events presents direct and indirect risks to the health and safety of employees and those attending

It is vitally important that organisers continuously monitor the build-up of any waste (especially combustible materials) during the event and take necessary measures to remove it

It is essential to plan for the storage, handling and transport of general waste and sewage. Normally your local authority will be helpful but it is also essential that a number of commercial operators can provide a service to event organisers. The management and handling of waste can be a substantial cost for organisers and is one that does tend to be left late in the planning process, to be considered. This is a major area of concern and can require many resources and co-ordination. An organiser needs to consider access/egress routes, timing and frequency of collections etc. The larger scale events and festivals will naturally provide larger problems for the organisers regarding the management of waste materials. This aspect should be built into any event management plans and fully costed in advance as part of financial planning.

Often skips and extra bins are provided and events provide a good opportunity in order to initiate recycling of materials. The options for recycling include the provision of specific and colour coded containers and in one way this would be good practice and would also help to reinforce the recycling message. You local authority will be keen that you have considered the benefits of recycling as a means of reducing costs as part of hosting your event. You should consult with specialist local authority officer who deal with waste as they should be able to help and advise regarding the recycling of waste

Further information can be obtained by visiting the following website:

[http://www.hse.gov.uk/event-safety/handling-waste.](http://www.hse.gov.uk/event-safety/handling-waste)

38.0 Event Safety Management Plan

For each event there will be a requirement to develop an overall Event Safety Management Plan. It may just be a case of putting all of your information into an orderly fashion, such as in a lever arch file, which various sections indicated. Again depending on the nature and scale of each event this can be a simple or a complex document and may contain all or some of the following: -

- The Event Safety Policy statement
- Organisational chart with defined lines of reporting and responsibilities
- List and contact details of key Contractors
- Copies of each contractors and sub-contractors Public Liability/Employers Liability and Method statements for their specific area of work/responsibility.
- Map of venue to include design and layout
- Site/venue safety plan
- Temporary structures and equipment to be used
- Audience profile and capacity
- Duration of the event,
- Catering arrangements and food hygiene measures
- Provision and number of toilets
- Fire fighting equipment to be used
- Access and exits
- Water supplies
- Waste management provision
- Medical and First Aid provision
- Crowd Management Plan
- Evacuation Procedures and procedures for declaring an emergency situation
- Transport Management Plan
- Copies of general risk assessments and fire risk assessment
- Copies of Licenses granted and obtained
- Emergency Plan

The constituent parts of the event safety management plan are your 'working documents' and will need to be reviewed and updated as new information is received preferably before, or even during the event. This will be a very valuable piece of work for anyone organising an event.



39.0 Communication

Communication will be a major consideration especially in an emergency situation. This aspect should be considered as part of your event planning. The organiser and/or safety co-ordinator will need the facilities to communicate with staff, stewards, emergency services and the people attending the event.

In respect of the audience, it is important that an adequate standard of public address system is used which overrides other forms of entertainment noise. Clear directions must be given to ensure evacuation times are kept to a minimum. If the public address system is improperly used it can lead to confusion and panic. Therefore emergency and safety messages should be agreed in advance and someone should be nominated in advance to address the crowd and provide instructions.

For communication with key site or venue personnel, two-way radios are extremely useful, but you will need to train those required to use them. For large-scale events it is recommended that you provide a 'central control room' from where communication can be controlled and certain key personnel located.

Please do not forget that through the planning and delivery of your event there is a requirement that almost constant good communication is required, this can be achieved through your marketing and promotional, media activities, holding meetings, consultations sessions, briefings and good use of signage.



40.0 Emergency Planning and Procedures

In addition to carrying out a generic and fire risk assessment and developing an event safety management plan which lays down all the measures necessary to minimise the likelihood of any accidents or incidents occurring, you will need to decide how you will deal with any emergencies if something goes wrong. Such problems could include a fire, serious accident, crowd disturbances, a bomb scare or even the effects of the extremes of weather.

An emergency situation will normally require a multi-disciplinary approach in which the event organiser, the safety co-ordinator, senior stewards, the police, the local hospital, the ambulance service, the fire and rescue service and first aid manager may all play a part. It is therefore important that there is an emergency or contingency plan with clear demarcation of duties and responsibilities. Each individual who will play a part in dealing with an emergency must understand their responsibilities and be given clear instructions. The event safety coordinator should be charged with the responsibility of co-ordinating any emergency procedures until the emergency services professionally take over.

41.0 Evaluation

We all should learn from experience and holding an event is no exception. Those who attended the event, staff and volunteers, who worked on it and you, as the event organiser, should all learn from it. You should make sure you take this chance to hear views from others on what went right and what could be improved upon. Please make sure you document your findings.

(a) Those who attended the event

- Get feedback by word of mouth
- Consider giving out forms to people at the event to get their views. Make sure they are not too long or complicated and there is an easy way of getting them back to you.
- Listen carefully to what people say. You may not agree with it, but that's what they think and they have a reason for thinking it
- Assess all the feedback and identify those points that keep coming up.

(b) Staff and Volunteers

Send out a letter of thanks to all who worked on the event. Invite all of them to a meeting about a week after the event to get their views (it's a good idea to hold the meeting before a 'Thank-you' party and so more will attend)

Record everything that's said. It's easy to forget things you don't want to hear.

Assess and collate all the information.

(c) You Yourself

- Look back over the event. It will help if you took notes as you went along.
- Look at all the information you gathered from the views of others. Areas of common concern or praise should be identified.
- Think about how things in general could be improved.
- Revise your layout and record this for future reference.
- Be honest with yourself.
- Remember reporting back and writing of formal reports is often a condition of grants awarded.

Your evaluation of one event this year will actually form the basis of starting your research and development of the next one! You will be starting the planning process all over again only this time you will have a little more experience and knowledge!



42.0 Think Green and Sustainable Events

Organisers must think of the impacts of any festival or event and consider their business approach and wider community and environmental implications.

ISO is the International Organisation for Standardisation. An ISO International Standard represents a global consensus on the state of the art in the subject of that standard. This would be the situation in the case of **ISO 20121: 2012**, which is a practical tool for managing events so that they contribute to the three dimensions of sustainability – economic, environmental and social.

There can be a downside to events and festivals. The “great time we had today” can leave an aftermath of problems for tomorrow. When people get together, particularly in large numbers, they can put a strain on local resources, such as, water and energy and create significant waste, or tensions related to culture or sheer proximity with neighbouring communities.

A Sustainable Event Management System provides a framework for managing environmental responsibilities so that they become more efficient and more integrated into overall operations. This framework allows an organisation to understand, describe and control its significant impacts on the environment, ensure compliance with environmental legislation and continually improve its business operations.

(a) Who is it relevant to?

ISO 20121 maybe adopted by event organisers, communities, event owners, workforce, Caterers, transport companies, exhibition organisers, venues and organisations in the supply chain, large or small to deliver cost savings through reducing carbon emissions, waste and improving the resource efficiency of the entire event supply chain.

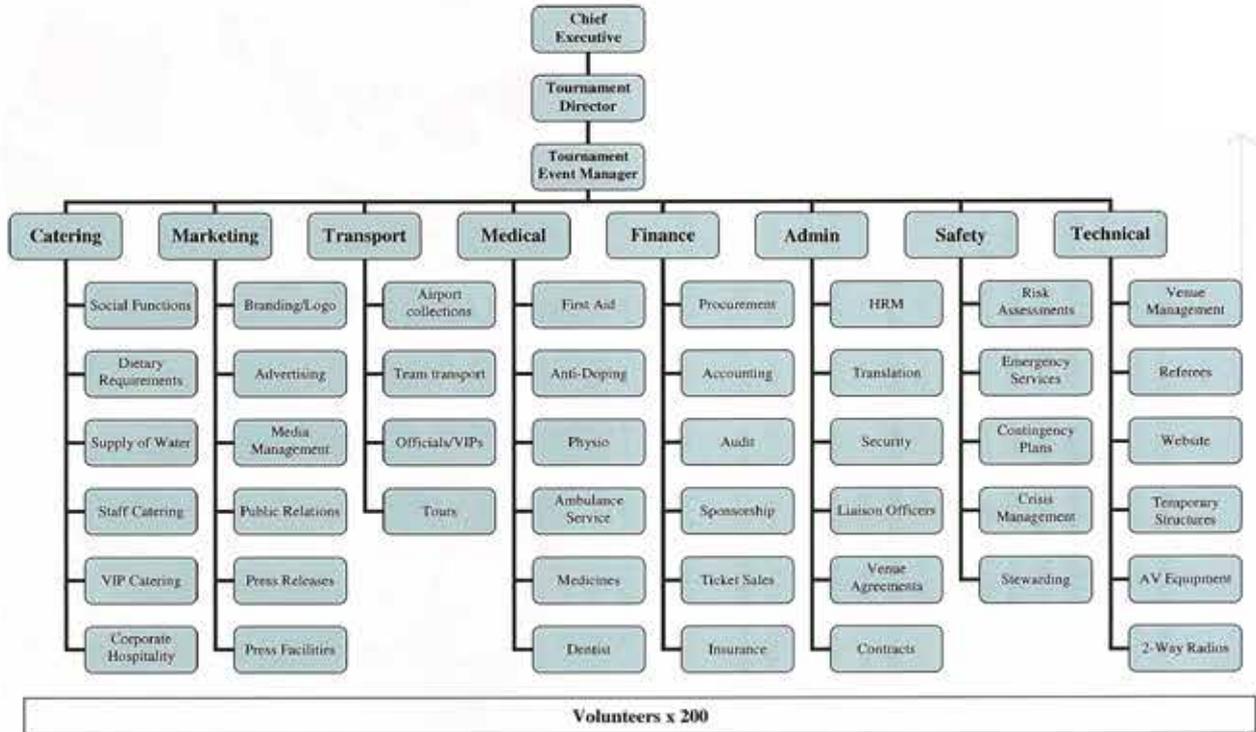
(b) What are the benefits?

Benefits include: -

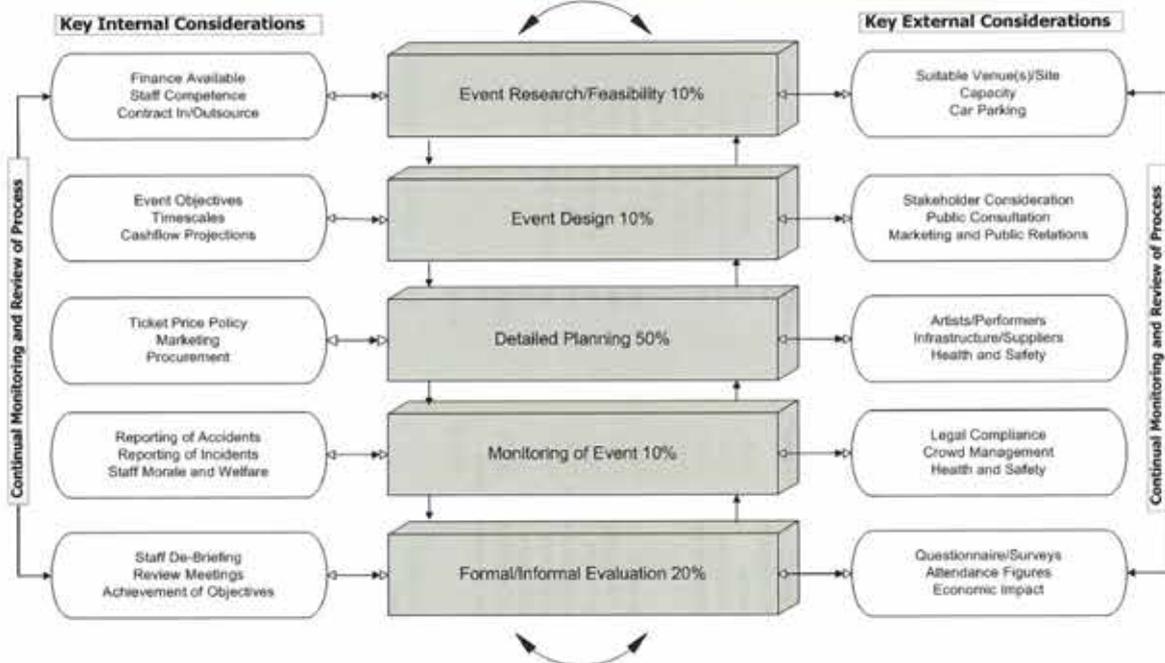
- Help to improve sustainable performance within available budgets
- Reduce carbon emissions and waste, improving the resource efficiency of the entire event supply chain
- Present opportunities for more efficient planning and encourage the re-use of equipment and infrastructure. The standard covers:
 - Reduce environmental impacts such as carbon usage, waste management and effects on biodiversity
 - Improve social impacts such as community involvement and fair employment
 - Establish economic impacts such as local investment and long-term viability

Further information on the standard can be obtained by visiting www.iso.org

Management Structure



Event Planning Process Model



Financing your Festival or Event

Prepared by
Chris Waring
Telephone
(028) 2587 1989

Title of
Festival or Event

Draft
Agreed
Final and
Approved

Expenditure		Estimate	Comments
Management			
	Festival Co-ordination	1,000	
	Administration	500	
	First Aid	100	
	Communications	200	
	Venue Hire	500	
	Event Photography	200	
	Event Video	100	
	Public Relations	100	
	News Conference	100	
Marketing			
	Website Work	500	
	Mobile Advertising	500	
	Festival T-shirts	700	
	Festival Baseball Caps	250	
	Festival Balloons	200	
	Festival Stickers	100	
	Festival Certificates	250	
	Festivals medals/souvenirs	300	
Design and Print			
	50 x A3 posters	245	
	10k Flyers	500	
	Graphic Design	600	
	Template for press ads	50	
Other Items			
	Banners	300	
Newspaper Advertising		1000	
Radio Advertising			
	1 Week Campaign	1250	

Festival Dates To be
Confirmed

Created on 16/03/2017 14:14
By Whom

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Chris Waring
Telephone
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Title of
Festival or Event

Draft
Agreed
Final and
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Festival Activities

Family Fun Run	250
Table Quiz	100
Teddy Bears Picnic	100
Wine Appreciation	250
5 x 5 a side soccer	100

TOTAL 10,345

Income

Grant from Council	1000
Programme Advertising	500
Programme Sales	500
Box Office Ticket Sales	1000
Local Sponsors	500
Catering	750
Other income	1000
Ice Cream Vendors	250
Sales of T-shirts	1000
Sale of Baseball Caps	750

TOTAL 7250

Balance -3,095

Other costs you may need to consider

Entertainment Licencing Fee
Occasional Licence Fee
Fireworks Licence Fee
Road Closure Fee
Deposits for hire of equipment
Fuel costs (Diesel generator)
Hiring equipment
Hire entertainment and children's rides
Transportation of items

Festival Dates To be
Confirmed

Created on 16/03/2017 14:14
By Whom

Sample Risk Assessment Form

Activity / Area		Assessment by										
Location		Assessment date										
Description of activity												
What are the hazards?	Who might be harmed and how?	What are you already doing?	What further action is necessary?									
e.g. Manual handling – deliveries: paper (regular); office equipment (infrequent)	e.g. All staff and particularly the messenger / IT staff could suffer from back pain if they carry heavy / bulky objects in awkward places / i.e. staircases	e.g. Trolley used to transport boxes of paper etc; only 'named' staff move office equipment and other heavy loads; top shelves used for storage of light boxes only	e.g. Need for manual handling training of staff to be kept under review; supervisors to remind staff that heavy equipment to be moved by named staff only;									
			<table border="1"> <thead> <tr> <th>Action by whom?</th> <th>Action by when?</th> <th>Done?</th> </tr> </thead> <tbody> <tr> <td>J Bloggs</td> <td>Date</td> <td></td> </tr> <tr> <td>All supervisors</td> <td>Date</td> <td></td> </tr> </tbody> </table>	Action by whom?	Action by when?	Done?	J Bloggs	Date		All supervisors	Date	
Action by whom?	Action by when?	Done?										
J Bloggs	Date											
All supervisors	Date											





**Causeway
Coast & Glens
Borough Council**

This Events Guide is also available in a range of other formats which can be accessed by contacting email community.development@causewaycoastandglens.gov.uk or by telephone on **028 7034 7044**.

4th Edition

Document written and compiled by

Chris Waring

CW Events Management on behalf of Causeway Coast & Glens Borough Council

April 2019.

Photo Credits; McAuley Multimedia

