

Planning a Community Event in South Norfolk and Broadland

Updated Spring 2021



Two Councils
One Team



Your Event

Is your event only for your immediate neighbours and organised by you and other local residents? Then your event is probably classed as a small event.

If you are not planning on selling anything (particularly food and alcohol) and your event will not attract more than 500 people or last longer than a day it should be quite simple to plan - just get in touch and let us know what you'd like to do. We might be able to help and think of things you may not have thought about.

Email lwoollacott@s-norfolk.gov.uk
or call **01508 533816**

Large events could attract over 500 people, many from outside the immediate neighbourhood. They may require the closure of a busy road.

Often, these events will include activities which require licences such as selling alcohol or live performance.

You will need approval for these activities so it's worth speaking to the council for some advice licensing@broadland.gov.uk
licensingteam@s-norfolk.gov.uk
The Safety Advisory Group provide good practice advice in safety and planning an event.

For more information visit
www.southnorfolkandbroadland.gov.uk/businesses



Pre planning Tips

- Before you get started write a statement of intent so all those involved are clear about what the aims of the event are.
- Assign roles to those in your event's team at an early stage so everyone has a clear understanding of what needs to be done. Meet regularly so you are all up to speed.
- Draw up a timeline of the whole process – right from the initial planning of the event and through to the post event evaluation.
- Visit the site where you will hold the event and sketch out a plan for the area - this will be handy when deciding what should go where.
- In case your event falls victim to bad weather, you need to have a plan about what to do. This may involve moving undercover or even cancelling the event completely. Ensure you know how you will inform people about any changes at short notice.



Budgeting and Grants

Community events can be held on all budgets – big and small. If your event is small it's likely that costs will be relatively low, and these can be kept to a minimum if everyone contributes something on the day. If there are any additional costs, such as hiring a bouncy castle, get a few quotes and discuss how you will pay for this at your first planning meeting. Whatever your event, it is very important to keep an accurate record of what is being spent, along with receipts.

Tip

South Norfolk and Broadland District Council can sometimes offer pop up grants to help with the cost of running a community event. For more information visit www.southnorfolkandbroadland.gov.uk/communities/community-funding-2/1

Do you need insurance?

Carrying out a risk assessment is key to preventing problems (see page 4). However, you still need to protect against claims for any injury to the public or damage to property, for example. If you are working with external parties to provide specialist activities, such as a bouncy castle, check if this is covered in their policy.

It is essential to make sure you have the appropriate insurance for your event. (If you are a town or parish council you may already have this)

If you are unsure contact a reputable insurance company regulated by the Financial Conduct Authority. It may seem daunting at first but arranging insurance is straight forward, especially if you seek advice early in the planning stage.



Licensing

A licence is not always necessary for an event so if in doubt please check with the licensing team. However if your event includes the sale of alcohol (even as part of the admission charge), live or recorded music, plays, films, indoor sporting events, boxing or wrestling, a performance of dance or the sale of hot food and drink between the hours of 11pm to 5am then a licence will be required.

Should your proposed venue already hold a licence then they may permit you to use it for your event. If this is the case, please ensure you have written consent from the premises licence holder and designated premises supervisor and keep this to hand for the duration of the event.

If you are in doubt contact the Council Licensing Team who will be happy to help
foodandsafety@broadland.gov.uk
licensingfoodsafety@s-norfolk.gov.uk

Road closures

If you'd like a parade as part of your event or need to close your street for your party, you will need to apply to Norfolk County Council. There is a small charge for this application.

For more information contact Norfolk County Council on email: streetworks@norfolk.gov.uk or call 0344 800 8020

Risk assessments

Organisers of events are legally responsible for the health, safety and welfare of any employees, volunteers and public at the event, so it is important to put together a risk assessment.

This doesn't have to be a very long or overly complicated but it should demonstrate the approach you have taken to safety.

The Safety Advisory Group (SAG) has been formed to provide a single point of contact for organisers of events and a forum for discussing and advising on public safety at an event. Our aim is to help organisers with the planning and management of an event and to encourage cooperation and coordination between all relevant agencies (police, ambulance service, fire authority, NCC Highways, etc).

For further information please visit www.southnorfolkandbroadland.gov.uk/licensing-2/safety-advisory-group

Tips

- Look for any hazards which will be present at the event (even anything which maybe small).
- Identify who could be harmed and how.
- Evaluate the risks and decide on precautions to put in place.
- Record your findings.
- Review your assessment and revise if necessary.
- Note that the time of the year may alter the risks, for example overhanging branches will be in leaf in summer, the ground maybe very wet and slippery at certain times of the year.

Community Impact

In planning your event you should consider its impact on the local community and in particular those living near-by and how this will be managed.

As a rough guide, your event should not prevent residents being able to live a normal life (e.g. not forced to keep any windows and doors closed, prevented from using any part of their home or garden) and in particular, between the hours of 23:00 hrs. and 09:00 hrs. residents should be able to sleep in their homes with windows open for ventilation.

- **Noise sources to consider include:**
 - o Entertainment noise – music, amplified speech, audience noise.
 - o Vehicles and equipment – ice cream vans, generators, cars leaving the event.
- **Smell sources to consider include:**
 - o Vehicles and equipment fumes – ice cream vans, generators.
 - o Cooking odours – food stalls and vendors.
 - o Smoke – bonfires, BBQ's.
- **Litter and waste:**
 - o What measures will be in place to control litter during the event and to stop it being blown off-site.
 - o What measures will be in place to clear up litter left on the site after the event.
 - o What measures will be in place to manage the waste arising from the stalls, vendors, etc. on the site.

Food Safety

Hiring caterers? research online. Check suppliers are registered with local authority. Food rating no lower than 3, ideally 5.

Planning to BBQ or bake? If you are not a business, food law does not apply- do not need to have your kitchen inspected to make a cake for a fete, but food must be safe to eat.

Chill food (at 8 degrees C or colder) in a fridge or cool box. Food handlers need clean over clothing and hands. Keep raw and cooked separate. Cook meats to 75 degrees C in the centre and other foods until piping hot. Have food safety in mind .

For more food safety and hygiene advice visit www.food.gov.uk or email foodandsafety@broadland.gov.uk licensingfoodsafety@s-norfolk.gov.uk



First Aid

Have a well-stocked first aid kit on hand, identify a first aid point and have this clearly signposted so everyone is clear where to go in the event of an injury or health related issue.

Utilise members of your team who have a current first aid certificate to take responsibility for first aid, or consider St Johns Ambulance.

If you are producing an event programme include details of first aid point on it.

In the event of a serious incident make sure you call the emergency services, and keep a record of what happened.

Ensure your event layout has sufficient space to permit emergency vehicles around the site should an incident occur.

Child safety

Although it is a parents' responsibility to look after their children, have a procedure for dealing with lost children.

A central point where lost children can go and will be safe. Make sure it is signposted and easy for children to find. Supervise this point at all times. Position lost child point away from first aid to avoid distress. Adults at this point must have a DBS check. Many people already hold a DBS check, teachers etc. DBS can be easily applied for on line. See contacts on page 7.

Publicity

An event isn't an event without people! Whether the event is just for you and your neighbours or it's a big village festival which will attract people from far and wide, you need to let people know about it.

Any posters or flyers which you create need to be eye catching and easy to understand. You can search the internet for templates which may help you. It can be easy to overlook the simplest things, so always remember date, time, location, entry cost, contact details.

Tips

- Create a Facebook page and use other social media to publicise your event.
- If you have to postpone or cancel your event remember to let people know via as many channels as possible.

Quick Checklist

- Set a budget
- Confirm location
- Finalise date(s) and times
- Collect contact details for everyone helping and assign specific tasks
- Apply for any relevant licences.
- Consider traffic management/parking
- Think about and plan how you will invite people and promote the event.
- Buy, borrow or make decorations and signage.
- Hire (or borrow) furniture, gazebos etc.
- Organise catering (including access to drinking water)
- Agree what toilets attendees can use
- Ensure people with disabilities have adequate facilities.
- Review security needs and asses risks and hazards
- Plan for a 'Lost and Found' children's point.
- Select your arrangements for first aid.
- What are your evacuation and emergency procedures?
- Have a backup plan for bad weather.
- Plan how you will clear up afterwards (you can borrow litter picking equipment from South Norfolk council)

How do you think it went?

Remember to evaluate how your event went. Consider how you will gather the views of attendee's stall holders and volunteers. Don't leave this to the last minute, create a simple and short series of questions so you can learn what went well and what you could consider improving on next time.

Allocate the task of collecting completed evaluations to a member of your team. Doing a short evaluation can be useful for future planning, plus it's good to have a record of what you have achieved. It may also be useful if you want to apply for a grant to support your event next time.



Tip

Think about how you will evaluate your event at the very beginning of your planning process. Don't leave this until the end.



Tip

- Take lots of photos, this makes a nice record. Make sure you get written permission from anyone you take photos of.
- Get comments from a range of guests at your event, these will be helpful in any written evaluation.
- Keep details of any new contacts you have made and store all your notes from the planning stages as they will be a good starting point if you plan the event again.
- If you organised a small street party for your immediate neighbours, a quick chat following the event may be enough to find out what went well and what can be improved.
- For larger events, it may be necessary to arrange a meeting a week or so after the event to discuss the event thoroughly and celebrate your success.

Useful Contacts

South Norfolk and Broadland Council

www.southnorfolkandbroadland.gov.uk

For advice on larger events

South Norfolk Advisory Group
www.south-norfolk.gov.uk/SAG
Broadland Advisory Group
www.broadland.gov.uk/SAG

Community grants

www.southnorfolkandbroadland.gov.uk/communities/community-funding-2/1

Licensing and Food Safety

foodandsafety@broadland.gov.uk
licensingfoodsafety@s-norfolk.gov.uk

Norfolk County Council

Road closures
Streetworks@norfolk.gov.uk
Tel: 0344800 8020
www.norfolk.gov.uk/business/licences-and-permits/highways-licences-and-permits

Useful Links

DBS checks

www.gov.uk/government/organisations/disclosure-and-barring-service

Food ratings

www.food.gov.uk/ratings

Food Safety for Volunteer groups

www.food.gov.uk/business-industry/caterers/food-hygiene/charity-communitiers-group

Norfolk Police

www.norfolk.police.uk

St Johns Ambulance

www.sja.org.uk

Keeping Audiences Safe

<https://www.gov.uk/government/publications/crowded-places-guidance>
www.eventsindustryforum.co.uk/images/documents/EIF-DCMS-COVID-19-Working-Safely-11-March-2021.pdf