

Renfrewshire events toolkit



Guidance for organising
your local events



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Welcome to your event

We are delighted you are thinking of hosting an event in Renfrewshire. Planning an event can be a daunting process. This toolkit aims to make it as easy as possible for you by setting out the key principles for organising your event.

Inside you will find guidance on the initial development of your ideas, potential sources of funding, and the marketing, licensing, delivery, clean-up and evaluation of your event, as well as key contacts to help you along the way.



Getting started

What is an event?

An event is an organised activity that invites members of the public to attend, either for free or for a charge. There are many types of events and many places and venues events take place, on either public or private land. For example, an event can be a:

- Community celebration—such as a street party or gala day
- Sporting event, such as a fun run, santa dash or 3k
- Food-themed event—such as a farmers' market, beer festival, food festival
- Charity fundraising event
- Road-based activity—such as a parade, procession or march
- Firework display
- Christmas light switch-on

The first things to consider when planning an event are:

- Why?
- Who?
- How?
- Where?
- When?
- What?

Here are some key questions to consider in your initial event plan...

Why are you holding this event? What are the goals and objectives?

Who are the main stakeholders? Who are your target audiences? Who should you consult with and seek permission from?

How will you fund the event and how much will it cost to run? How do you apply for permission to hold the event? How will you recruit a team to deliver the event—will these be volunteers, professionals or a committee?

Where will the event take place and do you need permission to use the space or funding to hire a venue? Where and how will you market the event to attract your target audience?

When will the event take place? Daytime, evening, summer, winter? The answer will have implications for your planning.

What is your event? What permissions do you need to hold the event? What activities will you have at the event and how do you organise these? The type of entertainment and activities you plan will have an impact on the permissions and licences required.



Licensing and permissions

Licensing and permissions

When planning an event you need to consider the permissions and licences required to allow you to legally host it. Even if your event is free to the public, there may be a requirement for a licence. The types of activities/events which currently require to be licenced within Renfrewshire include:

- Open-air concerts
- Circuses
- Cinema screenings
- Fairgrounds
- Large fetes with tented accommodation for the public
- Concert halls
- Firework displays
- Live performances
- Musical shows
- Paintball games
- Bungee jumping/Bungee running
- Motor shows

How do I apply for a licence?

An application pack with an application form and guidance notes can be downloaded from the Renfrewshire Council website.

It is important to apply for your licence as early as possible, at least minimum of twelve weeks before your event.

If you would like advice on whether a licence is required you should contact the **Civic Enforcement Officer:**

enforcement.licensing.cs@renfrewshire.gov.uk

Tel: 0141 618 7083

Funding

Securing funding for your event is really important to its delivery. There are funds available locally and nationally specifically for events. Help is available in sourcing and developing funding applications from Engage Renfrewshire and Renfrewshire Council's external funding team. In most cases it is likely that you will be asked to complete an application form setting out the objectives of your event and how these achieve the aims of the funders.

Many funders will look for match funding before they will consider supporting your event. Match funding is where a funder will offer an equal amount of funding to an already confirmed amount. For example, if you know you have local business sponsorship totalling £5k, you could apply for £5k match funding. Funders often look more favourably on events that come with some existing financial support.

Details of key funding opportunities and organisations are listed on pages 9–11. Depending on the timescale of your event you will need to consider funding deadlines. Some organisations have funding available all year round—others have set deadlines throughout the year.

Culture, Heritage and Events Fund

This fund is provided by Renfrewshire Council and administered by Renfrewshire Leisure. It offers funding opportunities on three levels—up to £1k, between £1k and £10k, and over £10k.

The fund supports events, artists, organisations and communities to shine a light on Renfrewshire and create long-lasting cultural, economic and social change. It is open all-year-round and makes awards four times a year. Closing dates for applications for each round are advertised here:

www.renfrewshire.gov.uk/chef

After you submit your application it is assessed by Renfrewshire Leisure and Renfrewshire Council officers with recommended projects put forward for sign off at a council board meeting. Full details on the fund, the application form, and guidance notes are available at:

www.renfrewshire.gov.uk/CHEF

Contact: chef-enquiries@renfrewshire.gov.uk

Tel: 0141 618 3824

Renfrewshire Council— Economic Development

The Invest in Renfrewshire (Communities) team offers support to Renfrewshire-based community groups, charities and enterprising third sector organisations to access a range of external funding. Support provided includes:

- Advice on potential sources of external funding (for example: National Lottery, Express Grants etc.)
- Funding information workshops to groups looking for current external funding opportunities
- One-to-one support to review draft applications and provide feedback prior to submission
- Support to local groups seeking to develop new income streams
- Workshops (enterprising ideas) to help organisations design, develop and take forward their enterprise activities
- One-to-one support to engage with local and national sources of social enterprise support as well as grant and loan investment

Paisley First

Paisley First offers a sponsorship opportunity for events that maximise footfall and increase business opportunities for local traders within the Paisley town centre Business Improvement District area.

www.paisleyfirst.com/paisley-first-sponsorship/
Contact: ask@paisleyfirst.com Tel: 0141 237 8120

The National Lottery Community Fund

The National Lottery Community Fund, funds projects and activities that make communities stronger and more vibrant and are led by the people who live in them. They support charities, community groups, and people with great ideas—local or national, large or small. The National Lottery Community Fund run several funds from National Lottery Awards for All awarding funds from £300 - £10K through to community assets offering funding between £10k–£1m per project.

The National Lottery Community Fund website provides an eligibility checker for each of the funds, setting out who can and cannot apply and the information you will require to submit your application. Full details on each of the funds can be found at:

www.tnlcommunityfund.org.uk
Contact: advicescotland@tnlcommunityfund.org.uk
Tel: 0300 123 7110

EventScotland

EventScotland developed Scotland's national events strategy 'Scotland the Perfect Stage' with the aim of engaging, guiding and supporting those involved in all aspects of planning, securing, supporting and delivering events within Scotland. Funding is available to events of international significance and those which help support local communities.

EventScotland also provides a partner programme whereby events that meet the objectives of themed activities can benefit from being part of EventScotland and VisitScotland national marketing campaigns. The partner programme does not support events financially.

The next opportunity to be part of a partner programme is for events taking place in Scotland during 2020 for the **Year of Coasts and Waters**.

The events must be public-facing, have an appeal to Scottish residents and visitors alike and take place in Scotland during 2020. For an event to qualify for the partner programme it must reflect at least one of the four Coasts and Waters programme strands:

- our natural environment and wildlife
- our historic environment and cultural heritage
- activities and adventure
- food and drink

Contact: www.eventscotland.org/funding/information@eventscotland.org Tel: 0131 472 2313

Crowdfunding

Crowdfunding is a way of raising finance by asking a large number of people each for a small amount of money, usually via the internet. It allows individuals or groups to set up a profile for their chosen activity and setting a target for funding. Crowdfunding works well if you have a strong social media network and have the ability to quickly connect with people across the world.

The more eye-catching or unusual your project is, the more likely it is to attract interest. This type of funding relies on individuals supporting a project rather than a funding body. Normally those closest to the project will share the crowdfunding page within their own social media networks and ask for support from their followers and in turn hope their followers share and so on.

There are many sites you can choose to develop your crowd funding campaign. You can compare the options via www.crowdfunding.com. It is worth comparing the sites before choosing and considering which one to use. Key questions you should consider include how much each charge, do they take a percentage of your investment, how successful other campaigns have been in achieving targets and can you access the investment if your target is not met.

Festive Events Fund

The festive events fund is a new small grant fund open to local voluntary and community groups to support the development and delivery of festive events in towns and villages across Renfrewshire.

The fund will support the development, delivery, event infrastructure and marketing costs associated with festive events. It will not support capital infrastructure and cannot be used for the purchase of new Christmas lights. Applications are welcome from community and voluntary groups based within Renfrewshire. The maximum individual awards made from this will be £2k per project. The fund will open on Monday 15 July, closing on Friday 6 September 2019.

Programming your event

The programme is the activities that people can take part in and experience. This could be anything from a live stage with bands or performers, workshops, come-and-try sessions, markets, or any other activity you have planned. In developing the programme for your event there are key things you should consider.

- Themes—you might want to choose a theme to tie in with local and national contexts, is relevant to your place or that helps to tell the story of your event. For example the Sma' Shot event in Paisley relates to the textile and weaving history of the town.
- You could consider
 - Key anniversaries locally and nationally
 - National and international days/ programmes such as St Andrew's Day, Burns' Night, Halloween, World Book Day, Whisky Month, Black History Month, National Storytelling Week.
 - National programmes e.g. Scotland's Year of Coasts and Waters 2020 more info here: www.eventscotland.org/funding/year-of-coasts-and-waters-2020/
- Showcasing the talents of local community:
 - Connect with cultural organisations, arts groups and artists, heritage and history groups, schools, further education institutions, choirs etc.
- Highlighting what is unique and authentic to your place e.g.
 - In the built environment— buildings, monuments etc.
 - Food and drink e.g. local recipes and traditions
 - Local stories
- Involving local businesses in event planning and as part of the day will add value to your event and could help generate footfall and income for your event. For example, a local business may provide sponsorship for live performances, or operate a stall providing a food and drink offering to visitors.

- Inclusion means making sure everyone can take part and experience your event—and is an important aspect of event planning. Key things to consider include:
 - Accessible toilets
 - Accessible event spaces
 - Quiet spaces that are autism-friendly
 - Dementia-friendly events
 - British Sign Language signing for films and performances
 - Interpreters or translation of publicity into other languages
- Volunteering and mentorship opportunities for local people to develop skills and offer new experiences.
- Get to know your audience and design your event with them in mind
 - Consult with your community, find out what they want to do or would like to see at local events and who would be willing to help plan and deliver the event. This is a great way to generate ideas and find volunteers.
 - Evaluate any events you do to find out what people enjoyed most or didn't like to assist in future planning. Volunteers can help with this.

Encourage your group members to go and see other events for inspiration and ideas and to meet arts organisations outwith the area.

www.visitscotland.com/see-do/events/

Promoting your event

Below is a helpful step-by-step guide to planning the promotion of your event.

In advance of your event

Before you begin to promote your event remind yourself of your audience. Who do you want to come to your event and what is it about your event that would make them want to come? Where do they live and socialise? Where do they find their news and things to do?

Set a budget for your marketing and communications activity. As a rule of thumb, marketing budgets should be around 10% of your total event costs. But don't panic if you don't have that much to spend—there are loads of free channels you can use to publicise your event.

Decide what you want to say about your event. What is your key information i.e. date, time, location, where to buy tickets. Be clear on what you want to say, who you want to say it to, and when you want to say it.

Identify the channels you will use to reach your audience. These can be broken down into three easy sections:

1. Digital—social media, your own website, other website listings for things to do
2. Print—posters, flyers, banners. Always ask permission of the building owner before displaying posters and banners
3. Media—articles and adverts in newspapers and magazines, your press launch press release, and radio coverage

Finally create a timeline, working back from the date of your event. This should include any big milestones in the run-up to your event, when you would like to create and distribute your promotional material, and when you want to announce your event to media and online.

In the weeks leading up to your event

As your event gets closer people are looking for practical information around your event.

Share information on social media on how to get to the event. Remember people might be coming on different methods of transport so provide information for people traveling by bus, train and car. You should also provide information on what parking is available on site and if there any road closures you need to let people know about in advance.

Consider preparing a list of frequently-asked questions and the answers, such as: Will there be toilets? Can I bring my dog? Will there be somewhere I can buy food? Answering these now may save you time as the event approaches.

Issue your media release, pictures and/or film to local media. See our handy guide to 'How to prepare a media release' on page 25 and our useful contacts.

Book a photographer to capture your event and provide them with a list of the kind of photographs you would like in advance.

Create a timeline for the day of the event including any big moments you won't want to miss and agree in advance who will provide social media content.

It is a good idea to consider all scenarios for your event and plan messages you would release if the event had to be cancelled at the last minute, for example if bad weather meant your event could no longer go ahead.

On-day/after the event

All your plans should be in place for a really good event, you will have prepared your event day schedule and your contingency plans are in place, just in case.

Be online a couple of hours before the event begins to start the pre-event buzz on social media, answer any questions, and encourage any last-minute deciders to come along to your event.

Meet your photographer when they arrive on site to ensure they have everything they need and are aware of your requirements. **Important note:** Make sure you have permission from those attending your event to use them in any publicity after the event is over. You can do this by asking their permission before taking their picture or by displaying posters around your event site stating photography will be happening. We have supplied a sample photography notice poster in our useful resources.

Use social media to show how well your event has gone. Use Instagram and Facebook stories and Snapchat to show a real timeline of the day from set up to the event finale. Decide on an event hashtag and use where possible. Create a Facebook photo album and encourage attendees to tag and share pictures of themselves. Remember to share content from people who have posted about your event and give them a thumbs up.

Issue your media release highlighting the success of your event. This should include highlights of the day and how many people attended. Include a quote from one of the organisers or an act taking part in the event to paint a picture of how the day went. Include some of your best pictures of the day.

Keep a record of all your coverage and evaluate how successful your event has been.

We've pulled together some top tips to help with your planning:

Top tips for using digital channels

Digital channels are a great way to spread the word about your event. They allow you to get your message to the right audience for a minimal cost or even free—and you can measure how effective your activity has been.

- Be social—create a Facebook, Twitter, Instagram, Snapchat and / or blog account
 - Create an event page on Facebook and invite people you know to join it
 - Create a hashtag # for your event (such as #smashot2019) and use it on Twitter and Instagram. It's a great way to help people find information about your event.
 - Ask volunteers involved in your event to share details on their own social media networks, and thank them when they do.
 - Provide facts about your event that people can share, for example: "Come along to our fun, family day out at Barshaw Park, Paisley, on Saturday 12 May from 12 noon till 5pm. Great entertainment and food stalls. Hope to see you there! #Barshawfun"
 - Post your event on websites which have a list of things to do in the local area. See our Free online listings on page 18 for a handy guide.
- Share your event information on local community pages on Facebook
 - Ask volunteers to submit videos, pictures or a written piece of content for your channels and share it.
 - Run mini-competitions before the event.
 - If you have budget, consider creating adverts on your social channels to widen your reach, or perhaps invest in Google Ads to promote your website.
 - And if you are developing an event that you want to grow and deliver in future years, you might want to create an event website

Top tips for using print channels

Printing promotional materials to advertise your event can be expensive so think carefully before doing this and only print what you know you will use.

- Remember to include your key information in any printed materials. This should include what is happening, when, any ticket costs, and a link to your webpage.
- Ask local businesses in advance if they would be willing to display your poster—that way you will have a better idea how many to print.
- Use both sides of your flyer. If your flyer was to be placed on a table with the artwork facing down, no one would know what it was promoting.

- Get a team of volunteers to help you distribute your flyers and posters
- Send your flyer to people that may have attended your event before. Remember they must have opted in to receive marketing from you.
- Hand-deliver flyers through the letterbox of areas or streets you know you would like to attract to your event.
- Create a list of local clubs such as bowling, brownies, scouts and ask them if they will take posters or leaflets.
- Hand out your flyers at any events which are taking place ahead of yours but remember to ask the event organiser's permission first.
- Ask to set up an information table in your local supermarket.
- Check out any local noticeboards you can display your poster on.

Top tips for using media channels

- Make a list of the local newspapers and magazines and contact them to let them know about your event.
- Write a media release and send to local media. See our handy guide to 'How to prepare a media release' on page 25.
- Good pictures and video content can help attract publicity for your event. Create a photo opportunity and send the pictures and video out along with your media release. Make sure you have permission from everyone involved in your picture to use their image in any publicity.
- Ask a local celebrity to back your event.
- Contact local radio and ask them if they would like to interview you.
- If your budget allows you may decide to buy adverts in your local newspaper or magazines.
- Remember when booking adverts in newspapers, newsletters or magazines to check the deadlines as these can sometimes be weeks before the publication date.

Useful media contacts

Paisley Daily Express

pde@reachplc.com

Gazette and Barrhead News and Paisley People

editorial@the-gazette.co.uk

Gryffe Advertizer

info@advertizer.co.uk

IBE local

editorial@ibelocal.co.uk

Mill Magazine

info@millmagazine.co.uk

The Buddie Book

info@q-publications.co.uk

Clyde Life

advertise@clydelife.co.uk

Pulse Radio

info@pulseonair.co.uk

Paisley FM

admin@paisleyfm.co.uk

What's On Renfrewshire

hello@whatsonnetwork.co.uk

Paisley.org.uk

brian@paisley.org.uk

Paisley Online

john@paisleyonline.com

Renfrewshire News

newsdesk@renfrewshire24.co.uk





Free online listings

Free online listings—promote your event through Paisley.is

The Paisley.is destination brand aims to promote Paisley and Renfrewshire as a place to live, work and invest. Our website is the official guide to visiting Renfrewshire and contains information on each town and village and is the perfect place to promote your event, free of charge. The website and our social media channels provide a perfect platform for promoting local summer and winter festivals. The website includes a comprehensive what's on listing powered by The List—one of the most popular listings websites in the UK. The List also populates other websites including VisitScotland and PeopleMakeGlasgow.

By adding your event to The List, it will appear on www.paisley.is and potentially some of the others mentioned above—we recommend you do this. You can do that at www.list.co.uk/update/event-listing/.

In addition to The List we would also recommend the following free to list websites:

Renfrewshire Leisure

www.renfrewshireleisure.com/whats-on

The Skinny

listings@theskinny.co.uk

What's On Renfrewshire

www.whatsonnetwork.co.uk/add-an-event/

Eventbrite

www.eventbrite.co.uk

Skiddle

www.skiddle.com

What's On Scotland

www.whatsonscotland.com

Choose your event

www.chooseyourevent.co.uk

Britevents

www.britevents.com

Where Can We Go

www.wherecanwego.com

Fantastic for Families

www.fantasticforfamilies.com

Your Event Scotland

www.youreventscotland.com

Scotland Welcomes You

www.scotlandwelcomesyou.com

Glasgow We Today

www.glasgowwestend.today/events

Evaluating your event

After your event takes place it is important to take some time to evaluate things that what went well, what didn't go so well and what can be done to improve future events.

The best form of feedback comes from those who attended your event and the delivery team. This can be captured on the day through surveying attendees or in a post event survey if you have contact details for your visitors.

It is good practice to find out information on where your visitors travelled from, their overall opinion on the event, value for money, views on the programme of activity, if they would be likely to return and what else they would like to see as part of the event.

The feedback received from the surveys as well as from the delivery team should then be used to shape future events.

Event evaluations can also strengthen future funding applications, if you are able to evidence how many people attended your event, where they came from and that they are likely to return and any impacts your event has on the local area you may be able to attract business sponsorship.

There are various methods of evaluating your event, two useful guides to designing and completing event evaluations is available from EventBrite and EventImpacts

www.eventbrite.co.uk/blog/academy/event-evaluation-template-free-download-ds00/

www.eventimpacts.com/

Key contacts

Events Team

Advice on event logistics and programming

Email: events@renfrewshire.gov.uk

Tel: 07966 146 325 / 07483 361 005

Marketing Team

Advice on how to promote your event

Email: hello@paisley.is

Licensing Team

Enquiries regarding licence applications

Email: licensing.cs@renfrewshire.gov.uk

Tel: 0300 300 0300

Traffic Management and Parks

Permission to use public spaces and discuss traffic management plans

Email: es@renfrewshire.gov.uk

Environmental Health

Enquiries relating to food Hygiene, food safety and food standards if handling, preparing or selling food and/or drink

Email: robert.marshall@renfrewshire.gov.uk

Tel: 0141 618 7352

Economic Development

Funding advice

Email: econdev.community@renfrewshire.gov.uk

Tel: 0141 618 6881/4344

Police Scotland Operational Planning

www.scotland.police.uk/contact-us/organising-an-event/

Email: osdeventswest@scotland.pnn.police.uk

Engage Renfrewshire

Support on sourcing volunteers, developing funding applications and building local capacity

Email: info@engagerenfrewshire.com

Tel: 0141 887 7707

Useful resources

In addition to the **Event Checklist** and **Event Risk Assessment** (separate forms that should be returned to the events team) we have provided sample templates you may find useful in the delivery and promotion of your event which include:

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How to write a media release to promote your event

A media release aims to get the event you are trying to promote into the media. And it's easy to write one. By following a few basic tips below, this will help get your information to as wide an audience as possible.

While the way people get their news and information has changed over the years, local newspapers are still read by many local people and will also have social media channels and websites where people pick up information. At the same time, a lot of community news and events websites have sprung up which can be well-read. Also consider if there are any niche or specialist publications or websites which might be interested in your event.

In terms of getting media attention, many of the same principles apply to print and online. Ask yourself: what is the wow factor in our event? Is it the first time something has happened? Is it unique or unusual in any way? Is there a celebrity or well-known person involved? What sort of crowd are you expecting?

The media like pictures of local people at events as this leads to sales or clicks for them. If the paper can't send their own photographer, you can submit your own photos. If previewing an event, you could use a photo from last year, or one of your performers.

The media releases should get to the point straight away and with the most important information at the top. The introduction should sum up the story in one line. Think how you would explain what the story is to your friend, in one line. That's your first

line.

A press release should cover the five Ws - Who is doing the event? What are they doing? Why are they doing it? Where are they doing it? When are they doing it?

Information should be ordered by importance – details of what is happening, where, when near the top. Background information can then follow. Include a quote from a spokesperson or group leader, as this gives you a chance to talk about how great your event will be, or thank/praise the people involved.

The press release itself should be 200–300 words long. Sentences should be kept short, around 25 words each, like these ones. Choose a headline which grabs the attention and is about six to ten words long. Make this the email subject.

The word 'Ends' should go at the bottom of the release to show where it stops. Include a contact name and number in case the journalists need more info from you.

Media release example

Take a look at the example on the next page...

Big crowds expected for Barshaw Gala Day

Paisley residents are gearing up for one of the favourite family days out in the area's events calendar when Barshaw Gala Day returns this weekend.

The popular free event will be on in the park between noon and 4pm on Saturday 18 June, with a range of fun activities planned.

Attractions include live music on the main stage provided by the Erskine Music and Media Studio.

Elsewhere in the park there will be fairground rides, kids' entertainers, magicians, face-painting and arts and crafts.

There will also be a selection of stalls from various local groups from throughout the community.

Visitors will also be able to pay a visit to other attractions in the park such as Pets' Corner, the BMX track, the Rowantree Café and the boating pond.

A Renfrewshire Council spokesperson said: "Barshaw Gala Day remains a popular day out, set in a popular spot in the town.

"It always attracts a good crowd and I am sure this year will be no different – once again there is a great selection of activities for all the family to enjoy."

For more information on events in Renfrewshire, visit www.renfrewshire.gov.uk/events

ENDS

Budget Spreadsheet example

EVENT NAME:

Description	Projected Budget
INCOME	
FUNDING SOURCE 1	
FUNDING SOURCE 2	
FUNDING SOURCE 3	
Sponsorship	
Ticket Sales	
Merchandising	
Other Income	
Total Income	£0.00
EXPENDITURE	
Administration	
· General Administration	
· General Insurance	
· Travel & Accommodation	
· Staff Salaries & Fees	
· Management Fees (if applicable)	
· Other Administration Expenses	
Subtotal Administration	£0.00
Event Costs	
· Event Evaluation/Bid Costs	
· Licensing	
· Facility/Venue	
· Other Production Costs (Plant, Equip. Hire, Crew, Security etc)	
· Health & Safety	
· Police Costs	
· Insurance	
· Ceremonies	
· Entertainment /Artistic Programme (fees and costs)	
· Hospitality	
· Cost of Merchandising	
· Travel, Accommodation & Services	
· Communication (Radios etc)	
· Ticket Production	
· Other Event Expenses	
Subtotal Event Costs	£0.00
Marketing and Promotion Expenses	
· Advertising	
· Design Fees & Print Production	
· Direct Mail / Distribution / Display	
· Digital	
· Promotions	
· Market Research	
· Other Marketing & Promotions Expenses	
Subtotal Marketing and Promotion	£0.00
TOTAL EXPENSES	£0.00
ADD CONTINGENCY	
TOTAL EXPENSES + CONTINGENCY	£0.00
Surplus / Deficit	£0.00

Photography notice poster example

If you intend to document your event with photography or video and use these images on a website or local paper, we recommend you notify the public and place clear signage around the event to inform them of the possibility of filming and photography.

To the right we have provided sample text you could adapt for your own event and also shown is an example notice.

Example text

Notice of filming and photography

Filming and photography will take place during this event.

The film and photographs may be used by (insert you organisation / event name) for promotional purposes and may be used in printed and online marketing material, published on (insert you organisation / event name) owned websites or social media and circulated to the press and other media organisations for publication, transmission or broadcast.

A photographer or videographer may approach you to ask for consent to film you or take your picture.

Thank you for your co-operation.



Say cheese!

NOTICE OF FILMING AND PHOTOGRAPHY

Filming and photography will take place during this event.

The film and photographs may be used by Renfrewshire Council for promotional purposes and may be used in printed and online marketing material, published on council owned websites or social media and circulated to the press and other media organisations for publication, transmission or broadcast.

A photographer or videographer may approach you to ask for consent to film you or take your picture.

Thank you for your co-operation.



Renfrewshire
Council



Template event safety plan

On the following pages we have provided a template for you to record all the activity related to your event. It is good practice to produce a safety plan for all events and issue to partners and those involved with delivery of your event at least two weeks before your event takes place.

You can use the example as a guide to create your own safety plan or photocopy the pages and fill them out. An electronic version of this plan is also available from Renfrewshire Council Events team.

Template event safety plan

Introduction

This section should include details of the organisers, the location, date and time of the event and anticipated numbers.

Name of organisation			
Name of event organiser (responsible for health and safety, noise control and overall running of the event on the day)			
Contact address			
		Postcode	
Daytime telephone number			
Evening telephone number			
Mobile number			
Email address			

Event name		
Event location		
Event timings		
Date and times of event		
Approximate number of people expected to attend		

Event timeline

The timeline should include details of setup, take down of the event, all duties taking place in association with the event and a responsible person(s).

Date	Time	Task/action	Responsible Person

Event description

This section should provide an overview of the key activities taking place at your event and a profile of expected audience—eg 500 people family audience, 1,000 people music fans 18+ years old

Permissions and insurances

This section should detail all of the licences, permits and insurances you have in place to run your event—eg. public entertainment licence, public liability insurance

Staffing and key contacts

This section of the document should outline the role of the various groups and individuals involved in the running of the event including the responsibilities expected of them and should include contacts for the event management team as well as any key personnel involved in the delivery of the event.

Name /group/agency		Role/responsibility		Contact details	
Stewarding	Numebr of stewards		First aid	Number of first aiders	
Head steward			Lead officer		
Mobile number			Mobile number		

Lost children and vulnerable adults

This section should include details of your policy on dealing with lost children and vulnerable adults at your event. Details should include lost children/vulnerable adult location at your event, dedicated personnel, how you will safely communicate with event officers and stewards a child or vulnerable adult is missing and how you will reunite them with their parent/carer or guardian.

Event disruption/cancellation advice

This section should detail the key risks that may effect your event along with your response to these risks. Example risks include:

- Severe weather
- Crowd surging/overcrowding;
- External incident creating sensitivities
- Malicious disruption—e.g. protest;
- Medical incident;

Example options that exist in the event of a disruption include:

- Rescheduling event;
- Temporary suspending event;
- Relocating event;
- Cancelling event

Risk to event	Response

Event disruption

This section should detail potential disruption to your event and how you would respond. Examples of disruption that may occur include

- Protest;
- Malicious disruption;
- Crowd Surging/overcrowding;
- Medical incident

How will you communicate an incident with the event management team? How will you respond to any such incidents?

Disruption to event	Response

Evacuation procedures

This section should detail your evacuation procedures for your event. Where the event is disrupted or cancelled, due to the safety of attendees/staff being affected, an evacuation is likely to be required. Similarly at the end of the event, attendees are likely to quickly disperse and this will need to be controlled.

How will you evacuate the event space safely and quickly?

What are your evacuation routes and how will you communicate these to those in attendance?

Rescheduling or relocation

This section should detail your plans should your event require to be rescheduled or relocated. In relocating or rescheduling several factors will have to be considered and adapted to the new location or time. These include:

- Staff and partner agency availability
- Costs for partner agencies and performers
- Communication to potential attendees
- Communication to other stakeholders (e.g. transport providers)

Alternative date(s)/time(s)

Date identified	Time	Changes to event (if applicable)	Additional considerations	Additional costs (if applicable)

Alternative locations

Site name	Address	Contact	Date(s) and time available	Capacity	Costs

Weather and wind management plan

This section should detail the action you will take in the event of inclement weather.





Renfrewshire Council Events Team

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