Renfrewshire events toolkit

Guidance for organising your local events

Renfrewshire Council

Welcome to your event

We are delighted that 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.

COVID-19

Event organisers and anyone thinking about planning an event will need to take into consideration and adhere to the current Scottish Government Coronavirus (COVID-19) legislation and event sector guidance, this is reviewed and updated regularly.

www.gov.scot/coronavirus-covid-19

To help you decide which actions to take, you will need to carry out an appropriate COVID-19 risk assessment, just as you would for other health and safety related hazards. The checklist in the Scottish Government guidance should provide you with a good starting place. The key areas which you need to consider are outlined in each of the sections. The current guidance and checklist can be accessed at

Coronavirus (COVID-19): reopening of cultural performances and events guidance—www.gov.scot/publications/coronavirus-covid-19-reopening-of-cultural-performances-and-events-guidance/documents

Event Scotland has also published helpful advice that is specific to the events industry and is based on the current Scottish Government guidelines. Resources and information to help event organisers prepare and plan for events can be accessed at

www.visitscotland.org/events/advice-materials/coronavirus

As restrictions are eased, the emphasis will continue to be on personal responsibility, good practice and informed judgement.

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 that events can 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 5k
- 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…

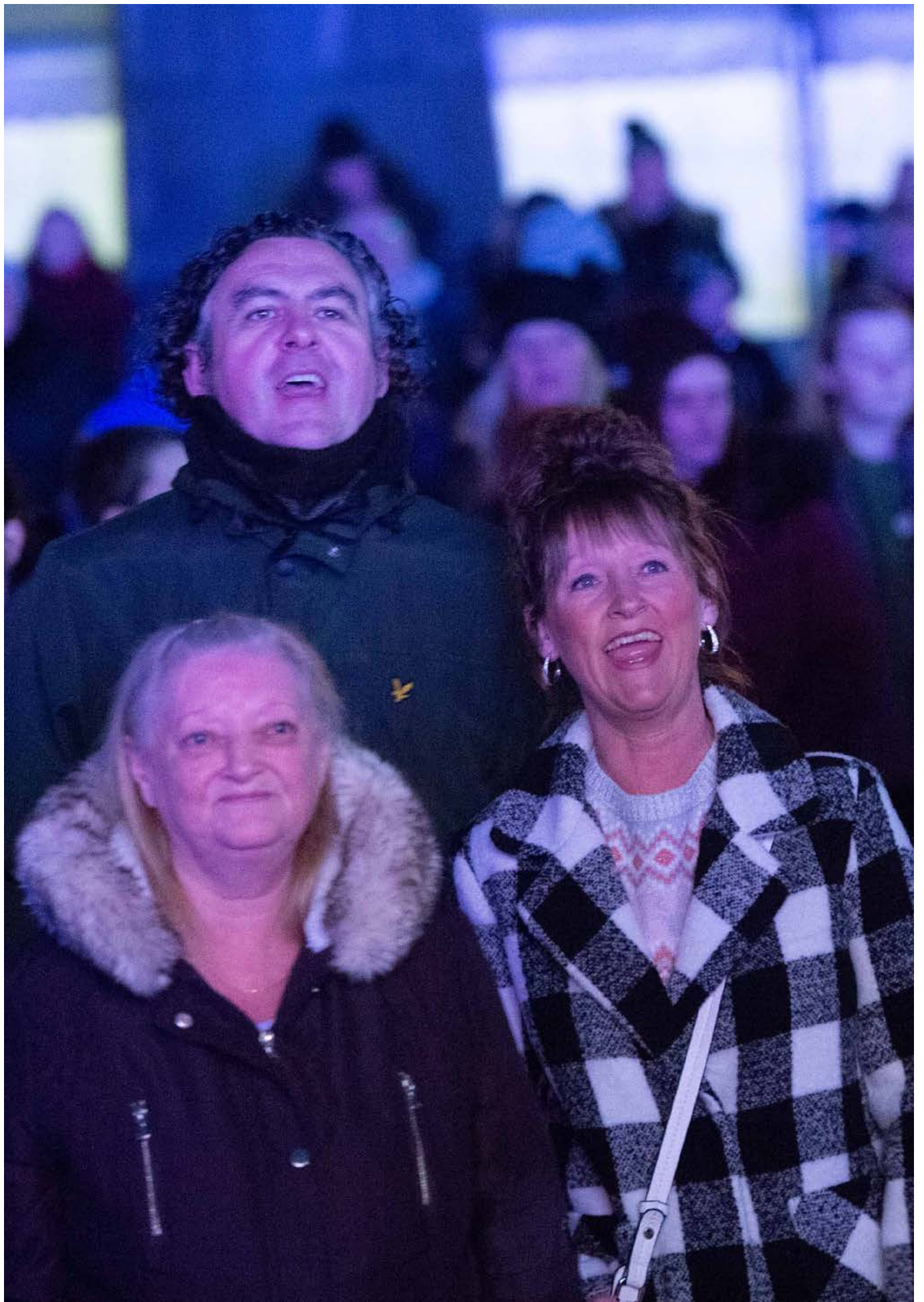**Why** are you holding this event? What are the goals and objectives?

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
- Parades and public processions

How do I apply for a Public Entertainment Licence?

Information of what activities are required to be licensed as well as the process for applying can be found on the Council website at **www.renfrewshire.gov.uk/article/3179/Entertainment** or you can contact the Licensing Standards Officers (LSO) who are available to provide advice and guidance.

licensing.cs@renfrewshire.gov.uk
Tel: **0300 300 0300**

Before making an application all applicants should read the guidance information which is contained within the application pack on the website, link as detailed above. The information contained within the guidance notes gives information in relation to legislation, processing times, consultees and public notice requirements required by the applicant.

These type of applications should be submitted as soon as possible, say 6 months prior to the proposed event date, but no less than 12 weeks, to allow for the application to be processed timeously.

Applicants are required to display a public notice along with the application for a period of 21 days from the date the application is lodged with the Licensing Section. Failure to comply with the requirement of the public notice would incur a further period of time to display the notice and will delay determination of the application. Full details of the statutory requirements are included in the application guidance notes and should be referred to.

In addition to the Public Entertainment Licence some events require to have other permits or licences and these may include one or more of the following:

Market Operators Licence

Required when the event organiser is providing goods or services such as stalls, for profit gained by either the organiser or individual stall holder operating under the authority of the event organiser.

Individual stall holders would not then require a street trader's licence. There is a fee for this type of application; details can be found at the link at the foot of this page. Information on market operators licences can be found on the Council website at

www.renfrewshire.gov.uk/article/2761/Market-operator-licence

Street Trader Licence

Required for individuals who are, "hawking, selling, or offering or exposing for sale any article; offering to carry out or carrying out for money or money's worth any service in a public place, and this activity carried out from any stall, kiosk or vehicle.

This would include an individual operating as an ice cream vendor, food van etc.

There is a fee for this type of application; details can be found at the link at the foot of this page. Information on street traders' licences can be found on the Council website at

www.renfrewshire.gov.uk/article/2359/Street-trading-licences

Please note that the mass release of balloons and lanterns, the use of drones and the selling of crazy string on Council property, Council owned land and at Council licensed, endorsed or supported events, including those not on Council owned land is not permitted.

Occasional Licence

for the sale of alcohol is required for premises that do not have a Premises Licence, such as a stall or beer tent at an event. An occasional licence is required to be made by a Premises Licence Holder; Personal Licence Holder or a representative of a voluntary organisation and can be for a period of up to 14 days.

The fee for this application is £10. Information on occasional licences can be found on the Council website at

www.renfrewshire.gov.uk/article/3203/Occasional-Licences

Raffles, Tombolas Or Similar

Required to have a Small Society Lottery Permit under the Gambling Act 2005

The fee for this application is £40. Information on small society lotteries can be found on the Council website at

www.renfrewshire.gov.uk/article/2750/Gambling-Premises--Permits

Public Processions

Also known as parades or marches require to submit a Notice of Proposal to hold a public procession. There is no fee for this permission and you can apply online at

https://selfservice.renfrewshire.gov.uk/Ef3/General.jsp?form=SS_Lic_PubProcession&page=pg_customerdetails

or by completing a paper application.

Information on public processions can be found on the Council website at

www.renfrewshire.gov.uk/article/2766/Public-processions

Application fees can be found on the Council website at

www.renfrewshire.gov.uk/article/3358/Civic-application-fees

Advice in relation to any applications can be obtained by contacting the Licensing Standards Officers on **0141 618 7084** or **enforcement.licensing.cs@renfrewshire.gov.uk** at the planning stage of the event to ensure you are fully advised on the licensing requirements for the event. Lots of useful information, including application packs which contain the application form, guidance notes and standard conditions that may be attached to any licence granted can be downloaded from the Council's website at www.renfrewshire.gov.uk/licensing.

Managing any event is recognised as a difficult task and it comes with responsibilities and as such in planning any event it may be helpful to consider consulting the HSE approved Purple Guide on-line guidance publication for management of health and safety which can be found at the following link www.thepurpleguide.co.uk/index.php

Permissions and permits

Depending on your event location there are various times when you will need permission for a road-related activity or to apply for consent for Street Markets, Stalls or Displays.

For a street party or community event you may need to apply for a road closure. To apply, you will need to complete a Temporary Traffic Regulation Order (TTRO) form.

For further information, please see the Traffic Regulation Orders.

Traffic regulation orders—www.renfrewshire.gov.uk/article/2332/Traffic-regulation-orders

COVID-19 Considerations

Plans surrounding COVID-19 will become another key aspect of your event planning, just like your Risk Assessments and Event Management Plan. The following areas have been highlighted to help in your event planning and delivery;

Deciding whether to do your event

When deciding whether an event should proceed, event organisers will want to consider the following key risk factors, using a risk matrix to do so:

- Location of the event
- Audience travel plans
- Demographics of audience / participants
- Audience profile and anticipated behaviours
- Capacities of the site, including physical distancing measures and enforcement measures
- Duration of the event
- Event cancellation insurance
- Viability of the event given maximum audience limits

Risk Assessments

The decision to proceed with a mass gathering or to restrict, modify, postpone, or cancel the event should be based on a thorough risk assessment and follow current Scottish Government guidelines and legislation at the time of the event.

Risk Assessments are required to demonstrate that you have thought through all aspects of your activity to identify hazards, identify and control risks and ensure the safety of all people working at or attending your event. The transmission of COVID-19 should be included within this, and you should document your mitigations.

Renfrewshire Council has a Risk Assessment template you may wish to use. Please contact events@renfrewshire.gov.uk to request a copy.

Covid Management Plan

Should you decide to proceed with planning your event, you will also need to submit a Covid Management Plan specific to COVID-19 alongside your Risk Assessment. This should detail;

- What measures will be in place to reduce the potential spread.

- How you will collect contact information for attendees to your event to help with contact tracing including the use of a Check In Scotland QR code or manual recording.

- What hand sanitising facilities are onsite and how is this being managed

- How you are communicating

  - The need for good hygiene to staff and participants

  - NHS advice for people who have symptoms of COVID-19

  - Advice on self-monitoring for symptoms and signs for participants

  - Advice on self-isolation and not attending the event if symptoms develop

- Details of who in your organisation makes decisions relating to changing information and advice

- What, if any, disease surveillance and detection is in place

- How will you isolate people if they demonstrate signs of COVID-19 whilst onsite

- How you will communicate with NHS and who is responsible for this

- What would trigger postponement or cancellation and the protocol for this

- Police or emergency services may request delay or postponement of your event due to an incident nearby, how would this be communicated to the public.

COVID-19 Vaccine Certification Scheme

The Scottish Government has recently introduced the COVID-19 vaccine certification scheme. COVID vaccine certificates are now needed to get into the following higher risk settings in Scotland:

- late night premises with music, which serve alcohol at any time between midnight and 5am and have a designated place for dancing for customers

- indoor events (unseated) with 500 or more people

- outdoor events (unseated) with 4,000 or more people

- any event with more than 10,000 people

Everyone attending these settings and events must show that they have been fully vaccinated (unless exempt) to gain entry, unless they are:

- under 18

- not able to get the vaccine for medical reasons

- participants in vaccine trials (either current or past participants)

- the person responsible for the premises

- workers or volunteers at the venue or event

- emergency services responders and regulators carrying out their work

This guidance for event organisers explains how the scheme works and provides information on what premises and event organisers need to do to operate a reasonable system for checking that individuals on their premises are fully vaccinated or exempt. **Coronavirus (COVID-19): vaccine certification scheme - information for businesses and event organisers - gov.scot (www.gov.scot)**

NHS Scotland has also published guidance for venues **Guidance for venues | NHS Scotland COVID** Check and businesses and event organisers can download and print a toolkit document which provides instructions on how to check COVID Vaccination Certificates that are presented by

members of the public, including examples of certificates you may be presented with.

Separate guidance has been published for the public, customers and event attendees.

This guidance applies to late night premises and relevant events in Scotland only.

Planning Considerations

Your event may be dependent on other sectors and public services. Event plans often involve travel, and locally will include the use of private or public transport. Check whether there are road or rail works or reduced services planned across your event period.

Some events may require Police Scotland and relevant medical cover so organisers need to check whether this cover can be provided, or whether you need to commission private services.

Some events will involve preparation of food where guidance is available: **read Food Standard Scotland Guidance on food preparation.**

Event organisers should consider plans for contact tracing. Contact tracing is a process for identifying people at risk of coronavirus (COVID-19) infection because they have been physically close enough to a person who has tested positive. Contact tracing is part of the national Test and Protect approach to containing the virus. Event organisers should register with Check In Scotland to receive a QR code **Home Page - QRRegistrationFrontEnd (checkin. scot)** or have a process in place to manually collect names, dates, times, mobile numbers or email addresses of attendees to be used for tracing in the case of transmission at the event. Data should be held for 21 days and then destroyed securely.

Toilets

Public toilets carry a risk of transmission of COVID-19 given the low levels of natural light, lack of ventilation, and many surfaces to touch. Therefore, there is a need for careful consideration of how event toilets will be located, cleaned and managed and what provision will be made available

for staff working at your event. These plans should form part of the event Risk Assessment and your Covid-19 Action Plan.

In line with the **Scottish Government public toilet guidance,** it is expected organisers will have enhanced cleaning measures, appropriate equipment available i.e. hands-free waste disposal units, communication plans for the management of COVID-19, hand hygiene products and units, physical distancing measures, and adequate sanitary provision. Please note that more toilet facilities may be needed to provide adequate provision due to the physical distancing and hygiene measures.

Prior to the event, organisers are advised to;

- Erect distancing and hygiene signage—you may consider installing ground markings to encourage physical distancing particularly at queueing points such as toilets or catering units

- Brief staff and stewards to facilitate good hand and other hygiene

- Consider the need for additional waste management arrangements

- Consider one-way systems to allow for distancing

- Calculate toilet provision based on the layout and safety measures in place

- Provide running water hand washing facilities

Emergency Planning

Emergency, evacuation and accident response processes need to be considered by the need to maintain physical distancing to ensure effective arrangements are still in place. However, safety should not be compromised and should take priority over physical distancing in an emergency situation, for example dealing with a medical emergency or evacuation due to fire. Everyone onsite should be familiar with the new processes and a clear lead should be identified. This should be reflected in your Event Management Plan.

Operational considerations during your event;

- Advise people to stay away from the event if they feel unwell

- Pre-event testing protocol for event staff and contractors

- Use of face coverings inside marquees

- Provide options for virtual participation, if possible

- Promote appropriate hand hygiene with soap and water or alcohol-based hand sanitisers

- Medical plans if somebody at your event becomes unwell and requires to be isolated

- Have face coverings available to help support anyone being isolated. In addition, medical staff attending persons who are unwell should wear appropriate protection and follow their own operational guidelines.

- Use distancing measures to reduce close contact among people. You could stagger arrivals or reduce floor space density

- A reduced capacity for the event

- Your site layout and eliminating any bottle necks or congestion

- Gather names and contact information from each attendee group to facilitate track and trace

- Controlled access points to monitor capacities and support track and trace

- Potential for increased staffing to facilitate queuing, distancing, track and trace data collection

Post-event

After the event, if public health authorities suspect that transmission of the Covid-19 virus has occurred, organisers must support the response of authorities. Public ticketed events should share ticket data and staffing details with the local authority.

Event organisers must liaise with public health authorities and facilitate the sharing of information about all symptomatic participants (such as their itineraries, contact information, visa procedures, hotel bookings).

If an event organiser suspects a Covid-19 outbreak, they should immediately inform their local NHS board

Health Protection Team (HPT). The organiser may be then contacted by them, as they may get information from NHS Test & Protect or other sources.

Licensing

For the latest information on licensing your event **Entertainment Licences—Renfrewshire Website**

or contact the licensing department at **licensing. cs@renfrewshire.gov.uk**

Insurance

For insurance purposes you should check your event policy in relation to your Covid-19 cover and what your policy does and does not cover in relation to epidemics and/or communicable diseases as qualifying force majeure circumstances. In terms of any contracts that you have in place with contractors, suppliers and partners, please check their current terms to establish what cancellation clauses you may be liable for should your event need to be cancelled at short notice.

Organisers should familiarise themselves with the full suite of guidance available before committing to their event. This toolkit is not intended to constitute legal advice and should not be treated as a substitute for specific advice relevant to particular circumstances. Organisers are advised to conduct further research or contact the Renfrewshire Council Events Team where clarification or a greater understanding is required.

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 and support 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 page 13. 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.

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.

Contact:
econdev.community@renfrewshire.gov.uk
Tel: **0141 618 6881/4344**

Community Stories Fund

Full details of the fund and how to apply can be found here www.museumsgalleriesscotland.org.uk/funding/year-of-stories-2022-community-stories-fund/

The fund is directed at providing an opportunity for communities across Scotland to put on events that tell the stories that are unique or important to them. Awards of between £500 and £5,000 are available for successful applications. Applicants should read the full guidance at the link above before applying.

Applications must be made through the Museums Galleries Scotland website, and applicants must first register online to create an account before making an application. If applicants have any questions in relation to their application they should get in touch with the Museums Galleries Scotland team by contacting grants@museumsgalleriesscotland.org.uk.

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 National Lottery Community funds can be found at:

www.tnlcommunityfund.org.uk

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

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 set 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 that 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.

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 Stories 2022

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

Local business involvement

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.

Be inclusive

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 out with 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 using 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 21 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 is 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 organisers 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**

Catherine Horsburgh **07966 146 325**
Gregg Young **07917 266 352**
Alan Gibson **07989 414 697**

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**

Health and Safety Executive

A useful resource for health and safety information,
advice and guidance.

www.hse.gov.uk

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:

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.

Take a look at the example on the next page…

Media release example

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 for 2018 Event
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 your 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.

Email: **events@renfrewshire.gov.uk**
Tel: **07966 146 325 / 07483 361 005**

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

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 that you have in place to run your event—eg. public entertainment licence, public liability insurance, TTRO etc

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	Number 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 a lost children/vulnerable adult location at your event, dedicated personnel, how you will safely communicate with event officers and stewards that 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—eg power shortages
- Malicious disruption—eg 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 egress will need to be controlled.

How will you evacuate the event space safely and quickly?

What are your evacuation routes and how will your 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

Covid Management Plan

This section should detail the actions and measures that you will put in place to ensure that you are compliant with the latest public health and safety advice in relation to Covid. The key areas to address are as follows:

Certification

	Are you required to implement COVID certification at your event? **Read more information on domestic COVID certification, including what kind of events must use certification.**
	Are relevant procedures in place to check an individual's COVID certification if necessary?
	Have you clearly communicated to attendees that COVID certification is a requirement at your event? **Guidance for customers attending a venue that is implementing COVID certification.**
	Have you communicated to attendees how they can get proof of their vaccine status? **Information on how customers can prove their vaccine status.**

Attendee contact details

	Do you have suitable signage and procedure in place to ensure you record attendees contact details? **Collection of attendee details** is required for some settings and strongly recommended for other events. This can be done by using the Check-In Scotland app. You may wish to consider increasing signage at places where customers are walking slowly or stationary. **Further details on Check-In Scotland including details on how to create a QR code for check-in.**
	Do you have an alternative way of recording people's details if they are unable to check in via the app (ie. a paper based system)? You must keep the person's details for 21 days from the date of their visit to your venue. **After 21 days, you must destroy or delete their details.**

Face coverings

	Have you checked what **the face covering requirements and guidance** are relevant at your event? In workplaces, you are legally obliged to wear a face covering in communal areas indoors, unless exempt.
	Are there signs instructing customers/visitors on face covering requirements?
	Are face coverings available for your workforce?
	Have staff been trained to interact with customers/visitors to comply with face coverings guidance?
	Where face coverings are used, have you considered impacts on different groups? For example, people who are deaf and may lip read, and how they will be able to communicate to the workforce.

If it is expected that many attendees will be reliant on public transport;

- will it be made explicit to attendees that they will need face coverings to use public transport;

- can information about other methods of transport, including active travel, be provided in advance?

Good practice and additional mitigations

Do you have protocol in place if there is a **suspected case(s) of COVID**?

Are you, as an organiser, committed to ensuring the whole workforce will **follow the available guidance?** Training and inductions will be required and should be carried out remotely where possible. This will take time and require resource and commitment from organisers and the workforce.

Have you looked to **optimise ventilation in your setting?** Opening windows and doors and avoiding the use of ventilation systems which only recycle used air are some ways you may consider.

Have you increased hygiene measures especially in high traffic areas?

You may wish to consider increasing the frequency of cleaning of toilets and touchpoints and providing more opportunities for audience to wash hands/sanitise.

Have additional measures to reduce a potential outbreak amongst attendees during the event been considered and implemented where appropriate? For example:

- Is it possible to stagger arrival times?

- Is it possible to stagger departure times?

- Has consideration been given to the arrival of teams, artists etc on arrival and departure?

- Is it possible to achieve physical distancing?

- Is transport to / from the event being provided and if so is this frequent enough?

- Have you discussed plans with the public transport providers, where appropriate?

- Are there enough bathrooms and food and water points to allow the possibility of physical distancing?

- Given physical distancing is a way of reducing transmission risk, will numbers be considered to allow physical distancing between different groups?

- Have you considered emergency, evacuation and accident response processes to ensure effective arrangements are in place?

Communications plan

In addition to the above a venue owner or landowner, and local community will require reassurance about steps that have been taken to ensure that an event is safe to proceed.

As such, a comprehensive communications plan for all attendees and the local community reinforcing key principles for staging the event will be important. Event organisers need to give clear and consistent messaging of what is expected and take reasonable measures to facilitate this. Organisers may also want to consider the positive communication of mitigation measures to help support confidence.

It may be necessary to create operating procedures to deal with non-compliance. Attendees should "know before they go" what measures will be in place and what will be required of them.

Multiple channels are likely to be required to communicate and reinforce key messages and updates, with visual material proving beneficial in demonstrating changes that have or are being made especially where language barriers may limit the effectiveness of written information.

Further detail around communications are included in the following list of considerations. There should be a named person with lead responsibility for considering these issues.

General communications

	Has a risk communication strategy for COVID-19 been developed?
	Have designated person(s) been identified to lead media activities and manage all external communications?
	Has the event taken reasonable steps to ensure that people with disabilities are informed about new procedures, and are able to access facilities? i.e. handwashing or hand sanitiser facilities at wheelchair height, verbal direction for those unable to see floor markings or signage etc?
	Is public health advice available before and during the event to all attendees, workforce and personnel of all relevant stakeholders?
	Is advice through events communication channels clear regarding self-isolation and not attending the event if symptoms develop?
	Is there advice on self-monitoring for symptoms and signs for attendees travelling from affected countries?

Online and social media

	Has public health advice been uploaded on to all relevant website(s)?
	Have all relevant social media channels incorporated appropriate COVID-19 messaging?
	Do all ticket purchasing sites link to latest health and safety rules?

	Are emails and push notifications being sent to attendees reminding them of health rules and expectations at regular intervals from the date of purchase through to day of the event?
	If the event has a mobile app, have health rules and expectations been added to content?

Online and social media

	Has / will all signage leading to and at the event site been installed which is visually attractive and located where attendees are likely to be standing still or moving slowly?
	Have you considered distancing markers external to the event site?
	Have you considered PR materials to recommend downloading the Protect Scotland app?
	Does this signage communicate key health and safety points, such as the importance of hand and respiratory hygiene and physical distancing? Organisers should ensure there are no unintended impacts on people with disabilities or caring responsibilities. Messages should be clear and easy to understand.
	Is signage prominently displayed at points of entry reminding those who are displaying symptoms to immediately withdraw from the event and return to their home to self-isolate and contact NHS if necessary?

Workforce

	Has the workforce, where appropriate, been educated to engage with attendees at ingress / waiting lines to put a friendly face on health and safety rules, and encourage compliance by exhibiting good behaviour?
	Is advice on how to access health care if necessary, including how to do so without creating a risk to healthcare workers and others, easily available?

Weather and wind management plan

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

Renfrewshire Council Events Team

Email: **events@renfrewshire.gov.uk**

Catherine Horsburgh **07966 146 325**
Gregg Young **07917 266 352**
Alan Gibson **07989 414 697**

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