

# Event Planning Advice



Learn • Contribute • Enjoy • Be Active • Be Healthy • Stay Safe

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# Introduction

**Events are a great way to bring communities together, for celebration and for good causes. They encourage and support local communities and can be used for a range of reasons.**

Organising an event can often be a daunting experience but with the correct planning it can be a simpler than it may first appear and a very rewarding experience. This booklet aims to provide guidance and advice on planning an event highlighting areas you may need to consider and useful contacts, it will help support your event and give starting points for consideration. This guidance document has been designed to provide information to organisations wishing to arrange an event in Tamworth.



Stars and Stripes event

# Event Details

**Before you get started it's a good idea to work out the basics of the event in order to have a clear idea and move it forward.**

## Location

You need to think about where you are planning on having the event. Taking in to consideration if its suitable. Ascertain who owns the land and seek their permission. Often with public spaces there is an application process and a hire fee. Contact the land owners in plenty of time as this may be a lengthy process.

## When

You need to think about what time of year you will have the event. Look at what else is happening in the area at the same time. Also weather is a big consideration obviously certain times of the year may be colder or wetter.

## Who

Who is the event for? Is there a specific age range or group you are targeting or a specific purpose such as a charity event. You need to make sure your location is appropriate and accessible to the audience you are hoping to attract.

## What

What exactly will the event be is an important factor although you may have a desired outcome you need to work out what exactly you are aiming to do before you start the planning so you have something to work to.

## Timescale

Give yourself a realistic timescale and plan it out. Try and break the process down in to steps and give yourself targets for completing certain tasks.



Event in Tamworth

# Event Plan

Developing an event plan will pull together an overview of the event and how it will be delivered. It is a key tool for an event organiser. The event plan should look at how the event will run on the day. Detailing a timeline of what is happening, where and when. It will also consider setting up times, clearing up times and how all these tasks will be done. The event plan will guide and direct the rest of the event and should include the following

## Site Plan

Create a simple ground plan of the event identifying what will go where, entrance and exit points, pedestrian routes and emergency vehicle access. The site plan can also detail where stewards will be located.

## Crowd Management

It is important to know how many people your venue can accommodate. The venue owner should be able to provide this information. If they are unable to always seek further guidance from the Fire Brigade who can advise you on this aspect. You also need to consider how you will direct people and let them know information. This will depend on the size of the crowd but things to consider are public announcements, crowd barriers, information points and good signage.

## Road Management Plan – Car Parking Road closures

Where is the public going to park?  
What pressures will the event place on the surrounding area roads? Traffic control both inside and outside the site should be discussed with the Police. A road management plan is always a benefit and signs in carefully selected areas can avoid any confusion and potential

accidents. Make sure that cars don't park and block any access points and have plans for dealing with this. If you need to close a road as part of the event for example a parade. Please contact Council's Solicitor to help advise and facilitate this, please note there is often a charge associated with this. Let the local train, bus and taxis know about the event and any potential road closures so if necessary they can plan for the extra numbers. It is the responsibility of the hirer to ensure all staff/contractors park vehicles in appointed car parks and/or permitted parking areas. Tamworth Borough Council will not accept any responsibility for Penalty Charge Notices issued where a contravention occurs during the event. Payment of such penalties remains the responsibility of the registered car owner.

## Emergency Planning

No one wants things to go wrong but you need to consider as many what ifs as possible. An emergency plan is an essential part of any event plan. It will detail how you intend to respond to emergencies, first aid incident, anti social behaviour and site evacuations. Public safety should be a big element of your preparations. What if it rains? What if there is a last minute venue problem? How would you cancel the event? Could it be moved to a different venue? These are all questions you need to consider. Make sure you inform the emergency services of the event and where needed seek their guidance and approval.

# Stewards/ Marshals

## Responsibilities & duties

Stewards / marshals at events must be fully briefed on all aspects of the event including crowd control and emergency arrangements. Site plans and checklists should be provided to them so that they can assist the public in locating entrances, exits, toilets, first aid facilities and the control centre. You may wish to discuss this with the police events liaison.

## Emergency procedure

All stewards / marshals should be properly trained and competent, as they will need to be constantly on the lookout for hazards which could develop during the event. The Event Organiser must ensure that all stewards / marshals are aware of, and understand, their specific duties in an emergency and the arrangements for evacuating the public from the site, including the use of coded messages.

## First Aid

Part of their identified duties may include the need to guide vehicles, clear emergency exits, and resolving any minor anti-social behavioural problems. Therefore, it is recommended that specific training should be provided for basic first aid assistance and fire fighting.

## Clothing & Equipment

They may also require personal protective clothing such as hats, boots, gloves or coats. For evening events, make sure that all stewards / marshals are equipped with suitable clothing and accessories, including torches.

## Communication

All stewards and marshals should be contactable by mobile phone or personal radio at all times during the event. In addition, the Event Organiser should establish the procedures for usage, and limitations on usage. From a safety and security perspective, stewards / marshals should also consider the use of code words to prevent undue panic.

## Security Personal

Those undertaking the role of security need to be SIA Badged.



Marshalls at an outdoor event

## Refuse

Crowds, catering units and other activities all generate rubbish. You are responsible for keeping the site clean, how will you deal with rubbish generated? How will it be taken off site? Both from a health and safety and public health point of view it's important to think about how you will deal with this. If there is any medical waste you need to make special arrangements.

## Catering

You don't want your guests getting ill so ensure your catering units have had all the necessary checks. Ensure any caterers have been licensed by their local authority and ask to see caterers' food hygiene certification. Make sure they are positioned in a safe location and adequate distance is allowed between the providers to reduce the risk of fire spreading. Also consider the waste from these vehicles and how it will be dealt with. Please see the catering checklist for more detail

## Toilets

The recommended ration of toilets to people at public events are:

Events lasting more than 6 hours  
Female 1:100 Male 1:500 (1 Urinal per 150)

Events last less than 6 hour  
Female 1:120 male 1:600 (1 urinal per 175)

## Advertising

Make people aware of your event both in the sense of getting the public to the event but also letting local organisations and people who might be affected that the event is taking place. This will help improve awareness of the day. This can be done using a range of formats such as posters, flyers, media advertising and internet advertising. Consider that it is illegal to put posters in certain places and make sure you have the correct permissions from either the local or district council. Fly posting may result in a fine or cancelation of your event.



**Dog show**

## Temporary Structures

You might find you require some form of temporary structures such as marques, signage, and information points. It's important to plan these out, making sure they are suitable for the job and are put together in a safe way preferably by an experienced and qualified contractor. There will be certain things you may need to hire contractors for. Ensure they are competent to do the task at hand. When possible references should be obtained and ask for safety policy, insurance information and risk assessments. Give them a detailed outline of the event and how it will run. Please think about inflatables and the weather conditions.

## Health and Safety

The event plan will help identify what things you need to be aware of from a public safety point. At all time public safety should be any event organiser's primary concern. It is vital to ensure your event is safe for the public and for those performing or working the event. This needs to be a priority in your planning.

## Licensing

A public entertainment licence may be needed if the event consists of music, dancing, singing or similar, or if it includes a display or exhibition of boxing, wrestling, judo, karate or similar sport. The licensing officer should be contacted. A fee may be charged for a licence. You will also require a license for the sale of alcohol,

movement of animals, charity collections and other types of events. It is always advisable to check with your local authority licensing team what you need.

## Noise Control

Noise levels are an important consideration as there are legal guidelines on how loud activities can be. Familiarise yourself with what your responsibilities are. Not complying with these regulations can result in the event being served with a closure notice. If you are unsure about your legal responsibilities please contact the council (See the contact us page)

## Insurance

Insurance is an important part of any event and most land hirers require it. It is a requirement to protect both your staff and the public and be insured to carry out the activities. Event Organisers are required to hold a current policy of Insurance in respect of Public Liability or Third Party risks it is advised a minimum of £5m (including products' liability where appropriate).



St. Editha's Church at night

# Risk Assessments

Please remember that organisers of events have a legal responsibility to ensure the Health, Safety and Welfare of any employees, volunteer helpers or contractors involved in arranging the event and to the public and participants attending. This should be ensured by carrying out a detailed risk assessment. All hazards associated with the event should be identified, the level of risk assessed and appropriate action taken to reduce these risks to an acceptable level. All events must comply with recognised safety standards and you must take all reasonable precautions to ensure the event takes place safely.

A formal record should be kept of the risk assessments. A simple guidance note and an example form is provided with this pack. Completed forms should be retained for future reference. Where the event consists of more than one attraction eg a summer fete a written risk assessment may be required for each activity. In these circumstances, the enclosed risk assessment form can be photocopied. Any contractors involved in the event should also carry out risk assessments. Where relevant, you should obtain copies of these.

# Safeguarding

All local authorities, including district/borough councils in England, have a responsibility to safeguard and promote the welfare of children and adults who are at risk of abuse and neglect.

Safeguarding children and adults who are at risk of abuse and neglect is everyone's

responsibility. Unfortunately abuse of children and adults at risk can happen at any time, anywhere and be perpetrated by anyone. Abuse is not acceptable and must not be tolerated. Often children and adults at risk do not realise they are a victim of abuse, or are unable to protect themselves from harm. This is why it is important that action is taken and people know what to do when they have safeguarding concerns. It is paramount that all individuals working either directly or indirectly with children and adults at risk have an understanding of safeguarding commensurate to their role, and know how to report safeguarding concerns, in relation to children or adults at risk.

An organisation that is providing services or activities for children and young people under the age of 18 and/or adults at risk must have an appropriate up to date safeguarding policy and procedure, or failing this confirm they have read, understood and are willing to comply with Tamworth Borough Council's safeguarding children and adult at risk of abuse and neglect policy (under Community on the council website)

A safeguarding policy makes clear to all what is required in relation to safeguarding children, young people and adults at risk. It helps to create a safe and positive environment for children and adults at risk demonstrating that the organisation is taking its duty of care seriously. A safeguarding procedure provides clear step-by-step guidance on how to recognise abuse and neglect and how to respond to and refer safeguarding concerns.

# First Aid

As an event organiser you have a duty of care to those at your events. We would recommend having a trained first aid team to support your event. You will also need to record any

accidents that may take place. To work out how the level of first aid provision you may need, there is a first aid assessment form in the additional information section.

## Lost Children

The safety and the protection of children is an important consideration you need to be aware of. What will happen if a child gets separated from their parents. A lost child point is always a good idea and procedures for dealing with the situation should it arise. A lost/found child point is always a good idea with associated procedures for dealing with this situation should it arise. A lost/found children 'officer' with full DBS clearance **MUST** be employed to cover the lost children's area; they will be responsible for looking after the welfare of any child delivered to the lost children's area.

## Evaluation

An evaluation gives you an overview of the event and how it went. Gaining public feedback is always a good starting point and this can be done by simple questionnaires. This helps look at what worked and what didn't and how to improve for future years.

## Grounds Reinstatement

Try and leave the site you use as you found it, if not better. Any damage needs to be fixed. Make sure you do a site visit with the land owners before and after the event, and have it documented so you know where everything stand and you don't end up paying for damage that was already there.

## Useful Contacts:

Arts and Events Officer  
**Tamworth Borough Council**  
 Marmion House, Lichfield street  
 Tamworth, Staffordshire, B79 7BZ  
 01827 709314

Licensing and Environmental Health Team  
**Tamworth Borough Council**  
 Marmion House, Lichfield street  
 Tamworth, Staffordshire, B79 7BZ  
 01827 709445

Area Commander  
**Tamworth Fire Station**  
 Lichfield Street  
 Tamworth Borough Council, Staffordshire  
 B79 7QL, 01785 898020

Trent Valley Events & Planning  
**Burton Police Station**  
 Horninglow Street  
 Burton On Trent, Staffordshire, DE14 1PA  
 0300 123 4455

Chief Executive  
**Good Hope Hospital NHS Trust**  
 Rectory Road, Sutton Coldfield, B75 7RR  
 0121 424 2000

Department for Culture, Media & Sport  
[www.culture.gov.uk](http://www.culture.gov.uk)

### Other useful contacts:

**St John Ambulance**  
 08700 10 49 50

Road closures  
**Highways Staffordshire**  
 01785 276552

# Outdoor catering food safety checklist

We have provided the checklist below to help you identify any hazards and for you to put the necessary controls in place to make sure that the food is safe to eat. This is specifically designed for caterers and food business operators attending outdoor events. Please take your completed checklist with you to the event.

**If you answer 'no' to any of these questions, then there is a potential problem which will increase risks of something going wrong.**

Most of these are common sense practices, which you have probably been following for years.

## Setting up your stall

<b>Food safety management</b>		
Do you have documentation on the food safety controls you adopt to ensure the food you prepare is safe to eat?	Yes	No
Do you keep monitoring record sheets, training records, etc?	Yes	No
Are these available for inspection on your trailer/stall?	Yes	No
<b>Storage</b>		
Are all food storage areas under cover and protected from contamination?	Yes	No
Are they clean and free from pests?	Yes	No
Do you have enough refrigeration? Does it work properly?	Yes	No
<b>Food preparation and service areas</b>		
Have you got enough proper washable floor coverings for the food preparation areas? What precautions have you to keep mud out of the stall in wet weather?	Yes	No
Are all worktops and tables sealed or covered with an impervious, washable material?	Yes	No
Have you got enough preparation work top space?	Yes	No
Have you got enough wash hand basins? Are they supplied with hot and cold water, soap and paper towels?	Yes	No
Have you got sinks which are large enough to wash food and equipment in (including bulky items)? Are they supplied with hot and cold water?	Yes	No

If there is no mains drainage have you made hygienic provision for the disposal of waste water, e.g. waste pipe from sink to waste water carrier?	Yes	No
Have you got enough fresh water containers? Are they clean and have they got caps?	Yes	No
Have you got a supply of hot water reserved for washing up and hand washing?	Yes	No
Have you got adequate natural/artificial lighting, particularly for food preparation and service at night?	Yes	No
Is all your food equipment in good repair? Are any repairs outstanding since your last event?	Yes	No
<b>Cleaning</b>		
Is your stall/vehicle clean? Can it be kept clean? Have you allowed time for thorough cleaning of the vehicle/stall equipment between events?	Yes	No
Do you have a cleaning schedule to ensure all areas are kept clean?	Yes	No

**Business name** \_\_\_\_\_ **Date** \_\_\_\_\_



**Outdoor event stalls**

## First Aid Assessment

Assessing the requirements for medical, ambulance and first aid management at events

### Background Information

It is recognised that medical cover at events can be organised in different ways and that the most appropriate cover will depend upon the medical provider and the nature of the event. By using the table below you can establish the medical / first aid requirements for each event. Please tick the ONE most appropriate box in each of the sections and add the scores together. Once this has been done check the requirements in the table at the bottom of page 2.

Name Of Event: \_\_\_\_\_

Location event being held: \_\_\_\_\_

Assessed by: \_\_\_\_\_ Date \_\_\_\_\_

A – Nature of the Event	Classical Performance	2
	Public Exhibition	3
	Pop / Rock Concert	5
	Dance Event	8
	Country Show	2
	Motorcycle Display	3
	VIP Visits / summit	3
	Music Festival	3
	Bonfire / Pyrotechnic Display	4
	New Year Celebrations	7
	Demonstrations/ marches / political events	
	• Low risk of Disorder	2
	• Medium Risk Disorder	5
• High Risk of Disorder	7	
• Rival Factions Involved	9	
B – venue	Indoor	1
	Stadium	2
	Outdoor in confined location, e.g. park	2
	Other outdoor, eg festival	3
	Widespread public location in streets	4
	Temporary outdoor structures	4
	Includes overnight camping	5
C – Standing / Seated	Seated	1
	Mixed	2
	Standing	3

D – Audience Profile	Full mix, in family groups	2
	Full mix, not in family groups	3
	Predominantly young adults	3
	Predominantly children and teenagers	4
	Predominantly elderly	4
	Full mix, rival factions	5
E – Past History	Good Information, low casualty rate (less than 1% of attendees injured)	-1
	Good Information, medium casualty rate (1%-2%)	1
	Good Information, high casualty rate (more than 2%)	2
	First event, no data	3
F – Expected Numbers	<1000	1
	<3000	2
	<5000	8
	<10000	12
	<20000	16
	For more check with the health and safety team.	
G – Expected queuing	Less than 4 hours	1
	More Than 4 hours	2
	More than 12 hours	3
H – Time of Year (outdoor events)	Summer	2
	Autumn	1
	Winter	2
	Spring	1
I – Proximity to definitive care (nearest suitable A & E facility)	Less than 30 mins by Road	0
	More than 30 mins by road	2
J – Profile of Definitive care	Choice of A & E departments	1
	Large A & E department	2
	Small A & E department	3
K - Additional Hazards	Carnival	1
	Helicopters Motor	1
	Sport Parachute	1
	Display Street	1
	Theatre	1
L - Additional on-site facilities	Suturing X-ray Minor	-2
	Surgery Plastering	-2
	Psychiatric / GP Facilities	-2
Total Score A to L		

Use the score from the above calculation to gauge the levels of resource indicated for the event. The following table is a GUIDE and as such cannot encompass all situations and therefore is not intended to be prescriptive.

The score refers to the suggested resources that should be available on duty at any one time during the event and not the cumulative number of personnel deployed throughout the duration of the event.

Score	Ambulance	First Aider	Ambulance Personnel	Doctor	Nurse	NHS ambulance manager	Support Unit
<15	0	2	0	0	0	0	0
16-20	0	4	0	0	0	0	0
21-25	1	6	2	0	0	Visit	0
26-30	1	8	2	0	0	Visit	0
31-35	2	12	8	1	2	1	0
36-40	3	20	10	2	4	1	0
41-50	4	40	12	3	6	2	0

For events with a greater score please contact the Health and Safety Team, please be advised you will need to contact the environmental health team if the event is on private land.

Relevant Legislation  
Health and Safety at Work Act



If you require this information in another format or language, please phone 01827 709709, or email [enquiries@tamworth.gov.uk](mailto:enquiries@tamworth.gov.uk).

Tamworth Borough Council, Community, Planning & Partnerships,  
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