



TRAFFORD
COUNCIL

Guide to Organising a Safe & Successful Event

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Introduction:

This guide has been produced as part of an Events Pack for Trafford, which gives you information on how to apply to the Council for permission to hold an event on the Council's land. The information within the guide also tells you what you as an event organiser are responsible for and what you might want to take into consideration when organising your event.

If you or your organisation is considering holding an event please remember to start planning as early as you can. You will need to consult with others on your plans and you will need a budget to cover costs.

Please follow these guidance notes and if you do not understand anything please ask us to explain and remember we will need your completed event application form at least 8 weeks prior to the event taking place. This is to allow us enough time to assess your application.

Please do not be put off by terms you may not have heard of before, most things require the application of common sense to prevent accidents happening.

Allow yourself plenty of time to organise the event, you may need specialist advice or additional permissions all of which takes time to arrange.

1. Your responsibility

Before any planning takes place ensure that your group, organisation or company are prepared to take on the necessary responsibility for the overall management of your event including the health and safety, licensing, legal and insurance aspects. All events must comply with these standards even if it is a free event or in aid of charity. You and your co-organisers will be responsible under the law for the safety and welfare of everyone at your event. This includes your members, employers, volunteers, contractors and the public.



2. Organising Team

In general events require a large amount of organising therefore developing a task team or a committee can be a way of dividing out the tasks in order to share the responsibility of organising and knowledge. The event task team should develop objectives and rules to which they operate and each member should agree to these. The team should meet regularly to discuss progress on the event organisation and agree and report on actions. These meetings should be recorded and kept on file. This will enable a clear record of all agreements and actions agreed within the team to be kept and referred back to if needed.

Some questions to consider when setting up an organising team from scratch:

1. How much time will organising the event need from each person – can they spare this time to do the job properly?
2. Have they any background of doing it before?
3. Have they a reputation for good work in an activity you might need, such as a good organiser or good at finding resources?
4. Do they have good relationships with other people – will they pull their weight and do they get on well with others?
5. If they have a particular weakness in organisation has another member of the committee got that as a strength so that a committee has a balance of expertise?

In addition to the above you should do the following within your team:

- Appoint a person to lead and have overall charge of the event this person should be the main contact with the Council and the emergency services and be present throughout the event from start to finish.
- Appoint a person to lead and have responsibility for Event Safety this should be a suitably competent person for the scale of the event, taking into consideration the possible level of risk.
- Everyone assisting during the event should be properly instructed of their role including what action to take in the event of an emergency.
- Ensure all your planning is written down in order for you to have a clear record of all decisions made.
- If you are applying for money or you are collecting money at the event you should set up a bank account with two signatories in order for the money to be controlled and accounted for.
- A long term project may be better developed around an in house set of rules and a formal constitution developed.

Within the team complete the event application form if required, risk assessment and draw a plan of the event site, detailing the area you are responsible for and showing the layout of the activities taking place.

3. Event Objective

Consider what the purpose of your event is and what you are trying to achieve by holding an event.

4. Event Feasibility – Testing an Idea

Most event planning would benefit from a brainstorming session where various ideas are suggested and discussed to see which is best and meets the Event Objective. It is useful to consider whether your idea is good enough? Will it work? And do you have or can you raise enough money to deliver it?

Is your idea a good one?

Having identified a number of ideas or concepts for a possible event, there has to be a process whereby organisers can sort out what concepts are most suited to the target market.

- The type of people
- their demographic or social profile
- age group
- familiar activities

This can be done in these ways:

1. The results of an initial brainstorming session can be cross referenced to the opinions of the organising committee as the committee need to be committed to an idea to make it a success.
2. Pilot research can be undertaken, this may be essential as the organising committee may not be representative of the target market. An initial pilot questionnaire could explore reactions to a range of ideas.
3. It is also necessary to consider whether the idea is sufficiently different from or even similar to successfully competing events. An environmental scan should prevent clashes with competing events.

Will the event work?

The event organiser also needs to consider what is achievable; all events have various resource needs based on how adventurous, ambitious or limited the ideas are.

- What expertise and staffing is available
- What locations or venues are available, with what capacity
- What timescale you are working to
- What technology or other equipment will be needed

- What legalities need to be considered, such as licences

For events organised by volunteers the matter of achievability is important, knowledge of previous activities is also important, is the event a regular one?

Do you have or can you raise enough money?

All events have a budget even if the budget is only an approximate figure of what the organisers or clients can afford, this could be based on similar events.

Not all events are cost only; there could be a financial reason for holding an event such as fund raising or economic regeneration.

There are even events that are expected to make sufficient money to cover costs and break even.

In order to determine whether the event is viable an event organiser needs to produce some basic financial information:

- How many people will attend? Can they be charged?
- How can income be raised during the event?
- What are the costs?

An outline budget should underestimate revenues and overestimate costs.

In addition to these processes once an event has been agreed on, the first of many planning activities must begin; the first being the 'lead time' for the event or whether there is enough time to get everything booked and organised. It is important to ensure enough time is available to prevent potential problems surfacing later. Even initial ideas written into a few pages of notes is a useful tool or completing a form such as the ones below will help an event organiser fully consider the requirements of their event.

5 Example Event Check List

Suggested format for identifying major problems and possible unforeseen issues:

Purpose of event?

Suggested location?

Is the proposed event:

- A one off event
- Expected to take place annually

Have you checked that the venue or location is available?

- Yes
- No

How do you expect the event to be paid for?

What are the major costs of your event, and have you included insurance?

Attach a budget sheet

How many people do you expect to attend?

How many other people are there (including organisers, staff, volunteers etc)?

Have you / will you be liaising with any of the following services to establish their input?

- Licensing Authority Highway Authority Police
- Fire First Aid / Ambulance Local Authority

Will the event have any implications for local residents i.e. noise, site set up, parking, access, crowds etc?

Will you need any specialist help with the event or other professional advice or input?

6 Example Event Costings List

Proposed Event.....Date Today.....

Date of Event.....Days to go.....

Forecast of persons expected.....

Capacity of venue.....

List of costs

Venue hire: total amount £.....Deposit Amount £.....

Deposit due by.....

Staff/Labour: number of volunteers needed.....

Number of paid staff needed.....

Total staffing costs including refreshments.....

Example Overheads	Total Amount £	Best quote given by
Advertising		
Pricing/ Posters / Tickets		
Programmes/ Stationary		
Equipment hire		
Food / Drink		
Entertainment		
Security / Crowd Control		
Insurance		
Refuse removal / cleaning		
Power /heat / light		
Postage		
Licence Fee		
Photographer		

Other items		
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Total Costs £.....

7 Example Detailed event budget and cost breakdowns

Income/Revenue	Budget £	Actual £
Ticket sales		
Individual		
Family		
Group		
Discount/Elders		
Catering		
Restaurant Food		
Restaurant Drink		
Arena coffee bar		
Arena hospitality area extras		
Income from concession stand rental		
Ice cream stands		
Retail stands		
Raffle		
Saturday raffle		
Sunday raffle		
Other (please specify): parking		
Total Income	£	£

Expenditure	Budget £	Actual £
Venue hire		
Staff/labour		
Staff wages		
Staff feeding		
Staff insurance		
Staff uniforms		
Volunteers feeding		
Volunteers gift bags		
Volunteers sashes & armbands		
Advertising		
Local radio 6 adverts (10 second)		
The Telegraph 3 adverts (1/8 page)		
Banners (2)		
Newspaper insert (10,000)		
Artwork for leaflets		
Leaflets (10,000)		
Etc.		
Total Costs	£	£
Surplus (profit) or deficit (loss)	£	£
Closing balance (at bank)	£	£

Once you have screened your event ideas, shortlisted them and decided upon the event type it is time to begin planning your event.

8 Decide on the Venue and the Size of the event

When considering venues assess the following:

- Is the venue is big enough for the activities and the participants?
- Is there adequate access?
- Is parking required and how it will be accommodated?
- Is the ground suitable for the type of activity you are proposing?
- Are you planning on charging an entrance fee? If so can you control the boundary of the venue?
- Can you easily designate an emergency route, which is kept clear at all times?
- Can emergency vehicles turn around easily and get out of the venue quickly?
- How will your plans affect the neighbours?
- There are no obvious hazards on site such as power lines, stored chemicals or machinery, unfenced holes, steep drops, ponds or water and unsafe structures that people must be kept away from by barriers.
- Will wet weather cause additional hazards?

If you are considering having your event within a park you will need to consider the following:

When deciding how many people you would like to attend your event take into consideration the following:

- Does the venue allow good entry and exit?
- Can the crowd move around easily?
- Can entrances and exits be clearly signposted?
- Are you able to provide a sufficient number of trained and competent stewards?
- Can you ensure that stewards are easily recognised by each other and the public?
- If the audience is very large you may require barriers, do you have the funds for these?
- What will you do if too many people turn up?
- Remember you will have a duty of care even to trespassers so make sure everything is safe.
- Are you going to make special arrangements for all ability access and people who may need to sit down?
- Will you need to provide barriers around attractions, displays and equipment to protect the public and prevent unauthorised interference, taking into account the presence of excited people especially children any barrier/ fencing used must be capable of withstanding any

reasonably foreseeable loading and the design must be suitable to contain and protect people.

9 Decide on the contents of the Event



A: Fairground and amusement rides: It is recommended that the event organiser obtain from the operator:

- Copy of their risk assessment for the attraction/amusement/equipment and any related safety information
- Insurance Certificate
- Current certificates of thorough examination of equipment
- Operator's membership of relevant association
- Experience of operating the attraction/amusement/equipment

As an event organiser you should also consider the location and space allocation for attraction/amusement/equipment as part of the risk assessment for the event.

Detailed guidance is available in the HSE publication HSG 175 Fairgrounds and Amusement Parks: Guidance on Safe Practice.

However the Health & Safety at Work Act 1974 places duties on:

- designers, suppliers, manufacturers, installers and importers
- organisers
- controllers
- operators
- attendants
- inspection bodies

B: Activities requiring a License

A licence will be required for the sale or supply of alcohol at all sites you will

need to complete and return the Temporary Event Notice if you intend to have alcohol at your event. An application for a Temporary Event Notice may also be required for an event which includes any form of regulated entertainment specifically:

1. A performance of a play
2. An exhibition of a film
3. An indoor sporting event
4. A boxing or wrestling entertainment (indoor or outdoor)
5. A performance of live music
6. Any playing of recorded music
7. A performance of a dance

Entertainment of a similar description to that falling within the performance of live music, any playing of recorded music and the performance of dance.

Where the entertainment takes place in the presence of an audience and is also provided for the purpose or for purposes which include the purpose of entertaining that audience. The reference to an audience also includes spectators.

A TEN only covers events of a temporary nature an event meeting the above criteria which lasted for 5 consecutive days would need a full premises licence. Applications for a TEN must be made at least 10 working days prior to the event itself but in order to ensure all necessary consideration is given to the event it is recommended that the application is made 4 weeks before the event is due to take place.

C: Playing Music

In addition to Councils licensing policies if you intend to play music that is copyrighted, the Performing Right Society (PRS for Music) issues licences to authorise the use of original copyright musical works (by whatever means) and Phonographic Performance Limited (PPL) issues licences to authorise the use of sound recordings (sound carriers such as CDs, records, tapes, and film soundtracks). If this applies to your event please contact PRS for Music and/or PPL as appropriate for further licensing advice.

D: Booking Entertainment

As with any form of employing services you should issue a contract and make sure you understand the terms agreed between you and the performer, such as what they will provide, how long for, cancellation terms for both parties and what you are expected to provide. Ensure the performance has taken place as agreed prior to paying and obtain a receipt for your records from the performer. Also ensure you have copies of their risk assessments and public liability insurance and ask in advance exactly what their performance will involve.

E: Special Effects

When a company, organisation or individual hires any equipment they become subject to the Health & Safety at Work Act 1974. This act places a duty of care on everyone involved in the transaction. It is the event organiser's responsibility to collect information from event equipment providers e.g. insurance certificates, maintenance and service reports.

1) Lasers: You must ensure that manufacturers, suppliers or installers of display laser installations are familiar with the content of Health and Safety Executive guidance, Radiation safety of lasers used for display purposes (HSG95)

2) Fireworks: Firework displays may only be controlled by professional firework operators and these operators must only use fireworks obtained from suppliers who can demonstrate that their products have been authorised and classified in line with the Fireworks (Safety) Regulations 1997.

The supplier must provide detailed instructions and guidance with the fireworks and be able to offer advice and back-up in the event of problems arising. If the event organiser is operating the fireworks, they must read the Health and Safety Executive guidance, Working together on firework displays. A detailed risk assessment is required which considers display site location and layout, set up, firing and clearing up

Any fireworks display on Council land must be formally agreed in detail with the Council, well in advance of the proposed event date. In addition a fireworks display may only be held and controlled by well trained and experienced operators, who have visited the venue, assessed the risk and agree that it is safe.

Professional firework display organisers should consider the following:

- The spectator area
- The drop zone
- The firing area
- Audience location
- Prohibited areas

Please also take into consideration that special effects are particularly susceptible to changes in weather conditions and may have to be cancelled at the last minute for safety reasons.

F: Catering



Please note that Food Hygiene Legislation applies to any activity that involves handling food and drink. Anyone serving or selling food at an event on Trafford land must adhere to current food hygiene legislation which is Regulation (EC) 852/2004 Hygiene of Foodstuffs and the Food Hygiene (England) Regulations 2006. Food businesses also need to comply with the General Food Law Regulation (EC) 178/2002 and the General Food Regulations 2004.

Within Trafford any mobile caterer used at an event must be registered with the Trafford, the registration process ensures that caterers do adhere to current legislation, hence it is satisfactory for an event organiser to confirm that the Caterer is Trafford registered and document this within their event file.

G: Bouncy Castles & any other Inflatable item



As an event organiser you should obtain the following items from the Bouncy Council Supplier for your records;

- Operators Insurance Certificate
- Confirmation of a safety examination within the last 14 months
- Confirmation that an inspection of the item will take place prior to use
- Description of crowd control measures in place
- Confirmation that a safety mat of a minimum 1' thickness is supplied at the entrance
- Confirmation that the item will be securely anchored with guy ropes or

- long stakes and that these will be clearly marked
- Confirmation that the item will be supervised by a competent adult at all times
- Notification of PIPA inflatable play inspection scheme registration & current PIPA test certificate
- Confirmation that the blower will be 1.2m from the inflatable
- Age restrictions / age range

H: Temporary Structures



Only competent suppliers should be used who can demonstrate the knowledge and understanding of the work involved with temporary demountable structures and who employ suitably trained staff to design, erect and dismantle.

It is recommended that you obtain from the supplier the following:

1. Statement of design concept
2. List of items or connections that require checking after erection
3. Method of transferring horizontal forces e.g. wind
4. Construction drawings (to be submitted to Local Authority at least 14 days before event)
5. Risk assessment for design and erection of structure
6. Method statement for the safe erection and dismantling of the structure
7. Completion Certificate – statement that the work has been carried out in accordance with the designer's specification indicating that the structure has been checked by a competent person during and after erection and before it is used.

In addition to the above the following advice is also relevant to temporary structures:

- If seating, staging, lighting towers are to be erected this must be done by a competent person. Written certification should be obtained from them to the effect that the structures are safe.
- Hired equipment should come with a certificate to confirm that it is safe.
- When selecting the location for any temporary structure ensure the ground is level and firm with good drainage.
- Ensure that emergency vehicles are able to get within 50 meters of the tent or marquee.
- Structures designed to hold 15 or more people should have more than one exit.
- If a structure contains seating, tables etc gangways leading to exits should be provided, these should be at least 1.1 metres wide and free from obstruction and the width of the exit should not be less than the gangway which it serves.

I: Electrical Supplies, Installations & Equipment

All electrical installations and equipment used should comply with the general requirements of the Electricity at Work Regulations 1989 and relevant British Standards

Generators must be located separately from public areas. Access to the public must be restricted.

Any electrical installations must be inspected and tested on completion according to the procedures in BS 7909:1998 and certification must be obtained from installer.

Any persons bringing portable electrical appliances on site for an event e.g. equipment that must be plugged into a power source to operate must be able to demonstrate that it is maintained correctly and that it has been inspected and tested.

In addition to the above it is recommended that:

- Electrical installations should comply with prevailing regulations
- Ensure only authorised people can gain access to your electrical equipment
- Cables may be hazard, ensure cables are rated for the correct load use, are undamaged and have the correct outdoor connectors.
- Ensure generators are correctly certified to show they are electrically safe and are protected from unauthorised access by barriers.
- All equipment suitable for outdoor use, especially wet conditions.

10 Health & Safety Management

A: First Aid

The recommended number of first aiders at small events where no special risks are considered likely is 2:1000 for the first 3000 attending. No event should have less than 2 first aiders.

- First Aiders should be at least 16 years old and not over 65 years old.
- Have no other emergency duties or responsibilities.
- Have identification
- Have protective clothing
- Have relevant experience or knowledge of first aid at other public duties.

A first aider is a person who holds a current certificate of first aid competency issued by any of the three voluntary aid societies: St John's Ambulance, British Red Cross or St Andrew's Ambulance Association or hold a valid first aid at work certificate.

B: Toilet Facilities

The recommended numbers of toilets are:

For events with a gate opening of less than 6 hours:

Female: 1 toilet per 100

Male: 1 toilet per 500 males plus 1 urinal per 150 males.

Hand washing facilities should be provided at the ratio of one per five toilets.

C: Traffic Management



As the event organiser it is your responsibility to organise and manage your event in a way that is safe within the resources you have available. If you are considering including a parade in your event please do not leave your traffic management plans until the last minute as in order for the road closure to be processed the Highway Authority will need to be satisfied that you have considered and implemented measures to ensure the safety of all those participating in any event on the road. Although the Police do not approve events on the Highway or provide the resource to manage events on the Highway they will need to be kept informed of your proposals. Therefore you may want to consider:

- Imposing a curfew on vehicles moving at a designated time before the event starts so that people arriving are not at risk from moving vehicles.
- Keeping pedestrians and vehicles separate
- Ensuring there are enough signs
- Keeping the residents informed about your proposals to avoid upsetting people who are temporarily unable to access their homes.
- Showing on a plan an emergency route and ensure that it is adequate

Suggested format for a Traffic Management Plan:

- Route Plan
- Number of vehicles
- Number of bands
- Number of pedestrian participants (anticipated)
- Risk Statement
- Method Statement
- Police commitment and Marshalls

Please note that you may be required to employ a traffic management company to design and implement any signing or closure on the highway. Please ensure that you budget accordingly for traffic management when planning your event.

D: Risk Assessment



This is an important part of your event planning, the worst thing that could happen during your event would be for a person to be seriously injured or killed. Therefore your aim is that your event passes without any incidents, however you can never guarantee that an accident will not happen but you can reduce the likelihood of one happening and make plans that would help you deal with it if one did occur. Obviously the scale of the event and the range of activities forming the event affect the probability of an accident taking place; however whatever the size of the event as the event organiser it is your responsibility to find and control any risks that could lead to an accident.

When you employ contractors they should carry out a risk assessment of their own and provide you with a copy for your event file.

On the day of the event you should check the whole site to ensure that all the risks are controlled as per your control measures identified in your risk assessment, if you find any new risks try and eliminate these too and record what you have done.

Your risk assessment should be dated and signed by the person who has done it.

Example of a risk assessment:

Hazard found	Existing control measures	Additional control measures	Priority	Person responsible for measure	Complete by	Action taken	Review Date

E: Emergency Planning

In addition to carrying out risk assessments on the attractions and activities at the event you should also consider what could go wrong on the day and develop a contingency plan to deal with each emergency. The written plan should include details of what you intend to do in the event of an emergency such as fire, accident, crowd disturbance, bomb scare, adverse and inclement weather, the need to evacuate the site etc...

The plan should include:

- The action to be taken should an emergency occur
- Who will take action
- How you will let the relevant people know about the emergency
- Details of the stage at which control will be transferred from the safety officer to the emergency services

It is suggested that you discuss and agree your emergency plan with the emergency services.

F: Insurance

Please ensure that you arrange adequate insurance cover for the event and things happening because of the event taking place, insurance cover is needed for all staff, helpers, spectators and property. As part of the application process you must provide proof that you have a valid insurance policy in place. Normally your insurers will want you to have assessed all the risks and taken steps to eliminate or control as many as possible. Ensure you obtain copies of any contractors insurance policies and keep on file. The Council does not accept any liability for any loss or damage caused to persons or property howsoever caused as a result of your event or public gathering. The event organiser shall at their own cost obtain public liability insurance which shall indemnify the Council against any and all claims, demands and proceedings arising out of your event.

11 Promoting your Event

The scale of your event and the availability of funds for marketing will determine the range of promotion you can undertake. Please take into consideration the following when advertising your event:

- Consider who the event is aimed at and what information your audience have access to such as local newspapers, community notice boards, local websites, local radio stations etc...
- Send out a press release to the local media with images if possible and make sure the press release has a committee members contact details on to provide further information if required
- When promoting your event remember the following basics:
 - What is it
 - Where is it
 - When is it
 - Is it for a special occasion
 - Who are the organisers
 - Where can you get further details
- Events can be placed on the Council's website www.trafford.gov.uk free of charge by the event organiser
- Create a distribution list of where to send your promotional material and cross reference on a regular basis
- Please do not fly post on lampposts, barriers or along road sides as this can be dangerous to traffic and pedestrians.
- Consider offering a competition or vouchers via your promotional material so that you can measure the impact of any adverts
- Remember to acknowledge any sponsors on your paperwork