



Fermanagh & Omagh  
District Council  
Comhairle Ceantair  
Fhear Manach agus na hÓmaí









# Events Toolkit





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# 1. Getting Started



## Why Events?

Fermanagh and Omagh District Council deliver and support a wide range of events across the region throughout the year. Events provide an opportunity for the residents, community and business to come together to showcase the wonderful district of Fermanagh and Omagh and bring our parks, greens, open spaces, villages and town centres to life.

Events can fall into many categories including: Cultural, Arts and Heritage, Leisure and Sport, Community, Environment and more. Each event will have its individual objectives, however they all form part of Fermanagh and Omagh District Council's Corporate Plan and the 2030 Community Plan.

[www.fermanaghomagh.com/communityplanning/](http://www.fermanaghomagh.com/communityplanning/)

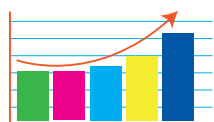
### People and Communities



Events should increase attendance and participation in arts, cultural and heritage activities promoting creativity and wellbeing. Sporting events

that increase participation and improve health and wellbeing outcomes may also be supported.

### Economy, Infrastructure and Skills



We support events that provide economic benefits to the local economy, promote tourism and the visitor

experience. Community events should improve community cohesion, provide opportunities to participate and build capacity within the sector.

### The Environment.



Events where appropriate should enhance the natural environment, built and cultural heritage and be sustainability managed.

There are increasing demands on event organisers, for this reason Fermanagh and Omagh District Council have developed this Events Toolkit. This is a practical resource to help you run a successful and well-planned event within the district. It combines an essential set of principles, standards and guidelines with clear, concise information to help organisers deliver safe, well managed and high-quality events.

Fermanagh and Omagh District Council Events Management Team are responsible for delivering many events throughout the year with large audiences and high level of community participation. The Events Management Team are working across the council and district to develop ways to improve current processes, develop skills, support peers and create new ways of working.

**This Toolkit is a practical resource to help you through this process and sets out the key principles and procedures for organising an event. It also provides information, resources and templates you need to deliver your event, and to promote best practice.**

Careful planning is the secret of a successful event, and this means starting well in advance – whether months ahead.



### Why are you holding an event?

Before you can begin to get started on the detail, it's a good idea to think about why you are planning to run an event, as this will influence many of your decisions further down the line. It is important to have a clear idea of goals and objectives for your event, and that the team that is organising the event have the capabilities to achieve the goals and objectives.

### 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 where events take place on either public or private land. For example, an event can be a:

- Community celebration
- Sporting event, such as a 10k or fun run
- Food themed event – Food Festival
- Charity fundraising event – Music festival or concert
- Road based activity- such as a parade, procession or march

These events may take place in a park, a community centre, a performance venue, outdoor open space, a church hall, a school or street.

### How and Who will deliver your event?

Running a successful event takes time, preparation and experience. You will most likely need to assemble a team to help you, so will need to clearly define your roles and responsibilities. Questions to consider;

- Who will be involved in the planning and execution of the event?
- How much time will you need to set aside to plan your event?
- Will you need the help of professional contractors?
- Will you need to recruit any volunteers?
- Will you need to set up an organisation or register a company?

## When and Where should you hold the event?

### When?

Before you make any of your plans concrete – you should work backwards from the intended event date to ensure you have allowed sufficient time for all eventualities, make sure you have enough time to complete any applications and permission forms that may be required and allow enough time to complete your planning and to market your event. This could require anything from a few months to upwards of a year.

You may have a big committee full of people able to commit lots of time and therefore a short lead in time may be achievable, or you may be a small group planning a large event, in which case you may wish to give yourself plenty time to plan.

Try and find out if the date you have chosen is going to clash with any other local events or even try and tie your event into another local one to enhance each other's event and possibly share costs.

Visit the FODC Events Calendar [www.fermanaghomagh.com/events](http://www.fermanaghomagh.com/events) to see what else is happening in the district.

### Where?

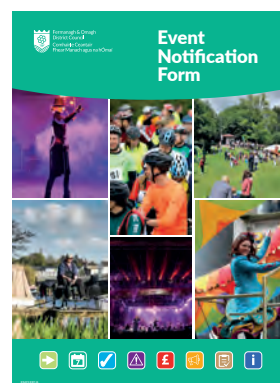
The decision on the location of your outdoor event will depend on several factors. How many people are you expecting? Can the site accommodate that many people? There are a number of outdoor venues throughout Fermanagh and Omagh District where you can hold events, both private and

public, and it is always advisable to book early to make sure you get what you are looking for. When you are planning an outdoor event, you will need to apply for permission to use a public park, roadway or open space. You can get a good idea of the timescales required to plan your event from the Events Notification Form.

### How do you apply to hold an event on Council outdoor property?

If you are holding an outdoor event on Council property, before your event can take place, you need to contact the Council to apply for and be granted permission to use the site. The decision to grant permission may involve the Operations and Estates, Licensing, Events or Parks sections of the Council.

### To seek permission please fill in an Events Notification Form.



If you are holding an event in a venue, speak with the **venue directly** about the process of booking and confirming your booking, and check that they have any licences in place that you may need for your event. For information on the different types of licence applicable, please read the Licensing Section.

[www.fermanaghomagh.com/services/business-services/licensing/](http://www.fermanaghomagh.com/services/business-services/licensing/)









## 2. Planning an Event

**Once you have your basic what, where, when and who you will need to work through the details of your event. It's a good idea to create an Action Plan, either alongside your brainstorming process or after your initial ideas and planning meeting.**

The **Action Plan** doesn't have to be a big document, it could simply be a 'to do' list or table with named people and the dates by which the tasks should be completed. Larger events may benefit from a more substantial document called an **Event Management Plan** to keep everybody on target and encourage others to invest or work in partnership with your event.

### The Event Management Plan is a relatively straightforward process.

When developing your **Event Management Plan**, you may also find the Purple Guide [www.thepurpleguide.co.uk/](http://www.thepurpleguide.co.uk/) helpful as it provides guidance on all aspects of event management and planning. Relevant guidance can also be found via this link [www.https://www.hse.gov.ukguidance/index.htm](http://www.https://www.hse.gov.ukguidance/index.htm)

For up to date COVID information and advice when completing your Event Management Plan, relevant guidance can be found via this link <https://www.publichealth.hscni.net/>

You can get an Event Management Plan template from [www.fermanaghomagh.com/events](http://www.fermanaghomagh.com/events)

It is at this stage that you must make contact with Fermanagh and Omagh District Council. Call Operations & Estates to enquire about the basic details of your event such as dates, location and expected visitor numbers, and to complete the **Events Notification Form** well in advance. The Events Management Team will be able to advise you on any potential issues with your event at this early stage ensuring its smooth planning and delivery.

Depending on the size of the Event you will also need to notify the **Fermanagh and Omagh Safety Advisory Group (SAG)**.

The purpose of Fermanagh and Omagh District Council Safety Advisory Group (SAG) to uphold reasonable standards of public safety and advise on the operational aspects of events and festivals.

The SAG will ensure reasonably practical standards of public safety at all relevant public events and festivals held within the Council area by ensuring that adequate provisions are made for health, safety and wellbeing of all public attending events and festivals.

This provides a quality assurance process in terms of safety arrangements for events and festivals by bringing together officers of the Council, in partnership with selected agencies to offer specialist advice to the Council.

Agencies include Police Service of NI (PSNI), Northern Ireland Fire and Rescue Service (NIFRS), Transport NI (TNI) & Translink NI (TLNI) and Northern Ireland Ambulance Service (NIAS) Health & Social Care NI (HSCNI-Western Trust) as members of the group.

An existing group of stakeholders and the frequency of meetings would be dependent on the number and timings of events & festivals.

Email contact for the Safety Advisory Group is: [events@fermanaghomagh.com](mailto:events@fermanaghomagh.com).

### Event Categories:

**Major scale event:** Attendance 10,000+ approx (6months)

**Large scale event:** Attendance 5,001-10,000 approx and /or Participation 500+ approx. (4 months)

**Medium scale event:** Attendance 251-5,000 approx and /or Participation 251 -500 approx. (2 months)

**Small scale event:** Attendance 50-250 approx and/or Participation 50 - 250 approx. (6 weeks)



Photograph Tony Moore

## Programme

When planning activities, always look back to your vision, mission statement and the goals and objectives of the event and ask yourself ‘does this activity fit with what we want the event to achieve?’ Programmed activity can be split into three categories:

- Main entertainment/focus - in line with the theme of the event, this is the main entertainment or activity that attracts the audience.
- Support entertainment/activities - usually a different type of entertainment or activity to the main attraction but one that still appeals to the audience and fits with the theme.
- Supplementary activities - additional things for the audience to do during the event or at scheduled intervals. This would include elements of catering.

## Timing

You will need to carefully plan your programme so that each individual element works together as a whole. If you have an event with multiple locations where entertainment takes place, you will need to decide how those elements complement each other. Make sure you build that into your programme planning and decide if you need to provide additional elements to keep the audience entertained. If you are holding an all-day event, remember that people will want to eat and drink at intervals during the day.

## Selecting your Performers

No matter the size of your event it is always good to try and see the acts before making a booking. If you can't do that then search for them online, read reviews, watch YouTube videos of previous performances and don't be afraid to ask for a reference. Balance all that information and decide if they are the right act for you.

## Speeches and Ceremonies

You may have dignitaries or special guests attending your event. Ensure that you confirm the procedure for that specific person with either themselves or their team.

Obtain any necessary equipment (PA System, Stage, Lectern, Chairs etc.) to ensure the ceremony goes without a hitch, and plan for any additional services (dedicated VIP area) that you may have to put in place.

If possible, have a dress rehearsal but if this isn't possible provide the attending dignitaries with a timed programme so they know when they are required and are prepared.

## Event Entry and Tickets

You should decide quickly if your event will be free or if there will be an admission charge. Think carefully about the amount of money you will charge people or if you can truly afford for the event to be free. Whether your event tickets are charged for or free you will need to decide how your audience gets a ticket and/or entry into the event.



## Free (Non-ticketed) events

It may be the case that your event is a free not ticketed event, you will still have to think carefully about how to measure and control the number of people visiting your event onsite and how many it will hold safely. A steward and Health and Safety Officer will need to monitor numbers attending and could use a clicker at the venue entrance, for example. You will need to know how many there are in your site for safety, and also for evaluation, purposes.

## Catering

Providing food and drink can be a great way of improving the event, however, not all events will work well for caterers. When deciding on caterers always think about your audience - what will your potential audience like to eat or drink? Is it ice cream vans at a family fun day or gourmet street food at an outdoor music event? Depending on the Event location you may require a street trader's licence, see Permissions & Licensing section for further information.

[www.fermanaghomagh.com/services/business-services/licensing/](http://www.fermanaghomagh.com/services/business-services/licensing/)

## Food safety

Catering at outdoor events can be a high-risk activity and all food providers, including yourself if you are providing the food, must adhere to environmental health legislation. The greatest risk regarding catering at events is the possibility of causing food poisoning due to food being stored, handled, prepared and served in unfamiliar settings, in greater than normal quantities and over a longer period of time.

Contact the Environmental Health Department to see if caterers are registered and when they were last inspected. They should also be able to tell you if they were rated as a PASS at their last inspection and you can also check this online by searching for the company with the Food Standards Agency. [www.food.gov.uk/](http://www.food.gov.uk/)

**NOTE: Please note that only businesses with a 4 or 5 Food Hygiene Rating will be accepted at Fermanagh and Omagh District Council organised events and festivals including events held on FODC estate/land.**

Prior to the event caterers should show evidence of their food safety rating, dated, signed risk assessments, monitoring and verification records,

temperature checks, etc. There can also be problems with health and safety of outdoor mobile catering, especially the use of bottled gas, electrical equipment such as cables and connectors and the use of only diesel generators for power. Make sure you know exactly what the caterer is bringing and have included details in your risk assessment and emergency plans. For more detailed information please contact Fermanagh and Omagh District Council's Environmental Health Department. [www.fermanaghomagh.com/services/community/environmental-health/](http://www.fermanaghomagh.com/services/community/environmental-health/)

## How to make your event more accessible

### Planning

When planning an event, organisers should ensure that they have identified suitable support for people with various types of disabilities and have budgeted for the necessary support. To help identify potential access problems and solutions, organisers could contact a local volunteer who has a disability for advice. Many local volunteers will be happy to do a tour of the venue/area and suggest improvements to make the event more inclusive.

### Access to Events

The organisers must ensure that the route from the boundary of the venue to the front entrance is accessible. This should include considering the suitability of the blue-badge parking, pathways, steps and entrance door.

### Access at Events

When it is clear that the person can make it to the event, the organiser must consider what support is available within the main area. They should examine how accessible the following areas are: reception, accessible toilets, event layout, lighting levels, availability of seating/tables and the provision of signage.

### Additional Support

Organisers should also provide at least a basic disability awareness briefing to staff/volunteers. Other support that should be considered is the provision of quiet spaces, access areas, sign language interpreters and hearing loop systems.

For more information [www.fermanaghomagh.com/service/arts-and-culture/access-inclusion/](http://www.fermanaghomagh.com/service/arts-and-culture/access-inclusion/)





# 3. Permissions and Licensing

Your event will require a permission or licence of some sort - it might require several. You should identify what permissions or licences you will need and plan accordingly, allowing plenty of time to complete and secure the relevant paper work.

Prior to the event taking place, Event organisers will need to check what current Regulations/restrictions are in place, and will require permission to proceed with the event.

<https://www.publichealth.hscni.net/>

## Permissions

An essential part of your event planning is to identify any permissions that you require for staging the event. When thinking about the permissions you require, consider these questions:

- Will my event use a Council owned outdoor venue, park or car park?
- Will the event use any other private outdoor venue, park or car park?
- Does my event require a road closure?

If the answer is yes, you must contact Operations & Estates Team -Tel: 0300 303 1777 or (events@fermanaghomagh.com) in the first instance. They will discuss your event and location and to seek permission please fill in an Event Notification Form and provide a site drawing (Map) of the area you wish to use. You must apply for permission to use the outdoor venue, park or car park which covers your event site. Applications should be with the Council at least:

**Major scale event:** Attendance 10,000+ approx (6 months)

**Large scale event:** Attendance 5,001-10,000 approx and /or Participation 500+ approx. (4 months)

**Medium scale event:** Attendance 251-5,000 approx and /or Participation 251 -500 approx. (2 months)

**Small scale event:** Attendance 50-250 approx and /or Participation 50 - 250 approx. (6 weeks)

## Temporary Road Closure

If you require a Temporary Road Closure for an event please allow a lead in time of 12 + weeks, prior to the event, see the link below, and contact the Licensing Department on: 0300 303 1777. Remember that your application could be refused, and you may have to consider alternative locations so start your conversation with Licensing Department Team as soon as possible.

[www.fermanaghomagh.com/services/business-services/licensing/](http://www.fermanaghomagh.com/services/business-services/licensing/)

## Is my event taking place on private outdoor venue, park or car park?

If the answer is yes, then you must receive permission from the land owners. It is recommended that you request permission in writing and keep records of all correspondence for future reference.

## Is my event taking place in another public space?

Then you should contact the Operations & Estates Team in the first instance who will be able to confirm if it is Fermanagh and Omagh District Council space or not.

## Licences

Many aspects of events require a licence. The information contained within this toolkit is as up-to-date as possible and is listed here for guidance only. It is the responsibility of the event organiser to check that all the correct licences and permissions are applied for, and in place, before the event begins, a full list can be found on [www.fermanaghomagh.com/services/business-services/licensing/](http://www.fermanaghomagh.com/services/business-services/licensing/) and contact Fermanagh and Omagh District Council Licensing Department on: 0300 303 1777 to fully discuss requirements.

## Procession or parade

Any group or organisation wishing to hold a parade, procession or demonstration is asked to complete an 11/1 form which is to be returned to PSNI station. Be prepared that you may be asked to adjust your proposals because of concerns that PSNI may have regarding your parade. For more details see: [www.paradescommission.org](http://www.paradescommission.org)

### What is The Music Licence?

Prior to the event taking place, Event organisers will need to check what current Regulations/restrictions are in place, and will require permission to proceed with the event.

<https://www.publichealth.hscni.net/>

Live and recorded music at one-off events requires a The Music licence.

The Music Licence allows you to legally play and perform music in your business, whether through the radio, TV, other devices and/or live performances.

If you play or perform music in your business or organisation in the UK, you will usually need The Music Licence. It will cover you, with one

licence and one invoice, for the use of virtually all commercially released music available – millions of songs and recordings, including the most popular and well-loved music not just from the UK but also from around the world.

PPL PRS Ltd is a new company, equally owned by PPL and PRS for Music. It has been created to provide customers with a streamlined music licensing service – The Music Licence – with a single point of contact to make it easier to legally play and perform music in public.

[pplprs.co.uk/what-we-do/](http://pplprs.co.uk/what-we-do/)  
[pplprs.co.uk/contact-us](http://pplprs.co.uk/contact-us)





# 4. Health & Safety and Operations

## Your Responsibility

Where members of the public are invited to participate in a staged and planned event, the responsibility, or duty of care, for public safety rests with the **organiser** and/or the **owner of the property or land** where such events are staged. This means that as the **organiser**, you have a duty of care for your audience.

A **duty of care** is a legal obligation requiring you to adhere to a reasonable standard of care while performing any acts that could foreseeably harm others. As an event organiser, you will always have a duty of care to people working at or visiting your event, and safety must always be the paramount consideration before, during and after your event, whatever the size.

Relevant guidance can also be found on: [www.hse.gov.uk/event-safety/event-organisers.htm](http://www.hse.gov.uk/event-safety/event-organisers.htm)

[www.hse.gov.uk/event-safety/running.htm](http://www.hse.gov.uk/event-safety/running.htm)

### Health and Safety legislation applies to all events.

It is your responsibility to ensure that health and safety legislation is adhered at all levels of management, from your senior event team through to event staff, contractors and sub-contractors. The implications of not considering your duty of care can be very serious, from major fines to imprisonment.

For this reason, it is best practice to have a competent, named person who is responsible for safety at your event – and for larger events there may be a need for a dedicated safety officer.

You will need to ensure that you have developed processes for managing health and safety, and that all documentation is available for the relevant authorities to review in the event of an incident.

[www.hse.gov.uk/event-safety](http://www.hse.gov.uk/event-safety)

The term 'operations' covers the practical issues that surround putting on an event. Ensuring that you have considered all aspects of Health & Safety that could impact on your event should be carried out in conjunction with programming the event as some aspects of your programme may require additional operational elements to ensure the safety of the performers and public.

### Event Management Plan

All sizes of events may benefit from the development of a document called an Event Management Plan to keep everybody on target, timetable activities, provide contacts, map services etc for the event.

The Event Management Plan is a relatively straightforward process. An Event Management Plan template can be downloaded from: [www.fermanaghomagh.com/planning-your-event/](http://www.fermanaghomagh.com/planning-your-event/)

When developing your event management plan, you may also find the Purple Guide [www.thepurpleguide.co.uk/](http://www.thepurpleguide.co.uk/) helpful as it provides guidance on all aspects of event management and planning. Relevant guidance can also be found via this link [www.hse.gov.uk/event-safety/event-organisers.htm](http://www.hse.gov.uk/event-safety/event-organisers.htm)

### Risk Assessment

Events can have many associated risks. These can arise from an unusual site, large numbers of people, the moving of equipment, as well as weather conditions, crowd control and traffic management.

All of the above, and many others, can create a variety of potential hazards. All events organisers have a responsibility to thoroughly assess risks to help reduce or remove potential dangers to staff and attendees and members of the public. Prior to the event taking place, Event organisers **MUST** produce a detailed risk assessment, to include any current COVID -19 regulations/restrictions and taking all reasonable measures to limit the risk of transmission of COVID -19, as part of the overall event risk assessment and ensuring that all mitigating measures are adopted, monitored and enforced. A risk assessment template can be downloaded from:

[www.fermanaghomagh.com/planning-your-event/](http://www.fermanaghomagh.com/planning-your-event/)







## The HSE guide 5 Steps to Risk Assessment identifies the following processes as those which lie at the heart of your event running safely:

- Step 1 Identify the hazards
- Step 2 Decide who might be harmed and how
- Step 3 Evaluate the risks and decide on precautions
- Step 4 Record your findings and implement them
- Step 5 Review your assessment and update if necessary

[www.hse.gov.uk/risk/controlling-risks.htm](http://www.hse.gov.uk/risk/controlling-risks.htm)

Approaching Risk Assessment, especially for the first time, can seem overwhelming, but it doesn't need to be. Often risks can be easily identified and the necessary control measure easy to apply. This can be as simple as providing a sign to advise public of allergy advice or rearranging the site to ensure you are located next to the power supply to avoid lengthy cables.

Using a methodical approach and common sense, you don't need to be a health and safety expert to run a safe event but remember that you are responsible for seeing that the assessment and recommendations are carried out properly.

### Welfare

In holding your event, you are likely to have gathered a large number of people together at your venue. Whilst your audience are on site, you have a responsibility as the Event Organiser to ensure that you look after their welfare. In the event of an incident, how will you see to it that people get the medical help they need? How will you ensure that the facilities you have on site are adequate? This section will help you consider your planning to ensure the safety and wellbeing of your audience.

### First Aid

An appropriate level of first aid, paramedical and medical facilities should be provided at your event after consultation with the Ambulance Service and relevant voluntary groups. This will be at your expense, so you will need to factor this in to your budget.

## Northern Ireland Ambulance Service (NIAS) Notification

The planning and safe delivery of an event whether it is a large or small involves a great deal of work for the event organiser who has prime responsibility for protecting the health, safety & welfare of everyone working at, or attending, the event.

By ensuring that there is an appropriate level of medical, first aid and ambulance provision at an event, Event Organisers can minimise the impact of their event on the local NHS (HSC) services.

The Northern Ireland Ambulance Service does not routinely provide medical services to public events. There are a number of Voluntary and Private Organisations available which do provide these services for example: Order of Malta, St John's Ambulance, British Red Cross.

Event Organisers, who are following good practice as set out in The Purple Guide [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk) or other relevant guidance documents, may wish to contact the Northern Ireland Ambulance Service HSC Trust (NIAS) to inform them of their event. (See link below)

If you have responsibility for organising a public event, NIAS would be grateful if you would read the information provided which will then allow you to complete and submit an Event Information Questionnaire.

**NIAS** has requested that you complete the below notification link in relation to your event as soon as possible:

[www.nias.hscni.net/contact-us-2/inform-us-public-event/](http://www.nias.hscni.net/contact-us-2/inform-us-public-event/)

NIAS can also be informed of events by emailing [events@nias.hscni.net](mailto:events@nias.hscni.net)

These processes are not designed to take away from the good relations that many event organisers already have with NIAS, but rather is designed to complement it, allowing NIAS to become aware of events at a much earlier stage.

**Please note; The Northern Ireland Ambulance Service HSC Trust can only act on the information provided by the Event Organiser and cannot accept any liabilities in relation to errors or omissions.**

**What cover will I require?**



As with completing your risk assessment, you will need to consider the following in order to evaluate the cover required at your event:

- Location
- Event activities
- Audience demographic
- Duration of event
- Weather

You may wish to refer to [www.hse.gov.uk/event-safety/](http://www.hse.gov.uk/event-safety/) for advice on appropriate medical cover. You will also need to consider whether you require an ambulance on site.

### Who can provide cover?

There are a number of organisations able to supply cover for events, including Order of Malta, British Red Cross and St John's Ambulance, alongside other private providers. You will need to contact these organisations as soon as possible in the planning stages, as they can be very busy during the events season. At least 8 weeks' notice is recommended.

### Note:

A First Aid at Work certificate is not adequate for providing cover at a public event. This is because the training is only intended to cover first aid to employees / staff in your place of work – which is a very different environment to an event in a public or outdoor space.

Even with adequate training, individuals providing cover will also need to consider their legal liabilities in case something goes wrong with the care they administer.

### Location of First Aid

Best practice states that you should have a dedicated, clearly signposted First Aid point at your event. The location of your First Aid Point should be clearly accessible but not situated on a major thoroughfare or in close proximity to distracting event attractions, such as stages, PA systems or funfair rides.

You will also need to consider Emergency Services access in and out of your event.

[www.hse.gov.uk/event-safety/incidents-and-emergencies.htm](http://www.hse.gov.uk/event-safety/incidents-and-emergencies.htm)

### Fire Service

It is the responsibility of event organisers to ensure the site has adequate provision in the event of fire. You should contact The Northern Ireland Fire and Rescue Service to discuss safety issues. [www.nifrs.org](http://www.nifrs.org)

### Police

Visit [www.psni.police.uk](http://www.psni.police.uk) and click on 'My Area' and select 'Your District' and choose 'Your Area'. You will then be provided with policing details for that area including telephone and email contacts. Make contact with the police in the first instance to inform them of your event and ask for advice.

### Signage

It is likely that you will require some public informational signage. Always consider what is most appropriate for your event and site. Ensure that you have the appropriate signs required for COVID all measures i.e.; face coverings to be worn, hand sanitiser points, keep 2m apart, one way queuing system etc Directional and safety signage points people in the right direction for facilities such as toilets, lost children, first aid, and nearest exit. Information signage is there to provide people with information and could include a site map or the running order of acts on stage.

### Weather

When an event is to take place outdoors always be prepared for inclement weather. Have a contingency plan to either relocate or cancel event and ensure that you discuss these issues with your insurance company and all the performing acts.



## Public and Employers Liability Insurance

This covers you against claims made by the public attending the event. Premiums are based on many factors. Fermanagh and Omagh District Council requires Public Liability insurance coverage of £5 million as a minimum for events held on Council property.

- If you are employing any staff during your event you will require Employers Liability Insurance cover of £10 million. Ensure that all self-employed staff and contractors have their own insurance.

## Event Equipment & Property Cover

If you hire equipment for an event, insurance may or may not be included in the hire charge (always check this with suppliers)

## Toilets

An adequate provision of toilets should be made for the number of people expected to attend your event. Event organisers should also consider a proper cleaning and sanitizing regime in order to adhere to any current Regulations/restrictions and that they take all reasonable measures to limit the risk of transmission of COVID -19.

(Ensure staff are provided with proper PPE Equipment)

## Considerations should be given to:

- Location, access, construction, and type of facilities including provision for hand washing, maintenance, cleaning, lighting and signage.
- Accommodating the needs of disabled people. Unisex accessible facilities should be provided on level ground without steps and if ramped, at no more than a 1:20 gradient.
- At least one accessible toilet with handwashing facilities must be provided for every 75 disabled people expected at an event.

Please note that these are guidelines to the minimum number of facilities required and actual provision should be based on the nature of the event and expected attendees. The following table taken from The Event Safety Guide is a guide to facilities required at events:

| Events with a gate opening time of six hours or more |                                     | Events with gate opening time of less than six hours |                                     |
|--|-------------------------------------|--|-------------------------------------|
| Female   | Male                                | Female   | Male                                |
| 1 toilet per 100                                     | 1 toilet per 500 + 1 urinal per 150 | 1 toilet per 120                                     | 1 toilet per 600 + 1 urinal per 175 |

## Event Support

Make your audience feel safe and secure at moments that are otherwise highly stressful. Losing a child, falling over or having your purse stolen can all happen, so including a welfare point within your site is good practice and having related procedures in place can help resolve situations quickly.

The scale and type of event will influence how detailed your procedures need to be and whether you have a dedicated welfare point, or combine it with another function, such as Box Office / Payments Office.

## Providing Bins and Rubbish Collection

You should always provide a way for people to dispose of their rubbish. It is advisable to have a number of large types of bins (Brown, Blue, Black) at an outdoor Event.

Recycling Many events and festivals now have a sustainability plan within their action plan and this can include making provision for the recycling of rubbish at an event. Think about providing multiple bins clearly marked for the separation of food waste, paper and plastics. Fermanagh and Omagh District Council Waste and Recycling Staff can advise you on recycling at your event. Tel: 0300 303 1777

## Lost Children

You must ensure to develop a lost children procedure/policy and make all staff, stewards, first aid personnel and volunteers familiar with the policy/procedure.

There should be a clearly identified point for information on lost children.

Identify arrangements and complete documents for the 'safe-care' of children until they can be reunited with their parents/guardian.

### Site Plans

It is important that you create a site plan or map for your event - no matter the size.

The site plan or map should be part of your overall Events Management Plan and it can be used to show all staff, volunteers, stewards, emergency services etc the total layout of the event site. A site map should include:

- The locations of facilities such as barriers, toilets, first aid, lost children and control room/ van.
- Points of access including public access, disabled access, emergency service access and trader access
- Car parks / vehicle access / roads / bus stops / drop-off points
- Stage areas, other activity areas i.e. face painting, sports areas
- Audience space / seating / standing area / queueing areas
- Performers area, changing area, VIP and media zones
- Food Traders positions + generators
- Bins and Rubbish Collection points.

### Car Parking

It is a good idea to discuss car parking, even if there are public car parks near your Event site. You may require permission to access public car parks for your event. Fermanagh and Omagh District Council Operations and Estates Team can advise you on the process. You will also need designated disabled car parking at your site.

### Road Closures

You may need to apply for a Temporary Road Closure in order for cars to park on a roadside. If you require a Temporary Road Closure for an event please allow a lead in time of 12 + weeks, prior to the event, see the link below, and contact the Licensing Department on: 0300 303 1777

[www.fermanaghomagh.com/services/business-services/licensing/road-closures/](http://www.fermanaghomagh.com/services/business-services/licensing/road-closures/)

Remember that your application could be refused, and you may have to consider alternative locations so start your conversation with Licensing Department Team as soon as possible.

### Temporary demountable structures

The use of temporary demountable structures at events is an area that is broad and complex. For a small event it may simply be some market stalls and a marquee. Larger events and festival may include stages, grandstands, lighting towers, gantries, site offices etc. Depending on the scale and types of structure, different authorities will be required to be involved in the approval process. If structures are planned to be in place for extended periods of time then planning permissions may be required. Larger temporary constructions would require independent engineers to sign-off structures before they can be used. So you can see that this is an area that requires careful consideration by the local authority prior to approval.

A 'Best Practice Guide - Safe Use and Operation of Temporary Demountable Fabric Structures' is available via The Made Up Textile Association (MUTA) website [www.muta.org.uk/](http://www.muta.org.uk/) and further information and a do's and don'ts checklist can also be found at [www.hse.gov.uk/event-safety/temporary-demountable-structures.htm](http://www.hse.gov.uk/event-safety/temporary-demountable-structures.htm)

### Animals at Events

You are responsible for the welfare of the animals under the Animal Welfare Act. This includes how they are displayed to the public. Contact the Councils Animal Welfare Officer for further advice Tel: 0300 303 1777

You must obtain consent from the Council in writing before you may bring any animal's onsite to Council property for exhibition, performance or entertainment. The Authorised Officer may prohibit the use of any animal at the Event which they consider may pose a danger to the public. A list of animals must be submitted to the Authorised Officer for approval at least 6 weeks before the animals are to be brought to the site. Copies of all relevant licences / registration documentations for each animal must be provided with the application form.

The Hirer shall be responsible for the welfare of the animals, which are to be transported, housed, fed and displayed to the public in a manner suitable and appropriate to the animals' needs. The Hirer shall furthermore at all times abide by the obligations and the duty of care imposed on him by the Welfare Animals Act (NI) 2011.



## Radios, Phones and P.A. Systems

You should decide what the most appropriate communication system is for your event. Events may require a combination of communication systems which include radios, mobile phones and P.A. systems. The importance of communications when planning and delivering an event is paramount. You need to consider three main areas of communication when developing your event:

- Communicating with your planning team pre-event to ensure all people are aware of all what is being proposed. It is also essential that you communicate your event plans to the residents and businesses in the surrounding area, the earlier the better.
- Communications on the day of the event, ensuring that there is a clear communications plan in place and that all stakeholders are familiar with the plan. You also need to make sure that you have the practical tools to make the communication plan work on the day, this could include radios, mobile phones, runners (staff to run errands and messages) and a public-address system.
- Audience communication needs to be considered to make the visitor experience enjoyable and seamless. Elements here could include flyers, site plans, signage, public address system, stage schedules, MC's and information points.

## Communications section should be included in the Events Management Plan

- Ensure that under Key Event Management Contact you list phone contact details and radio channel details if radios are being used
- Ensure that via your organisation matrix all people working on your event understand the chain of command and therefore who they will contact should they need to report an incident or cascade information
- Your communications plan needs to be developed taking into consider the organisational matrix and the emergency response plan

## Security

Security and Stewarding staff may be required to ensure that participants and members of public adhere to any current COVID-19 Regulations/ restrictions and that they are taking all reasonable measures to limit the risk of transmission of COVID -19, and ensuring that all mitigating measures are adopted, monitored and enforced.

Many events will require some professional security. The main purpose of security and stewarding is crowd control and it will be your risk assessment that will identify what your security requirements will be. When assessing the security needs of your event give consideration to the following; venue location, date, operating times, target demographic, planned attendance numbers, fenced or open site etc.

You should record the attendance all security personnel using the attendance Sheet pro-forma in the management plan appendices.

Security at events must be SIA (Security Industry Authority) registered. [www.sia.homeoffice.gov.uk/Pages/home.aspx](http://www.sia.homeoffice.gov.uk/Pages/home.aspx)

## Stewarding

It is likely that no matter the scale of your event you will require some stewards. It is recommended that you base the numbers of stewards required on your event risk assessment. Your risk assessment allows full account to be taken of all relevant circumstances including the capability of your stewards. Whether you are using volunteers or a professional company to provide stewarding you must ensure that you carry out a full and detailed briefing prior to the event with all stewards and provide them with detailed information regarding their location, crowd safety role and the event's emergency plans.

## Some key points to consider are:

- Your risk assessment will help you identify your requirements.
- Stewards require training and briefings to ensure they are fully aware of their duties and responsibilities at the event.
- You must ensure that you develop a communications plan for all staff, including stewards as they need to understand how they can cascade information or report incidents during the event.
- You should have a sign in and sign out sheet for all stewards, security, first aid and staff.



# 5. Grant Aid, Sponsorship and Budgets

## Event Budget

You need to give your budget careful thought to ensure that you have included all of your event's potential income and expenditure. Depending on your ambitions for your event, and how much support you have from the local community, you may need to fundraise to cover your costs. Events vary significantly in cost depending on the nature and scale of your plans.

Please think about income and expenditure for the event remember to consider all income you may receive. An expenditure list can be exhaustive and rather than list individual items at a planning stage it can be easier to estimate spend under several headings. Our Events Budget Template will provide you with a great starting point.

## Grant Aid and Funding

Fermanagh and Omagh District Council Grants Programme

For full details go to: [www.fermanaghomagh.com/services/funding-and-grants/](http://www.fermanaghomagh.com/services/funding-and-grants/)

Fermanagh and Omagh District Council operate a Grant Aid Programme which opens twice yearly in January & September, this is with the exception of Community Services – Project Development that is open all year round and Community Services Revenue, Sports Events and Summer Schemes that only opens in January each year.

- The funding is open to Voluntary Clubs, Societies, Community and Sporting Organisations.
- To be eligible for Grant Aid groups/projects must be based within the Fermanagh & Omagh District Council area.
- All grant aid, sponsorship and funding for events and festivals from Fermanagh and Omagh District Council are subject to available budgets.

## Grant Aid Events and Festivals Streams: -

- Arts, Culture & Heritage
- Festivals & Events – Large
- Festivals & Events – Small
- Sports Events

Applying for grants can be a time-consuming process that requires good planning and preparation, but with that effort, event organisers can be rewarded with sustainable financial support. You may wish to investigate some of the smaller community grants that are available locally and nationally look towards funding streams whose purpose is to support larger, strategic events. For further information, please contact the Funding & Investment Unit of the Council by telephone on 0300 303 1777 or email: [grants@fermanaghomagh.com](mailto:grants@fermanaghomagh.com).

## Sponsorship

Events are of huge importance to our communities socially and economically and many local businesses rely on the additional income that visitors bring with them. With this in mind you may be able to gain the support of a local or national sponsor for your event.

Gaining sponsorship can take a lot of time and as an Event organiser you need to ensure that the Sponsorship is a good 'fit' for your Event. Often a sponsor will want something in return for their contribution, why not discuss some ideas with other members of your organising committee.

For Further Information on Sponsorship from Fermanagh and Omagh District Council please contact the Funding & Investment Unit of the Council by telephone on 0300 303 1777 or email [grants@fermanaghomagh.com](mailto:grants@fermanaghomagh.com). Or [sponsorship@fermanaghomagh.com](mailto:sponsorship@fermanaghomagh.com)





# Marketing & Promotion

**The most important thing to remember is not to leave the marketing and promotion of your event to the last minute. Planning marketing and promotion is just as important as the planning of your event itself and should feature in your events management plan.**

Fermanagh and Omagh District Council has an 'Events' section on their website. By completing the Event Notification Form we can upload details of your Event on the Council's website. If your event is funded by Fermanagh and Omagh District Council, it may be a condition of your grant/sponsorship that we may upload details of the event on to the Council's website.

Key points to consider when developing your Marketing plan are: Do members of the public need to be informed across all Marketing and Promotional material, and Social media platforms about COVID-19 Restrictions and measures prior to arrival? i.e.; Wearing of masks, prior online booking for event only, one way system arrival, arrival time slots etc.

- Ensure that the marketing and branding is appropriate to the target audience.
- What social media platforms have been used
- Links to other (Council) Social Media platforms for the event
- Will surveys be carried out to meet outcomes?
- Adhere to all Branding, Sponsorship and marketing agreements.

## Social media

Social media can be a very effective way of promoting and raising the profile of your event. The most common social networking of these include Facebook, YouTube, Twitter etc. Make sure you plan social media engagement into your overall event plan, and where possible allocate the task of managing the event's social media to one of your organising committee.

## Printing and Design

How much design you require will depend on the nature of your event. You might have someone on your committee who will create a poster and flyer, or you might want to engage the services of a professional designer. You may simply need a poster, or you may be looking for adverts for billboards.

## Design & branding

Does the event require a logo and/or specific branding to be used across all publications online and in print? If so, make sure you create these in advance of starting any promotion.

## Printing

Most events will require some aspect of printed promotional material, but don't be limited to posters and leaflets, what about: wristbands, pens, banners, t-shirts or bags work as promotional materials. Discuss your requirements and ideas with several printers and get quotes before deciding.

## Programme

If your event requires a programme the style of the programme will be dictated by several factors, In advance or just on the day? Your audience will be looking for information on the content of your event in advance, especially if you are planning a festival with multiple activities or events on offer. If this is the case you will need to produce a programme in advance but ask yourself – does it need to be printed, or will it only be available online and people attending the event may print a programme copy for themselves?

Consideration should be given to the content and make sure to include any funded supports or funders/sponsor logos etc make sure you deliver on your agreement or letter of offer. The size of your programme may dictate how many you print, a single side of A5 paper may be perfect for your event while others may require a booklet style programme.





## Local and National Newspapers and Publications

There are two types of coverage that an event may get in newspapers and publications, these are referred to as Advertising and Editorial.

### Advertising

Advertising is paid for coverage where the event usually provides the publication with an advert. This advert is designed by the event organiser and the information it contains is in the control of the event. Newspaper and magazines often request the artwork for adverts in particular formats and in specific sizes. Make sure you read through what that publication requires and that your artwork meets their specifications – it's your responsibility to get that right.

### Editorial

Editorial Coverage is unpaid coverage, usually written by a journalist using interviews or a press release as a base for an article. It can be difficult to gain editorial coverage in advance of your event. Give your press release a catchy title to grab their attention.

- Tell them something new- Have you announced a new act or added a special activity?
- Provide all the information they require including times, dates, prices, location, websites and contact information.
- Include a quote from someone on your committee or one of your performers or funders/supporters.

## Marketing & Promotion

Make sure the quote is relevant to the content of the press release.

Include a link to high-resolution images which is essential for printed images, and that the dimensions are relevant for a publication.

Try and keep it to one side of A4. It's so easy when excited about an event to want to tell journalists everything, keep it snappy and they are more likely to read it. If you've got lots of say, keep some back for another press release in a week or two's time.

## Photography

It's important that, as an event organiser, you consider all aspects of photography. Photographs are a valuable record of the event and can be

used in a variety of ways. They are an excellent resource for advertising future events and events of all scales should consider asking someone to be dedicated to capturing the event. Photographers – Ask if someone on your committee or within the community is an excellent amateur photographer ask them to commit to attending your event and photographing the activities. If you are using the services of a professional photographer, ensure that you fully brief them on the aspects of the event you want to capture.

You must make the public aware as an event organiser that you are taking photographs for promotional purposes. A large sign at the entrance to a venue and a statement on your website is good practice, and you may also require permission to take photographs of Children in advance, so draw up a simple permissions form (Parental consent for photos) that parents can sign prior to taking any photos for promotional purposes.

## Sponsorship

Event sponsorship is the way in which organisations give support to an event by providing financial assistance products or services in kind.

Consider including links to the event sponsors social media outlets. Also ensure logos are used in printed materials and that the sponsors representatives are invited to lunch events or presentations if this is in the sponsorship agreement.





# Evaluation & Surveys

## How will you know if your event was a success?

Having worked hard to plan and deliver your event, it is worth investing some time in evaluating how your event ran. To do this, not only do you need to find a way of monitoring your event to observe what went well, and what could be improved for next time, you need to ensure you have objectives that you can measure against. This will help you improve your skills as an event organiser, and the quality of your event for your audience.

If you have received funding, grant aid, sponsorship as an event organiser you may be required to carry out an Evaluation and surveys and compile a report for the funders.

### Evaluation of Event Delivery

Hold a meeting of the organising committee soon after the event and compile an Events Debrief document to capture some of the following questions about your event:

- List or describe what you thought was NOT successful or could be improved on in the pre-planning, implementation and post event: How will we resolve them for future events?
- Provide details of any accidents or incidents at the Event.
- Provide details of any surveys (Survey results) carried out including any complaints made at the Event.
- Was the event effectively marketed? Were any marketing opportunities missed? Did a particular type of marketing work particularly well?
- Did the event achieve a balanced budget? How will any deficits be addressed? What were the most successful aspects of fundraising?

### Visitor and attendee evaluation/survey

As a minimum you will need to accurately calculate visitor and attendee numbers. Depending on the size of the event this could be an estimation based on feedback from PSNI, Health & Safety staff, stewards, gate counters or tickets sold. It is helpful to age range, so you can get an idea of the type of person your event appealed to and whether this

was what you expected or not. You will also want to know where those people have come from within the Fermanagh and Omagh District Council area or outside the district. After these basic questions, what information you wish to collect will likely be dependent on requirements from your funders, grant aid or sponsorship letters of offer.

The most efficient way to carry out face to face surveys is on an iPad. You can set up an account with SurveyMonkey or similar, and upload all survey questions to the iPad (or iPads) and then attend the event and carry out surveys using the touch screen version. If you do not have access to iPads you may require survey details on paper and compile all results manually.

### Some of the things you might like to know about your visitors - depending on the type of event may include:

- Male/Female? and indicate your age bracket?
- Is this event your primary reason for visiting the area today?
- How did you hear about this event? Examples - radio, local paper, social media, word of mouth etc.
- How many people are in your party?
- If you are from outside Fermanagh and Omagh, are you staying overnight?
- Approximately how much will you spend on the following as a result of attending this event today?
- Please indicate on a scale of 1- 4 how you believe this type of event impacts on the following needs of the community? (1 = No Impact - 4 = Very positive impact)
- Would they recommend the event to a friend? Would they come back?

It is also suggested that if you have advertised your event 'online', you can upload the survey questionnaire to the site and ask people to complete on line following the event for a period. This will give public who attended the event time to give their feed back who may not have been asked at the event.



# Contacts

| Service  | Email Address   | Phone                          |
|--|---|--------------------------------|
| Fermanagh and Omagh District Council -<br><b>Events Management Team</b> <ul style="list-style-type: none"> <li>• Events Toolkit</li> <li>• Events Calendar</li> <li>• Events Notification Form</li> <li>• Events Management Plan</li> </ul>          | events@fermanaghomagh.com   | 0300 303 1777                  |
| Fermanagh and Omagh District Council -<br><b>Building Control &amp; Licensing Department</b> <ul style="list-style-type: none"> <li>• Road Closure</li> <li>• Traders License</li> <li>• Entertainment Licence</li> <li>• Alcohol Licence</li> </ul> | licensing@fermanaghomagh.com  | 0300 303 1777                  |
| Fermanagh and Omagh District Council -<br><b>Environmental Health Department</b> <ul style="list-style-type: none"> <li>• Food Traders</li> <li>• Food Inspections and Certificates</li> <li>• Food Hygiene Rating</li> </ul>                        | eh@fermanaghomagh.com   | 0300 303 1777                  |
| Fermanagh and Omagh District Council -<br><b>Funding and Investment unit</b> <ul style="list-style-type: none"> <li>• Grant Aid</li> <li>• Sponsorship</li> </ul>  | grants@fermanaghomagh.com<br>sponsorship@fermanaghomagh.com   | 0300 303 1777                  |
| Fermanagh and Omagh District Council -<br><b>Access &amp; Inclusion Officer</b>  | info@fermanaghomagh.com   | 0300 303 1777                  |
| Fermanagh and Omagh District Council -<br><b>Operations and Estates</b>  | propertyservices@fermanaghomagh.com   | 0300 303 1777                  |
| Safety Advisory Group (SAG) <ul style="list-style-type: none"> <li>• SAG meetings</li> </ul>   | events@fermanaghomagh.com   | 0300 303 1777                  |
| Police Service of Northern Ireland - PSNI  | FermanaghandOmagh@psni.pnn.police.uk  | 101                            |
| Northern Ireland Fire and Rescue Service   | Enniskillen.District@nifrs.org<br>Omagh.District@nifrs.org  | 028 6634 6946<br>028 8224 1190 |
| Northern Ireland Ambulance Service   | events@nias.hscni.net   |                                |
| Public Health Agency Linenhall Street,<br>Unit 12-22 Linenhall Street, Belfast, BT2 8BS  | <a href="https://www.publichealth.hscni.net/covid-19-coronavirus">https://www.publichealth.hscni.net/covid-19-coronavirus</a> | 0300 555 0114                  |