



DETAILED GWYNEDD EVENT HELP NOTES



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Dear Event Organiser

As the Leader of Gwynedd Council, it gives me great pleasure to introduce this revised event organisers help notes a comprehensive and invaluable guide to people who work tirelessly and with great enthusiasm to organise an extensive programme of events within the County.

Not only have events succeeded in encouraging community pride and engagement but they have also made a valuable contribution to the economic regeneration and wellbeing of the County and have raised the profile of Gwynedd on a national and international level.

The success of any event whatever its size, duration or content depends largely on the dedication and sheer hard work of those people who give of their time and energy to organising the activities. Gwynedd Council recognise that the organisers of any event need support and resource to meet the demands, constraints and responsibilities that organising such events require. To help address these issues Gwynedd Council want to support event organisers plan and deliver a wide range of accessible profitable and sustainable events in the towns, cities and villages of the County.

These help notes are designed to help and assist event organisers throughout every step of the planning process including budgeting, potential funding avenues, coordinating sites, controlling traffic, security, catering, policing, fire, utilities and health and safety issues, useful contacts and much more.

We are continually striving to strengthen our relationship with the events industry here in Gwynedd through a comprehensive package of support and guidance. If you have any queries about the content or resources in this booklet, or on our dedicated area of the Council web site or if you need to discuss elements of your event that is not covered here, please do not hesitate to contact our [Events Manager](#).

May I take this opportunity of wishing you every success with your event this year and in the future. If your event is visiting the County for the first time or you are re-visiting I trust that we met your expectations and we look forward to welcoming you again to Gwynedd for many years to come,

Cllr. Dyfrig Siencyn
Leader Gwynedd Council



YOU'RE RESPONSIBILITY AS AN EVENT ORGANISER

Gwynedd Council, in publishing this work, are giving a prospective event organiser an introduction and assistance as to the challenges the event organiser may face.

This publication should be seen as no more than an introduction, event organisers in organising their event are urged to take their own independent and specialist advice.

In producing this publication Gwynedd Council shall not be held liable for any errors, omissions or misrepresentations that may be found in this work.

Events come in all sizes big and small, but the basic principles of organising an event are fundamentally the same. All events have to be well planned, flair, ability and all the good intentions in the world are no substitute for careful and detailed planning. Your idea may be a good one but what if it isn't going to be financially possible?

Planning well in advance gives you a chance to prepare a rough budget and to investigate the likelihood of success. If it does not look as though your idea can work, you have to rethink. Make sure you have enough time to consider all the implications and get the right people involved.

TIP

If you're planning a fairly big event, ideally start planning at least 12 months before you intend to hold the event. That way you stand a good chance of getting what you want and whom you want. It's better to start early than be disappointed.

Before you begin to plan your event, do take a moment to consider your responsibilities as the event organiser. As well as these "Help Notes" you are strongly advised to consult the Events Industry Forum's publication [The Purple Guide](#) a guide to health, safety and welfare at music and similar events.

To the local authority and other statutory bodies

You are responsible for informing Gwynedd Council of your event plans, applying for permissions and licenses, assuring them that your event will be safe and that you have planned for all eventualities.

To the public

You are responsible for holding and running the event as described in any of your publicity and for making sure that the public are in a safe environment during the event and that their welfare is considered.

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To yourself and your team

You are responsible for thinking through and planning all aspects of the event in good time beforehand so that your event will run as smoothly as possible and you are able to cope with responsibilities on the event day.

To the law

As the organiser of an event you have legal responsibility for the event. In particular you owe a duty of care to all. In addition to this duty of care you will be obliged to adhere to the health and safety requirements (under the acts and regulations). These obligations will extend to those who attend the event, all members of the events team, all workers, contractors and volunteers and to the wider public.

Common law and statutory requirements require you to ensure that your event does not cause a nuisance to a third party. To ignore or neglect something that you know could be unsafe or harmful to them is illegal and could render you liable to prosecution or a civil claim. This applies if you are there by association or employment.

The ultimate responsibility for all matters regarding the safety of any event and the implementation of the recommendations contained in these documents rests with the event organiser. Whilst individuals who have worked on these Help Notes have made every effort to ensure accuracy in this publication, they can accept no liability whatsoever for any errors, inaccuracies or omissions, or for any matter in any way connected with or arising out of the publication of the information.

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GWYNEDD EVENTS HELP NOTES

1. THE PLAN

(Start 12 months before your event)

If you are planning a big event, start planning at least 12 months before the holding of the event. Begin with an outline plan; here are some of the things you should consider

THE EVENT

- Why are you organising the event and what do you want to achieve?
- What kind of event will it be, and what will be included?
- Who is it for and who will be your target audience?
- Who will benefit from the event and how?
- Where will it be held and is the event suited to the location?
- What day or days will it be held and what times?
- What will the projected cost be, and how will you fund the event?
- How will the event be run?
- Who will be the main event organiser and therefore the person responsible for the event?
- Who will help the event organiser to coordinate the event and do you have enough people for the team?
- Is the event viable?

TIMINGS AND DATES

Choose a date and start and finish times that are suitable for the people you want to attend. Check that you will not be clashing and therefore competing with other [local events](#) or [major national or international events](#); consider also what events are being televised. Think about whether these dates will best suite your target audience. If you expect families and children to come, weekends and bank holidays are best, but if you want to attract tourists and visitors bear in mind that visitor accommodation often runs Saturday to Saturday.

THE INGREDIENTS

Make sure that the acts or attractions appeal to the people you hope will come to your event and make sure you cater for the age groups likely to attend. An event for families should have something for all.

TIP

- *A good compare of ceremonies is a great asset.*
- *Get someone to be responsible for playing recorded music between acts.*
- *Allow 15 minutes changeover between acts or bands.*
- *Avoid strobe lighting as this can have adverse effects on some people.*
- *Arrange a local or national celebrity to open your event.*
- *Invite the Mayor, your MP, AM, MEP and Local Councillors.*

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WHERE CAN I FIND ENTERTAINERS?

There are many ways to find good artists, performers and entertainers. Look in your local newspaper, go and see acts in pubs and clubs, make contact with choirs, artists, dance and theatre groups in your area. Find children's dance and theatre groups; can they provide performers? Contact people and groups in your area with knowledge and expertise such as [CEG](#).

Remember there are many excellent artists and performers across the region; remember travel and accommodation expenses can add a significant amount to performer's fees. Approach bands through their record label who may put you in touch with their agent

TIP

Book well known artists as early as possible. Issue a contract with cancellation terms agreed by them and by you, ask for a signed copy. Performers will need somewhere to change and keep their belongings. People perform well if treated well, so provide food and drink (this goes for everybody involved in the event).

SITE PERMISSION

(12 months before your event - see also Permissions page 24)

Make sure your site or venue is suitable for your event. Get written permission to use the site or venue and agree costs and conditions in a contract.

Public squares and streets are cared for by the [Transport and Countryside Service](#) of the Council as are public parks. If you are using a building, make sure you know the emergency provisions that are already in place, e.g. fire alarms, fire extinguishers, exits, the electrical system, established emergency procedures, etc. Ask to see the premises fire risk assessment, ideally make a copy.

If you plan to use outdoor spaces around the building, make sure you have permission, and check if the area you intend to use is licensed for the purpose of your intended activities.

In relation to matters relating to public highways please contact the [Transport and Countryside Service](#) for guidance.

You will need to contact the [Snowdonia National Park Authority](#) for permission to hold events that are within the boundaries of the park

Check with [Natural Resources Wales](#) that they have no interest in any outdoor site you may want to use. There are many areas of outstanding natural beauty in Gwynedd and sites of special scientific interest, which are protected by special legislation. They can also provide advice on potential flood plains to avoid and are a good source of information in relation to flooding and the effect of inclement weather on land.

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You will also need permission from the [National Trust](#) and the [Royal Society for the Protection of Birds \(RSPB\)](#) should you be thinking of holding an event on any of their sites. If you are considering holding a maritime or coastal event it is advisable to contact The [Maritime and Parks Service](#)

If you are not sure whether the site you are considering for holding your event is suitable then talk to the [Gwynedd Events Unit](#) and ask whether it is possible to arrange an onsite meeting with them and representatives of the emergency services. Doing this at a very early stage of planning rather than later as it can prevent many headaches!

TIP

Contacting the North Wales Police at an early stage to discuss if they are likely to object to the location of the event is a very good idea and will save difficulties further down the line.

POLICIES

As a responsible event organiser you will be expected to have the following policies in place as early as possible so that they are an integrated into you event plan. Policies to consider are

- Equal Opportunities
- Environmental
- Child Protection and vulnerable adults
- Health and Safety
- Language Policy
- Alcohol / Catering
- Medical
- Security
- Access

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2. THE ORGANISATION

An event requires a good team of committed people to organise it, as well as a network of people to support, help and advice. You do however need to have a named event organiser.

Everybody in your organisation has to recognise that the named event organiser is in charge and is the last resort and has the right to the final word. The event organiser has to be able to coordinate the work of the different team members

Unless you have the resources available to employ others to manage and / or produce your event, you need to pull together a group of people who are willing and able to make the event happen on a voluntary basis.

FORM A MANAGEMENT TEAM

(At least 12 months before the event)

Make sure you get the people you need on your team/organising committee. Assess what jobs will need to be done and what knowledge and skills are needed then find out who may be available to help.

Assess whether expert advice will be needed and who may be available to help, assess what support you may need and who may be willing to help.

Do not confuse the roles and your expectations of those people, make sure your team has a balance of skills and interests and don't forget to:

- Speak to people informally.
- Make sure you get the people you need on your team, e.g. local residents, local traders, Lions, Rotary and other local clubs and organisations
- Make sure your committee has a balance of skills and interest.
- Prepare a programme and call a meeting.

At this first meeting you should

FORMULATE PROPOSAL AND POLICIES

(About 11 months before the event)

The concept

- Why have an event?
- What will the event be?
- What is its aim?
- How will it be run?
- Where is it to be held?
- Is the event suitable for the location?
- Who will organise the event?

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- When will it be held?
- What will be the legal and constitutional structure?

Viability

- Who will benefit and how?
- What are the costs?
- Who will pay for this?
- Is it worthwhile?

TIP

If these questions don't have positive answers, the event is not practical and now is the time to say 'No'. If you decide your event is viable and you are going to carry on you must get organised.

Some of the more common roles within an event organisation are:

Event organiser

This is the person in overall charge to ensure that all responsibilities and plans are carried out, who will delegate and make decisions, call the meetings, ensure permissions are in order, appropriate licenses are applied for and obtained and will ensure clear communication takes place between all parties involved. If the event has applied for and been granted a licence, this person is responsible for ensuring that any conditions on that licence are met.

Accountant / Treasurer

This person will create the event budget and cash flow forecast, handle the bills, pay people and take in any monies. They may also, with support from others, act as fundraisers for the event.

Event Health and Safety Coordinator

This competent and qualified person will create the event risk assessments, contingency plans and emergency evacuation plans. They will carry out health and safety checks on any contractors or services the event buys in, as well as making sure the event site is safe during set up the event day and during break down e.g. checking signage, access, trip hazards, first aid etc.

Security contractor / Security, Stewards and Volunteer Coordinator

This person will recruit and co-ordinate appropriately qualified staff and volunteers and their responsibilities and duties.

Production Assistant / Administrator

This person will have a number of duties which may include: programmes, printing, box office, legal, insurance, etc.

Publicity and Marketing

This person would ensure that the event information is publicised to the correct target audience via flyers, emails, websites, press releases, listings, advertising and social

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networks. They will make sure correct permissions are in place for any leaflet distribution and event marketing

Sponsorship Coordinator

This person will be responsible for raising funds for the event by contacting persons and organisations willing to sponsor the event. They will liaise with the rest of the team to ensure that the sponsor's name and / or logo is included on publicity materials or on display at the event.

Production / Site / Technical Manager

This person will co-ordinate everything needed to build the event site / infrastructure: toilets, fencing, signs, staging, marquees, generators, public address systems, water provision site clearance, skips, litter bins, fire extinguishers etc.

Traffic Manager

If your event involves traffic then you will need to prepare a traffic management and signage plan. This individual within your team will need to understand traffic flows and will prepare your Traffic Management and Signage Plans to the satisfaction of Gwynedd Council [Transport and Countryside Service](#). You may however decide to contract with a professional company who specialises in this area to carry this out for you.

Campsite Manager

If you decide to have any form of camping you will need someone to take responsibility for this, depending on the size of your camping activities these job could be shared. This person will need to prepare all your campsite documentation in consultation with the your Health and Safety Manager and to the satisfaction of Gwynedd Council [Public Protection Service](#)

Medical

This could be either [St John's Ambulance](#) and the [British Red Cross](#) or a professional medical company this will depend on the size and complexity of your event.

Welfare

This person co-ordinates lost children, looks at the needs of elderly people, disabled people and people with specific needs. This person could also co-ordinate public information on the day and ensure that first aid is available throughout the event.

Market Stalls

This person will arrange and co-ordinate everything to do with market stalls and / or food vendors.

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Specialist roles depending on the nature of the event

If an event involves entertainment, you will need to appoint a person who will arrange and co-ordinate everything to do with artists, performers and amusements. If an event involves animals, you may need to appoint someone to make sure that the event complies with regulations on the movement and care of the animals. If your event involves large numbers of participants or competitors, you may wish to appoint a person to coordinate this aspect of the event.

The above are all suggestions. You may find that your event requires more roles or that some of the roles above need to be divided between two or more people. For small events it may be that one person takes more than one role.

TIP:

If the main event organiser gets called away at any stage, someone needs to be able to take their place. Similarly, it is wise to arrange stand-ins for the rest of the team members.

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3. GET ORGANISED (11 months before your event)

Everybody involved in your event has to recognise that the event organiser is in charge and, at the end of the day, has the right to say 'Yes' or 'No'. Pick someone that everybody is comfortable with and whose judgement people respect.

Event organisers should listen to all team members, accept majority decisions but should have the ability to make decisions, particularly when time or other resources are short.

By sharing out the work you make sure that it is done thoroughly. One person cannot do it all but the event organiser has to be able to co-ordinate the work of the different team members

Once people have made their investigations and have found the true implications of staging the event, a second decision is made. Is the event viable?

If you decide to go ahead

Clearly set the roles and responsibilities of the various team members.

TIP

Form a checklist detailing everything that your event needs from toilets to caterers, performers to publicity. Ticking off these 'wants' on a checklist helps to define roles and responsibilities, and ensures you miss nothing. If any 'wants' remain un-ticked, a decision has to be made as to whether or not you can do without them or if they should be allocated to a team member as their responsibility. Draw up a timetable that works backwards from the date your event is to be held. For example if you need a generator, when will it arrive on site? When will that booking be confirmed? When will it be delivered? Make sure there are dates and deadlines for everything included in your event and stick to them. Everything on your checklist will appear on this timetable; this becomes another way of making sure you miss nothing.

TIP

Always remember that your most valuable asset is people's time and skills.

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4. FUNDING

BUDGET

(Prepare a detailed budget about 9 months before your event)

Before you ask anyone for money you have to prepare a budget, base your budget on real quotes that your team has obtained; your budget has to balance. Work out how much money you will need on the day and beforehand for deposits, always allow 10% extra for unforeseen expenditure, and keep a tight check on petty cash.

The less dealings you have in cash, the better, if you do need petty cash make sure you have receipts for all payments. Avoid paying cash from your takings if possible – it will make your accounting easier. Being able to show evidence of how much your event has raised in income will prove useful in future years.

Some of the costs you will need to consider for your event are:

- Administration.
- Medical.
- Policing
- Traffic management
- Waste management.
- Security staff (SIA) – Stewards.
- Venue or site hire.
- Hire of equipment.
- Hire of services and staff.
- Insurance (e.g. public liability / employers insurance).
- Materials used on the day.
- Performers and amusement costs.
- Permissions and licences.
- Marketing and publicity.
- Camping
- Signage at the event
- Welfare

TIP

It is a good idea to get more than one quote for hire goods or services, some funders may require this as a condition of grant. If you are applying for grants you should prepare two budgets, one based on receiving no grants and the other based on receiving grants. Remember to allow for the recovery of costs that may be charged by any of the emergency services.

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RAISING INCOME FROM YOUR EVENT

(Contact all potential stallholders and concessionaires about 9 months before your event. Include estimated receipts in your budget)

- Charge organisations for having a stall at your event.
- Charge a hire fee for commercial traders' stalls.
- Charge a concession fee for sellers of alcohol, food, etc.
- Ticket sales.
- Entry fees.
- Programme sales.
- Charge fees for advertising in your programme and on your web site.
- Bucketing – take buckets round your event on the day. (you will need a public collection license from the [Licensing Unit](#) of the Council for this for this).
- A big smile and a funny costume raise more donations.
- Selling T-shirts, badges, etc.
- Running a bar (see page 37).
- Car parking (especially if the event is a free entry one).
- Camping
- Raffles – are now covered by the [Gambling Act 2005](#).

Raffles do not have to be registered if the profits are for other than private gain. No more than £100 can be spent on organising costs and no more than £500 can be spent on prizes. Tickets can only be sold at the event and winners must be announced at the event.

TIP

If you think your event may make a loss, someone has to be prepared to bear the loss. Make sure you plan for this. If you offer concessions for sellers of alcohol or food, make sure your terms and conditions specify the need for them to ensure they are properly registered and licensed to carry out the activity concerned as well as having all the appropriate health and safety paperwork. Traders and their merchandise must not breach any licensing requirements or trading standards.

GRANTS

(Start looking for grants as soon as possible at least 9 months before your event)

Start looking for grants as soon as possible and make sure you note their deadlines and how long it will take for your application for support to be assessed.

Search thoroughly for suitable funding avenues, the event needs to find schemes with criteria matching the type of festival or event. Also remember to prepare a business plan that includes a marketing plan.

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There are many bodies and charities which award grants to a wide variety of people and groups. Grant awarding bodies and trusts have to be sure that the money they may award to your event is going to be put to good use.

They will have to be sure that yours is a sound organisation with a good structure and a real understanding of what it is doing. You should have an established board or a committee with a legal constitution and a bank account before applying for grants. It is useful to have a 'business plan' that gives the information grant awarding bodies need in a professional format, though most bodies will still ask you to fill in one of their own forms. You can also contact the [Business Support Service](#) or the [Community Service](#) for further support & advice

TIP

Don't depend on getting grants. Try to make your event self-funding, particularly if you're thinking of running the event in future years. Simply by searching under 'Grants' on the Internet you may be able to find grants that could be available to your event. Any awarding body will ask to acknowledge the source of the grant on any publicity material or literature you produce.

Below are details of some organisations who either distribute information on funding or who administer grants for which you may be able to apply

[Arts Council for Wales](#)

Grants for Arts related events

[Directory of Social Change \(DSC\)](#)

Is a good place to start looking for trusts to which you may be able to apply. The DSC produces useful publications, such as:- [The Directory of Grant Making Trusts](#)

A guide to major trusts. visit their website to order these.

[GRANT finder](#)

The UK's leading searchable database on EU and UK Government grants and loans, charitable trusts and corporate sponsors.

[Gwynedd Council](#)

Find information by visiting their website – and search under 'grants'.

[National Association for Voluntary and Community Action \(NAVCA\)](#)

Including advice, information, funding, publications, training, events, news and resources. Includes a directory of local groups throughout the UK.

[National Lottery](#)

A joint website run by all Lottery funders in the UK. This site allows you to search information on current funding programmes across the UK.

[Performing Rights Society \(PRS\) Foundation Awards](#)

Funding for music at festivals.

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[Sports Wales](#)

Grants for sporting events

[Voluntary Arts \(VA\)](#)

VA has a detailed funding section on funding for arts activity. Through them you can also sign up to receive the Voluntary Arts (VA) email newsletter which includes updates on funding. They also produce a whole series of free 'briefing' documents which include 'applying to trust funds' and 'how to write a successful funding application'. These are useful even if you are not an arts organisation!

[Welsh Council for Voluntary Action \(WCVA\)](#)

The WCVA has a regular email newsletter that gives updates on available funding.

[Welsh Government Major Events Unit](#)

The Welsh Government Major Events Unit will consider financial support of major events in and visiting Wales, which meet their criteria

TIP

When opening your bank account, ask your bank for a business start-up pack. This will include a business plan (that you would have to complete if you were applying to your bank for a loan). You should complete this form and use the information as the basis for applying for grants. It gives the information grant awarding bodies need in a professional format.

SPONSORSHIP

(Start looking about 9 months before event)

Be aware that sponsorship and donations are not the same thing. If a business offers you sponsorship, they are buying a service from your event, so you need to have a written sponsorship agreement stating clearly how much will be paid and what the sponsor can expect in return for their money. If you are VAT registered, there is a legal requirement to charge VAT on the organisation providing support. Donations are when someone gives money without expecting anything in return.

- Start locally; use your local knowledge, local directories and the internet to research potential sponsors.
- Contact your local Chamber of Trade and Rotary Club.
- Look at which large companies and statutory bodies are advertising in your local newspapers.
- Think about which businesses may be interested in your target audience.
- Think about which businesses may be interested in bringing clients to your event.
- Think about what sponsors will receive for their money, advertising, branding of the event, credit in announcements, free tickets, hospitality etc. these may all be part of a sponsorship package.
- Look for sponsorship 'in kind' e.g. free materials, publicity or services.
- Look for discount from hire firms and contractors in exchange for promoting their company at the event.

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TIP

Keep a copy of everything to do with your event – articles and advertisements in the press, recordings of radio or TV items, grant applications, minutes of meetings, posters, flyers, etc. This makes it easier to re-create your event the next time and gives you material to show what you have done when applying for grants, sponsorship or permissions in the future. Grant awarding bodies and sponsors like dealing with people with a good track record. Getting sponsors the first time you run an event is very difficult, but you can invite potential sponsors for future years to your event.

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5. PUBLICITY AND MARKETING

PRE - PUBLICITY

Plan your publicity and marketing strategy right from the start. Most funders will require you to submit a marketing plan with your application. Information on marketing plans can be found on many websites.

It may be that you need at an early stage to promote your event before it has totally taken shape, for example if you need to attract people to the organising team, volunteers or people who will contribute to the event. If you do this, be sure that your publicity makes it clear that you are looking for expressions of interest rather than advertising an event that is set in stone.

Once your event has taken shape, although it may be the best event in the world - if nobody knows about it, nobody will come. Get your publicity right. You should know who your target audience is, what your event is going to be and what it will include.

Today a good mix of web and traditional marketing should be used to get your message across. Remember it is far cheaper to release stories to the press than to buy advertising space.

You should

- Confirm with the [Licensing Unit](#) of the Council that you have been granted a licence, or that you do not need one.
- Confirm that you have all other necessary permissions.
- Confirm any grants that you may have applied for and ensure you know where they expect their logos to be seen.
- Confirm who your sponsors are and agree with them on how they will feature in your publicity.
- Once you have your core finances covered, confirm and sign contracts with the venue, and professional performers or agreements with local groups.
- Confirm stallholders and concessionaires and sign contracts or agreements including your terms and conditions.
- Confirm bookings of major equipment hires.

You are now sure what your event will include and can begin to promote your event to the public.

TIP

Be very careful who and what you include in your publicity. You can only advertise what you know will happen.

PRACTICABLE MARKETING SUPPORT

Talk to the [Tourism and Marketing Service](#), about advertising your event on [Visit Snowdonia](#) web page and to liaise with them on other ways they may be able to assist

GWYNEDD EVENTS HELP NOTES

BILINGUAL POLICY

You should pay special attention to ensuring that all information concerning your event gives equal status to both the Welsh and the English language. For help and advice in this matter contact: The [Welsh Language Commissioner](#) or [Welsh Language Unit](#) of the Council for support and guidance

USE THE WEB

- Consider creating a website for your event.
- Post your event on your regional and national websites for free, especially The [Snowdonia Mountains and Coast](#) tourism web pages as these links into the [Visit Wales](#) website and local accommodation providers' networks.
- Does your event have interest for specialist groups with their own websites and social networks?
- Set up a profile on social network sites such as [My Space](#), [Facebook](#), [Twitter](#) and [YOU-Tube](#).
- Set up a blog so people can follow the progress of your event as it takes shape.
- Think about whether you need to have your own website

Make sure that all providers of holiday accommodation in your area know the details of your event as far in advance as possible so they can publicise to their networks.

The [Voluntary Arts](#) has a series of useful briefings which can be downloaded free from their website including 'writing for the web', 'making your website for everyone', 'networking – not just nattering' and 'the latest developments in web technology'.

TIP

You should know what your event is going to be and what it will include six months before your event.

PRESS RELEASES

(You should send a series of press release about 6 months before your event, the next 3 months before and then follow-ups 2 months and 1 month before.)

It is a good idea to 'drip-feed' the press with information on your event so that a sense of anticipation builds up.

The timing will depend on the press you are targeting some specialist magazines and newsletters may need information a long time in advance.

- Start with a short paragraph that gives all the main details and then the following paragraphs should be arranged in order of importance, each giving greater detail.
- Use a light, journalistic style in writing press releases.
- Send press releases to local and regional newspapers and local, regional and national radio and television companies.
- Post information on community web pages.

GWYNEDD EVENTS HELP NOTES

TIP

An interesting article about your event is a lot cheaper than an advertisement. More people read articles than read advertisements. Save yourself money and look for interesting, human, local angles for press releases.

POST PUBLICITY

For events that aim to be run on a regular basis (monthly, annually or every two years even) it is important to note that post-event publicity is as important as pre-publicity.

The positive coverage your event receives in the media after it is over will not only enhance its profile, but will also alert people who were unable to attend to what a great event they missed!

TIP

Prepare a press release to go out immediately after your event – include quotes from people who participated and attended and attach 2 or 3 good photographs, ensuring you have the permission of people in the photographs to do so. Talk to your press contacts before and let them know you intend to do this and ASK them what information they will need!

Here are some useful contacts:

<p>Television: BBC Wales ITN ITV Wales Tonight S4C Tinopolis TV</p>	<p>Press: Caernarfon and Denbigh Herald Cambrian News Daily Post Golwg North Wales Chronicle Series North Wales Weekly News Wales on Sunday Western Mail Y Cymro</p>	<p>Radio: BBC Radio Cymru BBC Radio Wales Capital FM Wales</p>
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DESIGN ARTWORK: POSTERS, FLYERS AND BANNERS

(About 4 months before the event)

- Prepare a brief for the designer; who is the target audience, where will the posters be displayed, what message do you want to convey, what impression do you want to make?
- Is there someone in your team who can do the design for you?
- Will a local printer give you a discount for publicity?
- Who is your target audience?
- Where do they go that they're likely to see your poster?

GWYNEDD EVENTS HELP NOTES

PRINTED: POSTERS, FLYERS AND BANNERS

(About 3 months before the event)

- Distribute flyers at least 6 weeks before your event.
- Posters go up at least three weekends before your event.
- Publicity can be expensive, so target it well.
- Be sure to arrange removal of posters after your event.
- Make sure you have permission to put up your banner if it is in a public space.
- If you are placing banners by the road, talk to the [Transport and Countryside Service](#) first to avoid any difficulty with obstructions or traffic safety.

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6. PERMISSIONS

LICENSING

Below are some guidelines on licencing, but the best thing to do is to talk to the [Licensing Unit](#) of the Council as soon as possible. They can not only give you advice on whether you need to apply for a licence, and help you with your application form

[The Licensing Act 2003](#) is complex and therefore we can only give a very general overview here of the elements that have a direct effect on event organisers. For further detailed information, guidance and appropriate application forms, contact the [Licensing Unit](#) of the Council

Dependent on the nature of the event you will need to have the following activities covered by a licence:

- Music and dancing.
- Supplying and selling alcohol.
- Dramas.
- Indoor sporting events.
- Boxing and wrestling.
- Film.
- Supply of hot food after 11.00pm.

All the elements above are covered by the Licensing Act 2003. The nature of the licence you will require will be dependent on the location of the event and whether the intended location for the event has a premises licence or not. Consideration will also be given to the duration of the event and the number that will be attending. Under the 2003 Licensing Act there are 3 main categories of licence event organisers need to be aware of, which are:

PREMISES LICENCE

A premises licence is required by any premises that provide entertainment and / or alcohol and / or late night refreshment. This will include mobile food traders operating in the evening after 11pm.

A single premises licence will now cover all licence activities that businesses wish to undertake. A premises licence authorises the holder of the licence to use the premises to which the licence relates for licensable activities. The premises licence will detail all operating conditions.

The purpose of these conditions is to regulate the use of the premises for licence activities in line with the licence objectives. A premises licence will stay in force until the licence is revoked or surrendered, it is not time limited unless the applicant requests a licence for a limited period.

Representations may be made about an application for the grant of a premises licence; for example by local residents and businesses, the police, the fire authority and public bodies with responsibility for environmental health and welfare of children.

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The representations must concern the promotion of the licensing objectives. Once the licence has been granted the same classes of persons and bodies may seek a review of the premises licence and the conditions attached to it.

PERSONAL LICENCE

This licence is granted to an individual and authorises them to sell or supply alcohol, or authorise the sale or supply of alcohol, for consumption on or off premises for which a premises licence is in force for the carrying on of that activity.

To be considered for a personal licence an individual must be aged 18 or over, possess a recognised qualification, be in a position to show the licensing authority that he / she has not been convicted of certain offences, and pay the appropriate fee.

If a person has been convicted of a relevant offence or foreign offence, following notification to the chief officer of police following any consideration of any objections from the police, the licence authority must grant a personal licence unless it considers that doing so would undermine the crime prevention objective. Personal licences last for ten years and are renewable.

TEMPORARY EVENT NOTICES

[The Licensing Act 2003](#) establishes arrangements for the carrying out of licence activities at occasional, temporary events. They apply however only in relation to events with less than 500 people attending. The new arrangements are based on a notification to the licensing authority of salient details of the event and an acknowledgement by that authority of the notification.

To reflect the temporary nature of the events, these arrangements do not place organisers under the same obligations as apply in relation to those who regularly wish to undertake licence activities on or from premises. If an event is held on land where a premises licence is already in place and has an audience of over 500 and lasts for more than 4 days it is possible that that event may be covered within the conditions of the premises licence. If the event is outside of the conditions of the premises licence then an application must be made to either vary the existing license or make an application for a new licence which could be time limited.

If an event is held on land which is not currently licensed and an audience of more than 500 people are expected and / or it is to last more than 4 days then you will have to allow at least 8 weeks for the premises license to be granted.

Temporary events notices are a way to provide a license for a small, one-off event at a premises or area (including outdoors) where licence activities do not normally take place.

Applications must be submitted no later than 10 working days prior to the event taking place. There are very strict limits on temporary events notices which must be adhered to

GWYNEDD EVENTS HELP NOTES

- Applicant must be an individual over 18 years of age; applications cannot be accepted from companies or organisations.
- The number of people must not exceed 499 at any one time (this includes organisers, stewards, performers etc. as well as audience & spectators).
- Each event covered by a temporary event notice may last for up to 96 hours.
- Application process will take a maximum of two weeks (although longer would be desirable).
- If the applicant holds a Personal Licence, he / she may apply for up to 50 Temporary Event Notices in a calendar year, a none personal licence holder may apply for up to 5.

However, the premises (be it a building, a specific room within a building, a park or recreation ground) may only be used for a temporary event 12 times within a year and for a maximum of 15 days within a calendar year.

TIP

Talk to your Licensing Unit as soon as possible. They can give you advice with the process of application and the requirement of the act.

For clarification whether your event requires a licence under the [Licensing Act 2003](#) Licensing Act 2003 consult with the [Licensing Unit](#) of the Council. Even if no licence is required, it is your responsibility as the organiser to ensure that your event is going to be run in a proper and safe way.

TIP

If your event is going to be in a building, that building may already have a premises licence, don't take this for granted. Ask to see it and if there is any doubt, check with the Licensing Unit

PERMISSIONS FOR MUSIC AND ENTERTAINMENT

If your event uses any kind of music, live or recorded you must check with the [PRS-MCP Alliance](#) if you need to pay any royalties / fees to use the music, otherwise you could be prosecuted as being in breach of copyright.

In order to get guidance from Gwynedd Council to have pre-recorded or live amplified music at your event, the [Public Protection Service](#) of the Council will need to consider:

- Where your speakers will be placed and what direction they are facing?
- How loud the music will be (noise level produced)?
- How long the music will go on for?
- How noise will be controlled?

Make sure you take these items into consideration in your plans and that you state the details in your Event Management Plan.

If you need guidance on where to site your speakers, and at what volume and duration to play your music, please contact the [Public Protection Service](#) of the Council who will

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supply you with advice. If the event is of a large scale they may advise that you engage a noise consultant who can write a report on how noise will be controlled at your event. You can also consult the [Noise Council](#) guidance on noise at events.

PERMISSION TO USE AN EVENT SITE

Once you have selected the site of your event, whether it is indoors or out, you will need to reach an agreement with the venue or property owner who may require payment for the use of their space. For your own safety and insurance, make sure that you have a written contractual agreement between you that clearly states

- The exact venue, park or green space location.
- The dates you have access to the location (remember that you will need extra time to build your event and take it down).
- How much you will be paying to hire the location and under what terms. Don't forget to budget for any damage you may cause to the site or venue.
- What will your hire of the venue, park or green space include? For instance, does it include use of the water taps on site or any electrics?
- Don't assume that your location comes with all the facilities you see, using them may cost extra
- What does the venue's insurance cover? You'll need to know for your own insurance purposes.
- Has the venue been licensed?

PERMISSION TO USE AND CLOSE ROADS (TRAFFIC MANAGEMENT ORDERS)

(Apply at least 6 months before your event)

Any event has an impact on roads and traffic. It may mean an increase in traffic and parking in a particular area or a larger than average number of people on public transportation. In some cases, an event may wish to close a road for a short period of time.

A road that is closed to vehicle access, even for a short period of time has many implications:

- The public needs to be informed of any closure or diversionary routes before the event.
- Buses, taxis and emergency vehicles may be affected and need to be warned of diversions.
- Parking bays may need to be suspended for the day.
- If accessible bays are affected disabled people must be informed of this and an alternative arrangement should be considered
- Business loading zones may be affected.

You will need to apply for a Traffic Management Order (TMO) if you want to hold an event that closes off access to vehicles. If you are holding a parade, a procession or a road race you will need a TMO and the agreement of the [Transport and Countryside Service](#) on trunk roads you will need to contact [Traffic Wales](#) of Welsh Government for guidance.

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The Traffic and Street Care Service can require months to prepare a TMO. They need to allow time to agree the appropriate road closures, diversionary routes, signage and public consultation. Your Local Authority will advise you on

- The costs of a TMO.
- The necessary signage to close the roads and sign any diversion routes.
- The best method of notifying public traffic and public transport.
- How far ahead of the event you should apply for your traffic notice
- How to notify the emergency services.

SIGNAGE

Making sure your customers find you easily on the day is very important. Therefore it is important to organise clear directional signs.

Your Local Authority will advise you on the legality of what and where signs can be erected. The motoring organisations [AA](#) and [RAC](#) together with an ever increasing number of commercial operators can erect temporary directional signs.

As a general rule, your event must be:

- 6-8 weeks away.
- Have sufficient parking for visitors.
- Meet the regulations of the Traffic and Street Care Service.

PERMISSIONS FOR CATERING

All food business operators that will be part of your event must be registered with their respective Local Authority. They must comply with food and health and safety legislations, have in place a food safety management system and have carried out a health and safety risk assessments.

You must be able to assure the [Public Protection Service](#) of the Council that any food being sold or served on your site meets these safety standards. If you yourselves or local voluntary organisations decide to supply catering, you must still comply with the food health and safety legislation. Take advice from the Council's [Public Protection Service](#)

CIVIL AVIATION AUTHORITY (CAA)

Some activities at your event may require you to inform the [Civil Aviation Authority](#) (CAA) such as: Hot air balloons, balloon races / releases (5000 balloons or more), helicopters, landings or take-off by any aircraft and fireworks displays. All of these activities may have an impact on aircraft and it is best for the CAA to know about them in advance.

PERMISSION FOR BANNERS

If you will be hanging banners in public places, you will need permission from the [Transport and Countryside Service](#) of the Council.

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GIVING NOTICE TO RESIDENTS AND LOCAL BUSINESSES

Your event will need the good will of the residents and businesses closest to your event site. The extra sounds, lights and changes to vehicle or pedestrian traffic may have an impact on them. The best way to have residents and local businesses on your side is to keep them informed through a resident letter. Explain your activities and intentions ahead of time and avoid queries or complaints on the event day, when you will be busy with your organising.

This letter should include

- What kind of event will take place?
- Give the date(s) and times the event will begin and end.
- Give a contact name and phone number for your event.
- Give the contact number for the Public Protection Service of the Council
- A map showing any road closures with details of times when the closure will be in place.

EMERGENCY SERVICES

(Consult the emergency services as soon as possible)

All the emergency services are represented on the [Event Safety Advisory Group](#) Gwynedd. It is advisable to contact the relevant emergency services as soon as possible to let them know about your event.

TIP

Your emergency services carry out their normal activities as part of their duty to the community. However if your event means extra work for any of the emergency services, e.g. public policing, ambulance attendance etc. a charge may be made. Remember to ask about this and to budget for it.

CONSTRUCTION AND DESIGN MANAGEMENT REGULATIONS 2015

[The Construction \(Design and Management\) Regulations 2015](#) (CDM 2015) replacing CDM 2007. The regulations aim to provide and improve health and safety in the construction industry which includes the Events Industry by assisting in :

- sensibly planning the work so the risks involved are managed from start to finish
- having the right people for the right job at the right time
- cooperate and coordinate your work with others
- have the right information about the risks and how they are being managed
- communicate this information effectively to those who need to know
- consult and engage with workers about the risks and how they are being managed

The HSE are the enforcing agency for all construction work. You can also find further information on the regulations in the [Purple Guide](#).

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PUBLIC PROTECTION

(Consult the Public Protection Service as soon as possible)

Contact the [Public Protection Service](#) of the Council to receive advice on matters of noise pollution, catering, health and safety, 3rd party concessions, trading standards, site cleansing, water supply and toilet

- If you decide to do your own catering make sure your staff or volunteers have basic training in food hygiene.
- Remember to cater for vegetarians and vegans and beware that some foods can cause allergic reaction to some people e.g. nuts, gluten
- Beware of using nuts in food; some people have an allergic reaction to these.
- [The Recycling and Waste Service](#) can clear your site of litter but there will be a cost.
- Arrange litter clearance during and after the event to reduce this problem.

ALCOHOL

If you want to run a bar you may well need to apply to the [Licensing Unit](#) of the Council for a temporary event notice or possibly a premises license. You should allow at least three weeks to process an application. You could ask a local licence holder to run the bar and negotiate a franchise fee with them, which could be based on expected attendance, turnover or profit.

FIREWORKS AND BONFIRES

(Inform the fire and rescue service as soon as possible)

It is better if you use a reputable professional company to organise your fireworks. They carry public liability insurance. If your site / location is flown over by the R.A.F., make sure you contact, air space utilisation, of the [Civil Aviation Authority](#) if you're having fireworks, or a laser show. If you're planning a bonfire, seek advice from the [North Wales Fire and Rescue Service](#)

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7. EVENTS SAFETY ADVISORY GROUP

The [Events Safety Advisory Group \(SAG\)](#) is made up of officers from the Local Authority as well as from the [North Wales Police](#), [North Wales Fire and Rescue Service](#), [The Welsh Ambulance Service NHS Trust](#) and others depending on the event.

The purpose of this group is to make sure, as far as possible, that people attending or working at events are safe and that their enjoyment doesn't affect other members of the public in an adverse way – in other words, helping make your event a happy and safe one for all.

If it is necessary, (usually for larger events) for a meeting of the Event Safety Advisory Group to be arranged and you (event organiser) will be invited to this meeting. You will need to supply this group with relevant information about your event, such as an event plan, site plan, and an event safety plan, risk assessments to include fire risk assessment, which will be discussed at that meeting.

Remember, this group is an **advisory** one and is here to **advise** you on staging your event and to make sure that the interests of all are served. Enjoyment, safety, health and welfare of all, at and around your event, are the main concerns of this group / meeting. Individual enforcement agencies could take more formal action if there is a lack of co-operation or a serious breach on the part of the organisers but not through the group.

TIP

Listen to the advice given to you by the Event Safety Advisory Group. Follow it and don't try to 'cut corners'. Make sure yours is a happy and safe event.

SITE MEETINGS

The Event Safety Advisory Group may well find it helps to have a meeting on the event site at an arranged date (usually for larger events). This will be an extension of the first meeting you have with the Events Safety Advisory Group.

TIP

Appoint an event safety co-ordinator for your event. Somebody with experience in this field is best if possible. The Event Safety Advisory Group then contacts this person on matters of safety and you have someone whose job it is to keep a constant check on safety aspects of your event. Don't leave this to chance. Appoint someone as soon as possible and they should be at your first meeting with the Event Safety Advisory Group.

You must create an emergency plan together with a risk and fire risk assessment for your event. These are jobs for your event safety co-ordinator.

GWYNEDD EVENTS HELP NOTES

8. SITE PLANNING

(Check availability of equipment / plant hires about 8 months before your event and book your needs. Confirm bookings 3 months before your event.)

TIP

Read and follow the advice in the 'Purple Guide' and 'a guide to health, safety and welfare at music and similar events' which is published by the Events Industry Forum

Details on all aspects of how an event should be run are found in the [Purple Guide](#). While its contents may seem technical, your contractors should understand it. There is also information from the [Health and Safety Executive](#) on event safety to be found on their web page.

Detailed requirements are given in 'Purple Guide.' about how to set out your site. Make sure that your site complies with this. You should prepare a site plan for your event and this section gives some basic guidelines.

Before you do your site plan you may be able to ask members of the [Event Safety Advisory Group](#) to come and see the proposed site and give you their advice and guidance. Doing this at an early stage can avoid many problems later.

For all equipment at your event, you are required to make sure they are installed correctly. You will need copies of health and safety policies and certificates, risk assessments and copies of the companies' public liability insurance certificates. Again, [The Purple Guide](#) provides information on what is required.

TIP

Ensuring that all the installations below are correctly carried out is the job of the event safety co-ordinator.

FINDING LOCAL CONTRATORS AND SERVICE PROVIDERS

If you are having difficulty in finding a specific service or a contractor to furnish your requirement you can contact Gwynedd Council [Business Development Service](#) or alternatively you can post your requirement on [Sell to Wales](#)

STAGES

- Site your stage facing away from nearby housing, directing sound away from them.
- Site it in such a way as to offer the best view to the audience.
- Ensure the stage you hire will be large enough and strong enough to cope with the performances you plan to take place on it.
- Make sure the stage is erected by a competent and qualified person and is erected level and correctly supported and meets all relevant regulations.
- Make sure that any electrical appliances are protected from rain.

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- For smaller events a stage could be borrowed locally or a local haulier might lend a curtain sided trailer but note that even borrowed equipment must to meet health and safety regulations and be insured.

MARQUEES AND TENTS

- All structures should have a fire certificate and be tested for stability in high winds. The company must also provide you with a risk assessment and all other health and safety documentation including all insurance certificates and calculations.
- All large structures should have a wind meter.
- Ensure the structure is appropriate to what you want to put in it and is large enough for the numbers of people and the invitees it will accommodate.
- Smaller events may be able to borrow a tent but you still need to be sure that borrowed tents are suitable to meet health and safety standards and are erected by trained personnel and are insured.

TOILET FACILITIES

- If the toilet provision at your event is inadequate – it is the only thing people will talk about.
- For guidelines on how many toilets you will need for your event, refer to [The Purple Guide](#).
- There should be adequate toilet paper, water and drying hand facilities.
- Remember to consider staff, contractors, performers and visitors separately.
- Remember to provide toilets located where they are easily accessible.

TIP

The best, and possibly only way to ensure your event is accessible to all, is to consult with your local access group from the outset of planning.

BARRIERS

Barriers are useful at events only if they are used appropriately. Make sure they protect the public but do not restrict them in an emergency.

- Crowd barriers must be used appropriately to protect the public.
- There should be barrier 2 metres from the stage and if you are expecting large audiences or have a very popular performer on stage you may need to use pit barriers.
- Back stage should be a secure area- either fenced or barrierd off.
- Children's areas should be secure and you may need to be separate by barriers.
- People should be kept away from all potentially dangerous areas by barriers but when deemed appropriate by security staff.
- If you plan to fence-off your site and charge admission, suitable barriers or fencing must be erected with adequate entrances and exits both for pedestrians and emergency vehicles.

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GENERATORS

- You may need these if there is no power supply at your site.
- They should be modern and silent running.
- They should be diesel powered (diesel is less flammable).
- If you intend to have a fuel supply on site, ensure that is kept safe and well away from the public.

PUBLIC ADDRESS SYSTEM (PA)

- The P.A. (Public Address System) is important for volume and for making the performance sound right.
- There should also be a provision to use the P.A. for emergency announcements but also you need to have back-up loud-hailers in case the power supply fails when you need to make an emergency announcement.

LIGHTS

- If your event goes on after dark, or if it is likely to be dark when you are still clearing your site, you may well need on-site lighting.
- There should be separate emergency lighting.
- Make sure key areas are well lit, e.g. toilets, paths, walkways, entrances, etc.
- Make sure generators are suitable.
- Make sure you make a separate plan of all your electrical equipment and cables.
- Make sure all cabling and lights are suitable for outdoor use.
- Make sure cables don't form a trip hazard

STALLS

- Include these on your site plan.
- Stalls are usually allowed a 3 metre square pitch.
- Purpose built stalls can be hired. Smaller events may consider using trestle tables.
- Make sure each stall has facilities to dispose of rubbish e.g.: bin bags, recycling bins etc.
- If you are not supplying chairs for stallholders, make sure they know so they can bring their own.

FIRE EXTINGUISHERS

- These should be placed near to potential fire hazards.
- Any event related camping or touring field
- Electrical power sources (CO2), cooking areas (dry powder), fireworks (water).
- Take advice from [North Wales Fire and Rescue Service](#) as to your needs and note that events are required to have a separate fire risk assessment.

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TIP

Save yourself some money. Are there hedges, walls or gates that could form 'natural' barriers or entrances? Is there an existing water supply, any public toilets or existing source of electricity on site? Use existing paths and roads for access for the disabled. Are there any hard surfaces that could be used? Are there public rights of way across your site that could affect you fencing it off?

CHILDREN

All events should have a child protection policy. Information is available from [Voluntary Arts](#) or your [Local Authority](#), [National Society for the Prevention to Cruelty to Children \(NSPCC\)](#) and there are guidelines included in [The Purple Guide](#).

- Don't put the crèche near a road, beer tent or loud music.
- Fence it off or keep it separate from other activities.
- Make sure people looking after the area have been approved. Ask the [Education Service](#) Social Services or a local school for help in finding the right people.
- Make sure there are toilet facilities for the children's area.
- Make provision to keep the children happy and busy throughout the time they are there.
- Have a 'signing in and out' system for children and their parents / guardians.

TIP

Organising a crèche or activities for children is a good idea if you expect families to come to your event. As the event organiser you have a duty of care for children coming to your event. Take this duty seriously by getting good advice and experienced and approved people to take charge of children's areas.

LOST CHILDREN

Your policy for dealing with lost children needs to be included in your child protection policy. You should have a lost children's point which is appropriately staffed.

Never give out children's names to the public - just the parents' names and a description is enough. If a child has not been claimed after 30 minutes the police should be notified and their advice sought. If a child is reported missing the police and site security must be notified immediately.

TIP

Vulnerable adults may require to be protected as much as children so consider whether you need a separate policy for them.

ACCESS FOR DISABLED PEOPLE

[The Disability Discrimination Act 1995](#) and the [Equality Act 2010](#) means that you have a legal obligation to provide access arrangements for disabled people who might want to come to your event. Further information can be found on the [Equality and Human Rights Commission](#) web page.

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Your [Access Service](#) at Gwynedd Council will be able to advise you of the requirements. He / she may also put you in touch with your local access group or disability organisation which will also be able to help in this respect.

- You must think carefully about access and form plans to make this possible, a complete access strategy is recommended.
- Consider provision for people with mobility problems, difficulty in walking and impaired vision and / or hearing.
- Hard paths are best for wheelchairs, cutting grass also helps.
- Provide a special platform for wheel chair users to view the stage
- Make sure there are suitable access to toilets available throughout your event.
- Include a contact email and number on all event publicity where people with special needs can obtain information on site arrangements.
- Good lighting and using contrasting tonal colours on event signage can help visually impaired people find their way around. Signs need to be simple, short consistent and easily understood using prescribed typeface, colour and graphic devices.
- Admit guide dogs. Further advice for the visually impaired can be obtained from the [Royal National Institute for the Blind](#) and the [North Wales Society for the Blind](#)
- Complete a personal emergency evacuation plan (PEEP) for persons covered under [The Disability Discrimination Act 1995](#) and the [Equality Act 2010](#).

HEALTH AND SAFETY

It is strongly advised you study '[The Purple Guide](#)' it provides guidance for those planning musical and other event. This comprehensive publication deals with health and safety for events and gives advice for those organising events. The Publication is now on line and you can purchase an annual license for £25 to access the publication. As of now the publication is not available in printed format. You are also advised to look at the [Health and Safety Executive](#) web page.

TIP

Remember that as the organiser of the event you have full responsibility for health, safety and welfare of all, at and around your event. You have to have a designated Safety Co-ordinator responsible for monitoring Health and Safety on site, but all those working on the event also have to be aware that this is their most important consideration.

HEALTH AND SAFETY ON SITE

- You must carry out a risk assessment.
- You must carry out a fire risk assessment.
- You have to have an emergency and Incident plan. The [Event Safety Advisory Group](#) will advise you on formulating this. It must cover the possibility of site evacuation and lesser actions.
- As organiser of the event, you have the final word on implementation of your emergency and incident plan but be prepared to take advice from the emergency services on this.
- There should be a system of onsite communication, two-way radios are best.
- Entrances and exits should be kept clear, always accessible and clearly signed.

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- Separate access may be required for emergency service vehicles.
- All on site facilities should be clearly signed.
- For evening performances on site lighting with emergency backup should be provided after dark movement of vehicles across the site should be kept to a minimum

Stewards should be:

- Trained and briefed.
- Familiar with onsite emergency and incident plans.
- In ratio of 1:100 with those attending (guidance only) please refer to the [Purple Guide](#) for further guidance.
- Clearly identified by fluorescent waistcoats.
- Equipped with two-way radios.
- Have torches after dark, placed in key areas.

RUNNING A BAR

You must have an appropriate licence to sell alcohol. Consider whether there will be enough people at your event to justify running a bar, and take into consideration the local traders and pubs who sell alcohol. If you do decide to run your own bar:

- Arrange 'sale or return' from a wholesaler. They can also supply plastic glasses.
- Remember to stock soft drinks and you **MUST** provide drinking water.
- One bar person can serve 80 drinks an hour but this will be less if you use inexperienced volunteers. Make sure you have enough staff to meet the demand.
- Allow 3-4 drinks per person attending the event.
- Allow 10% of your estimated income as a bar float. £5 notes and £1 coins are most important but small change may also be necessary depending on the prices you charge.
- Arrange power for a cooler and supply of ice.
- Consider hygiene matters.
- Arrange washing facilities for glasses and staff.
- It's easier to serve cans and bottles but wholesalers may be helpful in providing small kegs
- Do not serve glass bottles at your event
- Contact your local brewery and serve local beer.

REMEMBER You will require a personal licence to sell alcohol, it's a good idea to check with your [Licensing Unit](#) that you're bar service and staff will meet legal requirements.

TIP

If this all seems too much trouble, consider inviting a local publican to run the bar. Come to an agreement over how much you will charge as a concession fee or base an agreement on a percentage of profit or turnover. One advantage is that the publican would have a personal licence and would be known to the Licensing Unit. It is advisable to contact the Licensing Unit of Gwynedd Council on this matter to get full and correct information.

GWYNEDD EVENTS HELP NOTES

EVENT MANAGEMENT PLAN

All events need an event management plan. (This is sometimes also known as the plan of intent or the event safety plan). This should include the following:

Nature of the event: as description of what will be happening, who it is aimed at, what the purpose of the event is and what you want to achieve. Permissions, state what permissions you have for your event. Event personnel and roles and responsibilities, list each of the roles and the names and contact numbers for the people who will fill these roles. Include hired personnel, especially if they will be involved in the safe running of your event.

Event programme: state what amusements, attractions and displays will take place and give times as well as information on what steps you will take to ensure these activities are safe.

Planning and management: state how you plan to deliver a safe event in accordance with legal requirements such as the health and safety at work act and give details of your insurance for the event. Break down the management into three sections as below and state how you will approach each phase, the times and dates for when each stage will take place and how you will ensure that each stage will be carried out safely.

- Event site build and preparation.
- The event.
- Event crowd dispersal and site take-down.

Location / site plan: you should include a clear location map showing where your event is and a site map of the event lay-out. This is a source of information for the emergency services and all those working at your event.

- Give the different parts of your site clear names.
- For large events, put a grid over your map so that areas can be easily referred to.
- Give all the gates or entrances and exits a letter or number (and make sure you put signs up to identify these at the event).
- As well as showing main structures on the site plan, think what other facilities you need to include for example: entrances and exits, toilets, toilets for disabled people, baby-changing areas, information points, water points, generators, fencing, waste and recycling points, transport points etc.

Risk assessment: you must carry out a risk assessment. The [Health and Safety Executive](#) produce information which outlines the detail of this process. look on their web page.

Fire risk assessment: even if you include fire in your main risk assessment, you need also to have a separate fire risk assessment. Take advice from the [North Wales Fire and Rescue Service](#).

GWYNEDD EVENTS HELP NOTES

The fire risk assessment also needs to state how you will deal with all of the following headings:

TIP

Remember that a risk assessment is not a document that you write and then forget about! Risk assessments are a process and are not complete until the event is over, the site cleared and returned to normal. It is the nature of events that things change and the risk assessment needs to be kept up-to-date.

ELECTRICAL INSTALLATIONS

- The [Purple Guide](#) contains details on the criteria with which your electrical installations must comply.
- Keep your own on site copy of your electrical installation plan. Give one to your event safety co-ordinator and anybody else who should have one.
- Installation should be suitable for the environment, tested and certified by a qualified and competent person.

TRAFFIC MANAGEMENT.

State how you propose to manage traffic for you event. This may include vehicles that will need to come on site, staff and audience parking and traffic in the roads around the event. Will you have any road closures? If so, how and when will they be carried out. Are there vehicles involved in a procession or parade and if so will you need to manage safe movement through a crowd? For carnivals and procession the [International Street Arts Network](#) has a useful fact sheet.

TIP

Remember that only the police have authority to direct traffic on a public highway.

EMERGENCY PLAN

You have to have an emergency plan. Take advice on this from the [Event Safety Advisory Group](#). Your emergency plan will detail how you will deal with any incidents. An incident is something that happens at the event that requires the organisers to intervene.

This could be an accident, a fire, a theft or social disorder etc. Some incidents are minor and you and your team – including security, stewards and first aid may be able to deal with them yourselves. Others may be major and you will need to call in the police, fire and rescue or ambulance services.

Your emergency plan must set out how you will evacuate the site, or part of the site, if there is a major incident and how emergency vehicles will enter and exit the site. As the organiser of the event, you are responsible for the implementation of your emergency plan, but be prepared to take advice and support from the emergency services on this.

- Communications there should be a system of onsite communication. two-way radios are best.

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- If yours is a small event and you intend to use mobiles for contact, check in advance that there is signal on the event site and ensure that people have the necessary numbers programmed into their phones in advance.
- Communicating with the public say how you will communicate with the public in an emergency. If you intend to use a public address system, what will you do if the power fails?
- Entrances and exits should be kept clear, always accessible and clearly signed.
- Consider designated access points for emergency
- All on site facilities should be clearly signed.
- On site lighting with emergency backup should be provided after dark.
- Movement of vehicles across the site should be kept to a minimum and regulated.

SITE SECURITY AND STEWARDING

Describe any stewarding, marshalling or security systems that will be in place for your event. What are their duties and where will they be positioned? [The Purple Guide](#) gives guidance on the number of security or stewards you will need.

Stewards need to be

- Suited to the tasks they are allocated check with the [DBS \(Disclosure Barring Service\)](#) if working in a children's area.
- Trained and thoroughly briefed, and qualified where required by law.
- Familiar with onsite emergency and incident plans.
- Aware of who they report to.
- Clearly identified by fluorescent waistcoats.
- Equipped with two-way radios or have alternative means of communicating.
- Equipped with torches after dark.
- Placed in key areas.

INDOOR EVENTS

- All safety regulations apply to indoor events.
- The venue may have established safety, emergency and incident procedures already but make sure you are thoroughly familiar with them.
- Check that existing procedures are good enough for your event and be prepared to improve them if they are not adequate.

CROWD MANAGEMENT AND SAFETY

Under the [Licensing Act 2003](#), licensed public events need to demonstrate that competent security and stewarding arrangements are in place. When granting a licence to an event or venue, the licensing authority may stipulate that a particular number of door supervisors are required.

- If you are arranging a big event then you will more than likely need to employ a private security company to look after security and crowd safety at your event. The industry is now governed by the [Security Industry Authority \(SIA\)](#) who have been created to manage the licensing of operators. Visit their website to ensure you are complying with the law.

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- Ask for and take the advice of the [Events Safety Advisory Group](#).
- Your stewards have an important part to play in this
- All stewards or security personnel should be easily identified.
- Carefully consider the implications of a crowd leaving your event when it finishes.

Describe how you will assess the number of people at your event, think about how you will know if it is getting too crowded, what you will do to prevent over-crowding, where the crowd will move to in an emergency or if it rains and how you will use barriers to control the crowds. A competent security company will be able to draw up or advise on a crowd management plan. The HSE also publish a booklet [Managing Crowds Safely](#).

TIP

Your event management plan will need to address all of the above topics but there may also be other topics that need to be included such as fireworks, lists and contacts of food traders and market stalls etc. It is wise to start putting your event management plan together early on and to update it as the event develops. Put a creation date at the top of the event management plan each time you update it.

FIRST AID

The cover required depends on a number of factors that include the activity, location and the number of people you expect to attend.

- The first aiders will require their own casualty treatment facility (e.g. make sure you plan a separate tent / location for this).
- Don't rely on having a local person who knows first aid because of his or her job there are regulations covering the competence and validity of providing cover for public events.
- If you're planning a major event then you need to discuss your requirements with the [Welsh Ambulance Service NHS Trust](#) as soon as possible.
- The first aid post should be located so that the Ambulance Service needs to evacuate a casualty they can do so without causing conflict between vehicles and pedestrians.
- The first aid post should be clearly identifiable to the public this should be provided with a supply of running hot and cold water. If this is not possible provide adequate fresh clean water in containers.
- This should also be provided with a supply of drinking water over a sink or hand wash basin suitable receptacle.
- It must be accessible at ground level and have a doorway large enough to allow access for an ambulance stretcher and wheelchair.
- It must be of adequate size for the anticipated number of casualties and readily accessible for the admission of casualties and ambulance crews.
- The post should be maintained in a clean and hygienic condition, free from dust and with adequate heating, lighting and ventilation.
- It must be designated as a no smoking area.
- Specific arrangements for the disposal of clinical waste must be planned, special "Bio Hazard" containers for the disposal of 'sharp' or appropriately marked 'yellow bags' for the disposal of dressings or other contaminated materials will be required. Suitable arrangements must also exist for the non-clinical waste at medical facilities.

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The [Welsh Ambulance Service NHS Trust](#) will be happy to advise you with the requirements you may need to run your event safely and within the guidance recommended by the safety guide published by the Health and Safety Executive. If you have any queries please contact them via e-mail at the address: amb_northernemergencyplanning@wales.nhs.uk

If your event is relatively small, you could discuss the matter with the [British Red Cross](#) or [St John's Ambulance](#). They can advise you on the cover required and the cost.

REFUSE AND WASTE PLAN

- State how you will clear the litter and waste from your site
- Don't forget about waste generated by catering stalls and traders
- [Waste Awareness Wales](#) have published thorough guidance on this subject on their web page organisers in.

LOST PROPERTY

State how you will deal with lost property that is handed into you and how you will deal with items that are reported missing. Keep a record of lost property on the day.

CAMPING

Camping is an integral part of many events, should your event require camping facilities make sure that these are included in your site plan and are provided within the defined event site.

- Ensure that adequate services and facilities are provided for the whole duration of the event and not just during the licensed period of entertainment.
- Livestock are required to be moved off the fields at least 21 days before event.
- Make provisions for crew camping areas and camping for stall holders with their stalls.
- Services required by campers include water toilets, water facilities, stewards, fire precautions, medical facilities and catering stalls.
- Include opening and closing dates and times of the campsite on the event publicity.
- The camping ground will need to be well drained with little or no risk of flooding and the grass should be cut short to prevent the risk of spreading fire.
- Provide segregation for camping vehicles and live in vehicles.
- Segregate cars and camping areas
- A separate camping area for families should be considered.
- Split the camping area in to sections that are easily identifiable to campers to help them find their tents.
- Include a contingency plan in case of bad weather failure of the water supply etc.

FIRE SAFETY ON CAMPSITES

Camp fires should be discouraged. If campfires are allowed consider providing suitable materials to burn such as chopped firewood to avoid the burning of plastics and other materials. Provide fire marshals, watchtowers and fire points with extinguishers and a means of raising an alarm. Try to keep the parking areas and camping areas as close to each other

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as possible for campers who will be carrying large amounts of equipment, particularly families.

GENERAL FIRE SAFETY

Further advice on fire safety, including guidance on 'Open Air Events and Venues' can be found on the [Health and Safety Executive](#) web pages You can also contact [North Wales Fire & Rescue Services](#) directly.

WATER SUPPLY

If your event needs a new or separate water supply you will need to contact [Welsh Water](#) to discuss your requirement. ([Please see guidance](#))

INSURANCE

(Ask your insurance broker when they need your application and payment)

You will need public liability/employers/equipment insurance. Some buildings and some outdoor locations may already have such insurance. Check if this is the case, ask to see the insurance policy and read the small print to check that it is right for you. If you need to get insurance, go to a specialist events insurance broker and, again, read all the small print on any policy you are offered. Use [Yellow Pages](#) or the web to find specialist brokers, or the web pages of the [National Outdoor Events Association](#).

Bad weather can force you to cancel an outdoor event. You can get insurance against this, bad weather insurance is expensive, but it's better than taking the risk.

LOCAL RESIDENTS

- It's a good idea to consult all local residents beforehand, as this will help minimise objections to your event later on.
- It's a good idea to make a formal announcement of your event in your local paper, inviting local residents to comment.
- Put up notices about your event on and around the site so that others can comment.
- Contact the [Local Councillor](#) and explain things to them.

TIP

It's a lot better to have local residents working with you than against you

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9. EVENT PRESENTATION

After all the detailed planning and preparation you have gone through the event presentation should run smoothly.

BE SURE EVERYONE KNOWS THEIR JOB

- You should have given specific jobs in specific locations to individuals. Make sure they all know exactly what's expected of them.
- Arrange for relief and breaks for staff and volunteers during the event.
- Try to get round and talk to all staff and volunteers during the event. This makes them know they're not being forgotten and their services are valued.
- Make sure you provide food and drink for all staff and volunteers.
- A staff T-shirt is a good way to make staff identifiable and feel part of a team or a fluorescent stewards vests.
- Ensure all staff know who they need to report to and who to go to for support.
- Constantly check that all your careful plans are being kept to.

TIP

All the careful planning in the world is no use if you don't stick to the plans. Bad weather, electrical failure, failure of artists to turn up and a host of other things can happen. Make sure you have fall back plans for these, make sure those plans are followed.

10. FEEDBACK AND EVALUATION (THIS IS ESSENTIAL)

Feedback and evaluation is essential we all should learn from experience and holding an event is no exception. Those who attended the event, the staff and volunteers, who worked on it, and you, as event organiser, should all learn from it. You should make sure you take this chance to hear the views of others on what went right and what could be improved on. Feedback will help you report back to funders (feedback is often a condition of grants awarded) and also to make plans and improvements in the future.

Make plans for feedback early on in your planning as the event gets nearer, you will have many pressures and feedback often ends up being neglected. Think carefully about what you want people to feedback on, and who you want to feedback. Make sure the feedback systems are appropriate. You should get feedback from those who attend the event, staff and volunteers and all those who participate, performers, stall holders etc. You also need to think about your own feedback as the event organiser.

EVENTS SAFETY ADVISORY GROUP

- Get feedback from the [Events Safety Advisory Group](#).
- If necessary you should attend an event evaluation meeting with members of the Events Safety Advisory Group.
- Act on the advice of the group.

THOSE WHO ATTENDED THE EVENT

- Get feedback by word of mouth and a questionnaire.
- Consider asking audience members to fill in a clear and simple form you may wish to offer them an incentive to do this such as a small give-away, free entry in a prize draw etc.
- Use the opportunity to get audience contact details so you can tell them about your next event (make sure they give their permission for you to hold their details and to contact them in accordance with the data protection act).
- Listen carefully to what people say, you may not agree with it, but you ignore your audience at your own peril!
- Assess all the feedback and identify the most common points.

STAFF AND VOLUNTEERS

- You can either ask staff to complete feedback forms or hold a debrief meeting soon after the event.
- If you are inviting staff to a debrief meeting, think about combining it with a 'thank you' party.

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- Record everything that is said it is easy to forget things, especially if you don't agree with what is said.
- Collate and assess all feedback.

PARTICIPANTS

(Such as contractors, traders and artists)

- Ask all participants to complete feedback forms, make sure they're not too long or complicated and that there is an easy way of getting them back to you.
- Get feedback through word of mouth.
- Give out forms to people at the event to get their views.
- Listen carefully to what people say. You may not agree with it but that's what they think and they have a reason for thinking it.
- Assess all the feedback and identify those points that keep coming up.

YOUR FEEDBACK AS AN EVENT ORGANISER

- If you have time, make notes as you go along on things that work well or that need improving. If you are too busy to do this during the event, do it as soon as possible afterwards.
- Compare your feedback to all that you have gathered from others and identify areas of common criticisms and praise.
- Be honest in your evaluation of the event and view criticism from others as a positive route towards making improvements in the future.
- Think about how things could be improved, be honest with yourself.

ECONOMIC ASSESSMENT

You should assess the economic value of your event as well. This is extremely important to be able to show that the value of your event is far wider. This information will be extremely useful in the future when you may be making an application for support. Please see [Event Impacts](#) for assistance with this activity

TIP

It's hard to get things right the first time and so you have to be prepared to accept this and the views of others on how things could be improved. Don't be disheartened by criticism – it's your chance to improve.

GWYNEDD EVENTS HELP NOTES

GWYNEDD COUNCIL CONTACT DETAILS

Gwynedd Council

T: 01766 771000

<http://www.gwynedd.gov.uk>

Individual Services

[Access Service](#)

T: 01286 679356

[Building Control Service](#)

T: 01286 685015

[Business Development Service](#)

01286 679677

[Education Service](#)

T: 01286 679227

[Gwynedd Events Unit](#)

T: 01286 679398

[Language Promotion Unit](#)

T: 01286 679452

[Maritime and Country Parks Service](#)

T: 01758 704066

[Public Protection Service](#)

T: 01286 682874

[Recycling Service and Waste Service](#)

T: 01286 679871

[SAG](#)

T: 01286 679398

[Tourism, Marketing and Customer Care Service](#)

01286 679963

[Transport and Countryside Service](#)

T: 01286 679008

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USEFULL CONTACT DETAILS

[AA](#)

T: 0845 607 6727

[Arts Council Wales](#)

T: 01492 533440.

[British Arts Festivals Association \(BAFA\)](#)

T: 020 7240 4532

[British Red Cross](#)

T: 01745 828330

[Business Wales](#)

T: 03000 603000

[Cadw](#)

T: 01443 336000

[Carnival Arts](#)

T: 01582 437 100

[Civil Aviation Authority](#)

T: 0207 453 6599

[Directory of Social Change](#)

T: 08450 777707

[Equality and Human Rights Commission](#)

T: 0845 6048810

[Health and Safety Executive](#)

T: 029 2026 000

[Independent Street Arts Network \(ISAN\)](#)

T: 020 7388 9767

[Local Authority Event Organisers Group \(LAEOG\)](#)

[MCPS – PRS Alliance](#)

T: 020 7580 5544

[National Association for Voluntary and Community Action](#)

T: 0114 278 6636

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[National Outdoor Events Association](#)

T: 01749 674 531

[National Trust](#)

T: 01492 860123

[Natural Resources Wales](#)

T: 0845 130622

[National Lottery](#)

T: 0845 275 0000

[North and Mid Wales Trunk Road Agent \(NMWTRA\)](#)

T: 0300 123 1213.

[North Wales Fire and Rescue Service](#)

T: 01745 535 250

[North Wales Police](#)

T: Welsh 08456071001

English 08456071002

[North Wales Society for the Blind](#)

T: 01248 353604

[NSPCC](#)

T: 0808 800 5000

[Performing Rights Society](#)

T: 020 7580 5544

[Phonographic Performance Ltd](#)

T: 020 7534 1000

[Production Services Association \(PSA\)](#)

[RAC](#)

T: 01922 437000

[Royal National Institute for the Blind](#)

T: 0303 123 9999

[Royal Society for the Protection of Birds](#)

T: 0176 768 0551

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[Security Industry Authority](#)

T: 0844 892 1025

[Snowdonia National Park](#)

T: 01766 770 274

[Sports Wales](#)

T: 0845 045 0904

[St John Ambulance](#)

T: 08700 104950

[Traffic Wales – Welsh Government](#)

T: 0300 123 1213

[Voluntary Arts](#)

T: 0290 20 395395

[Welsh Ambulances Service - NHS Trust](#)

T: 01745 532 900.

[Welsh Council for Voluntary Action](#)

T: 0800 288 8329

[Welsh Government Major Events Unit](#)

T: 0290 2047 5406

[Welsh Language Commissioner](#)

T: 0845 6033 221

[Welsh Water](#)

For new connections to public supply

T: 0840 9172652

For water supplied from existing connections

T: 0800 0520130

NEWS

[BBC Cymru / Wales](#)

T: 02920 322486

[ITV Cymru / Wales](#)

T: 0207 156 6000

GWYNEDD EVENTS HELP NOTES

[S4C Cardiff](#)

T: 0870 6004141

[Tinopolis TV](#)

T: 01554 880 880

[ITN](#)

T: 0207 833 3000

PRESS

[Daily Post](#)

T: 01492 582582

[Western Mail](#)

T: 02920 2023333

[Wales on Sunday](#)

T: 02920 583583

[Golwg](#)

T: 01570 423 529

[Y Cymro](#)

T: 01766 515531

[Cambrian News](#)

Aberystwyth

T: 01970 615 000

Porthmadog:

T: 01766 513 809

[North Wales Chronicle Series](#)

T: 01248 387400

[Caernarfon & Denbigh Herald](#)

T: 01286 671111

[North Wales Weekly News](#)

T: 01492 584321

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RADIO

[BBC Radio Cymru](#)

Bangor:

T: 01248 370 880

Cardiff

T: 02920 322 412

[BBC Radio Wales](#)

T: 03700 100 110

[Heart 103.4 FM](#)

T: 01248 673400

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USEFUL PUBLISHED SOURCES

[Association of Festival Organisers](#)

(For community based events)

[Balloon launches](#)

These can be damaging to the environment, so it's worth consulting the 'Balloon code of conduct'

[Betsi Cadwaladr University Health Board](#)

(01248) 384 384

[Bouncy Castles and Inflatable's](#)

[Children](#)

Information on Criminal Record Bureau (CRB) checks for those working with children (volunteers can be checked for free)

[Crowd Management and Emergency Planning](#)

Information on emergency planning and training

[Disability Access](#)

Make sure your event complies with the Disability Discrimination Act.

[Fair Trade](#)

How to source fair trade products for your event

[Fire Safety](#)

Clear, basic information in relation to fire management

[First Aid](#)

Information on First Aid at Work (your event is considered a place of work)

[Funfair ride safety](#)

What you need to know if hiring funfair rides

[Green events](#)

Information and advice on green events

[Health and Safety Executive](#)

There are publications in relation to bonfires and risk assessments, the web page has many leaflets that can be downloaded for free please see links underneath

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[Health and safety made simple](#), is a good place to start!

- [Risk assessment](#)
- [Health and safety regulations](#)
- [Basic advice on First Aid at work](#)
- [Electricity at work- safe working practise](#)
- [Electrical safety at places of entertainment](#)
- [Managing crowds safely](#)
- [The working at heights regulations 2005](#)
- [Fairgrounds and amusement parks](#)
- [The Green Guide – safety at Sports Grounds](#)
- [RIDDOR](#)

[Marquees](#)

The Made up Textiles Association (MUTA) has useful information on marquee hire

[Noise Council](#)

Guidance on control of noise at events

[Performing Rights Society \(PRS\)](#)

See the music users section for information on licensing and permissions relating to the performance of live music

[Phonographic Performers Ltd \(PPL\)](#)

Similar to the PRS above but in relation to recorded music and videos

[Association of Event Organisers](#)

These organisations offer a wealth of information, contacts and support Association of event organisers (for companies in the events industry)

[Purple Guide](#)

Guidance in relation to health safety and welfare for musical and other events. This publication has been developed by the Events Industry Forum. The publication is available on line for an annual subscription of £25 and will be updated as required and as the law changes.

[Security](#)

You may need to have Security Industry Authority (SIA) licensed security personnel, particularly if you are selling alcohol.

[Voluntary Arts](#)

Whole series of briefing documents on all aspects of the arts and event management which are relevant to events even if you don't have any arts content in your event!

The header banner features a teal background on the left with the text 'GWYNEDD EVENTS HELP NOTES' in white. On the right side, there are four vertical stripes in light green, orange, red, and blue.

GWYNEDD EVENTS HELP NOTES

THE ULTIMATE RESPONSIBILITY FOR ALL MATTERS REGARDING THE SAFETY OF THE EVENT AND THE IMPLEMENTATION OF THE RECOMMENDATIONS CONTAINED IN THIS DOCUMENT RESTS WITH THE EVENT ORGANISER

Version 5 - Updated January 2017 by Gwynedd Council,

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Edited by: Hugh Edwin Jones, MSc. DIP RSA, Tech IOSH. (1st January 2017)

Published by: Gwynedd Council.

Design by: Cread Cyf.

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Version 3 – 19-08-19-hej