



# NORTH WALSHAM TOWN COUNCIL

## Event Management Plan

### *Guidance Notes*

Adopted by the Council at its meeting held on 23.2.21

#### **Introduction**

The purpose of this document is to provide broad guidance notes for event organisers planning to hold an event on or using land belonging to North Walsham Town Council.

#### **Pre-Planning**

The success of any event is always dependent upon adequate pre planning and it is essential that you allow enough lead-time to ensure that your event is a success. By addressing the why, what, where, when and who early in your planning process, it will help you to make informed decisions during the event planning process.

**Why** - it really is worth asking this question at the very beginning, sometimes you may find that the answer is not immediately obvious. By addressing the 'why' it will help your organising committee establish the core values of your event. Establishing the core values will help you design your event and develop the 'who' and therefore 'what' elements you should include as part of your event programme.

**What** - you need to decide what it is that you will present at your event. Your core values will provide direction here. Knowing who your target audience will help you identify what elements should be at your event. Try to put yourself in the shoes of someone from your target audience, what are their interests, what will attract and excite them at your event.

**Where** - some things that should be considered when deciding on your event venue include: site area, access, community impact, transport, car parking, ground conditions and existing facilities such as toilets. It is also worth considering your venue in terms of your target audience, is the location accessible to your main target audience?

**When** - consider your event date in terms of some of the following: other events, day of the week, do your opening times suit your audience and the likely weather conditions at that time of the year.

**Who** - this is one of the most important points to consider in your pre planning process. Identifying the 'who' will come from your 'why' and the identification of the core values. Your 'who' may also mean you need to give special consideration for facilities such as young children, teenagers, the elderly or disabled.

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## 3. Event management team

Any event should always have one person who is ultimately responsible for all aspects of the event. Depending on the nature and scale of the event, a number of other people will have key tasks and responsibilities allocated to them but will report to the Event Manager.

## 4. Emergency Services

Depending upon the size of your event, you may be required to notify the emergency services of your event in case of a major incident or need to close roads.

## 5. Staffing the event

For smaller and community-based events an organisational matrix should still be developed. It helps everyone understand the management structure and who is responsible for what.

It is also an essential element in your emergency response planning. If an incident occurs it is crucial that your staff, the public or emergency services know the chain of command. You should highlight the levels of command and the protocols for communication up and down the hierarchy.

It's important that you produce and document an event day programme; this not only helps your event management on the day but also allows you to promote your programme to your audience prior and during the event. A production schedule is also an essential element in successful event management, it ensures

tasks are done on time and not forgotten, with so much to think about it is easy to forget things if you don't document each and every task.

Regardless of the scale of the event you should document what needs to be done prior, during and after the event to ensure all tasks are carried out in a timely manner.

## 6. Health & Safety

It is your responsibility for health and safety of staff and public at your event

The Health and Safety at Work Act 1974 <http://www.hse.gov.uk/legislation/hswa.htm> is the primary piece of legislation that covers health and safety at work.

Even if you are a community organisation with no employees it is still your responsibility to ensure that your event and any contractors are operating legally and safely.

It is essential that you address the following headings to ensure that you have taken all steps that is reasonably practical to ensure your event is safe and complies with all health and safety law and guidelines.

### Risk assessments and Management

The risk assessment process is not an option when planning an event, it is an absolute necessity and no event will be granted permission until a suitable risk assessment has been completed.

It is important that a risk assessment is not just something you do because it is a legal requirement, it is the single most important tool to ensure you cover all health, safety and planning aspects of your event.

A risk assessment is a 'fluid' document that should be developed early, constantly monitored, adjusted and shared widely with internal and external stakeholders.

The first step in the process is to develop a risk register, do this with your planning group and brainstorm every identifiable risk. Each identified risk will then be dealt with via the risk assessment template.

You must include the fire risk within this assessment.

You can refer to the HSE (Health and Safety Executive) 5 Steps to Successful Risk Assessment - <http://www.hse.gov.uk/pubns/indg163.pdf>

## 7. Fire safety

You must address the area of fire safety for your event. as stated under Risk Assessments and Management you need to include the risk of fire in your event risk assessment.


Also document how you have addressed the key areas of the fire risk assessment process highlighted below:





- Identify the fire hazards, i.e. sources of ignition, fuel and oxygen
- Identify people at risk within and surrounding your site and those at highest risk
- Evaluate the risk of a fire occurring and evaluate the risk to people should a fire occur
- Remove or reduce fire hazards and remove or reduce the risks to people
- Consider the following: detection and warning, fire fighting, escape routes, signs and notices, lighting, maintenance
- Recording significant findings and action taken
- Prepare and emergency plan
- Inform and instruct relevant people, provide training
- Keep assessment under review and revise where necessary

Useful resources for fire safety planning include:

- <http://www.communities.gov.uk/publications/fire/firesafetyassessment>  
Fire Safety Risk Assessment – open air events and venues
- Guide to Fire Precautions in Existing Places of Entertainment and Like Premises – Home Office – Chapter 13 page 136 'Special Provisions for Temporary Structures and places of Entertainment which are under cover in otherwise open air situations'.

**PLEASE ASSUME NORFOLK FIRE AND RESCUE SERVICE WILL NOT BE ATTENDING YOUR EVENT.**

Type	Fire Classification	Fire Extinguisher Suitability
ABC POWDER		Powder fire extinguishers are ideal for use in mixed risk environments and offer excellent all round fire protection. With a unique class C rating, powder fire extinguishers are the only

		effective solution for fires involving flammable gases.
AFF FOAM		Foam fire extinguishers are ideal for use on fire involving solid combustible materials and are highly effective on flammable liquid fires. The layer of foam applied by these extinguishers helps to prevent re-ignition after the fire has been extinguished.
CARBON DIOXIDE		CO2 fire extinguishers are suitable for use on flammable liquid fires and are extremely effective at extinguishing fire involving electrical equipment. CO2 is also one of the cleanest extinguisher agents and leaves no residue behind.
WATER		Water fire extinguishers are suitable for use in environments containing solid combustible materials such as wood, paper and textiles. It is important to remember that water conducts electricity and should not be used around electrical equipment (unless water extinguishers with additive are used).
WET CHEMICAL		Wet chemical fire extinguishers have a unique class F rating and are usually supplied with a special application lance. The perfect solution for tackling large burning oil fires, wet chemical extinguishers are ideally suited to the kitchen environment.

For more localised support, please contact Norfolk Fire and Rescue on 0300 123 1669

## 9. Security

Most events, although not all, will require some professional security.

The main purpose of security and stewarding is crowd control and it will be your risk assessment that will identify what your security requirements will be.

When assessing the security needs of your event give consideration to the following; venue location, date, operating times, target demographic, planned attendance numbers, fenced or open site etc.

Security at events must be SIA (Security Industry Authority) registered. More information is available at <http://www.sia.homeoffice.gov.uk/Pages/home.aspx>

More information on security at outdoor events is available in the HSE Event Safety Guide Chapter 6 Crowd Management – Page 51

**PLEASE ASSUME NORFOLK POLICE WILL NOT BE ATTENDING YOUR EVENT.**

## 10. Stewarding

In addition to your own organisations staffing requirements you will also need to consider stewarding requirements.

Some key points to consider when developing your plan are: - Your risk assessment will help you identify your requirement

## 11. Extreme weather

The Event Organiser should acknowledge that extreme (or adverse) weather could have a serious impact on the event either during the 'build up'/'load in', "event day'/live event' or 'breakdown'/'load out' phases and it is its responsibility to plan for such an occurrence so as to insure the safety of everyone associated with the event.

The Event Organiser must realise the need to have plans in place to effectively respond to disruptive influences, health and safety incidents and emergencies which might occur at, or impact upon the event along with effective management arrangements to deal with such situations and ensure all those involved with the event understand their specific roles should an incident or emergency occur.

All event staff, volunteers, stewards, security personnel etc. should be fully briefed on emergency situations 'show stop' and evacuation procedures.

## 12. Contingency Planning

Contingency planning deals with issues around the event site and the ability of the event to take place for health and safety related incidents and emergencies.

Incidents that may require a contingency plan may include severe weather (see Section 13), Communications (see Section 15), disruption to traffic/transport arrangement (see Section 16) etc.

The event risk assessment will be a good starting point for any major incident plan. This will help you focus on areas that will need to be considered.

Areas include:

- the type of event, nature of performers, time of day and duration;
- audience profile including age, previous or expected behaviour, special needs, etc..
- existence or absence of seating;
- geography of the location and venue;
- topography;
- fire/explosion;
- terrorism;
- structural failure;
- crowd surge/collapse;
- disorder;
- lighting or power failure;
- weather, e.g. excessive heat/cold/rain;
- off-site hazards, e.g. industrial plant;
- safety equipment failure such as CCTV and PA system;
- delayed start, curtailment or abandonment of the event.

### Declaration of a Major Incident and Transfer of Command

The decision to declare an incident, as a 'Major Incident' is that of the Event Safety Management Team and the emergency services. This may include a major emergency off site that has an impact on the event and the emergency services instructing the Event Safety Management Team of the need to implement evacuation of part or the whole event site.

A Major Incident can be declared by any of the Category 1 response organisations – see Civil Contingencies Act 2004 Schedule 1

<http://www.legislation.gov.uk/ukpga/2004/36/schedule/1>

Further guidance can also be obtained from the HSE Event Safety Guide page 31 Chapter 4 – Major Incident Planning

## 13. Electricity

Temporary electrical installations are subject to the same standards and regulations as permanent electrical installations and must comply with the general requirements of the Electricity at Work Regulations 1989.

Any event that has electrical supply included must have a competent electrician sign-off the installation prior to the event starting.

Further information on electrical installations for events is available upon request or refer to the HSE website for detailed information on electrical safety

<http://www.hse.gov.uk/electricity/index.htm>

## 14. Inflatable play equipment

If you plan to have bouncy castles, rides or a fun fair at your event you must carry out a number of checks and collect a range of documentation before the Team will grant approval for these to be present at your event. Please include here any inflatable play equipment you intend to have at your event.

Further guidance on the British Standards and law relating to inflatable play equipment is available on the PIPA Inflatable Play Inspection Scheme website

<http://www.pipa.org.uk/index.asp>

## 15. Funfairs

Further information is available on the HSE website in regards to the ADIPS scheme at <http://www.hse.gov.uk/pubns/etis8.htm>

## 16. Temporary demountable structures

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

Guidance on minimum requirements prior to the Team granting approval for your event based on what temporary structures you intend to bring onto the site:

More information can be found in the 'Temporary Demountable Structures – Guidance on Procurement, Design and Use'

Please also consider the risk of a fire within any Temporary Demountable Structure and how this would be managed.

## 17. Animals

The Authorised Officer may prohibit the use of any animal at the Event which they consider may pose a danger to the public.

Event Holders may use only the animals which are listed on the Event Application form and any updates to that list, which must be submitted to the Authorised Officer for approval at least 7 days before the animals are to be brought to the Site.

The Hirer shall be responsible for the welfare of the animals, which are to be transported, housed, fed and displayed to the public in a manner suitable and appropriate to the animals' needs. The Hirer shall furthermore at all times abide by the obligations and the duty of care imposed on them by the Animal Welfare Act 2006.

## 18. Event Communications

The importance of communications when planning and delivering an event is paramount. You need to consider three main areas of communication when developing your event.

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

More information on event communication can be found in the HSE Event Safety Guide Chapter 5 Communication – page 42

### Event communications – Internal

The event will need to have an agreed procedure for reporting a child missing or found. This may involve Event Control or the event organiser, stewards or police. “Children” includes vulnerable teenagers under 18 years old. A team member with an **enhanced** DBS/CRB/PVG Scheme check will be allocated the responsibility for supervising the lost children service at all times.

## 20. Licencing

### Temporary Event Notice

There are a number of legal requirements for those providing licensing activities.

The following aspects must be provided when selling or supplying alcohol.

- Have an Age Verification Policy
- Provide Free water – whether bottled or tap water.

In some circumstances, Norfolk Police may seek a Drugs and Searching Policy.

## 23. Site plan

A site plan must be submitted for each and every event. This template has been designed to assist smaller event organisers that do not require a site plan to the standard of a larger professional event organiser, however the more accurate and detailed the plan the better.

It will help you execute the site build and production elements of your event.

Your site plan should include the following:

Placement of all temporary structures	Emergency exits and assembly points
All other site infrastructure	First aid points
Any fencing or barriers	Information point
Generator or power sources	Lost children's point
Power supply runs (cables)	Vehicle entry points
Entry and exit points	Any event décor, i.e. flags, banners etc

Be aware that you may want to create two versions of a site plan, one that you would use at the site on the day to provide event participants with information and another version that is purely for your management team.

Accurate site plans are very helpful when you are doing the site build as you are able to clearly direct people when they arrive on-site to their correct position.

Site plans are also a useful tool in the event design process as you can plan how people will enter the site, how people will interact with the site and how people will move about the site.

## 24. Toilets

You are required to provide adequate toilets facilities for you event attendees, staff and contractors.

**The HSE guidelines for toilets numbers are provided below.<< Not present!** More information on Sanitary Facilities at your event can be found in the HSE Event Safety Guide – Chapter 14 page 88. Be conscious that you will need to provide disabled facilities and separate sanitary facilities for caterers.

**Please outline here your planned toilet provisions for your event based on your expected numbers and gender split.<<< needs moving to the EMP**

## 25. Vehicles on site

Points to consider when developing your vehicles on site policy: - As part of your emergency planning (and included on your site plan) you should have clearly marked emergency vehicle access.

Ideally this should be a sterile route however this may not always be possible and you therefore need a procedure in place for the safe entry and exit of emergency vehicles.

**Please outline here what your vehicle policy is for this event site.< Needs moving to the EMP**

## 27. Environmental

It has never been more important for event organisers to put in place plans to minimise their environmental impact.

### Recycling

It is essential that your event has a recycling plan in place and that it is carried out. For small community events this could be as simple as labelling some bins to encourage people to separate their waste into a range of categories and then making sure that these are taken away at the end of the event.

Larger events will need to demonstrate that they have a sound recycling strategy in place or are employing a professional recycling organisation to manage recycling on the day.

Points for consideration:

- Make sure your concessions and food suppliers have appropriate policies and procedures in place in regards to providing biodegradable containers and systems for the disposal of dirty water, cooking oil etc..
- Think through how you will encourage people to place the appropriate waste into the correct receptacle. Contaminated recyclable materials could mean that the materials need to be sent to landfill
- How will you keep the site clear of waste? Will this be the remit of stewards or volunteers?

## 28. Noise

All residential areas in close proximity and it is therefore essential that the team and the NNDC Environmental Health are fully aware of any event elements that may cause noise issues.

The most obvious elements that have the potential to cause noise pollution issues are live music stages, fun fairs and public address systems.

It is therefore essential that you contact NNDC to discuss your plans and get agreement on noise levels at identified sites surrounding your event.

No event that has the potential to cause noise nuisance will be granted approval until confirmation has been received from the Environmental Health that they are happy with your plans.

Points to consider: - Selection of location for your event - Larger events that have a music stage will always have to employ a professional sound engineer and they must liaise with the NNDC Environmental Health to establish agreed sound levels –

## 30. Evacuation

The maximum escape time for open-air events can vary dependant on various factors, including the size of the venue, whether full or partial evacuation is employed, etc. This is normally between five and 10 minutes.

These times depend largely on the level of fire risk present, with the figure of five minutes suggested for higher-risk events, and a longer period for lower fire-risk events.

The escape times for individual structures should be based on between 2 and 3 minutes dependant on risk

We recommend 3 rendezvous points are identified, the most appropriate RV point will be used dependent upon the location of the incident.

## 31. Contingency plan

The advice of the Safety Advisory Group is to consider a back up plan. Running events can be very unpredictable and important considerations missed. Working through the Event Management Plan will help organisers understand the responsibilities in running events. During the planning of any event, always consider any potential risks and how they can be reduced.

Some of these factors could be out of control of the organiser such as fire at a premises nearby or a road closure due to a serious car accident. These factors need to be considered and documented should an incident occur.



