



A Guide to Planning your Event



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This guide

The following guide is intended to provide advice to help plan an event and includes most of the questions that you may need to ask or consider.

This is by no means an exhaustive list and is aimed at providing the basic information to help plan your event. Each event will be unique and will require some thought about what will need to be done or considered.

If you are unclear about what is required, it is important that you always seek advice and/or clarity from the appropriate agency or organisation.

If there is something that could improve this guide please email enterprise@stratford-dc.gov.uk.

Event Site

Private land

Permission or Licence to use land - it is important that you have permission to use the land for your event. This may seem obvious but you need to confirm insurance arrangements if you need insurance cover. Will the owner cover the insurance? Have you seen the insurance? Is it of an appropriate level?

Access - Is the access to the land appropriate? If it rains will it be one big mud puddle? Is there enough parking on site or nearby?

On the Highway

Is the best place to hold the event on the road? If a road closure is required, consider what alternative parking arrangements may need to be made, and the affect this may have on parking bays. Will there be a clash with an event/market etc? Road closures are usually regarded as a last resort because of the disruption they can cause.

To apply for a Road Closure (**application no later than 12 Weeks before closure**) contact Stratford-on-Avon District Council on 01789 260691
<http://www.stratford.gov.uk/transport/road-closures.cfm>

Suspension of Parking (**application no later than 3 working days before closure**). If you need to suspend parking in on street parking bays, you will need a parking bay suspension order.

- Costs £60 + £10 per bay, per day
- <http://www.stratford.gov.uk/transport/on-street-parking.cfm>

Red route access - you will need to liaise with the appropriate agencies to ensure that emergency access is available for Fire, Police or Ambulance.

Working with Partners

Engagement

The earlier you start to engage and plan with any partners the better. They will feel more included and you will identify any issues that may need to be overcome.

Don't just focus on the usual suspects when looking for partners. Other community groups and organisations may bring expertise or additional people to your event.

You may want to contact VASA (Voluntary Action Stratford-upon-Avon) and discuss your plans. VASA work with many organisations locally and may be able to offer suggestions about who to speak to.

Consultation and Communication

It is important to get the agreement of all those who might be affected by your event. For some this can be done informally and might only mean having a conversation.

It is good practise to provide written details about what is being planned. This should include time, date, where it is being held, why it is being held, and what is involved.

If you are applying for road closures or licensing you may be required to consult with other bodies. Follow the instructions on any formal documentation that you are using and if possible get receipts for the consultation you send to Fire, Police, Highways, etc.

Attractions and Exhibitors

Insurance - Ensure that anyone who will be operating an attraction or who is exhibiting has adequate insurance, including public liability. An appropriate level of cover would be to have a minimum of £5 million depending on the level of risk - this should be discussed with your insurer. You should at least have sight of the original insurance certificate and you may want to consider keeping a copy for your records.

Bookings - Booking attractions and exhibitors can be time consuming, start early! Well known attractions may have a very busy diary and you may have to confirm bookings a year or more in advance.

Confirm your bookings as early as possible, this will allow you to set out what and how you can advertise and publicise the event.

Discuss with your attractions and exhibitors what their needs are. If they are going to need electricity or use generators, this may need some organising, if it is a large attraction then access to and exit from the site may be an issue that needs to be addressed.

A site location plan (as part of your wider event plan) showing the layout of stalls/exhibitors will be useful for everyone.

Publicising your event

Placing signs for your event is one of the best ways of publicising it. Stratford-on-Avon District Council has produced simple guidance to help with this <https://www.stratford.gov.uk/community/fly-posting.cfm>

Other ways of publicising your event include using your local radio and press. It is important to let them know in plenty of time as they often work to tight schedules. Many radio stations are happy to publicise local events for free, sometimes through special sections of their programmes or via their websites.

Costs

There may be costs associated with your event including licences, planning permission, advertising, printing, hire of stalls, attractions, etc. In addition there may be other incidental costs that you do not budget for ie running out of materials, fuel for generators, etc.

Your budget should be realistic and include an amount for contingencies.



Funding Support

Grants - Grants may be available from some organisations to support your kind of event. Warwickshire County Councillors have a small pot of money to support causes in their area. Speak you your WCC Councillor to see if they are able to support your event. It is important to note that the amount of money is small and conditions have to be met to allow the Councillor to offer this support. Stratford on Avon District Council no longer offer grants of this nature but its also worth speaking to your Town Council.

Charges - Charges to stall holders or exhibitors taking part in the event may be appropriate in some instances. Provide clear information about any conditions that need to be met and provide these in writing. Setting a charge for taking part might put some people off, and it will mean having to 'sell' the event, but it also means that people will attach a value to being part of it and be less likely to not turn up.

Health and Safety

This is often seen as a huge inconvenience to anyone holding an event, but it is too important to brush over in your plans. Contrary to popular beliefs, Health and Safety is about common sense and trying to avoid the potentially dangerous situations arising.

The Health and Safety Executive provides information on how to plan and run a safe event which can be found at <http://www.hse.gov.uk/event-safety/index.htm>. These pages will give you information on what to do in creating an event plan and explain what your responsibilities are.

Licensing

You should seek advice as to what form of licensing may be needed by calling Stratford on Avon District Council on 01789 260211. Licences MUST be sought in advance of any event and they take time to arrange as consultation between agencies (WCC, Police, Fire, SDC) might need to take place. For some events the people providing the licensed services may need to have personal licences.

- **Temporary Events Notice (TEN)** (application no later than **10 working days before event**)
- **Late Temporary Events Notice (LTEN)** (application between **9 and 5 working days before event**)
- For events with 499 people attending or less (including stewards, marshals etc)
- There are limits to the number of TENs and Late TENs that can be applied for see <http://www.stratford.gov.uk/business/temporary-event-notice.cfm>
- Please see the above website for current costs for application.
- Street trading consent is required for individuals to trade on all streets within Stratford-on-Avon District.
- For events with more traders or markets within them a Street Trading/ Special Events consent is required.
- Costs for these can be found on Stratford-on-Avon District Councils' website.

On the Day

Opening Up

- Any road closure diversions should be clearly signed.
- Any barriers to close the roads should be put in place AFTER the time the road closure is in force from.

Closing Down

- Any litter should be disposed of in line with your event plan.
- Notify Stratford-on-Avon District Council's Street Scene if you have previously arranged for an extra refuse collection. This service is chargeable.
- After all obstructions are removed, remove the road closure barriers.
- The road must be opened by the Time the road closure ends.
- Diversion notices should be taken down.

Finally, if you are unclear about what is required to help you plan your event, it is important that you always seek advice and/or clarity from the appropriate agency or organisation.

Contacts

Warwickshire County Council

- Highways Department - countyhighways@warwickshire.gov.uk , 01926 412515 / 01926 412515, County Highways, Old Budbrooke Road, Warwick, CV35 7DP

Stratford on Avon District Council - Elizabeth House, Church Street, Stratford-upon-Avon, CV37 6HX, 01789 267575, web: www.stratford.gov.uk

- Planning - 01789 260303
- Licensing - 01789 260211
- Environmental Health - 01789 260835
- Parking - 01789 260691
- Streetscene - 01789 260616

Town & Parish Councils

- Southam Town Council, The Grange Hall, Coventry Road, Southam, CV47 1QA, Telephone: 01926 814004, <http://www.southamcouncil-warks.gov.uk> , email clerk@southamcouncil-warks.gov.uk
- Shipston Town Council - New Clark House, West Street, Shipston-on-Stour Warwickshire CV36 4HD T: 01608 662180 Email: clerk@shipstononline.org, web <http://www.shipstononline.org/>
- Stratford-on-Avon Town Council - Stratford-upon-Avon Town Council, Sheep Street, Stratford-upon-Avon, CV37 6EF, Tel: 01789 269332, Fax: 01789 297072, Email: info@stratford-tc.gov.uk, web: <http://www.stratforduponavontowncouncil.com>
- Alcester Town Council - Alcester Town Council, Globe House, Priory Road, Alcester, B49 5DZ, email: info@alcester-tc.gov.uk , web: <http://www.alcester-tc.gov.uk>, tel: 01789 766084
- Henley and Beaudesert Joint Parish Council - Forward House, 17 High Street, Henley-in-Arden, Warwickshire, B95 5AA, Tel: 01564 795499, Fax: 01564 795499, E-mail: bhjpc@btconnect.com, web: <http://www.henley-in-arden-pc.gov.uk/>
- Bidford-on-Avon Parish Council - Bidford Parish Council Office, Bramley Way, Bidford-on-Avon, B50 4QG, Telephone: 01789 778653, Mobile: 07718 628925, Email: info@bidfordonavon-pc.gov.uk, web: <http://www.bidfordonavon-pc.gov.uk>
- Studley Parish Council - Parish Office, Studley Village Hall, High Street, Studley, Warwickshire, B80 7HJ, Telephone 01527 853204, Email: clerk@studleyparishcouncil.org.uk, web: <http://www.studleyparishcouncil.org.uk>
- Wellesbourne Parish Council - Wellesbourne Parish Council, 2 School Road, Wellesbourne, Warwickshire, CV35 9NH, Telephone 01789 841434, Fax 01789 841166, Email: wellesbournepc@btconnect.com, web: <http://www.wellesbournepc.org>
- Details of all parish and town councils can be found at <http://democracy.stratford.gov.uk/mgParishCouncilDetails.aspx?bcr=1>

Emergency Services

- Police - 01926 415000
- Fire - fireandrescue@warwickshire.gov.uk , 01926 423231 / 01926 423231, Service Headquarters, Warwick Street, Leamington Spa, CV32 5LH
- NHS/Ambulance - West Midlands Ambulance Service NHS Trust, Regional Ambulance Headquarters, Millennium Point, Waterfront Business Park, Waterfront Way, Brierley Hill, West Midlands, DY5 1LX

First Aid

- Red Cross - <http://www.redcross.org.uk/What-we-do/First-aid/Event-first-aid>
- St Johns Ambulance - <http://www.sja.org.uk/sja/what-we-do/event-first-aid-cover.aspx>
- Immediate Care medical - <http://www.immediatecaremedical.co.uk/event-first-aid-cover>

Further useful information

Health and Safety Executive

Health and Safety in the workplace - <http://www.hse.gov.uk/risk/index.htm>

Safer Events web pages - <http://www.hse.gov.uk/event-safety/index.htm>

Event Safety Guide (Purple Guide) -

<http://books.hse.gov.uk/hse/public/saleproduct.jsf?catalogueCode=9780717624539>

Event Industry Alliance - <http://www.eventsindustryalliance.com/>



Stratford-on-Avon District Council

Guidance for displaying promotional posters and other material

1. General information

Stratford-on-Avon District Council is responsible for maintaining the high environmental standards of the district. This includes ensuring that any promotional material is displayed, and taken down, in a consistent and appropriate manner. We are committed to supporting local events and appreciate the value of effective promotion. We do however ask that any associated material such as posters, signs, banners, postcards, fliers and A-boards, is displayed in line with the guidance.

Please note:

- Material should not be fixed to street lighting columns or other illuminated equipment.
- Material should not be put up in such a way as to restrict vehicle driver vision at road junctions, roundabouts etc.
- Where material is displayed outside of the guidance, it is deemed to be “fly posting” and the Council has the right to remove it or take action to get it removed. (See section 7 below for the definition of Fly posting).

Below is useful guidance on displaying promotional material for different categories of event.

2. Displaying notices to promote local events

If you have a local, not for profit, charitable event, such as a village or church fete, school open day, amateur sports day or music concert, you may display promotional material. This includes educational, religious, political, cultural, recreational or social events (but not commercial events).

For these events:

- Adverts must not exceed 0.6m x 0.6m in size, and
- Adverts may only be displayed up to 14 days in advance of the event and must be taken down within 7 days after the event

In accordance with Deemed Consent Advertising guidance, provided that your advertising conforms to the above requirements, you do not need planning permission. If you are in any doubt or would like further information, please contact us (details in section 5 below).

Please note: material should not be displayed if the event is for commercial purposes (i.e. if the event is being held to generate an income).

3. Displaying notices to promote fairs and circuses

Guidelines for these types of events are slightly different from local events in that Stratford-on-Avon District Council **must be informed of the intention to display notices at least two weeks before the notices are put up.**

‘Fairs’ include events such as: antiques fair, food fairs, wedding fairs, fun fairs, street carnivals and festivals, etc

For these events:

- Adverts must not exceed 0.6m x 0.6m in size. Banners may be permissible but must be agreed in advance with Stratford-on-Avon District Council Streetscene Team.
- Adverts may only be displayed up to 14 days in advance of the event and must be taken down within 7 days after the event, and
- Stratford-on-Avon District Council Streetscene Team must be contacted and informed of the sites for the notices 14 days before they are put up.
- In accordance with Deemed Consent Advertising guidance, provided that your advertising conforms to the above requirements, you do not need planning permission. If you are in any doubt or would like further information, please contact us (details in section 5 below).

4. Displaying notices for all other purposes

Other categories of advertising may require Planning Permission. Please contact the Council’s Planning Service for advice and further information by email at Planning@stratford-dc.gov.uk or by phone on 01789 260303.

5. Contacting us

If you wish to contact the Streetscene Team to notify us of your intention to display promotional material or would like further guidance or information, please contact us by email at Streetscene@stratford-dc.gov.uk or by phone on 01789 260616.

6. Removal of fly posters

The Council is responsible for removing this material, as appropriate, from public areas and Council owned buildings. It is up to private landowners to clear material from their land or property.

The Council can request that advertisements must be removed within 48 hours and can issue a £75 Fixed Penalty Notice for each sign that is not removed in this time period.

7. Fly posting Legislation

Fly posting is the illegal posting of advertisements, leaflets and other promotional material on both Council-owned and Private land and property, including; posters, placards, metal directional signs, A-boards and banners, which can advertise a range of businesses, events and services.

Fly posters are often put up on the side of the road, where, as well as distracting motorists, they obscure traffic signs and signals, have a detrimental effect on the environment and can become litter if not removed.

Fly posting contravenes the Highways Act 1980 and the Town and Country Planning Act 1990 and is punishable by a fine of up to £2,500.

As mentioned above, if you would like to discuss any aspects of this guidance, please contact the Council's Streetscene Team at Streetscene@stratford-dc.gov.uk or by phone on 01789 260616.

8. General waste management arrangements

The Council can provide advice and support with waste management for temporary events. We may also be able to assist you with litter control at your event by providing event organisers with refuse sacks, litter pickers and temporary event bins and arranging waste/recycling collection services. If you would like further information, please contact us by email at Streetscene@stratford-dc.gov.uk or by phone on 01789 260616.