

# Event Planning Manual

## London Borough of Sutton's Advice Pack for Organising Events

Thank you for choosing to run your event in Sutton. We are pleased that you will be using one of our many diverse settings. By asking for this pack and reading the informative fact sheets we hope that you will discover that Sutton Council is here to support you in having an enjoyable and safe event for all.

**Disclaimer:** Sutton Council has prepared this advice pack to assist you to deliver safe events in the borough. The council cannot take responsibility for your event. The event organiser bears sole responsibility for the event, employees, volunteers, attendees, infrastructure and budget. It is recommended that the organiser equals or provides a better service than the approved codes of practice. It is a criminal offence not to comply with appropriate legislation such as the Health and Safety at Work Act 1974 etc.

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## Introduction

This guide is intended to lead you through the steps you will need to consider when planning an event in Sutton. It should:

- Help you through the areas you need to think about before you begin.
- Assist you in getting the correct permissions to hold your event.
- Offer you ways to access guidance from various council departments as well as how to keep the council informed of your plans.
- Offer suggestions in keeping agencies such as the police, fire and rescue and the NHS ambulance service informed of your plans.
- Help you comply with licensing, health and safety and food safety legislation.
- Help you manage your event and understand the need for running things safely.
- Offer lists of information sources that will help you with your in-depth planning.

Look for the boxes guiding you to the fact sheets or extra tips on organising your event. Please note: this Advice Pack will be constantly updated to reflect the latest processes and guidelines. Check regularly to make sure you have the most up to date information.

## What is an Event?

An event is an organised activity that invites members of the public to attend, either for free or for a charge. There are many types of events and many places and venues where events take place on either public or private land. For example, an event can be:

- A community celebration (such as a street party)
- A sporting event (such as a marathon or fun run)
- A food themed event (such as a farmers market)
- A charity fundraising event (such as a fete or fair)
- A music festival or concert
- A road based activity (such as a parade, procession or march)
- A firework display or bonfire
- A funfair or circus
- A marketing event – to raise profile for business or corporate company
- A brand and product launch (such as an experiential marketing campaign)
- An exhibition or trade fair
- A conference or convention

These events may take place in the streets, a park, a community centre, a performance venue, a church hall, or even a school.

## Your Responsibility as an Event Organiser

Before you begin to plan your event, do take a moment to consider your responsibilities as

the organiser.

**To the council** You are responsible for informing the council of your event plans, applying for permissions and licences, assuring them that your event will be safe and that you have planned for all eventualities.

**To the public** You are responsible for providing the event as described in any of your publicity for making sure that the public are in a safe environment during the event and that their welfare will be looked after.

**To yourself and your committee/staff** 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 will need to comply with common law and assume legal responsibility or what is called “duty of care” under the “Health and Safety at Work Act 1974”. You are responsible for the health and safety of anyone who attends the event including all committee, staff, hired workers, contractors, performers and, of course, the public.

You also have a legal duty to people outside your event. The Environmental Protection Act 1990 demands that you ensure your event does not constitute a nuisance to residents nearby. 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 civil claim. This applies if you are there by association or employment.

More on these responsibilities and advice on how to meet them will be presented in this guide. **Be aware that getting permissions can take time – please see page 14 about permissions.**

## Getting started

Before you start, it’s a good idea to write down exactly what your event is about. Try to answer some of these questions:

- Why are you holding the event?
- What is the theme or key message your event is trying to convey?
- Who is it aimed at?
- Who will be the attendees?
- How many people do you want to attend?
- What kind of site or venue do you want?
- Where will it be? What is the location?
- When do you want it to take place?
- What activities will happen at your event?
- How long will the event last?

- Who will be involved in the planning and execution of the event?
- How will you fund the event and how much will it cost?

Once you get a very clear definition of your event, it's time to start the planning.

**Research other events put on at the same time as yours. Don't clash with other local events or events of a similar nature.**

## **Elements of an Event**

There are several important stages in planning and delivering your event. Before you begin, take a look through this list and see if you have thought about everything you will need to create your event:

- Adverse weather conditions
- Artist and audience profiles
- Children and vulnerable persons
- Communication systems
- Contracts, risk assessments and method statements
- Crowd management, security and stewarding
- Electrics and lights
- Emergency planning and accident reporting
- Environmental management
- First aid and medical
- Food, drink, water
- Health and safety, including fire safety
- Information, signage and welfare
- Meeting special needs
- Media and marketing
- Parking Planning and management
- Permissions and licensing
- Road closures and parking suspensions
- Sanitary facilities
- Security or policing
- Sound and noise control
- Structures and barriers
- Transport and parking
- Venue and site plans
- Waste and litter

In addition, some events may need to consider the following:

- Amusements and attractions
- Civil aviation
- Performers
- Merchandise and traders
- Special effects, fireworks, bonfires.

## Your Team

The largest resource to your event will be people: the number of committed people willing to work on the planning and execution along with a network of people to support, help and advise you.

The planning and administration of the event requires several roles. For smaller less complex events some people will take on more than one role while a larger event may require one person per role.

Start thinking of the roles that your event requires, the following list is a suggestion of the more common roles when organising events:

**Event chair or manager:** This is the person in overall charge to ensure that all responsibilities and plans are carried out; who will delegate and make decisions; who will call the meetings; ensure permissions are in order and appropriate licences 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.

**Treasurer:** This person will create the event budget and cash flow forecast, handle the bills, pay people and take in any monies.

**Entertainment:** This person will arrange and coordinate everything to do with performers or may look after amusements.

**Market stalls:** This person will arrange and coordinate everything to do with market stalls and/or food vendors.

**Stewards and volunteers:** This person will coordinate the volunteers and their schedule of duties.

**Publicity and marketing:** This person would see to it that the event information is publicised to the correct target audience via flyers, emails, websites, press releases, listings and advertising. They will make sure correct permissions are in place for any leaflet distribution.

**Sponsorship manager:** 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 committee to ensure that the sponsor's name and/or logo is included on publicity materials or on display at the event.

**Production or site manager:** This person will coordinate everything needed to build your event site / infrastructure: toilets, fencing, signs, staging, marquees, generators, public address system, water provision, site clearance, skips, litter bins, fire extinguishers etc.

**Welfare:** This person co-ordinates lost children, looks at the needs of the elderly or of those with access or other special needs. This person could also coordinate event information available on the day and ensure that first aid is available throughout the event.

**Health and safety:** 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 on the event day e.g. checking signage, access, trip hazards, first aid, etc.

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.

## **Event Management Plan**

Now that you have a clear idea of what your event will look like and the roles involved you are ready to begin creating and writing your event plan.

All events will need some type of Event Plan. The detail requested in each one will depend upon the size, scale and impact of your event. This will be a live document which records the development of your event and records any agreements, changes or issues that may come up as your event progresses. It also helps the local authority, stakeholders and multi-agencies to better understand your plans.

The strength and cohesion of your event plan will influence the key approvals, licenses and permissions you require to host your event- you can find an event plan template on the Sutton Council website.

Your event management plan is not set in stone. It is a working document and will need to be amended and updated as you carry on.

This document will serve several purposes. Not only will it help to have a clear, written plan to assist your management of your event in the coming months but it will be required by agencies outside your event committee who want to ensure that you have thoroughly thought through your event plans including the safety of the public. These agencies will include various council teams such as Licensing, Highways, Environmental Health, as well as agencies like the police, fire and NHS ambulance services.

Do a virtual walk through of what will be taking place at your event. Try to visualise what will be needed to make it happen: materials, staff, structures, what next?

**For Example:** Will your event require electricity? Where will that power come from? How will you make sure it has enough power or that it is safe? Will your event take place after dark? How will you make sure there is lighting so that people don't trip over things in the darkness? Do you require emergency lighting, exits or generator back up?

## Site Map

As you go step by step through the different elements of your event you will begin building a blueprint of what will physically be present on your site. This blueprint is your site map. This map should be scaled and/or provided with dimensions such as area available to the public and exit sizes, the more accurate you can be with this map, the better. It is a source of information for many who will work at your event including:

- Contractors – it will show them where you intend to different features within your site.
- Emergency services – it shows them where they can enter your site in the event of an emergency.
- Staff and Crew – it offers a point of reference when talking to each other about the site and shows them where duty positions are located.

The map should show the location of the following features (dependent on the type of event):

- Staging/Temporary structures, e.g. marquees.
- Fenced areas/Generators/Water points.
- Emergency vehicle access/exit points/Routes.
- First Aid/Information/Lost Persons points.
- Toilets.
- Large pieces of infrastructure e.g. Funfairs.
- Entrances and exits.

A map needs to be labelled and gridded in order to communicate effectively. You can do this by:

- Giving different spaces within your site names e.g. the main arena area, backstage area, concession area.
- Giving all gates and entrances to the site a letter or number.
- Putting a grid over your map for a better, clearer way to describe exact locations. This is especially important for emergencies.
- Showing where structures such as your stage or marquee are as well as facilities such as toilets, water and the location of generators or fencing.

## Cost and Budgets

**Costs:** Some of the costs you need to consider while planning your event are:

- Permissions and licences
- Insurance, e.g. public liability insurance
- Hire of equipment
- Hire of services and staff
- Hire of venue/site
- Administration costs



- Performers and amusements costs
- Materials used on the day
- Catering

**Income:** You will also need to think about your income. Once you have established your costs, where is the money coming from to cover these? Depending on the nature, scale of your plans, and how much support you have from the local community, you may need to fundraise to cover your costs. Most events gather money from more than one source, for example:

- Ticket sales
- Sponsorship
- Selling market, bar or food stall pitches
- Fundraising

**It's wise to ensure your known income covers core costs rather than depending on forecast ticket sales.**

If you are applying for grants or funding from trusts or other agencies, consider the time scales. Some grants will not fund annual events. Some places that offer grants and funding are listed in fact sheet 1 References and resources. It is recommended that you have a "Plan B" in case your funding is unsuccessful.

**If your event is sponsored, make sure all publicity material carries the logo and acknowledgement of the sponsor.**

It is worth thinking through all aspects of your budgetary plans, including:

- If the event makes a loss, who will carry the responsibility?
- If it makes a profit, where will the money go?

**Contingency:** Remember that the unexpected is always possible. It's not possible to plan for absolutely all potential eventualities, but it is possible to ready your event and your budget, for some of them.

A key part of this is to ensure that you build a contingency into your budget. Many events are run to a close budget and small additional expenses can cause serious problems.

**For Example:** The burgers for your street party BBQ are left out overnight – spoiling in the process. Sourcing 500 burgers at short notice is a problem enough, but if you have no money left to replace them, it could be a disastrous end to your event! Contingencies should be considered on an event by event basis, but an often used guideline is 6% of the total budget expenditure.

## **Risk Assessment and Emergency Planning**

One of the key parts of your event plans will be looking at how you will minimise risks and

how you will handle emergency situations.

**Risk assessment:** The risk assessment, including the fire risk assessment, is a document that systematically lists the elements at your event that may be a hazard and therefore could cause harm, then listing what you as the event organiser will do to identify and manage, eliminate, minimise or control that risk.

There are many websites and guidelines that can help you create a risk assessment. You can find 'Fact Sheet 5: Risk Assessment template' with guidance notes on the Sutton events web page. Your assessments are on-going and will need to be updated as your plans take shape.

**Emergency planning:** At your event, you are responsible for the people on the event site. This includes staff, contractors and crew as well as the attendees. Should there be an emergency that requires the event to be stopped and/or people to be evacuated from part or all of the site, you are the one responsible for seeing that this happens as quickly and efficiently as possible. You will need a method of contacting the emergency services and getting the help you need if the emergency is beyond your control. An emergency can be:

- A fire
- A collapsed structure
- Social disorder
- Food poisoning
- A missing child
- Adverse weather (heavy rain/floods/high winds)
- A critical failure of staff, contractors or venue.

The size and scale of your event dictates how you would react if any of these situations occur. For many small events, the primary response will be to call 999. For larger events a full emergency planning document will be required as part of your event management plan. An emergency usually requires that you, as the event organisers, intervene in order to make the situation safe. You may be able to handle the emergency internally, for example:

- Security may be able to stop a fight
- Welfare look after a lost child
- Stewards put out a small fire.

Or you may have to call in the emergency services, for example:

- Police to break up a large fight
- Fire and rescue to deal with a large fire
- Ambulance to take care of multiple injuries

Your emergency plan will include information on how you will have systems and methods in place to deal with both small and large scale emergencies. Your site plan should show

access points for emergency vehicles, the rendezvous point where you will meet arriving services, the evacuation route and the evacuation rally point for the public

**In planning for emergencies, ask yourself “What if.....? What if a tent collapses? What if people are fainting with heat? What if you get a bomb threat call? These ‘What ifs’ will help you make your emergency plans relevant to your event.**

## **Sutton Council and Your Event**

Once you have organised and defined your event, created your initial event plan and have a budget, you can look at how various Sutton Council teams can help your event to happen in a way that will be beneficial to all. These teams will need to know about your event at the early planning stages, because:

- Your event affects the area of concern for that department, for example the Environmental Health team will need to know if there is amplified music being played in case this affects nearby residents.
- A Sutton Council team have information you will need to be aware of, for example the Highways team has information on road or train line works, or bus diversions in the borough. You may want to take this into account if you are planning a parade or procession route.
- A Sutton Council team can offer you helpful planning advice, for example the Health & Safety team can advise and set safe audience capacities for event.

By working together with Sutton Council service areas you will receive the benefit of their knowledge, their experience and their support for your plans.

## **Sutton Safety Advisory Group (SAG)**

The Sutton Safety Advisory Group (SAG) can advise on safety aspects for public events that are planned to be held in the Borough. The SAG meeting is the interface between your event and the local authority. This group will take a close look at how your event has been planned to ensure the safety and smooth running of the event. It will also be a chance for you to ask questions of various Sutton departments face-to-face.

It is not the group's role to plan your event for you, but it will review your plans and offer advice and suggestions where appropriate for you to improve the safety of the event for all involved. It is the event organiser's responsibility to take any appropriate action.

Once your Event Notification Form and other documents have been submitted, the Sutton Council Emergency Planning Service will take a look at the nature of your event and will contact you within 10 working days.

SAG meetings may need to take place if your event:

- Requires a premises licence (i.e. 500+ attendees)

- Involves a road closure
- Sells alcohol
- Involves fireworks, bonfires or other special effects.

Meetings will usually include:

- Your team representative(s) – the person in overall charge of the planning
- Sutton Event Safety and Emergency Planning Services
- Sutton Licensing, Neighbourhood Services, Highways and Parking
- Emergency services – Metropolitan Police Service, London Fire Brigade and London Ambulance Service
- Other stakeholders - local hospital, town centre teams etc.

Others that may be included

- Traffic Management (for road closures or street events)
- Sutton Town Centre Management (for any street markets or town centre events)
- Parks (for events taking place in Sutton parks)
- Other members of your team who look after Health and Safety (the Health and Safety Coordinator, a rep of the security firm involved or first aid firm.)

## The Sutton Council Process

Once you have read through this guide and the supporting fact sheets and feel that you want to go ahead with your event, what next?

1. When submitting an application for any event, you will need to produce the following documents, which can be found on the Sutton Council web page:
  - a. Event Application Form
  - b. Event Management Plan (on request of the Event Safety Service)
2. Following submission of the form, the Sutton Safety Advisory Group (SAG) will review your application and determine if a SAG meeting is required. Depending on the scale and location of the event, and the activities that are taking place, you may also be requested to submit an event management plan. You will receive a response within 10 working days.
3. If you have not already done so you will then need to ensure that you contact the appropriate council departments to obtain the relevant licenses and permissions to run your event. This can be accessed via the Council switchboard on 0208 770 5000, or on the Council website.
4. Look at the Council's [Event Management process](#) and check where you are with your plans to allow for permissions to be granted etc.

## Council Sustainability Policies

Environmental sustainability is one of the council's key objectives. The council encourages all event organisers in the Sutton area to make their event as environmentally friendly as possible using the guidance and sources of additional information provided in the fact sheets. In your planning you will need to consider keeping within the following Sutton policies.

**Waste & recycling:** Sutton is a One Planet Living Borough aiming to significantly reduce our carbon footprint and reuse the waste that is produced. Have traders use recyclable containers for food and drink or refrain from using plastic bags. Consider minimising work: for example, what really needs to be printed?

**Litter:** Your event will produce waste and the way you manage waste must contribute to Sutton's recycling target. You are responsible for removing the waste generated at your event.

**Green space management:** If you are holding an event in a park or another green space you must keep that green space free from damage and contamination. Some parks have areas of sensitive bio- diversity that must be protected.

**Energy efficiency:** Tackling climate change is a priority for Sutton Council.

**Water and sewage:** You will need a clean supply of water at your event. Mains water can often be the cheapest and most efficient to use. A reliable company must remove your temporary toilet waste and dispose of it in a legal and acceptable manner

**Pollution prevention:** You should have plans in place to deal with spills of sewage or other polluting materials, like oil. Some spills are reportable to the Environment Agency.

**Fairtrade and organic produce:** Sutton is working towards becoming a Fairtrade borough. This means the council will preferentially purchase products that are sourced from certified Fairtrade suppliers. By trying to source Fairtrade for your event you can help maintain this policy.

**Local suppliers:** Sutton works to the GLA's 'Responsible Procurement Vision' which includes using smaller businesses. You should consider sourcing goods and services that are local to Sutton.

**Green travel:** Sutton is keen to encourage a reduced use of the private car and the increased use of more sustainable modes of transport. Events taking place near public transport access are encouraged, as are the use of cycle routes. Consider providing secure bike parking.

## Permissions and Licensing

If you are running an event in Sutton you may need to seek various licences and permissions to do so.

Once you know what kind of licence your event requires, you need to **apply through the Sutton Licensing team**. It helps to apply for the licence well ahead of your event. Applying six to nine months before the event should be sufficient. You will need time for a consultation period on your licensed event. This gives the council, emergency services and the public opportunity to provide feedback and assist you to deliver a safe event (More information on this is provided in the Sutton Safety Advisory Group section).

Sutton Council's licensing team can advise you on other permissions than any listed below. For example, you'll need permission to distribute leaflets or hang banners.

### Permission to Hold an Event

Will your event be featuring any of the following? If so, you will need a licence:

- Retail sale and supply of alcohol
- Performance of a play, dancing, exhibition or a film
- Indoor sporting events
- Boxing or wrestling events
- Performing live music
- Playing of recorded music
- Providing facilities for making music or dancing
- Supplying hot food or drink after 11pm until 5am.

The size of your event will determine which licence you apply for. In other words, how many people will be at your event?

### Temporary Event Notice

A temporary event notice (TEN) will need to be applied for **at least 10 working days** before the first day of the proposed event, for small events which **last no more than 168 hours (7 days)** and **have less than 500 people attending** at any one time (including staff and performers). There are a limited number of TEN's that can be applied for in any one year for individual premises.

### Premises Licence

A premises licence will be required for events with **more than 500 attendees, lasts longer than 168 hours** or if it is intended to use the same premises to provide licensable activities on more than 15 occasions or 21 days per year.

This process will need a consultation period. Be aware that some locations or sites already hold a premises licence. Check with the location you are using. If they do not have a premises licence, you will need to apply for a temporary one. It is wise to apply for your licence early in the planning stages

## Permission to Sell Alcohol

**Personal licence** A personal licence will be needed by anyone who wants to authorise the sale of alcohol as part of their business or event. This licence is issued to a named individual, not to an organisation.

**Designated Premises Supervisor (DPS)** Where alcohol is to be sold in connection with a premises licence there must be a designated premises supervisor (DPS) named on the licence. The DPS must be a personal licence holder.

If the event takes place under a TEN then a personal licence is not required, although the intention to sell alcohol must be stated on the TEN application.

## Permission to Use an Event Site: Venues, Parks or Green Spaces

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. For instance – is there a cancellation fee? Don't forget to budget for any damage you may cause to the site or venue.
- What your hire of the venue, park or green space includes. 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.

Sutton has several parks or outdoor spaces that may be hired. You can see these on the Sutton Council website. The list of charges and fees can be found on the events web page.

## Permission to Use and Close Roads

Any event has an impact on roads and traffic. It may mean an increase in traffic and parking in a particular area, 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 dates.
- 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.
- Business loading zones may be affected.

You will need to apply for a Traffic Management Order if you want to hold a street party or event that closes off access to vehicles. If you are holding a parade or a procession you will need a Traffic Management Order.

The council needs **6 weeks** to prepare a Traffic Management Order. This means that the road closures and diversionary routes need to be agreed before this 6 week deadline. The Sutton Shared Highways Service will advise you on:

- The costs of a Traffic Management Order
- 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

At least 2 weeks prior to submitting your road closure application, you will need to conduct a consultation with people living/businesses operating within the road that you are proposing to close.

### **Permissions for Parking: Suspensions and Dispensations**

If your event requires parking in an area that is usually restricted, you will need to apply for a **parking dispensation**. This needs to be done **at least 10 working days** in advance of the event taking place.

If your event requires parking restrictions at a permitted location, you will need to apply for a **parking suspension**. This needs to be done **at least 10 working days** in advance of the event taking place.

### **Permissions for Catering or Special Treatments**

**Food** All food business operators that will be part of your event must be registered with their respective local authority. They must also comply with food and health & safety legislations, have in place a food safety management system and have health & safety risk assessments. You must be able to assure the Council Environmental Health teams that any food being sold or served on your site meets these safety standards.

**Special Treatment Licence** Some activities may require the trader or operator to have a



licence to carry out that activity. A Special Treatment Licence is required for:

- Manicures or pedicures
- Ear, nose or body piercing Beauty treatments , facials
- Massage or acupuncture
- Tattooing

A full list of activities requiring a Special Treatment Licence is available on the Sutton licensing webpage. If it is a Special Treatment Licencelicensable activity, you are required to apply to have that activity take place at your event. There will be a fee depending on the activity.

**There is a statutory 28 day consultation period for any application, however it is recommended by the Licensing Team that you apply at least 40 days in advance of the event.**

## **Permissions for Music and Entertainment**

If there is music at your event, live or pre-recorded, you must have a music licence from the Performing Right Society and/or Phonographic Performance Ltd . These organisations help performers and artists to claim their royalties. There are fees involved with the use of music.

Don't think if you are a small event that these organisations won't know that you are using music. If you are a public event, they will be aware of you. Best to seek permissions before they seek you out.

In order to get permission from the council to have pre-recorded or live amplified music at your event, the Sutton Environmental Health team need to consider:

- Where your speakers will be placed and what direction they are facing
- How loud the music will be
- How long the music will go on

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 Sutton Environmental Health Unit who will supply you with advice. If the event is of a large scale this unit may advise that you have a Noise Consultant who can write a report on how noise will be controlled at your event.

Depending on the scale and size of your event, you may want to consider hiring a Noise Consultant who can help you plan the best way to keep the sounds at an acceptable level for all.

## Permission to Publicise and Communicate

If you want to publicise your event in Sutton there are many channels open to you from using the media, advertising, distributing flyers and leaflets or hanging banners in public places. You will need permission from Sutton Council's licensing team if you are to be distributing leaflets or hanging banners and posters.

The main newspaper in Sutton is The Sutton Guardian.

The main radio station covering Sutton is Radio Jackie.

There is a general assumption that an event open to members of the public takes place in a public space and that individuals whose image is captured in general views of the event have only the rights they would enjoy anywhere else in public.

If you intend to use photographs for publicity, you should check with any individuals when you take their photograph that they consent to the result being used for publicity purposes. This is especially important where children are involved. No photograph of a child should be taken or used without the consent of the parent or guardian. For advice on publicity, you can contact Sutton Council's communications team.

## Notification 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.

**Resident Letter:** The best way to have residents 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. Your resident letter can be posted or hand delivered to all residents and businesses close to the event site. This letter should:

- Explain what will be happening, 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 council Noise Control Team
- Include a map showing any road closures with details of times when the closure will be in place.

**Don't wait until the last minute to send your residents letter. Give locals the chance to understand your event and ask questions.**

## Diversity and Inclusion

Sutton is an ethnically and culturally diverse borough. All events should aim to be culturally inclusive and suitable for people of all faiths, cultures, ethnicities and backgrounds.

An important part of planning is ensuring your event is as accessible as is reasonably possible. You have a legal duty and moral responsibility to make your event accessible to all to the best of your ability. This means considering the needs of those with disabilities in your planning. People you need to consider are:

- Wheelchair users
- People with mobility impairments
- People who are hard of hearing
- People who are deaf
- People who are visually impaired
- People with hidden impairments
- People with learning disabilities
- People with mental health issues

What measures are suitable for your event will depend upon a number of factors, including whether your event is indoors or outside, involves staged performances, the length of the event and overall capacity of your venue. Elements to consider could include:

**Access:** Does your site offer reasonable access? What is transport and parking like for those with a disability?

**Facilities:** Do you offer accessible toilets? If your event involves staged performances, will you have a viewing area for wheelchair users?

**Event Staff:** Have event stewards/staff received disability related training? Will your staff and volunteers be briefed on the best way to include or assist those with a disability? Staff will particularly need to know how to assist in an emergency situation.

**Support:** Have you taken into account that many people with a disability will have a paid supporter or carer accompanying them? At ticketed events it is best to allow the supporter/carer free or minimal cost entry to accompany the ticket paying person with a disability.

**Communications:** Is your printed material in a clear type, font size and layout? Do people have more than one way to gather information about the event (example: a telephone number to call for information for those who are visually impaired)? Dependent on your event, are you able to offer services such as British Sign Language Interpreters, captioning, touch tours, audio descriptions, etc?

Once you've done all the work to ensure that your event is accessible, it's also important to let people know. Include details of the event's accessibility in your promotional materials and on your website help you communicate with your potential audience.

## **Other Documents to Read When Planning Your Event in Sutton**

The following documents give more details of what is involved in planning an event in Sutton and builds on the contents within this event advice pack. Please refer to these for more in depth guidance as well as the council's website:

- Event management plan template (and examples)
- References and resources
- Council services fees and charges
- Risk assessment template and guidance
- Use of Volunteers
- use of contractors
- lost children procedure guidance
- Noise Control at Your Event
- Sky Lantern and Helium Balloon Policy

## **After the Event**

Once your event is finished, you and your committee will be tired and ready for a rest, but your event isn't really finished just yet.

Immediately afterwards is best the time to jot down notes for a post-event report. Ask questions like:

- What worked, and what didn't?
- What would you do to make it better?
- What were the official attendee numbers?
- Did it succeed for the committee?
- Were there any incidents, accidents or emergencies?
- Will you be doing the event again?

Gather feedback from as many of those involved as you can. Build a picture of the event from several angles. Your post-event report will form the basis for the debrief SAG meeting.

This is also a good time to review your documents (event and time plan, risk assessment etc) to help you with your future event organising.