



Celebrating 100 Years of Welwyn Garden City

2020 Events Toolkit



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WGC100 Community Events Toolkit

The Welwyn Garden City Centenary Foundation is planning an exciting year of events to celebrate 100 years of Welwyn Garden City. These events have been termed 'Signature events'. Other events termed as 'Satellite events' are being planned by organisations and residents of the town.

This toolkit will help you to plan and run an event during 2020 that will be part of celebrating the centenary of Welwyn Garden City.

The toolkit is designed help you to ensure that all events are:

Safe for participants, workers, spectators and the surrounding community

Enjoyable

Benefit the community

Appropriately themed

High quality

The following pages will help you:

Decide what event you would like to run

Plan and run your event

Recruit your volunteers

The toolkit is divided into three sections:

The **first section** looks at how your community-run event can be part of the celebrations

The **second section** offers advice and support with the planning and evaluation of your event

The **third section** lists useful links and places to go for further information and help with organising your event.

Some of the information in this toolkit may not apply to your event. This is a guide to get you started.

IMPORTANT NOTICE

The Foundation can accept no responsibility for the organisation or regulation of any satellite events arranged to mark the centenary of Welwyn Garden City. This includes but is not limited to public liability insurance, health and safety issues (including risk assessments, Performance Licenses and safeguarding of children or vulnerable adults), transport, hiring of facilities, and any costs associated.

Introduction

There is real pride and much affection for the garden city among its residents who recognise the town as a great place to live, to work, and to raise a family. The Welwyn Garden City Centenary Foundation has been established to help devise and coordinate a programme of events and initiatives to ensure that this striking achievement is commemorated.

We are bringing together residents and businesses, old and new, past and present, to play a part in making Welwyn Garden City 2020 a success.

As a company, organisation or individual with links to the garden city, this is your opportunity to get involved and be part of this once in a century celebration.

The vision is to celebrate Ebenezer Howard's vision and ethos for healthy living and a 'true marriage of town and country'; to promote WGC as a desirable destination to live, work and play; to gain town-wide appreciation and pride in WGC, with associated involvement of schools and other stakeholders to ensure an ongoing legacy; and to provide promotional and economic opportunities which will benefit WGC and Hertfordshire businesses.

The intent is to include a host of events and projects to celebrate community, nature and heritage of Welwyn Garden City.

Signature Events

Large-scale events designed to create a shared sense of celebration, including a Festival of Light to launch, a Royal Visit, a summer Carnival and a Street Party to round off the year.

Community

A week of sport, schools projects, a festival of music and performing arts and an art and sculpture exhibition.

Nature

We are creating an urban arboretum to celebrate the beauty of the trees in our streets and public places; devising a circular walk around the town; and presenting a community-led WGC garden at the Chelsea Flower Show, elements of which will then be relocated to the town centre.

Heritage

A brand new sculpture of Welwyn Garden City's founder, Sir Ebenezer Howard will be unveiled in 2020. An International Symposium will invite planners, architects, developers, academics and politicians from around the world to celebrate the worldwide reach of the garden city movement.

Satellite Events Programme - Your chance to be involved

Other community and local events you can plan for 2020 to celebrate our town which the Foundation will help you promote.

Your Event

We are really excited about all of the different events and activities that will take place in 2020.

We are encouraging individuals, community groups, businesses and organisations to organise their own events as part of the anniversary year, celebrating in their own areas and communities.

We appreciate that planning an event is a lot of work and can seem daunting, so we've designed this guide to help you think about the essential elements of events planning and to give you advice and links to help make your event a success.

The following pages outline the key things you need to think about when planning your event.

Event activity

What are you going to do?

First you need to consider:

What kind of event you want to run?

Which of the various types of event above are you going to plan, and what exactly do you want to do?

Date and time

When will you hold the event? Check www.wgc100.org for dates of Signature Events. Consider other events that are happening nationally eg Olympics, locally, school holidays, and cultural or religious holidays.

Venue

Where will you hold the event? This needs consideration, indoors or outdoors and you may need to get permissions, or book your space – more on this later.

Materials

What will you need to make your event happen?

Audience

How many people are you expecting to come along, are you hoping to attract any particular groups or types of people?

Volunteers

Do you need volunteers to help plan or run your event?

Find people to work with

It can be hard to plan and deliver an event on your own. You might want to look for like-minded people, groups or local organisations to work with you to plan and run the event. As part of a group you can share ideas, help solve problems, share resources and facilities, and pool together budgets to create bigger and better events. Find out about other events in your area and see if you can work together with other organisers, or make sure your events are not happening at the same time on the same day.

Plan your budget

Once you have decided what you want to do, you need to work out a budget for your event. The Welwyn Garden City Centenary Foundation is raising sponsorship to deliver the Signature Events. As a registered charity we have limited resources and all funding is committed to these events.

Think about:

How much money you need to run your event

This might include: venue hire, staff costs, materials, marketing, hire of furniture or glasses, insurance and licenses

How much money is available to you

If you need more money than is available, where can you go for more funds?

Can you get any support in kind (people donating time, skills or materials rather than money)?

You also need to agree who will make decisions about spending. This might be a small group of people or an individual. You need to make sure that they keep a good record of what is spent and that you don't spend more than you can afford.

If you find that you need more money than you have available to you, you may need to consider raising more funds through: sponsorship, funding or ticket sales. It is also important to consider what you can get for free.

Plan your event

Choose your location and venue

The location of your event needs careful consideration, you need to find a space or building that is accessible to the audience that you want to attract. It could be useful to find somewhere that is often busy and has other events taking place so that people associate the venue with activities. You need to think about whether your event is going to take place inside or outside.

Outdoor public spaces are great for attracting new audiences and raising the profile of your activity, but you might need to think about facilities and what you'll do if the weather is bad. Outdoor venues will need agreement from the person who owns the land; this could be Welwyn Hatfield Borough Council (WHBC) or a private landlord. If it is WHBC, then you will need to contact EstatesTeam@welhat.gov.uk. Depending on who owns the land, getting permission to hold an event can take a while.

Indoor venues are protected from the weather and have built-in facilities, but might cost more and need more marketing to get people to come. If you are hiring a venue yourself, when you make your booking it's important to ask for confirmation detailing:

- The date and time of your event
- The area that will be used for the event
- Hire costs and potential costs (e.g. if you overrun, if damage is caused)
- Access to the venue (both on the day and for deliveries beforehand)
- 'Closing up' of the venue
- Site plan of the event layout
- Facilities (toilets, accessibility)
- Venue contacts (who will be available on the day)
- Full terms and conditions

You should get all this information in writing wherever possible. Keep a copy of any signed agreement. Bear in mind that you may have to pay a deposit for a venue well in advance of the event itself.

Licences and insurance

Depending on the size and nature of your event, and where you intend to hold the activity, you may need to apply for:

- A [road closure](#) (if you are holding a [street party](#)),
- A [licence](#) if you wish to sell or supply alcohol; provide regulated entertainment; or sell hot food and drink after 11pm
- A [Temporary Events Notice](#) (if you wish to provide any of the above for a one-off occasion)
- A [street collection permit](#) if you wish to collect money for charity in collection buckets.

If your event is a major one, it is advisable to contact the [Safety Advisory Team](#) (SAT) to check they are aware of your event and have considered the health & safety implications. As an indication, a school fete, small party on a village green etc would not usually go to the SAT. However, larger events such as fun runs involving closure of many roads, and other mass participation events should get SAT approval via an event [notification form](#).

Beware of your responsibilities not to cause a public nuisance. Playing music outside or holding an event with lots of people may not be supported by all, so be respectful of neighbours and ensure you manage noise levels appropriately.

Some of these licenses will incur a charge, so don't forget to add this into your budget. They will also need to be applied well in advance of the event, ensure you are well aware of the timescales involved in any application. Further information can be found on the links below.

The local **Safety Advisory Team** (SAT) offers health and safety advice for events being held in the borough. The SAT provides a single point of reference for key agencies and can provide an invaluable source of information to promote safety at public events.

The SAT consists of officers from

- Welwyn Hatfield Council
- Hertfordshire Constabulary
- Hertfordshire Fire & Rescue Service
- East of England Ambulance Service
- Hertfordshire Highways
- Hertfordshire County Council Emergency Planning Team

Additional agencies are invited to join the group for specific events as required

If you require advice from the SAT for an event you are planning, please complete the Event Notification Form that you will find on the [WH Council website](#)

Other relevant contacts include:

<https://www.welhat.gov.uk/contacts/licensing>

<https://www.welhat.gov.uk/licensing/house-to-house-and-street-collections>

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/changes-to-your-road/traffic-regulation-orders/temporary-traffic-regulation-orders.aspx>

Public Liability Insurance

All events organisers will need to ensure that they hold appropriate insurance for their event. Most venues will insist on the event organisers having public liability insurance (without it your permissions to use the land or venue may be rescinded). It is important that you make sure insurance is in place so that you are covered if something goes wrong.

Make sure you check the terms of the policy carefully before buying, to make sure it covers everything you need it to.

Recruit your volunteers

You may need volunteers to help you plan and deliver your project. Think about whether you need help with marshalling, front of house, logistics and set-up etc. You will need to be clear about the roles that volunteers will undertake and consider how many volunteers you need to carry out each task efficiently.

You may find it is helpful to create a volunteer information sheet that outlines your event, why you need volunteers and the benefits that individuals can gain from being part of your event. You can include information about the days and times they will be needed to help and whether any training will be provided.

Advertising for Volunteers

You can use many different channels to recruit volunteers:

Partners and Existing Relationships

Make use of existing partnerships or relationships with local community groups or organisations to spread the word and to find new volunteers.

Social Media

Advertise your volunteering position via Social Media, on Facebook, Twitter etc and connect with us too at: <https://www.facebook.com/WGC100> Twitter @wgccentenary as well as using #WGC100

Word of Mouth

Tell everyone you know what you are planning – news travels fast through word of mouth

Preparing and Supporting Volunteers

Depending on the size of your event, you may wish to provide a training session ahead of the event, this might include information about the event, training on any particular activity the volunteers need to complete, and details of where and when to meet on the day etc. At the very least you should ensure that all volunteers attend a briefing session (either before or on the day of the event).

On the day of the event, volunteers should be signed in and ensure that their emergency contact number is held and correct. Remember to welcome your volunteers and thank them for their time, ask them to introduce themselves, provide a quick run through of the event and ensure that they know what jobs they will be doing.

At the end of the event or volunteer shift ensure that you thank them for being part of the event.

Health and safety

It is important to think about the health and safety of your staff, volunteers and visitors to your event. Below are some key things to consider and some tools to help you ensure that your event is a success.

For further assistance, the [HSE website](#) has plenty of guidance on event safety, in addition to that provided by the [Hertfordshire Safety Advisory Team](#) and the WHBC website.

Legal responsibilities

Make sure you're aware of your responsibilities as an organisation or an individual. All private and public organisations are legally responsible for the welfare and safety of their participants, and voluntary organisations have a 'duty of care' not to harm or endanger anyone as a result of their activities. The term 'duty of care' is used to describe the legal obligations of a service provider (e.g. a club) towards its customers (e.g. club members).

Risk assessment

Writing a risk assessment in advance of your event can help you to identify potential risks and think about how to minimise them, making it safer for everyone involved. The risk assessment looks at the risk associated with each area of your event including equipment, participants, emergency points and safety information.

Event Management Plan

An event management plan is a sequence of steps taken to complete a work task in a safe manner. This should outline the hazards involved and include a step-by-step guide to explain in detail the actions that must be taken to make sure the task is carried out safely. Include all relevant details in the order that you expect them to be carried out. This document should also include a list of event personnel, their responsibilities and their contact details.

Incident and Emergency Plan

You must have plans in place to respond effectively to health and safety incidents and other emergencies that might occur at an event.

This emergency plan should be in proportion to the level of risk presented by event activities and the potential extent and severity of the incident. Guidance on this can be found on the [HSE website](#) under event safety.

Food Safety

If you are planning to produce food for your event the Food Standards Agency produces a wide range of publications for the public and the food industry which can be viewed on their website www.food.gov.uk

If you are booking catering stalls, mobile traders or home caterers to provide food at your event you need to check with them that they are registered with the Council where they are based.

In addition you should check their rating on the Food Hygiene Rating Scheme. The Scheme includes a majority of food businesses including pubs, cafes, restaurants, retailers, catering stalls, mobile traders or home caterers. This rating is given during a food hygiene inspection by an officer from the council and three elements are scored (food hygiene and safety; structure and including cleaning; and confidence in management) and these are used to give a rating. The rating ranges from 0 – which is Urgent Improvement Necessary to 5 which is Very Good. The information can be found by going to: www.food.gov.uk/ratings

The [WH Council Food Safety team](#) has lots of advice on this.

Waste

You might want to think about litter and waste. It is a good idea to have bins available for your visitors to put their waste in and if your event is outdoors, to organize a litter pick at the end of the day to ensure nothing is left behind.

Accessibility

When you plan your event you should make sure you are being as inclusive as possible for people with disabilities. Remember, accessibility is not just about making sure people with disabilities can come to your event. You might also want to consider things like dietary needs (if you are serving food), providing support for people with mental health problems or with learning difficulties, and language.

Health and First aid

It is important that you have qualified first aiders at your event. The main event organiser or venue owner should have their details, but make sure you confirm this before your event. To find the nearest medical emergency service, go to www.nhs.uk/servicedirectories. If you do want to hire medical support, you can contact the St John's Ambulance – visit www.sja.org.uk.

Child protection

It is the expectation that if you are working with children or young people that you have a Child Protection Policy in place.

Promote your event

Now that you know what you want to do, and when and where your event will take place, you need to promote it. Here are some ways to promote your event to the public:

Use the WGC100 Website

In the next few months we will have a form for you to complete and we can add your event to our calendar.

Printed Flyers and Posters

Design an exciting poster or flyer and get them printed – you can hand these out in public places, put them up in community centres, Doctor's Surgeries, local shops etc

Local Press

Create a press release to sell your event and circulate it to local media and features websites, you might just get into print! Local paper is [Welwyn Hatfield Times](#) – which has online and print opportunities.

Social Media

Advertise your event via Social Media, on Facebook, Twitter etc and connect with us too at: <https://www.facebook.com/WGC100> and <https://twitter.com/wgcentenary> as well as using #WGC100

Local Newsletters

Ask local organisations if your event can be listed in their newsletter, especially if they are partners in your event or helping you deliver the activity in some way.

Word of Mouth

Tell everyone you know what you are planning – news travels fast through word of mouth

To try to reach as diverse an audience as possible, think about how and where you promote your event including faith organisations, community venues and local shops. Remember that not everyone has access to computers or the internet, so try to make use of a range of different ways of getting information about your event out there.

Resources

Other useful sources of information are

- [Welwyn Hatfield Borough Council website](#)
- [Hertfordshire County Council](#)
- [Herts Highways](#)
- [HSE \(Health & Safety Executive\)](#)
- [Food standards agency](#)