

Event
Management
Policy and Procedures

Event Management Policy

The Parish Council organises community events, both indoors e.g. in the village hall or outdoors such as on Manor Fruit Farm. These may be delivered independently by the council or as joint initiatives working with local groups.

For each event a Parish Council working group will take the lead or will work with members of other groups where relevant. The lead group will need to liaise with the Clerk regarding any actions that need to be carried out by the Parish Council. This must be agreed by full council if applicable and recorded in the minutes. An individual person should be identified as the 'lead' for each event, and they must have access to relevant contacts.

The purpose of each event should be identified before agreement is reached by full council to deliver it, such as community engagement or a village celebration of a national event.

Health and Safety practices should remain at the forefront of all events. First Aid cover must be considered and if deemed necessary can be provided by any suitably trained person or agency such as Red Cross, St Johns Ambulance. For large events the lead councillor must notify the borough council as well as the emergency services.

Event Management Procedures

1. Aim

The aim of these procedures are to streamline the event management process, ensuring efficient and smooth delivery of all events as organised, run or held by Normandy Parish Council or third parties expressing an interest in doing so on land owned by Normandy Parish Council or that which is leased from Guildford Borough Council known as Manor Fruit Farm.

2. Background

Events must be pre-approved by full council and the resolution minuted. A working group should be formed for each event for the effective planning and delivery with Terms of Reference determined. All aspects of events should be discussed and agreed at the onset of the planning process. See **Event Planning Guide**.

3. Contract Management

- 3.1 It is the responsibility of the Lead Councillor, in collaboration with the Clerk, to agree and issue contracts to external parties in a swift and prompt manner. Following which it is the responsibility of the Clerk to advise the Lead Councillor that signed copies of such contracts have been received and uploaded to the shared drive.
- 3.2 Where payment is required, it is the responsibility of the RFO to advise the Lead Councillor that such payments have been received. It is also the responsibility of the RFO to advise the Lead Councillor if payment is not received.

- 3.3 Contracts issued to external parties must include a deadline for return of the signed contract as well as a deadline by which any payment as agreed between Normandy Parish Council and the external party must be received by the Council.
- 3.4 Contracts will be issued by email.
- 3.5 Only the Clerk may issue a contract as per the Council's Standing Orders.
- 3.6 Electronic copies of all signed contracts to be retained for a minimum of 7 years.
- 3.7 Only the RFO may issue payments in relation to sundry items required for each event.

4. Document Management

- 4.1 It is the responsibility of the Lead Councillor to open a new folder on the shared drive stating the name of each event and to subsequently open the following sub-folders:
 - Agendas
 - Contracts: *this folder to include both draft and final signed documents until such time as the event has taken place or is cancelled, following which draft documents should be deleted from the folder*
 - Expenditure
 - Reports
 - Marketing and Media
 - Working Party Notes/Minutes
- 4.2 Only final versions of all documents to be retained on the shared drive other than contracts.
- 4.3 Draft documents to be deleted from the shared drive once final document has been agreed/circulated.
- 4.4 Tracked changes must be used when amending any document. This allows for process tracking as well as maintaining a record of changes made.
- 4.5 Document name and the initials of the author to be contained within the footer of the document.
- 4.6 All documents classified under Section 8 'Regulatory and Statutory Requirements' must be kept for a period of 5 years unless otherwise stated.

5. Event Enquiries from 3rd Parties

- 5.1 The Clerk is responsible for advising the Council of all enquiries made by 3rd parties for the hire of the land as leased by Normandy Parish Council known as Manor Fruit Farm.

- 5.2 The suitability of each enquiry should be determined using the following mapping.
 - 5.2.1 Community benefit
 - 5.2.2 Environmental impact
 - 5.2.3 Financial viability
- 5.3 The Lead Councillor and Clerk are jointly responsible for the drafting of any contract granted to a 3rd party following agreement by Council.
- 5.4 Only the Clerk may issue an agreed contract to any 3rd party.
- 5.5 Fees levied against 3rd parties for the use of the land known as Manor Fruit Farm to be agreed by Council.

6. Financial Accountability

- 6.1 The Lead Councillor will liaise with the RFO to ensure proper financial management of all events.
- 6.2 Financial approval is required for all event expenditure. Budget requests and updates should be provided to Council on a regular basis as agreed between the Lead Councillor and the Clerk.

7. Marketing, Media and Local Communications

- 7.1 The Villager
 - 7.1.1 Full and final details of scheduled events to be included in the edition of the parish newsletter which precedes the date of the event.
 - 7.1.2 Save The Date notices to be included in the Spring edition for all Summer and Autumn events.
 - 7.1.3 Save The Date notices to be included in the Summer edition for all Winter events.
 - 7.1.4 Save The Date notices to be included in the Winter edition for all Spring events.
- 7.2 Parish Website
 - 7.2.1 All events to be advertised via the Events page.
 - 7.2.2 The Clerk is responsible for updating the events page, adding new events as necessary with content agreed between the Lead Councillor and Clerk.
 - 7.2.3 The Clerk is responsible for the removal of information relating to completed events.
 - 7.2.4 Website must be maintained and up to date at all times.
- 7.3 Social Media: Normandy Parish Council's Facebook Page and Next Door
 - 7.3.1 The Clerk is responsible for posting details of upcoming events.
 - 7.3.2 Should any details prompt comments from visitors to the Facebook page, only the Clerk may respond as per the **Communications Policy**.
 - 7.3.3 The same shall apply to posts placed on Next Door.

- 7.4 Local Communications
- 7.4.1 Where events are aimed at a wider audience, i.e. a Government publicised event, use of local radio and local press should be considered.
- 7.4.2 Press statements should be generated by either the Chairman of the Council in association with the Clerk.
- 7.4.4 Advertising signs/banners to be displayed at agreed locations at least 1 month in advance of the event.
- 7.5 Co-Marketing
- 7.5.1 Co-marketing with local Estate Agents should be considered for those events where a large attendance is predicted.
- 7.5.2 The same co-marketing should be considered for those events where attendance by a member of the Royal Family or other dignitary is confirmed.

8. Advisory, Regulatory and Statutory Requirements

- 8.1 All external contractors including caterers, entertainment suppliers, attraction suppliers must provide the documents as requested by the Clerk within the contract as issued to them by the Clerk within the deadline as set in said contract. Examples of which are:
- Public Liability Insurance with a minimum of £5 million
 - Food Hygiene Ratings
 - Risk Assessments
 - Traffic Management Plan
- 8.2 Only the Clerk may vary the required documentation depending on the type of event.
- 8.3 Any equipment utilised for events run or organised by Normandy Parish Council must be checked prior to their use.
- 8.4 Where portable appliances are used they must be PAT tested prior to their use.
- 8.5 The Lead Councillor is responsible for compiling the overriding Risk Assessment on behalf of the Council, per event. Each assessment should be agreed with the Clerk.
- 8.6 The Clerk is responsible for circulating the Risk Assessment to all Councillors and volunteers two weeks prior to the event.
- 8.7 Following each event only the following documents should be retained.
- Signed contract between Normandy Parish Council and the contractor
 - Event Risk Assessment
 - Copy of Public Liability Insurance as supplied by contractors (1 year only).
- 8.8 Should there, at any time, be a claim arising from the public with regards an injury as a direct result of their attendance, only the Clerk can respond to such claim.

- 8.9 All relevant music, performance and alcohol licenses must be achieved for each event.
- 8.10 A traffic management plan must be considered for all events.
- 8.11 Events must have adequate qualified First Aiders available during the entire event relevant to the number of attendees and event type.
- 8.12 For larger events or events where processions are part of the event plan, Surrey Police must be informed of the event at least two months prior to the event date.
- 8.13 It is advisory for all larger events, for contact to be made with GBCs Safety Advisory Group (SAG) no later than 4 months prior to the event date.
- 8.14 For events where pyrotechnics or combustible materials are used, or form part of the event, Surrey Fire & Rescue must be notified at least 3 months prior to the event date.

9. Reporting

- 9.1 During the event planning process, the Lead Councillor will assign tasks and reporting responsibility as they see fit.
- 9.2 Deadlines for compilation and circulation of all reports will be agreed by the Lead Councillor and Clerk, details of which must be shared with the members of the working groups or those to whom reporting responsibility has been given.
- 9.3 The Lead Councillor will determine which reports require the use of the RAG (Red, Amber, Green) tracking system.
- 9.4 The Lead Councillor should provide regular updates on all events to Council.

10. Role of the Lead Councillor

- 10.1 It is the role of the Lead Councillor to ensure that all involved in the planning and delivery of any event are aware of their individual responsibilities as part of a Working Group, as well as the wider legal requirements such as those set out by the HSE and by ACT (Counter Terrorism).
- 10.2 The Lead Councillor will assign tasks to members of a working group as they see fit.
- 10.3 Each individual Councillor is responsible for ensuring they are aware of the Council's relevant policies, such as the **Communication, Procurement and Data Protection** policies.
- 10.4 The Lead Councillor will ensure that all volunteers are treated fairly and in a proper manner.

- 10.5 The Lead Councillor must consult with the Chairman of the Council in all matters relating to improper conduct by any member of the Working Group.
- 10.6 The Lead Councillor must consult with the Clerk in all matters relating to improper conduct by a volunteer or officer of the council.

11. Working Groups

- 11.1 There should be a minimum of three councillors per working group; one should be the Lead Councillor.
- 11.2 The Lead Councillor may designate one of the working group to act as 'deputy' in their absence.
- 11.3 There should be a minimum of two residents per working group.
- 11.4 Where an event is being held in collaboration with community groups, one representative from each group or organisations should be invited to join the working group.
- 11.5 All working groups should run to an agenda and circulated in advance.
- 11.6 Full minutes or notes should be taken at each working group meeting by the Lead Councillor or in their absence, a member of the working group, drafted and circulated within a week of the meeting setting a deadline for the return of any amendments/comments.
- 11.7 Final version of the minutes or should be circulated to all members of the working group at least one week in advance of the next meeting along with the agenda for that meeting.
- 11.8 The Lead Councillor is responsible for drafting an agenda for each Working Group meeting and its circulation to the group members.
- 11.9 Apologies from any member of the working group should be sent by email to the Lead Councillor as soon as is reasonably possible.
- 11.10 Only the Clerk may enter into agreements with 3rd parties.

12. Post-Event Analysis

- 12.1 All members of the Working Group should be invited by the Lead Councillor to attend a meeting to debrief following the event.
- 12.2 Post-event meetings should take place no later than 2 weeks of the event.

- 12.3 All members of the Working Group should be invited to comment and allowed to offer their opinion.
- 12.4 The post-event meeting will run to an agenda as set by the Lead Councillor.
- 12.5 The outputs from post-event meetings to be shared with Council at the Council meeting immediately following the event.