



Events Action Packed

A Step by Step Guide to Staging an Event in Jersey

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Events Guideline Manual

An event can be defined as "...A phenomenon arising from non-routine occasions which have leisure, cultural, personal or organisational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people..."

(Shone & Parry, 2004)



Introduction

Every event is unique and varies in terms of participants, audience and size. It is easy to under-estimate just how labour intensive events can be. Many organisers plan events whilst juggling full-time jobs and other commitments and soon find that an event can take over their life.

When staging an event you only have one chance to get it right and make an impression to your intended audience. To ensure this happens, careful planning is needed from start to finish.

This guide has been formulated to help you develop your ideas and guide you through the concept, planning and implementation stage in order to ensure that your event stands out and is an enjoyable and memorable experience for visitors.

We are fortunate to live in an Island such as Jersey that is a fantastic destination for staging events with dramatic landscapes, diverse and exciting venues and a strong resource of suppliers.

We hope that this booklet inspires you to create a colourful, interesting and unique event.

Good Luck!

Idea & Concept Stage

Introduction

The first stage to planning an event is coming up with an idea and developing the concept into something that has been well thought out, with the target audience considered. A group, club or association may wish to stage an event for several reasons, these may include:-

- To raise money for charity
- To raise awareness of a club/society
- Celebrate a particular anniversary
- Celebrate local history or something unique

Although, the event/festival is taking place to benefit the club, society or association it is important to consider the type of people that may attend and what they will expect from the event. Customer Focused Event organisers find that their events are a success because they have carefully thought out the needs of individual visitor types.

Remember that the needs of a child or senior citizen may be very different to young people and should be considered in the idea and concept stage of the event. To help in this area it is useful to set aims of and objectives.

Setting Aims & Objectives

It is important to have a clear idea about what you would like the event to achieve from the outset, the reasons for staging the event and the ideal outcome from the event. This can be done by setting aims and objectives for the project.



For example:

The aim of the event is what you would like to achieve i.e. raise money or to increase awareness of the Island, your organisation/charity etc.

The objectives could be what you will do to achieve your aim. This may include the methods in which you will market your event or how you intend to increase ticket sales.

Ensure that “SMART” objectives are set to ensure the success of your event.

- Specific – Don’t be vague when deciding the objectives of the event. What exactly do you want to achieve? How will you do this?
- Measurable/Manageable – How can we measure the success of the event? E.g. ticket sales. Are there systems in place to manage this?
- Achievable – How will the event achieve its aim?
- Realistic – Do I have the experience to stage the event with knowledge of any pitfalls that may occur? Does the committee need professional help in this area?
- Timely – Can we meet the deadline of the set date for the event without compromising on quality?



Forming a Committee

It is a good idea to form a committee early on in the planning stage, this will help you to discuss ideas and spread the work load to other members. The committee usually consists of the following members;

Chairperson – Someone who can time-control and organise meetings. This person will need to be robust, they will be the final decision maker.

Secretary – To take minutes during meetings and distribute information to members.

Treasurer – To manage finances (a bank account will need to be opened).

Representatives from the venue/sponsors/police/fire service/first-aid relevant Parish Hall may need to attend your meetings at various stages in the planning process.

Points to consider

- How much time will be required from each person and can they spare the time to do the job properly?
- Have they had experience in this type of role before?
- Do they have good working relationships with other members in the team?

Development of activities, preparation and deadlines

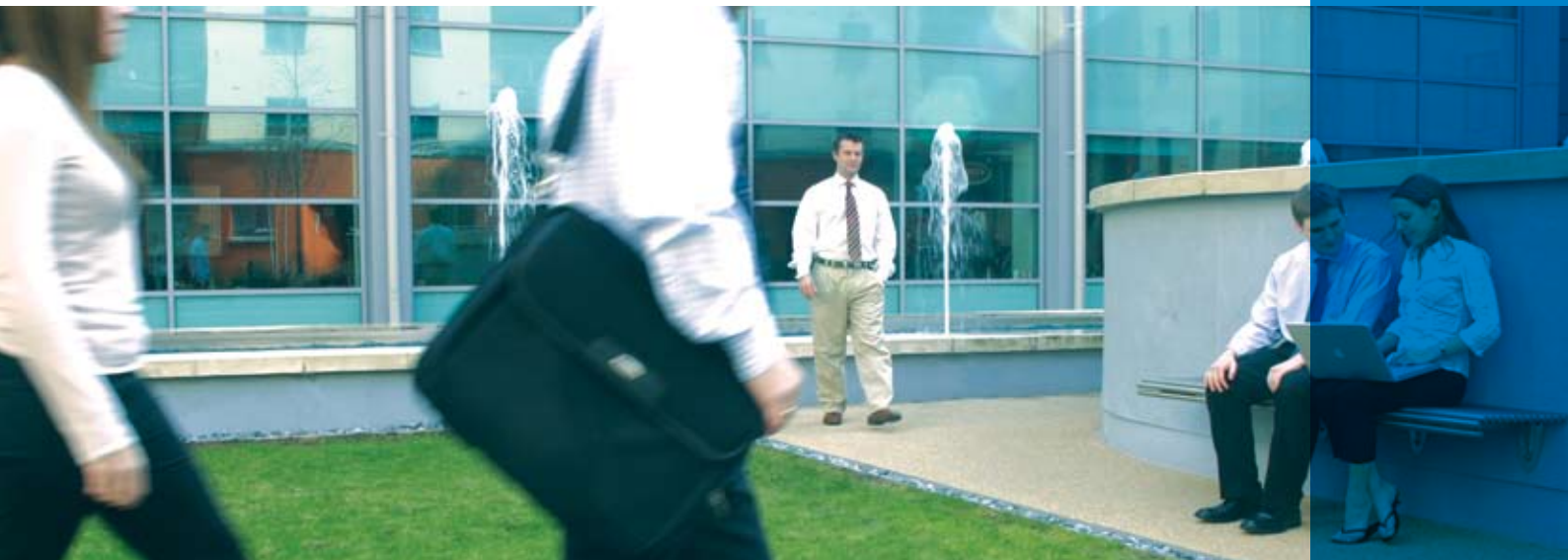
The committee must be well organised and each person's responsibilities must be clearly defined. It is important to keep the organisational structure simple and easy to manage.

Organisational functions that must be covered are:-

- Finance/Funding
- Health & Safety
- Marketing & Public Relations
- Venue Organisation/Management
- Legal/Contracts

Once the areas have been split it may be useful for the committee member to write a list of all tasks needed to complete the activity, the time duration of each task and the funding needed to complete them. This will give each member a clear idea of what is to be done and when, with deadlines in mind.

There are software programmes such as 'Microsoft Project' that can assist with event planning, they can however be complicated to use and expensive, but are useful for large events to break down tasks and highlight what is needed by whom and by when.



Draft a budget

It is important to draft your budget early on in the planning stages to help you highlight any possible funding deficit or 'gap' funding that you will need to gain from an outside source.

Consider all costs and revenue channels. Do not underestimate costs and always allow a budget contingency for when things go wrong. It will be important to allocate individual budgets to members at an early stage to avoid overspending.

An example of this form can be found in Appendix A.

Sponsorship

It is likely that sponsorship will be needed from an external party. It may be possible to obtain a grant from the public or private sector, depending on the type of event you are staging, and if the event brief is in keeping with the sponsor company aims, profile or image. To obtain a grant from an outside source you will need to provide the sponsor with the following information and present it in a business plan. It should include:-

- Purpose and type of event
- Desired outcomes & Key performance indicators
- Brief history of event organisers/club/association and its aims and objectives
- The Marketing Plan i.e. the type of media that will be used and description of how the sponsor will be promoted.
- Statistics such as; the number of expected attendees to the event and their characteristics i.e. age, status etc.
- Breakdown of costs and how the funding will be spent.

Theme & Concept

For an event to achieve the 'wow factor' it is essential that all elements of the event are brought together through colour and theme. Think carefully about your chosen theme and how it will attract your target audience.

Your theme can be reflected through:-

- Décor
- Food
- Music & Entertainment
- Lighting Effects
- Merchandise
- Banners & animation

Points to consider

- Themes are about building safe, secure and enjoyable atmospheres.
- Your budget will dictate how much you will spend on décor & themes.
- Make sure all materials are fire-proof, water and weather resistant, and that they comply with HSE Safety Standards. For further information see Risk Assessment Section.



Planning Stage



Planning

Introduction

Staging an event can be a little like planning a military operation! Many people assume that anybody can stage an event successfully and are unaware of the potential pitfalls that even the most experienced event organiser may experience. Health and Safety regulations are in place to reduce risk to the general public. It is up to the event organiser to be aware of their responsibilities when staging events, naivety is no longer an excuse for not knowing what is expected of you.

This chapter has been designed so that it can be used as a reference, to dip into when planning your event or as a step by step guide. It may be useful to flick through this chapter to ensure that all aspects of the event have been covered.

Research, check and set date

Before setting a date for your event it is important to research if other events are being staged as this could have an effect on visitor numbers. If another event is running on the same day and it is similar to yours it may be useful to contact them as the events may compliment each other, sharing marketing costs could always be an option!

To make sure your event is not clashing with other public events you should check Jersey Tourism's website where many of the main events are listed. This can be found at www.jersey.com/events

If you wish to publish an event on this website please contact Sarah-Jane Jones on Tel: 448813 or Abbie Fox on Tel: 448823.

Points to consider

- When do you want to stage the event? In the height of the summer there is an increase of potential visitors.
- Are there other events happening at the same time?
- If so, is the other event targeting the same audience as your event?
- Would it be possible to work together so the events would compliment each other and costs shared e.g marketing?



Choosing a venue

Once you have an idea of the type of festival/event you plan to stage, choose a suitable Venue or location. Jersey has a vast array of unique venues ranging from cultural & heritage sites, hotels, restaurants, sporting arenas, public parks and outdoor spaces. It is always a good idea to speak to the Constable of the Parish early on in the process to get their support.

For details on the main types of venue with infra structure/service information, please see Appendix B.

When choosing a venue for an event it is important that you visit the site to assess its suitability and check that it meets Health & Safety requirements. It may be helpful to consider whether the venue is in keeping with the brief and theming of the event and what you need from it in terms of services for it to be a success.



Site Inspection

Venue Environment & Location

- Are there good transport links to the venue? i.e. bus & cycle routes.
- Is Parking available
- What is the proximity to local infrastructure and will permissions need to be granted?
- Is there adequate space for all elements such as stalls, marquees, catering and other activities?
- Have you considered issues relating to access in terms of unloading/loading/mobility-impaired visitors?

Venue Facilities & Services

- Are there adequate basic services such as water, electricity & gas?
- Is there adequate space and what is the capacity for the main area/parking/support areas/kitchens?
- Have you considered the flow of attendees whilst at the event? Please note that stalls that are a considerable distance from each other can have an affect on the atmosphere at an event.
- Access/egress must be thought out carefully as there could be large amounts of people trying to move through entrances/exits at the same time.
- Is there a detailed plan of the site? If not, it is useful to establish ceiling height, access door & height, power points, air conditioning, heating systems and water access points available.
- Is there toilet provision on site?



Other information

- Are there specialist services/facilities that the venue offers e.g. sound systems?
- Is the venue available when required?
- How much does the venue cost to hire and what does this include?
- What was your first impression of the venue and is it well maintained?
- What are the conditions of hire?

Special Power & Utilities Suppliers



Electricity will be needed for lighting, sound and catering. It is vital that you identify the total energy requirements needed and that the appropriate systems are in place. If installed incorrectly electricity can cause death or serious injury to performers, workers or members of the public. In many circumstances electricity supply may be temporary during an event but this does not mean that it should be of poor quality. All electrical installations and equipment must meet with the general requirements of the Electricity at Work (Jersey) Regulations 1983 and be fitted by a competent electrician.

There are leaflets available for advice on electrical issues. They are; The Events Safety Guide ISBN: 0-7176-2453-6 & Electrical Safety for Entertainers INDG247 8/97 C150 both of these documents can be ordered direct from www.hsebooks.co.uk or obtained from the Health & Safety Inspectorate at Social Security.

Sourcing the hiring of generators and qualified electricians can be found under 'generators' in the Yellow Pages of the Jersey Telephone Directory.

Water – The provision of water will be needed for both drinking (especially in warm weather) and for catering purposes. Generally, water should be provided from a mains supply but if this is not possible water suppliers are available for hire, see 'water carriers' in the Yellow Pages. Under the Food Hygiene General Provisions Jersey Order 1967 water used for cooking must be guaranteed safe for human consumption.

At outdoor sites (one day events) a general guideline is one water outlet per ten caterers provided they are in the same area. Remember that staff should have access to drinking water at all times. You may wish to provide your staff with bottled water.

Liquefied Petroleum Gas (LPG) – Is the main source of fuel for outside catering operations. It does however present a substantial risk. Operators should demonstrate a basic understanding of its safe use and emergency procedures, ensure that it is handled and stored correctly and is secure from interference from the general public.

LPG's should be installed in accordance with LP Gas Association Code of Practice 24 Use of LPG cylinders Part 4:1999 Use of LPG cylinders for Catering at Outdoor Functions, copies of which are available at www.lpga.co.uk in its publications section. For further advice, contact Jersey Gas on Tel: 755500.

Booking Suppliers

Catering

Catering plays an important part in any event and it is important to get this right. Whether good or bad, people will talk about the food and this can make or break an event.

There are several points an event organiser should consider when planning the catering requirements, they are:-

- How many people will attend the event?
- What is our budget?
- Who are you audience?
- What do people like to eat?
- What are the age groups?
- Is it a relaxed or formal occasion?
- Does the venue have the capabilities to provide the required menu?
i.e. facilities, storage space, and available equipment.

Remember that your staff will need to be fed and take regular breaks if working for more than 4 hours.

A professional caterer will be able to give you advice on the kind of service method which would be best for your event. If you intend to supply the catering yourself you must ensure that strict guidelines are adhered to when preparing and storing food that will be served to the public. Advice on food hygiene and event catering, and food festival checklists are available from Health Protection on Tel: 623712 and at www.gov.je

Refreshments

Under the Licensing (Jersey) Law 1974, Article 89(1)(b), alcohol can only be sold by a person with an existing license. However, to serve alcohol at an event the licensee must apply for a special permit from the Bailiff's Chambers.

There are restrictions when serving alcohol at events and the licensee will be responsible for adhering to them. Information and advice is available from the Bailiff's Chambers on Tel: 441103.

Sanitary Facilities

Ensure that adequate sanitary provision is made for the number of people expected to attend the event, and that careful consideration is given to location, access, type of facilities, lighting and signage. Also arrangements should be in place for their cleaning and provision of soap and towels. Certain facilities are self enclosed and need emptying while others need to be connected to the public sewer – please contact Transport and Technical Services on Tel: 445509 if connection is required.

For sanitary recommendations please see table. (Ref Event Safety Guide)

For events with a gate opening time of six hours or more.		For events with a gate opening time of less than 6 hours duration.	
Female	Male	Female	Male
1 toilet per 100 females	1 toilet per 500 1 urinal per 150	1 toilet per 120 females	1 toilet per 600 1 urinal per 175

Where possible, wash basins should be provided in the ratio of one per five toilets, with no less than one per ten units.

Facilities for employees and event staff should be near to working areas with hot and cold hand-washing facilities, especially for handling of food.

For large events the Bailiff's panel will expect to see details of sanitary provisions in your risk assessment. There are guidelines available from Health Protection that can help you which include useful telephone numbers for toilets and wash hand basins or see 'portable buildings' in the Yellow Pages.

Entertainment

Whether it's music, dancers or actors, the entertainment will have an impact on the overall ambience and atmosphere of an event. It is important to get this right and it should reflect the theme.

If the event involves amplified music then discussions should take place with Health Protection and the Parish on measures to minimise noise nuisance to neighbouring premises. If you plan a pop concert or music festival then the Code of Practice on Environmental Noise Control at Concerts produced by the Noise Council needs to be followed. (This can be obtained from Health Protection.)

It is important local residents are notified well in advance of what is proposed regarding music.

There are various musicians, entertainers and drama clubs that could be used on the Island. For advice on sourcing performers, musicians and more, contact the Art Outreach Co-ordinator at The Jersey Arts Centre on Tel: 700400 or contact the Events team at Jersey Tourism.



Equipment Hire & Specialist Supply Items

The best place to source suppliers for your event is by personal recommendation or the Yellow Pages of the Jersey Telecom Directory. Below is a list of businesses that may be of use to you.

A

Access Equipment
Advertising & Promotional Goods
Advertising Agencies
Artists' Materials
Audio Visual Aids Hire
Audio Visual Productions

B

Badges
Balloons
Bar Supplies
Barbecue Supplies

C

Calligraphy – Invitations
Candle Suppliers
Car Hire
Caterers
Catering Equipment
Clothes for Hire
Conference Centres
Conference Design & Production
Conference Equipment
Conference Organisers
Crane Hire

D

Dancing Academies
Designers – Advertising & Graphic
Disc Jockeys
Disco Equipment
Dress Hire
Dressmakers

E

Earth-Moving Equipment
E-commerce
Entertainments
Event Management
Exhibition Organisers

F

Fabrics
Face Painting
Fancy Dress
Firework Specialists
Florists
Garden Equipment & Supplies
Garden Lighting
Generators

H

Health & Safety Services
Heating Equipment & Supplies
Hire Services

I

Insurance Brokers

J

Juke Boxes

K

Karaoke

L

Laminating Services
Lighting Equipment & Design
Linen Hire

M

Marketing Consultants
Marquees

P

Paint Supplies
Party Entertainers & Organisers
Photocopying Services
Photographers
Portable Buildings – Toilets
Public Relations

R

Radio Stations
Recreation Centres
Recycling
Removals
Rubbish Removals

S

Sanitary Equipment
Scrap, Rag & Metal Merchants
Second hand Shops
Security Services
Signs – Plastic
Soft Drinks
Sports Equipment
Stress Management!

T

Tarot
Toastmasters
Toys & Games – Wholesaler
Trophies

V

Van Hire
Vending Machines
Video Production
Video Conferencing

W

Waste Disposal
Water Carriers
Water dispensers
Wholesalers
Wigs



Health & Safety Requirements

In the concept stage of planning an event, it is important to be aware that elements and activities that you include in your plan may need a permit or license and will have to meet with Health and Safety regulations.

The most common permit needed for events in Jersey is the 'Public Entertainment Licence' If an event includes 'any entertainment to which members of the public may gain access with or without payment' permission must be granted by the Bailiff unless the event takes place at a venue which already has a blanket public entertainment permit. 'Public entertainment' does not include religious meetings or services, jumble sales, bazaars and many sporting events but if in doubt contact the Bailiff's Chambers on Tel: 441103.

To apply for a permit, the organiser must complete an application form and produce an Event Plan which includes information such as; the type of event that is proposed, how it is organised and the measures taken to ensure any foreseeable risks to spectators or participants are addressed.

The event plan will then be presented to the Bailiff's panel that is made up of:-

- States of Jersey Police
- States Ambulance Service
- Health & Safety Inspectorate
- Health Protection Department
- Fire and Rescue Service

The Bailiff may also take the advice of the Connétable in whose Parish the event is to be held.

The panel meets once a month (usually on the first Wednesday) and will consider an application at the first available opportunity. Following a recommendation from the panel, a permit can be issued within seven days but for larger events there may be outstanding issues which you need to consider further, sometimes at subsequent meetings. You should, therefore, allow yourself as much time as you can.

Permits

The list shown below consists of elements that you may wish to address in your event planning, the type of permit needed and a list of useful contact names & numbers.

Permit	Suggested Place of Enquiry/Contact
Alcohol – Licensing (Jersey) Law 1974. Article 89(1)(b). Can only be sold by a person with an existing license. Licensee must apply for special permit to serve alcohol at events.	Bailiff's Chambers The Royal Square St Helier JE1 1BA Tel: 01534 441103
Animals – Any event that involves using animals as entertainment i.e. an equestrian show requires a Public Entertainment Licence.	Bailiff's Chambers The Royal Square St Helier JE1 1BA Tel: 01534 441103
Bingo, Lottery or Gaming – Any activity that has a money or gambling element at public events i.e. raffle, crown & anchor, (virtual) racing or similar activity will need permission granted from Gambling Control.	Gambling Control Economic Development Department Tel: 01534 448151
Camping – The nature of the event will dictate if camping would be permitted. Permissions must be sought from both the Parish Connétable & the Planning Department.	Planning & Environment Planning Department States Offices South Hill St Helier JE2 5JP Tel: 01534 448694
Crowd Control – The nature of the event will dictate how many marshals or stewards will be required. In the risk assessment the organiser must detail the number of marshals and outline their roles. Information regarding managing crowds safety and the recommendations for this are available from the Health & Safety Inspectorate at Social Security.	There are a range of Security services companies listed in the Yellow Pages. Look out for those advertising Event Marshalling and Security. Health & Safety Inspector P.O. Box 55, Philip Le Feuvre House La Motte Street, St Helier JE4 8PE Tel: 01534 447300
Public Fireworks – Are regarded as 'public entertainment' and require a public entertainment licence. This is not required for purely private events such as weddings which are not viewed by the general public. However, it would be advisable to contact your Parish to appraise them of any display and to consider informing neighbours & local residents.	Bailiff's Chambers The Royal Square St Helier JE1 1BA Tel: 01534 441103

Permit	Suggested Place of Enquiry/Contact
<p>First Aid – This area of an event is essential for Health and Safety purposes and is often over looked. Many think that having a first-aider at the event is sufficient but often, this isn't the case. For professional advice on the requirements of your event please contact Ambulance HQ or St John Ambulance for advice (St Johns need 3 months notice).</p>	<p>Station Officer Paramedic Ambulance HQ, Rouge Boullion St Helier, JE2 3ZA Tel: 01534 624720 St Johns Ambulance HQ Midvale Road St Helier, JE2 3YR Tel: 01534 735611</p>
<p>Food Handling – Food Hygiene (General provisions) (Jersey order) 1967. When catering to the public it is essential to ensure that food is safe and free from the risk of contamination. Event organisers must be aware of the guidelines set by Health Protection.</p>	<p>Health Protection Public Health Services Le Bas Centre St Saviour's Road St Helier JE1 4HR Tel: 01534 443717 Fax: 01534 623720</p>
<p>Environmental Issues (Sanitary provisions) – Allocation of toilets per person. Information and guidelines on all environmental issues are available from Environmental Health. (Also available in Portuguese) Music: care needs to be taken to prevent Noise Nuisance to neighbouring property.</p>	<p>Health Protection Public Health Services Le Bas Centre St Saviour's Road St Helier JE1 4HR Tel: 01534 443717 Fax: 01534 623720</p>
<p>Health & Safety Issues – It is imperative that the event meets all Health & Safety requirements. There are published books that can help you in this area. These include Event Safety Guide & Five steps to Risk Assessment and are available from Social Security.</p>	<p>Health & Safety Inspector P.O. Box 55, Philip Le Feuvre House La Motte Street, St Helier JE4 8PE Tel: 01534 447300</p>
<p>Marches & Parades – Depending on the ownership of the road you need to contact either the relevant Parish or Transport & Technical Services. The Parish will be able to advise on the ownership of the road.</p>	<p>Transport & Technical Services P.O. Box 412 South Hill Offices St Helier, Jersey JE4 8UY Tel: 01534 445509</p>
<p>Marquees, Staging and Grandstands – For advice on fire safety precautions on temporary structures contact the Fire Safety Department. (Only licensed contractors can erect the above.)</p>	<p>Fire Safety Department States of Jersey Fire Headquarters Rouge Bouillon St Helier JE2 3ZA Tel: 01534 633506</p>

Permit	Suggested Place of Enquiry/Contact
<p>Music to Entertain the Public – Classified as ‘public entertainment’ A Public Entertainment License is required unless the venue has its own permit.</p>	<p>Bailiff’s Chambers The Royal Square St Helier JE1 1BA Tel: 01534 441103</p>
<p>Occupancy (Maximum numbers) – The capacity of a venue is generally dependent on the space available and the number of emergency exits. A venue should be able to tell you the max occupancy numbers they are insured for, but for further information please contact the Fire Safety Department.</p>	<p>Fire Safety Department States of Jersey Fire Headquarters Rouge Bouillon St Helier JE2 3ZA Tel: 01534 633506</p>
<p>Parking – Permission needs to be granted from both the landowner and Parish (if applicable). Some Parishes do allow parking on the road.</p> <p>Parks (use) – Events held in public parks require permission from the Parish, Transport & Technical Services and the Park Keeper if applicable. The Parish will be able to advise you of the ownership and whom to contact.</p>	<p>Parish Connétables (Parish in which you are holding the event, details found in Jersey Telephone Directory.)</p> <p>Manager of Parks & Gardens Transport & Technical Services P.O. Box 412 South Hill Offices St Helier, Jersey JE4 8UY Tel: 01534 448628</p>
<p>Clearance/Refuse – Your event may require assistance in the closing down and clearing up stage of the event. Transport & Technical Services can assist you with this and give you information on recycling services. Alternatively, contact an external supplier via your Parish or Yellow Pages.</p>	<p>Transport & Technical Services P.O. Box 412 South Hill Offices St Helier Jersey JE4 8UY Tel: 01534 445509</p>
<p>Sea/Beach use (Policing of Beaches Legislation) – Any event on the beach requires permission from both Jersey Tourism / Economic Development Department and the Parish. It will also require a public entertainment permit if it involves ‘entertainment’.</p>	<p>Policing of Beaches Economic Development Department c/o Jersey Tourism Tel: 01534 448838 Parish Connétables (Parish in which you are holding the event, details found in Jersey Telephone Directory)</p>
<p>Signs & Banners – Erecting signs or banners for an event requires permission from the landowner (if applicable), Parish Connétable and Planning Authorities.</p>	<p>Planning & Environment P.O. Box 412 South Hill Offices, St Helier, Jersey JE4 8UY Tel: 01534 448694</p>
<p>Street Closure – Depending on the ownership of the road you need to contact either the relevant Parish or Transport & Technical Services.</p>	<p>Transport & Technical Services P.O. Box 412 South Hill Offices, St Helier, Jersey JE4 8UY Tel: 01534 445509</p>

Insurance

Check that subcontractors and self-employed contractors have the relevant insurance and risk policies. Get signed copies of these policies for your records.

As an event organiser it is your responsibility to ensure that adequate insurance is in place to cover such issues as:-

- Cancellation
- Failure to Vacate the Venue
- Damage to Property/Premises
- Legal Liabilities
- Damage to Equipment
- Public Liability

When researching insurance brokers in the Yellow Pages look out for companies that offer Commercial & Business insurance as these companies will be likely to cover 'public liability', a requirement when staging events. Make sure that the company you are using is regulated by the Jersey Financial Services Commission.

Risk Analysis

In order to ensure that a structured approach is taken to identify risks and to ensure that all involved are aware of the measures that need to be taken, it is advised that a written risk assessment be prepared. Events where it is perceived that significant amount of risk could be incurred require a written assessment as part of the Health and Safety Inspectorate. Requirements must be in place and satisfy the Bailiff's Panel before any permit will be granted.

A recommended approach to risk assessment is as follows:-

Step 1	Identify the hazards associated with activities contributing to the event, where activities are carried out and where activities are to be undertaken.
Step 2	Identify those people who may be harmed and how.
Step 3	Identify existing precautions, e.g. venue design, operational procedures or existing 'safe systems of work'.
Step 4	Evaluate the risks.
Step 5	Decide what further actions may be required, e.g. improvement in venue design, safe systems of work etc.

(Health & Safety Guidance for Organisers of Public Events)

Some of the key issues that need to be addressed are:-

- Site Conditions
- Emergency Planning
- Vehicle Access
- Catering
- Stability of Temporary Structures
- Firework Displays
- Fire Safety
- Communication
- Children
- Electrical Installations and lighting
- Sound: Noise and Vibration
- Sporting and Similar Activities
- First Aid
- Crowd Management
- Livestock
- Use of Gas Cylinders
- Fairground Rides
- Waste Management

Marketing & Promotion

If your event/festival is a new event it may be useful to put together a marketing plan.

General

It is useful to set marketing objectives, in order to have a clear vision of what is needed to be achieved to ensure the success of the event, these could include; targets for visitor numbers, ticket sales, turnover or profit.

Points to consider

- What is your marketing budget?
- Which media will you use? What newspapers and magazines do your audience read?
- Could you use newspaper adverts/press releases to influence them?
- Do they watch TV or listen to the radio?
- How will you influence your audience if they are not engaged by the media?

Writing a Press Release

If your event is for charity or a local club/association it is likely that you will be able to publish details of your event in many of the daily diaries across the Island.

The following information will need to be available:-

- Date(s)
- Title of the Event
- Venue
- Timings
- Contact details
- Website address if applicable
- Short description of the event

Make sure that the press release is sharp and to the point with correct information given. If the document is too long winded it is unlikely that the journalist will read it let alone publish it.

Media Contacts

The most important role for the person responsible for public relations is to build a rapport with media contacts as early as possible without hassling them. If your event is for charity or a local club or association many media companies will advertise large events for free, below is a list of possible companies you may wish to contact.

BBC Television Jersey

18 Parade Road
St Helier
Jersey
JE2 3PL
Tel: 01534 870111
Email: spotlightci@bbc.co.uk

Jersey Evening Post

Five Oaks
St Saviour
Jersey
JE4 8XQ
Tel: 01534 611611
Fax: 01534 611622
Email: news@jerseyeveningpost.com
features@jerseyeveningpost.com
sport@jerseyeveningpost.com

Channel Television

Television House
La Pouquelaye
St Helier
Jersey
JE2 3GF
Tel: 01534 816816
Fax: 01534 816689
Email: broadcast@channeltv.co.uk

Gallery Magazine

Broadcasting House
Rouge Bouillon
St Helier
Jersey
JE2 3ZA
Tel: 01534 811100

Jersey Insight (web)

Third Floor
No 1 The Forum
Grenville Street
St Helier
JE4 8PB
Tel: 01534 882555
Fax: 01534 882480
Email: contact@jerseyinsight.com

This is Jersey (web)

Jersey Evening Post
Five Oaks
St Saviour
Jersey
JE4 8XQ
Tel: 01534 611886

Jersey Now Magazine

MSP Publishing
P.O. Box 582
Jersey
JE4 8XQ
Tel: 01534 611743
Fax: 01534 611610

There are other methods of advertising your event which are free and for smaller events may be more effective, these include:-

Leaflets & Door drops

Ideal for small community events, these can be made and printed on the computer at home. Designing and printing them yourself will keep costs down.

Posters

This method of advertising works well if the posters are eye catching with a good use of colour and with vital information stated that the visitor will need. These can be designed on the computer at home, saved onto disc and printed at a printing shop. For details of printing shops please see 'photocopying services' in the Jersey Telecom Yellow Pages. Remember to always ask for permission when erecting posters in public places.

Parish Halls

The Parish in which you hold the event is not only a good source of information in the planning stage of the event but can also provide assistance in advertising the event. It may be possible to publish the details in the Parish newsletter or on the Parish Hall notice board.

Radio Interview

A great way of advertising the activities and elements of your event is to let people know through the radio. This can be done through daily diary listing or an interview whilst at the event. Many radios stations are happy to do this if the event is for a charity or local club/association. Contact details for local radio stations are shown as follows:-

Channel 103 FM

6 Tunnel Street
St Helier
Jersey
JE2 4LU
Tel: 01534 888103
Fax: 01534 887799
Email: news@channel103.com
info@channel103.com

BBC Radio Jersey

18 Parade Road
St Helier
Jersey
JE2 3PL
Tel: 01534 837230
Fax: 01534 631208
Email: radio.jersey@bbc.co.uk



Staging the Event



Before the event

Confirmation of Bookings

It is important to confirm bookings/arrangements with all artists, performers, speakers and VIP's before the event.

- Phone or write to confirm date, time and any other important details that may be relevant.
- Include a map of the venue and details of how to get there.
- Check any special requests and make sure they are in place.
- Provide contact details of the relevant person in case problems arise.

Weather

The weather can be a determining factor in an event's success or failure. Getting the correct information before the event allows you to implement contingency plans for bad weather. For an accurate online local forecast see www.jerseymet.gov.je. You can also contact the Jersey Meteorological department who provide a consultancy service on 0905 807 7777.

Staffing

The event organiser must make sure that all event staff are fully briefed and/or trained, have a good understanding of the overall operation plans, have a good knowledge of Health and Safety standards, and procedures for dealing with major incidents.

The brief should include:-

- Timings of the event.
- The team's responsibilities before, during and after the event.
- Details of the location of guest facilities such as toilets, first aid, seat allocation and any other relevant information.
- General behaviour and standards whilst on duty.

Always answer any queries that team members may have. Try to keep your brief simple.

Make sure all staff are aware of the following:-

- What facilities/services are available.
- Where these are located so that they can direct people.
- How to manage problems, including:
 - Unforeseen incidents
 - Emergencies i.e. fire or bomb scare
 - Accidents
 - Lost Property
 - Directions/information on and off site
 - Information on local amenities for visitors

Setting up of the Event

Services and Facilities – As part of the setting-up procedure you should check that your venue has all the necessary facilities and infrastructure in place. The following checklist will help in this area. Some of these may not be applicable to your event.

Item	Task	Check by whom
Access		
Keys	Collect	
Alarm Systems	Identify/Operate	
Car Parking		
Signs to Event	Erect	
Mark out Area	Complete	
Ramps	Install	
Directional Signs		
Signs	Erect	
Clean/Correct	Check	
Electricity		
Mains onsite electrics	Check	Electrician
Generators	Install	Electrician
Safety	Check	
(LPG) Gas		
Storage	Check	Contractor
Installation	Check	Contractor
Safety	Check	Contractor
Water		
Mains	Check	
Mobile Supply	Check	
Fire Equipment		
Adequate/Appropriate	Check	
Correct Location of	Check	
Lighting		
Install	Check	Specialist Contractor
Marquees/Tents	Erect	
Seating/Tables	Position	
Heating	Install	
Electricity	Install	
Décor/Theme	Erect/Position	
Banners	Position	
Bunting	Position	
Flags	Position	
Posters	Position	
Drapes (Fire proof)	Hang/Position	
Floral Displays	Position	
Stands/Stalls	Erect/Design	
Tables-Market Stalls	Position	
Chairs	Position	

Item	Task	Check by whom
Sound System	Install	Specialist Contractor
PA System	Install	
Music/Amplifiers	Install	
Hi-fi Equipment	Install	
Monitors	Position	
Speakers	Position	
Microphones	Position	
Acoustics	Check/Adjust	
Sanitary Facilities	Install/Erect	
Toilets	Clean/Ready	
Portaloos	Erect	
Waste Disposal	Install	
Litter Bins	Position	
Bin Bags	Line Bins	
Disposable Towels	Install/Fill	
Soap Dispensers	Install/Fill	
First Aid/Equipment		
St Johns Ambulance	Position	
Fireworks/Bonfires	Set up/Check	Specialist Contractor
Pyrotechnics	Install	
Children Facilities	Erect/Design	
Play Area – Slides	Install/Safety	
Swings	Install/Safety	
Creche	Safely set up	
Lost/Found Point	Position	
Other		
Emergency Equipment		
Separate PA System	Install	
Floor Lighting	Install	
Catering Area	Set up Area	
Entrances/Exits	Clear for deliveries	
Generator	Install/Check	
Additional Sockets	All equipment	
Lighting	Install/Check	
Water Supply	Connect	
Security		
Entrances/Exits	Check	
Fire Exits	Check	
Marshals	Briefed	

On the Day

It may be an idea to check the items on the checklist before the event starts (if set-up happened the day before) to ensure that everything is in order and any problems can be identified early on.



Public Relations

It will be very important to look after the media contacts on the day of the event and assign someone purely for this role. The way in which they are treated may determine how complimentary they are in their reports and cooperation in future events. Before the event the media contact should have received:-

- Updated Press release
- An entrance pass
- Location Map
- A running order of the day
- Meeting arrangements

On the day of the event you should:-

- Meet and greet your contact
- Update them of any changes
- Introduction to VIP's
- Be present for any interviews that take place
- Ensure that they are happy throughout their visit
- Provide your guests with refreshments or make alternative arrangements



Entertainers & Speakers

Throughout the day one member of the team should be responsible for ensuring the entertainers and contractors are happy. Their role should include:-

- Meet and Greet
- Show specific areas for changing etc
- An explanation of running order/times
- Watch the performance
- Keep track of time so acts don't over run
- Ensure all performers have access to water and refreshments if arranged

Concessionaires

The person allocated to look after concessionaires should:-

- Check arrival time
- Allocate correct location
- Ensure that they are within the set boundary allocated
- Ensure that they are complying to basic hygiene standards
- Ensure quality of the service
- Check time of departure



Close Down of the Event

Be prepared for the clear up of the event; consider all tasks that must be completed, do not underestimate the number of people needed to do the job and ensure basic equipment of mops, buckets, cleaning materials and refuse bags are available unless you are using private contractors.

It may be useful to de-brief the staff before the clear up so that all parties are aware of their duties during this process.

The clean up process can be split in various stages to ensure a systematic approach:-

1. Clearing begins – Litter picking, bagging, washing up (or removal), sort linen, move items to specified collection point.
2. Clear down small items – Boxing of consumables and small items, loading of items, removal of rubbish.
3. Removal of equipment & furniture – Contractors to remove their equipment etc
4. Cleaning & Waste Disposal – Collection of solid waste. Recycling collection.
5. Removal of Utilities – Removal of electricity cables, generators, water supplies, gas and sanitary facilities.
6. Removal of Structures – Removal of ropes and crowd barriers, large items such as tents, marquees and portacabins etc.
7. Handover & Restoration – Final remove of waste skips, clean down, check venue for damage and hand over keys to site manager.

A checklist has been provided to assist in this area.

Item	Task	Check by whom
Access		
Keys	Collect	
Car Parking		
Signs to Event	Dismantle	
Ramps	Dismantle	
Directional Signs		
Signs	Dismantle	
Electricity		
Mains onsite electrics	Disconnect	Electrician
Generators	Dismantle	Electrician
Safety	Check	
(LPG) Gas		
Safety	Check	Contractor
Water		
Mains	Disconnect	
Mobile Supply	Disconnect	
Fire Equipment	Dismantle last	
Lighting		
Install	Dismantle	Specialist Contractor
Marquees/Tents	Dismantle	
Seating/Tables	Stack/Return	
Heating	Disconnect	
Electricity	Disconnect	

Item	Task	Check by whom
Décor/Theme	Dismantle	Specialist Contractor
Banners	Pack/Return	
Bunting	Pack/Return	
Flags	Pack/Return	
Posters	Dispose	
Drapes (Fire proof)	Pack/Return	
Floral Displayed	Return/Dispose	
Stands/Stalls	Dismantle	
Tables-Market Stalls	Dismantle/Stack	
Chairs	Stack	
Sound System	Dismantle	
PA System	Disconnect last	
Music/Amplifiers	Dismantle	
Hi-fi Equipment	Dismantle	
Monitors	Dismantle	
Speakers	Dismantle	
Microphones	Dismantle	
Sanitary Facilities		
Toilets	Clean	
Portaloos	Dismantle	
Waste Disposal	Remove	
Litter Bins	Dispose	
Disposable Towels	Dispose	
Soap Dispensers	Clean	
First Aid/Equipment		
St Johns Ambulance	Dismantle	
Fireworks/Bonfires	Clear up once safe to	Specialist Contractor
Children Facilities	Dismantle	
Play Area – Slides	Dismantle	
Swings	Dismantle	
Creche	Dismantle	
Lost/Found Point	Dismantle	
Other		
Emergency Equipment		
Separate PA System	Disconnect last	
Floor Lighting	Disconnect Last	
Catering Area	Dismantle	
Entrances/Exits	Keep Clear	
Generator	Disconnect	
Additional Sockets	Disconnect	
Lighting	Disconnect last	
Water Supply	Disconnect	
Security		
Entrances/Exits	Clear	
Fire Exits	Clear	
Marshals	De-Brief	

Event organisers should be around to speak to visitors and VIP's to obtain feedback and pick up comments. These can be recorded as part of the 'event history and evaluation process' and be referred to for the next event.



Evaluation

Evaluation

The evaluation is an important stage of the planning process as it considers both the organisers and visitor's perception of the event. It is a useful aid to planning your next event (with improvements) and may be a requirement from the sponsor and the Bailiff's Chambers especially if the event is to be repeated the following year. A short period after the event a meeting should be arranged with the various parties; the committee, the client and sponsors to evaluate the event.

The following information should be available at the meeting :-

- Number of attendees
- Visitor profiles
- Attendance statistics – target market information
- Financial reports and accounts
- Visitor perception's
- Results from questionnaire or exit surveys
- Recorded interviews i.e. media
- Staff feedback
- Management Notes
- Discussion of impacts and issues of the event

The main questions that should be asked are:

Did the event meet its objectives?

What can be improved for the next event?

For smaller events, minutes of the evaluation meeting may be sufficient for recording the event history data. For larger events it may be useful to write a Post Event Evaluation report detailing the above information.



Appendices

Venues

Main Attractions

Durrell Wildlife Trust

Les Augres Manor
Trinity JE3 5BP
Tel: 01534 860000
Email: info@durrellwildlife.org
Web: www.durrellwildlife.org

Jersey Pottery

Gorey Village
Grouville JE3 9EP
Tel: 01534 850850
Email: enquiries@jerseypottery.com
Web: www.jerseypottery.com

La Mare Wine Estate

La Rue de la Hougue Mauger
St Mary JE3 3BA
Tel: 01534 481178
Email: info@lamarevineyards.com

Living Legend Village

La Rue du Petit Aeval
St Peter JE3 7ET
Tel: 01534 485496
Email: info@jerseylivinglegend.co.je
Web: www.jerseylivinglegend.co.je

Samares Manor

La Grande Route de St Clement
St Clement JE2 6QW
Tel: 01534 870551
Email: enquiries@samaresmanor.com

Heritage Sites

Jersey Heritage Trust

The Weighbridge
St Helier
JE2 3NF
Tel: 01534 633300
Email: info@jerseyheritagetrust.org
Web: www.jerseyheritagetrust.org

There are many venues available for hire which include:-

Elizabeth Castle	Hamptonne
Jersey Archive	Jersey Museum
La Hougue Bie	Mont Orgueil Castle

National Trust for Jersey

The Elms
La Chéve Rue
St Mary JE3 3EN
Tel: 01534 483193
Email: enquires@nationaltrustjersey.org.je
Web: www.nationaltrustjersey.org.je

Venues available for hire include:-

Câtel Fort
Le Don Hilton
Victoria Tower

Hotels & Conference Centres

Ambassadeur Hotel

Coast Road
St Clement JE2 6SB
Tel: 01534 724455
Email: hotelambassadeur@jerseymail.co.uk

Atlantic Hotel

Le Mont de la Pulente
St Brelade JE3 8HE
Tel: 01534 744101

The Grand Hotel

Esplanade
St Helier JE4 8WD
Tel: 01534 722301

Fort Regent Leisure Centre

St Helier JE2 4UX
Tel: 01534 449800

Greenhills Country Hotel

St Peters Valley JE3 7EL
Tel: 01534 481042
Email: greenhills@messages.co.uk

Hotel De France

St Saviours Road
St Helier JE1 7XP
Tel: 01534 614000
Email: enqgen@defrance.co.uk

Hotel L'Horizon

St Brelade's Bay JE3 8EF
Tel: 01534 743101
Email: lhorizon@handpicked.co.uk

Hotel La Place
Route du Coin
La Haule
St Brelade JE3 8BT
Tel: 01534 744261
Email: hotlaplace@aol.com

Jersey Arts Centre
Philip Street
St Helier JE2 4SW
Tel: 700400
Email: enquiries@artscentre.je

Longueville Manor
St Saviour JE2 7WF
Tel: 01534 725501
Email: info@longuevillemanor.com

Merton Hotel
Belvedere Hill
St Saviour JE2 7RP
Tel: 01534 724231
Email: enquiries@mertonhotel.com

Mayfair Hotel
St Saviours Road
St Helier JE2 4LA
Tel: 01534 888822
Email: info@themoderngroup.com

Metropole Hotel
Roseville Street
St Helier JE1 4HE
Tel: 01534 888811
Email: Modern@iti.net

Monterey Hotel
St Saviours Road
St Helier
JE2 7LA
Tel: 01534 724762
Email: bookings@morvanhotels.com

Pomme d'Or Hotel
Liberation Square
St Helier
JE1 3UF
Tel: 01534 880110
Email: enquires@pommedorhotel.com

Revere Hotel
Kensington Place
St Helier JE2 3PA
Tel: 01534 611111
Email: reservations@revere.co.uk

Radisson SAS Waterfront Hotel
The Waterfront
St Helier JE2 4HE
Tel: 01534 671100

Royal Hotel
David Place
St Helier
JE2 4TD
Tel: 01534 726521
Email: bookings@morvanhotels.com

St Brelades Bay Hotel
La Route de la Baie
St Brelade
JE3 8EF
Tel: 01534 746141
Email: info@stbreladesbayhotel.com

The Club Hotel & Spa
Green Street
St Helier
JE2 4UH
Tel: 01534 876500
Email: reservations@theclubjersey.com

The Moorings Hotel
Gorey Pier
JE3 6EW
Tel: 01534 853633
Email: reservations@themooringshotel.com

The Royal Yacht Hotel
The Weighbridge
St Helier
JE2 3NF
Tel: 01534 720511

Water's Edge Hotel
Bouley Bay
Trinity
JE3 5AS
Tel: 01534 862777
Email: mail@watersedgehotel.co.je

Parish Halls

St Helier
P.O. Box 50
Town Hall
St Helier
JE4 8PA
Tel: 01534 811811

St Brelade
Parish Hall
La Neuve Route
St Brelade
JE3 8BS
Tel: 01534 741141

St Clement
Parish Hall
La Grande Route de la Côte
St Clement
JE2 6FP
Tel: 01534 854724

Grouville
Parish Hall
La Rue a Don
Gorey
JE3 9GA
Tel: 01534 852225

St John
Parish Hall
La Rue de la Mare Ballam
St John
JE3 4EJ
Tel: 01534 861999

St Lawrence
Parish Hall
La Grande Route de St Laurent
St Lawrence
JE3 1NG
Tel: 01534 861672

St Martin
Public Hall
La Rue de la Croix au Maître
St Martin
JE3 6HW
Tel: 01534 853951

St Mary
Parish Hall
La Rue du Pont
St Mary
JE3 3AS
Tel: 01534 482700

St Ouen
Parish Hall
La Gande Route de St Ouen
St Ouen
JE3 2HY
Tel: 01534 481619

St Peter
Parish Hall
Rue des Fosses
St Peter
JE3 7AH
Tel: 01534 481236

St Saviour
Parish Hall
St Saviour's Hill
St Saviour
JE2 7LF
Tel: 01534 735864

Trinity
Parish Hall
La Rue du Presbytère
Trinity
JE3 5JB
Tel: 01534 865345

Other

Luminar (Jersey) Ltd
(Liquid, Envy, Chicago & The Bar)
3 St Andrews Studios
St Andrews Place
Charing Cross
St Helier
JE2 3RP
Tel: 01534 618008

Royal Jersey Agricultural & Horticultural Society
La Rue de la Trinite
Trinity
JE3 5JP
Tel: 01534 866555
Email: society@royaljersey.co.uk

Serco (Jersey) Ltd
AquaSplash
The Waterfront Centre
St Helier
JE2 4HE
Tel: 01534 734524
Web: www.serco.com

Springfield Sports Stadium
Janvrin Road
St Helier
JE2 4LF
Tel: 01534 449615
Web: www.esc.gov.je/sport

Venues with a difference...

The National Trust

La Don Hilton (little white house) – situated beside the sea wall in St Ouen's Bay makes an interesting venue for beach activities and BBQ'S with accommodation of up to 10 guests in sleeping bags. Although, there is no water or toilets on site, public toilets can be found at Big Verns Diner & La Braye slip. The venue is reasonably priced at £50 for non-members.

Câtel Fort – a secluded guardhouse situated at the end of a narrow blackthorn-lined lane, overlooking Grève de Lecq Bay. The site is an ideal base for beach activities and exploring Grève de Lecq Bay. The interior of the property, although unfurnished, can accommodate up to 20 people in sleeping bags; the original fireplace is still in situ and can be used. The grounds can also be used for erecting tents. The site has been previously used for get-togethers of up to 100 people.

Although there are no toilets, electricity or water on site, toilets are available at Grève de Lecq Barracks (please request the access key) and on the walkway overlooking Grève de Lecq beach.

Victoria Tower – Situated on a hill-top overlooking Gorey and Anne Port. The site, an ideal base for walking activities and barbecues is surrounded by wooded slopes.

The site is available for hire until 10:30pm. The interior of the property is unfurnished but there is electricity. Although there are no toilets or water on site, public toilets can be found at Anne Port Bay and Gorey Harbour.

Information provided from The National Trust for further information contact Tel: 01534 483193.

The Jersey Heritage Trust

Mont Orgueil – Standing majestically over the fishing village of Gorey, it provides a dramatic backdrop to any social event. The lower ward can accommodate a marquee for 150 people, ideal for medieval banquets.

Elizabeth Castle – A fitting venue for anything from a major Shakespearean production to a children's party. This venue is spacious and flexible and can accommodate up to 500 guests in a marquee.

La Hougue Bie – An impressive 13m high Neolithic burial mound dating back 5,500 years dominates this tranquil site. A marquee for 100 people under the spot-lit mound and chapel offers a tranquil yet impressive venue for wedding receptions, corporate events.

Hamptonne – An idyllic site, ideal venue for agricultural show or fetes with a collection of farm house buildings, Hamptonne house and a meadow that can hold a marquee up to 150 people.

For full details on these venues please contact Jersey Heritage Trust on Tel: 01534 633312.

