

*id*verde



## Event Planning/Organising Workshop

**FRIENDS FORUM OF**

**BROMLEY PARKS AND GREEN SPACES**

**Day Conference on Thursday 24th May 2018**

# What is an event?

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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
- Sporting event, such as a marathon or fun run
- Food themed event – such as a farmers market
- Charity fundraising event – such as a fete or fair
- Music festival or concert
- Firework display
- Funfair or circus
- A guided tour or walk

# Gathering or event?

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How do we differentiate between a gathering and an event?

You would not need permission to use one of the borough's parks, provided that you *do not* meet certain criteria. These include:

- Controlled usage of the area
- Gatherings of more than 25 people for an organised event
- Preparation of hot food (except BBQ's at Crystal Palace Park)
- Selling food or alcohol
- Performing live events (i.e. dance performances or a music concert)
- Setting up marquees or bouncy castles.

# Events in numbers

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How many events are held in the Borough?

How many were hosted by the Friends?

- In 2017 there were 184 events hosted in Bromley Parks
- 41 of these events were organised and managed by Friends groups

# What to consider when organising an event?

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Running a successful event takes time, preparation and experience. You will most likely need to assemble a team to help you, so will need to clearly define your roles and responsibilities. Questions to consider;

- Who will be involved in the planning and execution of the event?
- How much time will you need to set aside to plan your event?
- Will you need the help of professional contractors?
- Will you need to recruit any volunteers?
- How will you fund the event and how much will it cost?
- Depending on your ambitions for your event, and how much support you have from the local community, you may need to fundraise to cover your costs. An event can cost anything from under £100, to upwards of £500,000, depending on the nature and scale of your plans.

# Event Management Plan

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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. A typical plan should include details of the following:

- **Event Description**
- **A Profile of your expected audience**
- **The capacity of your event area**
- **Organisational structure – Roles and Responsibilities**
- **Site Plan**

# Example Site Plan



# How to apply to host an event

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Once you have an event plan you will need to apply to *idverde* for permission to host the event via our online booking portal, EventApp

- EventApp guides applicants through the simple process, removing paper forms altogether. For each booking, all supporting documents are uploaded and stored in one place. EventApp helps the applicant and the administrators communicate with each other and with other stakeholders quickly and efficiently.
- Milestones are set to meet deadlines and every action is tracked and recorded. You can automatically generate invoices, online payment requests and conditional agreements. Venue profiles and contacts are stored inside the system as well. And all the data is there to create reports at the click of a button.
- The system is entirely web-based requiring no installation, it's accessed by standard web browsers, and it's automatically updated.





# Permissions and paperwork. What can be required?

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Once you have submitted your application through EventApp we will advise you based on the information that you have provided which licences you will need and how to go about obtaining them, as well the paperwork that we need to see.

- **Event Management Plan including Site Plan**
- **Insurance and liabilities**
- **Risk Assessments**
- **Food Hygiene**
- **Licensing and Permissions – PPL/PRS, TENS/Premises Licence.**
- **ADIPS & PiPAS**
- **Bromley Safety Advisory Group (SAG) Application**

# Promoting your event

- Advertising your event through social media is a great (and free) way to boost your events profile. Facebook, Twitter and Instagram give you the chance to connect directly with your potential audience



- Get plenty of photos so that people can share them on their pages and comment,
- When you tag images try to include other local groups who might be interested in your event and help spread the word
- Make full use of the notice board in your park
- Your event will be added to the Bromley Parks website

# Useful Links

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- <https://www.bromleyparks.co.uk/events/>
- <https://www.youtube.com/watch?v=VgpVuGIClVI>
- <http://www.londoneventstoolkit.co.uk/>
- [http://www.bromley.gov.uk/info/200063/licences/189/temporary\\_event\\_notice](http://www.bromley.gov.uk/info/200063/licences/189/temporary_event_notice)
- [http://www.bromley.gov.uk/info/200073/parks\\_and\\_open\\_spaces/1125/planning\\_a\\_public\\_event\\_in\\_bromley](http://www.bromley.gov.uk/info/200073/parks_and_open_spaces/1125/planning_a_public_event_in_bromley)

# Questions?

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- **DO YOU HAVE ANY QUESTIONS ?**

