

Organising Events in Brent

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Introduction

This guide will outline the steps you will need to consider when planning an event in Brent. For further in depth information including your legal requirements when planning your event visit www.londoneventstoolkit.co.uk

Brent Council has an online event application called Eventapp that takes you through your event application step by step asking you for relevant details about your event. Before you do this please read through the information below then apply on-line at www.eventapp.org/brent/

Events that generally have 50 or more people attending or that need a licence, road closure, bouncy castle or marquee will need permission from Borough Safety Advisory Group (BSAG) and the Licensing team. This BSAG can offer support, advice and guidance to ensure your event is safe. **Large scale events require six months notice whilst smaller local events require three months notice. More details on page six about this advisory group.**

What is an event?

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

- community celebration
- specialist street market
- marathon or fun run
- charity fundraising
- street party
- music and / or dancing, sports or festival of any kind
- parade, procession or march
- fete, fair, firework display or bonfire.

Your responsibility as an event organiser

Before you begin to plan your event consider your responsibilities as the organiser. These include the following:

To the council - you are responsible for informing the council of your event plans, applying for permissions and licences, assuring them that your event will be safe and you have planned for all eventualities. You may be asked to attend the BSAG to give a detailed account of your event. More details about this can be found on page six.

To the public - you are responsible for providing the event as described in any of your publicity. You are also responsible for making sure that the public are in a safe environment during the event and that their welfare is considered.

To yourself and your committee/staff - you are responsible for thinking through and planning all aspects of the event in good time beforehand so that your event will run as smoothly as possible and you are able to cope with responsibilities on the event day and any issues that arise.

To the law - as the organiser of an event you will need to comply with common law and assume legal responsibility or what is called “duty of care” under the Health and Safety at Work Act 1974” etc. You are responsible for the safety of anyone who attends the event including all committee, staff, hired workers, contractors, performers and the public. You are responsible for the health and safety of all these people at the event. You also have a legal duty to people outside your event. The Environmental Protection Act 1990 demands that you ensure your event does not constitute a nuisance to residents nearby. To ignore or neglect something that you know could be unsafe or harmful to them is illegal and could render you liable to prosecution or civil claim. This applies if you are there by association or employment. More on these responsibilities and how to meet them will be presented in this document and at www.londoneventstoolkit.co.uk

Define your event

Before you start write down exactly what your event is about:

- **Location:** what kind of site or venue do you want and what is the capacity?
- **Date & time:** does your event clash with another local event and how long will it last?
- **Activities:** what activities will happen at your event?
- **Team:** who will be involved in the planning and execution of the event?
- **Finance:** how will you fund the event and how much will it cost?

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

Elements of an event

Before you begin organising your event think about planning and management of the event. Look through the list below and see if you have thought about what you will need to create your event.

- **Communications:** promotion of your event, making links with the media, contracts and communication with your organising team and audience
- **Health and safety:** adverse weather conditions, fire safety, crowd management, security, stewarding, structures, barriers, risk assessments, method statements, electrics, lights, power, food, drink, water, emergency planning and accident reporting
- **Permissions:** BSAG permission, meeting special needs
- **Licensing:** Trading stalls (food or merchandise), music, dance, performance, alcohol etc.
- **Traffic management:** road closures, diversions, parking suspensions, signage, transport and parking

- **Welfare:** first aid/medical needs lost children, vulnerable persons, noise control, toilet facilities, waste, litter disposal and recycling.

In addition, some events may need to consider amusements and attractions, bouncy castles, funfairs, Civil Aviation Authority permission, performers, merchandise, traders, special effects, fireworks, bonfires, lasers and marquees. For more in-depth information on this please visit www.londoneventstoolkit.co.uk

You and your team

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

The planning and administration of the event requires several roles. For smaller less complex events some people will take on more than one role while a larger event may require one person per role. Start considering the roles that your event requires. The following list is a suggestion of the more common roles:

Event chair or manager - this is the person in overall charge to ensure that all responsibilities and plans are carried out; who will delegate and make decisions; who will call the meetings; ensure permissions are in order and appropriate licences are applied for and obtained; and will ensure clear communication takes place between all parties involved. If the event has been applied for and been granted a licence, this person is responsible for ensuring that any conditions on that licence are met.

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

Entertainments - this person will arrange and co-ordinate everything to do with performers or may look after amusements, funfairs, bouncy castles etc.

Market stalls - this person will arrange and co-ordinate everything to do with market stalls and/or food vendors including ensuring the relevant food safety hygiene and any appropriate licences are applied for and in place.

Stewards and volunteers - this person will co-ordinate the volunteers and their schedule of duties as well as assess the need for security.

Publicity and marketing - this person would ensure the event information is publicised to the correct target audience via flyers, emails, websites, press releases, listings and advertising. They will make sure correct permissions are in place for any leaflet distribution including the local area to advise neighbours of the event.

Sponsorship manager - this person will be responsible for raising funds for the event by contacting persons and organisations willing to sponsor the event. They will liaise with the rest of the committee to ensure that the sponsors name and/or logo are included on publicity materials or on display at the event.

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

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

Health and safety - this competent and qualified person will create the event risk assessments, contingency plans and emergency evacuation plans. They will carry out health and safety checks on any contractors or services the event buys in as well as making sure the event site is safe on the event day e.g. checking signage, access, trip hazards, first aid, fire safety including fire extinguishers and so on.

The above are all suggestions. You may find that your event requires more roles or that some of the roles above need to be divided between two or more people.

Event management plan

Once you have a clear idea of what your event will look like and the roles involved you are ready to begin creating and writing your event plan. The event management plan will serve several purposes. Not only will it help to have a clear, written plan to assist your management of your event in the coming months but it will be required by agencies outside your event committee who want to ensure that you have thoroughly thought through your event plans including the safety of the public and your team. These agencies may include various council units such as BSAG, Recycling & Waste, Licensing, Transportation as well as the Police, Fire and Ambulance Services.

The event plan must details the expected attendance and the maximum attendance at the event. The BSAG will approve these figures. Your event management plan is not written in stone. It is a working document and will need to be amended and updated as you carry on. For an idea of what to include see 'elements of an event' on page 2.

Site plan/site map

As you go through the different elements of your event, you will begin building a picture of what will physically be present on your site. This blueprint is your site plan. This plan should be scaled and/or provided with dimensions such as area available to the public and exits.

As part of your event plan you will need to create a map showing where items will be placed on your site: Where is the stage? Where is the generator which should only be powered by diesel and no other fuels? Where are the exits and entrances? Where are the market stalls? Where are the toilets? It will also show where your entry and exit points or gates will be and the emergency evacuation routes. The more accurate you can be with this plan, the better.

The council's GIS (Geographic Information System) team can help you create your initial map or you can check for online maps.

Risk assessment and emergency planning

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

Risk assessment - the risk assessment, including the fire risk assessment, is a document that systematically lists the elements at your event that may be a hazard and therefore could cause harm, then listing what you do as the event organiser to identify, manage, eliminate, minimise or control that risk. For an idea of what to include in the risk assessment visit www.londoneventstoolkit.co.uk and look at the section titled 'health and safety'

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

- a fire, bomb, terrorist or major incident
- a collapsed structure
- social disorder
- food poisoning
- bad weather (heavy rain/floods/high winds)
- a critical failure of staff, contractors or venue. For example, key staff do not show up for the event, the toilets do not get delivered or the power goes out on site.

An emergency usually requires that you, as the event organiser, intervene in order to make the situation safe. You may be able to handle the emergency internally for example security may be able to stop a fight or stewards put out a small fire. Or you may have to call in the emergency services to handle these situations if necessary. Your emergency plan will include information on how you will have systems and methods in place to deal with both small and large scale emergencies. Your site plan should show access points for emergency vehicles, the RVP (rendezvous point) where you will meet arriving services, the evacuation route and the evacuation rally point for the public

Costs and budgets

As part of your initial plans you should be getting an idea of what your event will cost. Many of the elements of the event will cost you something. Start getting an idea of costs from contractors or hire companies. Some of the core costs you need to consider are as follows:

- Licences and permissions which will often be from the council
- insurance, e.g. public liability insurance
- hire of equipment
- hire of services and staff
- hire of venue/site
- administration costs
- performers and amusements costs

You will also need to think about your income: where is the money coming from to cover these costs? Most events gather money from more than one source e.g.

- selling market, bar or food stall pitches
- sponsorship
- ticket sales
- fundraising.

Ensure your known income covers core costs rather than depending solely on forecast ticket sales. The person responsible for the budget should keep the event committee informed on income and outgoing costs to help all determine if they are on track for having a successful event that does not leave the organisers looking for funds at the last minute. It is worth thinking through all aspects of your budgetary plans. If the event makes a loss who pay for it? If it makes a profit, where will the surplus money go?

Permission to use an event site: venues, parks, green spaces

Once you have selected the site of your event, whether it is indoors or out, you will need to reach an agreement with the venue or property owner who may require payment for the use of their space, the council has charges for use of their spaces (see page 10). For your own safety and for insurance purposes, make sure that you have a written contractual agreement between you that clearly states the following:

- the exact venue, park or green space location
- the dates you have access to the location (remember that you will need extra time to build your event and take it down).
- how much you will be paying to hire the location and under what terms. For instance – is there a cancellation fee? Remember to budget for any damage you may cause to the site or venue.
- exactly what your hire of the venue, park or green space includes. For instance, does it include use of the water taps on site or any electrics? Never assume that your location comes with all the facilities you see. Using them may cost extra.
- what does the venue insurance cover? You will need to know for your own insurance purposes.

Events in Wembley – Wembley Stadium and Wembley Arena are privately owned venues and any event has to be agreed with them directly. You may wish to make use of the streets and spaces around the stadium and arena for your event. These spaces are still privately owned land but they are available for events. These spaces include:

- Arena Square - this is the space directly in front of Wembley Arena.
- Olympic Way - this is the wide pedestrianised roadway that runs between Wembley Park Underground station and Wembley Stadium
- Wembley Stadium Car Parks - on non-event days these parking lots are empty and some can be used for events such as markets, fairs or circuses
- Wembley Stadium Square station (White Horse Bridge) – this is shared between British Rail and Brent Council.

Borough Safety Advisory Group (BSAG)

The BSAG meeting is the interface between your event and the local authority. This group will take a close look at how your event has been planned to ensure the safety and smooth running of the event. It will also be a chance for you to ask questions of various Brent departments face-to-face. You should also encourage other key members of your team to attend such as your Health and Safety Co-ordinator or a representative of your security. You must apply to run an event at least three months in advance.

BSAG meeting will usually include the following attendees:

- your team representative(s) – the person in overall charge of the planning
- Brent Health and Safety
- Brent Traffic Management
- Brent Communications
- Brent Emergency services such as the Police

Once your online application to run an event in Brent at www.eventapp.org/brent/ has been submitted, Brent Council will take a look at the nature of your event and will contact you about the initial BSAG meeting. BSAG meetings will need to take place if your event:

- is expected to have a capacity over 1,000 attendees
- requires a licence of any kind
- involves a road closure
- sells or provides alcohol
- involves fireworks, bonfires or other special effects/requirements such as funfair, bouncy castle or marquees.

Before the BSAG meeting you will be requested to attach a copy of your event management plan to your online application. This should also include a copy of your site plan and your risk assessments, public and employer liability insurance as applicable and your emergency plans.

Depending on the nature of your event it may be that after one meeting, all future updates, amendments and changes to your plan can be made online. It may be that one of the BSAG members needs more involvement with your plans and they may request another meeting before your event date. This will be an Event Safety Advisory Group (ESAG) and will be the responsibility of the organiser to set up. The BSAG will advise on whom to attend. With some of the larger events, the key BSAG members may want to meet on the event site just before or even during the event so they advise about the on going safety of the event.

Permission/Licence

Once you know what kind of licence your event requires, you need to apply through the Brent Licensing Unit. You must apply for the licence well ahead of your event. Applying four months before the event should be enough time for most permissions. You will need time for a consultation period on your licensed event. This gives the council, emergency services and the public opportunity to provide feedback and assist you to deliver a safe event.

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

- retail sale and supply of alcohol
- performance of a play, dancing, exhibition or a film, indoor sporting events, boxing or wrestling
- performing live music, playing of recorded music, providing facilities for making music or dancing
- stalls selling food/drinks or other any other merchandise
- Leaflet distribution
- Special treatments such as henna tattoos

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

Temporary event notice (TEN)

A temporary event notice (TEN) will need to be applied for from the Brent Licensing Authority at least 10 days in advance for small events, which last no more than 96 hours and have up to 499 people attending at

any one time. There are a limited number of TEN"s that can be applied for in any one year for individual premises.

Premises licence

A premises licence will be required for events with more than 500 attendees. This process will need a consultation period. Some locations or sites already hold a premises licence, including some of the parks in Brent. Check with the location you are using. If they do not have a premises licence, you will need to apply for a temporary one.

Occasional Sales Licence

An occasional sale is defined as a group of five or more buyers or sellers operating from a site that is neither part of a highway nor within any building other than a car park, and where the site does not have the required planning permission. This does not include markets with planning permission granted under Section 58(1) (b) of the Town and Country Planning Act 1990.

Street Trading Licence

Street trading within Brent is controlled by the London Local Authorities Act 1990 and Amendments. To trade on the street or any other area that is not enclosed and is within seven of a road or footway where the public has access without payment would require a licence.

Permission to sell alcohol

- **Personal licence** - a personal licence will be needed by anyone who wants to authorise the sale of alcohol as part of their business or event. This licence is issued to a named individual, not to an organisation.
- **Designated premises supervisor (DPS)** - where alcohol is to be sold in connection with a premises licence there must be a designated premises supervisor (DPS) named on the licence. The DPS must be a personal licence holder. If the event takes place under a TEN then a personal licence is not required, although the intention to sell alcohol must be stated on the TEN application

Permission to use and close roads: Traffic Management Order

Any event that has an increase in traffic and parking in a particular area, larger than average number of people on public transport or a road closure will need a Traffic Management Order (TMO).

In some cases, an event may wish to close a road for a short period of time. A road that is closed to vehicle access, even for a short period of time has many implications:

- the public needs to be informed of any closure or diversionary routes before the event dates
- buses, taxis and emergency vehicles may be affected and need to be warned of diversions
- parking bays may need to be suspended for the day
- business loading zones may be affected.

You will need to apply for a Traffic management Order (TMO) if you want to hold a street party or event that closes off access to vehicles. If you are holding a parade or a procession you will need a TMO and the agreement of the police that they will help to manage the event as it passes along the route. You will also need to employ traffic management stewards.

The council need a minimum of 12 weeks to prepare a TMO. This means that the road closures and diversionary routes need to be agreed before this 12 week deadline.

The Brent Traffic Events Officer will advise you on the costs of a TMO, the necessary signage to close the roads and sign any diversion routes, the best method of notifying public traffic and public transport, how far ahead of the event you should apply for your traffic notice and how to notify the emergency services.

Permission for catering or special treatments

Food - all Food Business Operators (FBOs) that will be part of your event must be registered with their respective local authority. They must also comply with food and health & safety legislations, have in place a food safety management system and have health & safety risk assessments. You must be able to assure

the Council Food Safety Team that any food being sold or served on your site meets these safety standards.

Special Treatment Licence (STL) - some activities may require the trader or operator to have a licence to carry out that activity. A Special Treatment Licence (STL) is required for: manicures or pedicures, ear, nose or body piercing beauty treatments, facials massage or acupuncture and tattooing including temporary tattoos such as those done with henna or other substance. If it is a STL licensable activity, you are required to apply to have that activity take place at your event. There will be a fee depending on the activity. Apply to the council a minimum of 35 days before your event.

Permission for music and entertainment

If there is music at your event, live or pre-recorded, you must have a music licence from the Performing Right Society (PRS) and/or Phonographic Performance Ltd (PPL). These organisations help performers and artists to claim their royalties. There are fees involved with the use of music. In order to get permission from the council to have pre-recorded or live amplified music at your event, Brent Nuisance Control Team needs to consider:

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

Make sure you take these items into consideration in your plans and that you state the details in your event management plan. If you need guidance on where to site your speakers, and at what volume and duration to play your music, please contact Brent Environmental Health Unit who will supply you with advice. If the event is of a large scale this unit may advise that you have a Noise Consultant who can write a report on how noise will be controlled at your event.

Permission from above: Civil Aviation Authority

Some activities at your event may require you to inform the Civil Aviation Authority (CAA): Hot air balloons, balloon races/releases (5000 balloons or more), helicopters, landings or take-offs by any aircraft, laser shows and fireworks displays. All of these activities may have an impact on scheduled aircraft or on regular flight paths. It is best for the CAA to know about them in advance, Tel: 01293 573725.

Permission to publicise and communicate

If you want to publicise your event in Brent there are many channels open to you from using the media, advertising, distributing flyers/leaflets or hanging banners in public places. You will need permission from Brent Council licensing unit if you are planning to distribute leaflets in public or hanging banners and posters. You could also consider advertising in The Brent Magazine that goes out to every household in the borough or ask to go into the listings section.

Notification to residents and local businesses

Your event will need the goodwill of the residents and businesses closest to your event site. The extra sounds, lights and changes to vehicle or pedestrian traffic may have an impact on area.

Resident Letter

The best way to have residents on your side is to keep them informed through a resident letter. Explain your activities and intentions ahead of time and avoid queries or complaints on the event day, when you will be busy with your organising. Your resident letter can be posted or hand delivered to all residents and businesses close to the event site. This letter should include the following:

- explain what will be happening, what kind of event will take place
- give the date(s) and times the event will begin and end
- give a contact name and phone number for your event
- give the contact number for the council Noise Control Team which is 020 8937 5252
- a map showing any road closures with details of times when the closure will be in place.

Council sustainability policies

Environmental sustainability is one of the key objectives of the council and we would encourage all event organisers in the Brent area to make their event as environmentally friendly as possible.

Waste & recycling: Brent is a zero waste borough. It is aiming to significantly reduce and reuse the waste that is produced. Ensure traders use recyclable containers for food and drink or refrain from using plastic bags. Consider minimising work: for example, what really needs to be printed, could it be done online? Fuel for generators at events should only be diesel powered other fuels including wood, coal, LPG and petrol will not be allowed.

Litter: your event will produce waste and the way you manage waste must contribute to Brent's recycling target.

Green space management: if you are holding an event in a park or another green space you must keep that green space free from damage and contamination. Some parks have areas of sensitive bio-diversity that must be protected such as Fryent Country Park which has organic soil status.

Energy efficiency: tackling climate change is a priority for Brent Council. Use energy efficient equipment.

Water and sewage: you will need a clean supply of water at your event, it is also recommended to provide drinking water for attendees. Mains water can often be the cheapest and most efficient to use, some parks may have the ability to connect to mains water, if you require this put it on your event application, there will be a charge for this. A reliable company must remove your temporary toilet waste and dispose of it in a legal and acceptable manner

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

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

Green travel: Brent is keen to encourage a reduced use of the private car and the increased use of more sustainable modes of transport. Events taking place near public transport access are encouraged, as are the use of cycle routes. Remember to provide secure bike parking at your event. Cut on down on travel miles by using local suppliers where possible for your event.

Diversity and inclusion: Brent is the most ethnically and culturally diverse borough in the UK. Food and drink at events should aim to be culturally inclusive and suitable for people of all faiths. This includes, for example, vegetarian, halal or kosher food options.

An accessible event

You have a legal duty and moral responsibility to make your event accessible to all to the best of your ability. This means considering the needs of those with disabilities in your planning. You should make sure you consider the following points when planning your event.

- access - does your site offer reasonable access? What is transport and parking like for those with a disability?
- facilities - do you offer accessible toilets? How are trade stands or stalls positioned to be accessible?
- event staff - will your staff and volunteers be briefed on the best way to include or assist those with a disability? Staff will particularly need to know how to assist in an emergency situation
- support - have you taken into account that many people with a disability will have a paid supporter or carer accompanying them? At ticketed events it is best to allow the supporter / carer free or minimal cost entry to accompany the ticket paying person with a disability.
- communication - is your printed material in a clear type, font size and layout? Do people have more than one way to gather information about the event (example: a telephone number to call for information for those who are visually impaired)?

After the event

Immediately after your event is the best time to jot down notes for a post-event report and meeting which may take place some time after the event. For example what worked, and what did not? What would you do to make it better? Were there any incidents, accidents or emergencies? Book your post-event meeting.

Costs and Brent Council key contacts

Charges for events in our parks

- small events - £31
- larger events which are more complex and have greater health and safety and/or licensing requirements - £155
- large events with a significant number of attendees and significant health and safety and licensing considerations - £310
- commercial events the charge is 'by negotiation'.
- for those events that are organised by registered charities no charges will apply if they have published their latest annual accounts on the Charity Commission's website and their income is less than £10,000 in the last financial year.
- Event organisers will still be required to pay for traffic orders, deposits, insurance and the relevant license fees <http://www.brent.gov.uk/business/licences/get-help-with-licensing/licence-fees/>

Brent Council key contacts

Advertising in The Brent Magazine, buses or banners	advertising@brent.gov.uk or call 020 8937 1076
Events and Marketing	festivals@brent.gov.uk or call 020 89371097
Brent Licensing	ENSlicensing@brent.gov.uk or call 020 8937 5359
Brent Parks events	call 020 8937 5341
Brent Traffic Management	transportation@brent.gov.uk or call 020 85049
Health and Safety	healthandsafety@brent.gov.uk or call 020 8937 5362
Brent Nuisance Control Team	noiseteam@brent.gov.uk or call 020 8937 5252

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