

Event Management Toolkit (ver 2 30/01/2018)

For External Event Organisers

1 Event Management Toolkit

There are a wide range of events held in Milton Keynes throughout the year, they are organised by Milton Keynes Council (MKC), MK community groups, local residents, and businesses and can be one-off events or regular/annual events.

This Event Management Toolkit is designed to support the management of these events to ensure all events are:

- Safe for participants, workers, spectators and the surrounding community
- Enjoyable
- Benefit the community
- Appropriately themed
- High Quality

This guide seeks to signpost event organisers to information and provides advice on event documentation that may simplify obtaining approvals from MKC

2 What is an Event?

An event is a coming together of people in a public space and it can vary in scale and style. Events contribute to the cultural and community development of Milton Keynes, deliver economic benefit, advertise as a destination/place to do business, and provide direct benefit to the local economy

3 Involving MK Council officers

MKC have a number of responsibilities for event management and approval:

- as member of the [MK Safety Advisory Group](#),
- owner of venues i.e. outdoor spaces, buildings
- responsibility for highway network management, and
- for licensing certain regulated activities.

4 Support & Investment

MKC support can be given in a variety of ways:

- By advertising the event using our regular communications
- By providing our logo for use in advertising the event
- By providing 'works-in-kind' through discounts on Paid-for-Services or waiving of fees. Discounts or waiving of fees can only be given after approval of the relevant Head of Service.
- By providing advice and support on running the event
- By advising on sponsorship, support
- Part funding

5 Partnerships & collaborations

MKC advocates partnership working and would recommend you think about who else you should involve in the running of your event. Two examples of strong partnership projects were:

- **Clash of Drums:** *which was programmed as part of the Rugby World Cup. MK Council supported with fundraising, MK Parks Trust were the commissioners of the event, while the Stables were the producers and all parties met regularly to move forwards the independent strands of delivery.*
- **Art in the Park:** *which is run by the Islamic Arts Heritage & Culture in partnership with MK Parks Trust (landowners), Thames Valley Police (who use it to engage with a diverse community), MK College (used as a promotions, student enrichment and recruitment drive) and several other parties with a vested interest.*

6 Events Checklist

The list below has been developed to help you think about the MKC services that may need to be involved with your event:

Section Ref	Service/Activity	Link/email
7.1	Formal Reporting – Events START doc for Major & National Events	Portfolio@Milton-Keynes.gov.uk
7.2	Land or Building use permission	property.services@milton-keynes.gov.uk
7.3 Licencing:		licensing@milton-keynes.gov.uk
	Premises (if you wish to provide music/ dancing/ hot food after 11pm or alcohol at any time)	Premises & Personal Licence applications
	Temporary Events Licence (if you wish to provide music/ dancing/ hot food after 11pm or alcohol at any time to less than 500 people)	Temporary Event Licence
	Street Collection Licence (if you wish to collect money for charity in collection buckets)	Street Collection Licence
	Road Closures & Highways Application	Road Closures
7.4	Highways & Traffic Management	
	Events Traffic Management Requests	Highways.Project.Request@milton-keynes.gov.uk
	Traffic Regulation Order (TRO)	TROteam@milton-keynes.gov.uk
7.5	Waste Facilities and Services For events bin - Delivery, Empty and Collection Service	yourwaste@milton-keynes.gov.uk
7.6	Environmental Services & Safety Advisory Group If you are expecting large numbers of if you will need to speak to a number of the emergency and local authorities you should notify the MK Safety Advisory Group (SAG)	licensing@milton-keynes.gov.uk Public Safety
7.7	Promotions & PR	Comms@Milton-keynes.gov.uk

The following sections provide more detail on these services and how you can contact them and obtain the correct application forms:

7 **Planning** - If you are organising an event, there are some formalities that you need to adhere to, which are outlined below:

1. Complete the Event Application Form
2. Obtain permission from the landowner, as they have legal responsibilities.
3. Assess your licensing & Insurance requirements
4. Assess your impact on the highways and waste infrastructure
5. Assess your public safety requirements and contact the Safety Advisory Group
6. Assess your promotions and communications needs

The sections below inform you how to complete these tasks:

7.1 **MKC Event Application Form**

If you are organising an event you will need to complete the Event Application Form so that an assessment on involvement based on safety, cost, and risk can be made. The form can be found in Appendix A - the completed form should be sent to the Portfolio Office: Portfolio@milton-keynes.gov.uk

7.2 **MKC Corporate Landlord**

If you wish to use land or buildings owned by MKC, then you will need to secure permission to do so.

MKC is the landowner for a wide range of open space, recreational areas, car parks, community facilities and school buildings. Not all such facilities in Milton Keynes are owned or operated by MKC, some schools and buildings are the responsibility of others, and the Park Trust owns and manages a wide range of open space. Milton Keynes Development Partnership is responsible for some of MKC corporate land and building assets. Events can be held making use of many of the MKC facilities, although there may be a charge for the use, a security deposit, and as landowner MKC will have a legal responsibility to be sure that events are safely managed. Therefore if you wish to use an MKC facility please contact Property Services for further information and advice: property.services@milton-keynes.gov.uk

You are encouraged to check the council's interactive mapping system (<https://mapping.milton-keynes.gov.uk/>), to determine what land or property is publically owned, before contacting us.

7.3 **Licensing**

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

- A road closure (for example if you are holding a street party, a sponsored run or a parade) - [Road Closures & Highways Applications](#)

- A premises licence (if you wish to provide music/ dancing/ hot food after 11pm or alcohol at any time) - [Sale of Alcohol/ Regulated Entertainment / Late Night Refreshment](#)
- A Temporary Events Notice (if you wish to provide music/ dancing/ hot food after 11pm or alcohol at any time to less than 500 people) - [Temporary Event Licence](#)
- A street collection permit if you wish to collect money for charity in collection buckets. - [Collection of Money \(including Charity\)](#)

Public Liability Insurance

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

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

7.4 Highways

MKC has legal responsibilities for the safe operation of the highway network, and in making arrangements for the use of the highway for parades or events.

Any event which requires a road to be closed needs a Temporary Traffic Order to be made by the Council as Highway Authority. You should contact - customerservices@milton-keynes.gov.uk

Applications must be received by the Highway Network Manager a minimum of twelve weeks in advance of the planned event to allow time for the statutory procedures to be undertaken otherwise the closure will not be granted.

Events impacting the highways network should have a complete Traffic Management Plan (TMP), the scope and complexity of the TMP will be dependent upon the size, impact and risk associated with the event.

MKC may also make temporary arrangements for Traffic Management including signs, diversions, and temporarily stopping access. Fees may apply, and you should contact Streetworkscoordination@milton-keynes.gov.uk.

Highways have developed a Traffic Management Guidance document for events, to request a copy you should contact : Highways.Project.Request@milton-keynes.gov.uk

7.5 Waste Facilities & Services: Events Bin - Delivery, Empty and Collection Service

Organised community events create a positive image of Milton Keynes and can encourage visitors and investment. However, many events charge for entry and/or participation, have concessions (sometimes paying to trade) and can be organised for commercial or other gain. Event organisers do not expect to receive other services and “utilities” free of charge e.g. fire brigade, traffic management & road closures, washroom facilities, or drinking water and likewise the provision and associated costs of waste collection, disposal and cleansing should be considered at the planning stage of an event.

Details on costs and further advice email: yourwaste@milton-keynes.gov.uk

7.6 Environmental Services

There are a number of safety aspects that you need to consider when holding events. Environmental Services can advise you on food hygiene, Health & Safety, sanitation facilities and water supply. For large events when a number of emergency services could be involved, you should contact the Safety Advisory Group who can help advise on risk assessing your event.

7.6.1 Safety Advisory Group

Milton Keynes Events Safety Advisory Group (MK SAG) aims to encourage and promote the safe management and organisation of events in Milton Keynes. The MKSAG provides a single point of contact so that event organisers will receive consistent advice concerning their safety and planning arrangements, from member organisations, to help them fulfil their statutory responsibilities and duty of care.

Please visit the [MKSAG website](#) for contact details.

7.7 Promotions & PR

To achieve a successful event you will need to appropriately market your event and this is usually undertaken by the lead organisation, this document is not a marketing toolkit and therefore cannot address marketing & promotions as a whole but you may wish to explore the following.

The MKC Comms Team can help with:

- Copywriting
- Strategic planning throughout your project
- Identifying your audience
- Matching the right media for your project needs
- Negotiating on packages with media partners
- Creating marketing & advertising campaigns
- Social media coverage
- Providing help, advice and support on Comms.
- Media management – setting up interviews, handling queries

7.7.1 Events Calendar

We would recommend promoting your events through the [Destination MK Calendar](#) by emailing merryl@destinationmiltonkeynes.co.uk

7.7.2 Press Releases

Writing a press release is the way to notify the papers and other communications channel about your event. You can then send it to the local & national papers, websites and use extracts for pushing out through social media

External MKC Event Application Form

Event Support, Funding or Sponsorship from Milton Keynes Council

Application Form – to be submitted to the Portfolio Office: Portfolio@milton-keynes.gov.uk

Milton Keynes Council support requested:
Support/Funding/Sponsorship (delete any that do not apply)

Section 1 - Event Details

Name of Event:

Purpose/Reason for the Event:

Special Theme/Focus for the Event:

Date(s) of Event:

Time/s of Event:

Location or Venue:

Has the location or venue owner agreed to the event being held? YES/NO

Has this event been held before? YES/NO

Section 2 – The applicant

Name of applicant organisation

Is the applicant a legal entity?	YES		NO		Please qualify - is it a charity, company, incorporated society, partnership or sole trader?
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Name of contact person for this application

Postal address

Post Code

Telephone

Mobile

Email

Please describe prior event experience

Section 3 - Overall Costs and Income	
Event Planned Expenditure:	
Event Planned Income:	
Value of Sponsorship/Works-in-Kind:	
What you will do with any profit:	
How will you finance any loss:	
Section 4 - Planned Attendance	
Numbers Expected (if event is multi-day, provide details for each day)	
Section 5 - Outline of Benefits to Milton Keynes of the event	
A sporting, recreational or cultural opportunity for residents and workers is considered a non-financial benefit, but it may bring other benefits	
Non-Financial Benefits you expect to bring to Milton Keynes through this event.	
Will the event be reported and how will this reporting occur? For example web-cast, local or national newspapers, magazines, radio television.	
Benefit to Milton Keynes. Consider below the economic benefits of the event to Milton Keynes. Do you have any existing economic impact data (or have you commissioned an economic impact report) for this event? If yes, please attach latest data along with who collated this material.	
Section 6 – Benefits to Milton Keynes Council: Why should MKC support this event	
Please list the benefits (and include appropriate examples below) that could be offered to Milton Keynes Council for their involvement):	
Section 7 – Risks: Identify major risks and indicate proposed mitigating actions	
Risk Description	Proposed Mitigating Action
Section 9: Event Management Plan as Attachments. In the early stages of Event Planning, it is unlikely that you will have full details, submit what information you have to cover the attachments below however you will be expected to develop your Event Management Plan as you plan your event.	

<p>The MKC Portfolio Office may be able to assist you in deciding on the level of detail required. This will be affected by the level of support required, the size of the event and the risks</p>
<p>Attachment 1: Event Notification Form – To be submitted (or proposed to be submitted) to Event Safety Advisory Group – This must be completed in full</p>
<p>Attachment 2: Event outline - Description of your event including the objectives and history of the event and if there is a special theme or focus of the event.</p>
<p>Attachment 3: Event Timeline - This should schedule the major activities during the event including setting up the event venue, the event and clearing up afterwards</p>
<p>Attachment 4: Organisational Chart - This should include the following:</p> <ul style="list-style-type: none"> • The roles and organisational structure required to plan, run and deliver the event. • Include roles like publicity, security, traffic management, first-aid, public safety, handling income.
<p>Attachment 5: Event Budget - (remember to include for VAT and licenses). An event budget should be attached and this should include:</p> <ul style="list-style-type: none"> • Expenditure budget including cash flow projections, profit and loss forecasts • Anticipated income, including sponsorship and works-in-kind • A list of confirmed and potential sponsors both financial and in kind • Funding confirmed/ sought
<p>Attachment 6: Listing of major risks and proposed risk management actions.</p>
<p>Attachment 7: Marketing and Promotion Plan</p> <p>This should include the following:</p> <ul style="list-style-type: none"> • Target markets • Marketing objectives • Marketing strategies including advertising/PR activity and timeline • Who is responsible for the marketing and promotions plan? • Do they have experience in either events/marketing/PR? If so, what experience? • Planned marketing/communication routes • Itemised marketing and promotions plan budget

Please ensure you have completed all information requested in this application form.

Useful Links

Parks Trust – <http://www.theparkstrust.com/whats-on/holding-events-in-our-parks>

Purple Guide - <http://www.thepurpleguide.co.uk/>

Other Councils: Event management links

- Cornwall Council web site - <https://www.cornwall.gov.uk/leisure-and-culture/organising-events-in-cornwall/>
- Craven Council– <http://www.cravenevents.org.uk/downloads/event-management-guide.pdf>
- London Events Toolkit - <http://www.londoneventstoolkit.co.uk/>

Government Guides

- HSE Guide - www.hse.gov.uk/event-safety/
- Cabinet Office - www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events
- Green Guide - www.safetyatsportsgrounds.org.uk/publications/green-guide
- . Fire safety risk assessment; open air events and venues, Department for Communities and Local Government, (2007)
www.gov.uk/government/publications/fire-safety-risk-assessment-open-air-events-and-venues