

# THE POP-UP EVENT TOOLKIT



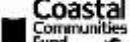
5/19/2017

A rough guide to planning a pop-up event

creative   
RURAL COMMUNITIES

WLE of GLAMORGAN  
  
BRO MORGANNŴ

   
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# The Pop-Up Event Toolkit

## A ROUGH GUIDE TO PLANNING A POP-UP EVENT

WE ARE CREATIVE RURAL COMMUNITIES; THE VALE OF GLAMORGAN COUNCIL'S RURAL REGENERATION INITIATIVE. IN SHORT, WE RUN LOADS OF GREAT PROJECTS SUPPORTING CREATIVITY AND ENTERPRISE IN THE RURAL VALE OF GLAMORGAN.

This project has received funding through the Rural Development Plan for Wales 2014-2020 which is funded by the Welsh Government and the European Agricultural Fund for Rural Development. This project has also received funding through the Coastal Communities Fund. To find out more about Creative Rural Communities, please visit: [www.creativeruralcommunities.co.uk](http://www.creativeruralcommunities.co.uk)

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In 2015, following on from a successful Coastal Communities funding bid from the Big Lottery Fund which was awarded to help raise the profile and employment in the Glamorgan Heritage Coast, Creative Rural Communities commissioned a feasibility study to look into Commercial Opportunities in the Glamorgan Heritage Coast.

The study identified a number of different commercial opportunities in key 'honey pot' areas along the Glamorgan Heritage Coast, however event pop-up's seemed to be the most viable option to trial in the timescales of the Coastal Communities project. It was also clear that events were few and far between in the Glamorgan Heritage Coast and when compared to other Heritage Coast sites around the UK which have annual event programmes and therefore there could be a missed opportunity for the Vale of Glamorgan. Also, In years prior to receiving the Coastal Communities funding and through the previous Rural Development Plan for Wales, Creative Rural Communities implemented several projects aimed at raising the profile of the Glamorgan Heritage Coast, including new interpretation at gateway entry points, digital interpretation and an app. This work along with the work planned in the Coastal Communities project is aimed at not only creating employment but also at raising the profile of the Glamorgan Heritage Coast. Therefore, the Local Action Group therefore challenged Creative Rural Communities to pilot an event pop-up scheme in the autumn of 2016.

The aim of the pilot was to test the viability of events at a specific location in the Glamorgan Heritage Coast, Dunraven Bay, Southerndown. The pilot would test not only the demand from visitors to attend events, but the willingness from event organisers to hold them in such a rural location. The pilot would also allow the Local Action Group & organisers to learn what infrastructure is required to allow the events to be successful by testing different options throughout the pilot.

The event organisers underwent a selection process, a site visit learning day, one to one advice and help, a marketing campaign, monitoring & evaluation as well as running their own event.

## PLANNING THE EVENTS

We worked with experienced event organisers and established businesses on our pop-up pilot so the successful group of participants were already known for the types of events they chose to organise during the pilot. That said, it was still important the organisers considered their events in the context of the new location and adapted them accordingly. The location had been identified for us for our pilot through the feasibility study we commissioned – Dunraven Bay, Southerndown. The site boasts a variety of possible event areas so it was important the organisers considered these accordingly.

The events we held during the pilot were:

- Craft & Art Festival
- Craft & Art Workshops
- Open Air Cinema
- Slow Food Festival
- Food/ drink & music festival

It was important that organisers considered the full site before deciding which area was best to accommodate their event. We held a site visit day with all organisers along with key contacts to establish the best locations for all the events

There is nothing better than first-hand experience so if you are thinking of setting up a new event, try and visit an already established event of a similar kind or at the very least visit another event at the location you are planning to use to see how it is laid out and how it works.

If you are interested in a particular piece of land or a particular site and are unsure who the land/property owner is, you can find out who owns it by getting in touch with the land registry\*:

<https://www.gov.uk/search-property-information-land-registry>

\*please note there may be a cost to this search.

### Top Tips

- Questions to consider when deciding on your event & location...
- Have you visited the location?
- Is there already an established event there that is very similar?
- What is the access and parking like for vehicles, visitors and traders?
- Is there any infrastructure already on site or do I need to factor in the cost of bringing everything in?
- Is the site close to residents? Are the activities I am planning suitable in a residential setting?
- Are there any other restrictions to the site? E.g. the presence of animals & wildlife

If you are planning an overnight event, you may want to consider referring to our camping toolkit which can be found on the Vale of Glamorgan Council website.

## PLANNING YOUR EVENT & BUDGETING

When planning your event, it is important work out if your event is actually viable. An event plan will help you identify an action plan to follow. If running your event in the Vale of Glamorgan, please contact our Events Officer who will be able to provide you with an event plan template. Here is a brief checklist of things to think about which should help you formulate your event plan:

- ✓ Your event name and an event outline
- ✓ Your aims and objectives
- ✓ Event management structure
- ✓ Crowd, parking & traffic management
- ✓ Emergency procedures
- ✓ Infrastructure & Signage
- ✓ Weather and event cancellation
- ✓ First aid/ medical provision
- ✓ Waste management
- ✓ Toilets
- ✓ Catering & Bars
- ✓ Risk assessments and insurance

### Step by step plan:

1. Decide on your event and choose your site. Do a site visit and book in your event with the site owner/ manager.
2. Contact your local authority events officer to notify them of your event and work out what support they can offer, if any. In the Vale of Glamorgan the events officer will be able to provide you with an event planning template and advise you on what is required from the safety advisory group.
3. Start work on your event & marketing plan – do a timeline and work backwards from the event to ensure you don't miss any important deadlines and start your marketing accordingly.
4. Consider what licences you require and the deadlines they need to be in by.
5. Source your event infrastructure and book it in.
6. Think about staffing required, refuse, health and safety elements as well as insurance and risk assessments.
7. Formalise an event plan for the day itself.
8. Consider how you may like to evaluate the success of your event.

### Budget and cash flow

It is really important to cost your event properly so you can budget and do not run into difficulty. It may be useful to prepare a cash flow forecast and to ensure you can pay for all required elements of the event in the timescales required. If you are applying for funding to run your event, consider how long this will take and that you may not always be successful. Think about how you can make your event sustainable financially.

## LICENCING

### What licences will I need?

It really depends on the types of event, the scale & location you have chosen however we have identified some options

#### Licensed venues with premises licences

Is the venue/ location already licenced to hold the type of event or activity you wish to hold? If so, it is important to check the number of people the venue can hold under their licence and also under fire regulations. It is also important to check what activity is permitted under this licence e.g. the sale of alcohol or live music. You may have to adapt your event based on this and limit the number of visitors or potentially look at another location.

#### Non-licenced venues or locations

Venues you wish to hold an ad-hoc event or an event in a non-licenced venue then you may require a Temporary Event Notice (TENS). The Licensing Act 2003 allows individuals to carry out licensable activities (eg sale or supply of alcohol, regulated entertainment or late night refreshment) on a temporary basis, have fewer than 500 people at all times – including staff running the event and last no more than 168 hours (7 days)

It is important to liaise with the land or venue owner over this to understand if their TEN's allowance has been exhausted for the year and who will have the responsibility for the licence. Application forms can be usually be downloaded from your local councils website

#### Small events with limited activity

Although you are still advised to consult your local licencing authority, small events that don't require the sale of alcohol, music have minimal impacting activity may not require a TEN's notice.

#### Large events

Events that exceed 500 people and/or seven days, will require a Premises Licence.

#### Street trading licence

If your event takes place in the street, not only will you have to consider road closures potentially but you may also require a street trading licence. There is lots of useful guidance on the Vale of Glamorgan council website as well as the application process and forms required.

### Top tips!

- Listed building or structures may come with further restrictions. Consult the land owner and then potentially consult the planning department.
- Conservation areas or hosts wildlife; consult the local rangers, park wardens or rangers or the local authority ecologists to understand if there are any restrictions regarding these points.
- If required, make sure your planning consent is also in place (contact your local authority) and that it aligns with your licence. E.g. your planning consent may not allow you to carry out certain activity however your licence may be granted.

## HEALTH AND SAFETY

### What do I need to consider?

Depending upon the activity, size and scale of your event, you will need to consider all health and safety elements. An event organiser has a duty to plan, manage and monitor the event to make sure that workers, performers, volunteers and the visiting public are not exposed to health and safety risks.

Risk assessments & Fire risk assessments

You will need to consider both of these assessments when running your event. For further information about health and safety at events in general please have a look at the health and safety executive website:

<http://www.hse.gov.uk/event-safety/running.htm>

Please contact the Vale of Glamorgan Council Events Officer should you require access to event plan & risk assessment templates. Templates can also be found on the health and safety executive website.

### The Purple Guide

A useful publication for Event organisers is The Purple Guide. The Guide, first published in 1992, was written by experts within the event industry, with Government guidance and aims to help companies, organisations and individuals who organise live events, to ensure that the event runs safely. Recently revamped the Guide provides information plus industry specific good practice and legislation such as Fire Safety and alcohol licensing.

For more Information - <http://www.thepurpleguide.co.uk/>

\*you may have to pay a small fee to become a member to access the purple guide.

Contact: Vale of Glamorgan Council's Health & Safety Team on 01446 700111

Email: [RegServ@valeofglamorgan.gov.uk](mailto:RegServ@valeofglamorgan.gov.uk)

Useful website - <http://www.hse.gov.uk/event-safety/running.htm>

### First Aid

When planning your event, it is vitally important to consider first aid and this should be based on the size, scale and activities planned at the event. It may be sufficient for one or some of your event team to be first aid trained ( if so, make sure the training is current) but if your event is larger, you may want to consider hiring an external first aid company to handle the first aid at your event.

Also, consider what first aid equipment you may need at the site and if an emergency were to emerge, how you will notify the ambulance services. Many outdoor event sites are in rural locations with limited mobile phone signal so it is important to work out a procedure should this instance occur.

When looking to hire event equipment, make sure you consider more than one quote to ensure you are getting the best value for money.

### Public Liability Insurance

You will need to have Public liability Insurance specifically for the event, this is separate to business insurance if you run a business separately to organising events.

If running an event with traders, it is good practice to ask them for sight of their insurance or a copy for your records so you know they are insured.

## EVENT SAFETY ADVISORY GROUP (ESAG)

### Who are the group and why do I need to consider them?

The Vale of Glamorgan Council's ESAG aims to help organisers with the planning, and management of an event and to encourage cooperation and coordination between all relevant agencies. The ESAG is an advisory group however individual members of this group have powers to require event organisers to comply with their legal obligations. The event panel won't necessarily stop your event from going ahead but they will provide feedback, especially if there are any concerns regarding your event plans. It gives you the opportunity to consult with key contacts and make sure you are on track for a successful event.

The group meets regularly throughout the year and dependent on the nature of the event the group may invite event organisers to meet the group to discuss their event. For more information on the ESAG please contact the Council's Events Officer on 01446 704737 or email: [sejones@valeofglamorgan.gov.uk](mailto:sejones@valeofglamorgan.gov.uk)

The key departments, council and otherwise that sit on the event Liaison panel are:

- ✓ The Police
- ✓ Environmental Health
- ✓ The Fire Service
- ✓ The Ambulance Service
- ✓ Highways (Traffic/ parking management)
- ✓ Licensing
- ✓ Emergency Planning
- ✓ Corporate Health and Safety
- ✓ The local authority event officer



### Top tips!

- For any event, it is good practice to write an event plan so you can make sure you have considered every element of your event.
- Further guidance on submitting plans to the event liaison panel can be found on the Vale of Glamorgan council website and an event plan template can be sourced from the Vale of Glamorgan council's event officer.

## FOOD AT YOUR EVENT

### How do I comply with food safety regulations?

It is not always necessary for environmental health officers to attend an event however, it is extremely important that you do comply with regulations.

If you are planning to run an event which involves food for public consumption in some way e.g. market stalls and food traders, then it is important as an organiser to obtain the relevant documentation from these traders. You must ensure they are compliant or there is a danger your event could be closed or your visitors could be at risk. Your food traders should be registered with the Shared Regulatory Service and if they are not yet, encourage them to do so.

### Inspections

If your event is inspected, here is what they might be looking at

- The structure of the vehicle, market stall or premises
- Its fitness as a food preparation area
- Hand washing facilities
- Food handling and storage practices
- Facilities for solid and liquid waste
- [Food hygiene training of staff](#)
- [Your food safety management systems](#)

Therefore as an event organiser, it is important you make sure your food traders give you the following:

- ✓ A copy of their food hygiene certificate
- ✓ A copy of the traders Hazard Analysis and Critical Control Point (HACCP) documentation. This system helps food business operators look at how they handle food and introduces procedures to make sure the food produced is safe to eat.
- ✓ A Risk Assessment

### Top tips!

- There are many good guidance documents on the Shared Regulatory Services website which covers events in Cardiff, Bridgend and the Vale of Glamorgan: <http://www.srs.wales/en>
- If running an event where there is no close water supply, you can supply hand washing units for traders (one per couple of food traders is adequate) however regular market event traders may also be used to bringing along their own so consider whether you want to provide these or make it mandatory that traders bring their own.
- It is worth sending a copy of the guidance to all food traders when booking your event to remind them of the practices required.
- Especially if your event is large in scale and taking place in the summer time, you may wish to provide drinking water facilities, not least for your event staff and traders but also for visitors.

## INFRASTRUCTURE & EQUIPMENT

### What will I need to borrow, hire and buy?

There are a number of things to consider when planning your event; in particular, you need to consider what Infrastructure and equipment you will need. We have started this handy check list for you...

<i>electricity</i>	<i>lighting</i>	<i>heating</i>	<i>seating</i>
<i>rain cover</i>	<i>marquees</i>	<i>gazebos</i>	<i>stage</i>
<i>market stalls</i>	<i>fridges</i>	<i>hand washing</i>	<i>toilets</i>
<i>bins</i>	<i>signage</i>	<i>ground surfaces</i>	<i>PA system</i>
<i>speakers</i>	<i>staff radios</i>	<i>A frames</i>	<i>fire extinguishers</i>
<i>loud speaker</i>	<i>Hi-viz jackets</i>	<i>first aid kit</i>	<i>alarms</i>

### The Vale Events Network

Running since 2009, the Vale Events Network is open to groups and individuals interested in the development and delivery of quality events within the Vale of Glamorgan. The informal Events Network has an annual fee of £50 to join and provides event organisers with up to date advice, networking opportunities and the use of a stock of event equipment, which includes heavy-duty gazebos, tables, PA system, Event Radios, A Frames and fire extinguishers etc. For more information on the network please contact, the Council's Events Officer on 01446 704737 or email: [sejones@valeofglamorgan.gov.uk](mailto:sejones@valeofglamorgan.gov.uk)

### Mobile Cinema Equipment

Aside from the Vale Events Network equipment, the Vale of Glamorgan Council also has a mobile cinema, which can be borrowed for events free of charge. Please contact the councils Arts Development Officer, Tracey Harding on 01446 709805 or email: [TCHarding@valeofglamorgan.gov.uk](mailto:TCHarding@valeofglamorgan.gov.uk)



## INFRASTRUCTURE & EQUIPMENT CONT...



### Marshals and Stewards

Ensure you have enough marshals & stewards to help you on the day of your event, not least from a health and safety perspective but to ensure you are able to concentrate on running your event and have enough people to delegate tasks to. Consider the size and scale of your event, setting up and taking down, whether you require parking management and the general tasks involved on the day of your event. This should help you work out how many people you should require. If you are selling alcohol at your event, you will also need to consider SIS trained security staff to help manage this element of your event & if your event is over two days, you will need to consider overnight security.



### Signage

It is important to consider event signage. If your event site is quite large, think about how visitors will know where to go to access your event. It is also important to sign post key facilities such as toilets. When considering any signage, especially signage on a roadside you will need to speak to your local authority to understand the rules and regulations around signage.



## REFUSE

### What do I need to consider?

As an event organiser you have a duty along with the land owner to dispose of the event waste responsibly and lawfully. You may have an agreement with the landowner within your hire terms that identify whose responsibility it is to remove waste but it is likely to be yours as the event organiser. Depending upon the size and scale of the event and what activities are taking place, the waste is likely to be treated as commercial waste and therefore cannot simply be put out for collection with domestic waste.

Commercial waste collection can be organised through your local council or by a private licences waste removal company.

Please note that there will be a charge for removing waste from whomever you choose to collect your rubbish. It can be costly so make sure you shop around and account for the costs accordingly in your event plan. Recycling can often work out much more cost effective than general waste so it is worth looking into different options in terms of commercial waste. The Vale of Glamorgan Council website will give you an indication on commercial waste costs.

### Top tips!

- If you are running an event, which involves food traders or traders of some kind, then ask the traders to take their own waste away and provide their own bins.
- Think about the types of bins you may need - recycling, bottles, food, and general waste and also consider the size of the bins you require. Whether organising waste removal through the local authority or a private company, they may be able to provide you with temporary bins so it's worth checking with them before buying any bins.
- Even if you are running an event at a site which has a good number of public bins, you need to consider how often these may need to be emptied depending upon the length of your event and the activity. The waste will still need to be removed.
- It is worth checking with the local authority or private waste removal firm where they can collect the litter from and where it should be left. Don't assume they will collect the waste from various points around the event site.
- Bins not obstruct public access or fire escape routes. Make it easier for yourself and try and choose bins that can be easily moved in case you are required to manoeuvre them around the event site.
- If you have volunteers and stewards working at your event, you could consider purchasing litter picker tools and giving them an area of the event they are responsible for picking. It may make things easier at the end of your event when clearing up, plus ensure that the event remains clear of litter throughout and a nice pleasant experience for your visitors.

## MARKETING

**Choosing how to promote your event can be a bit of a minefield, and of course, you want to put your efforts and money into things that are going to provide you with the best return on your investment. Here are some suggestions to consider...**

### YOUR OWN WEBSITE

Your first question should be “Does my event need its own website?” If it is a small event, a page or entry on your existing website is probably sufficient, but if your event is sizeable, such as a festival, you may need to consider a separate website.

Either way, a good website is no good unless you are using other methods to generate traffic to your website such as social media; otherwise it is like creating a beautiful poster and putting it in a drawer!

Your website should be easy to update as you may want to regularly make changes such as new activities, stallholders and other details as they develop. We would recommend having a website that you can update yourself, and aim to have a site that is free to or cheap to host. Blog sites such as BlogSpot or Word Press sites can be used as websites and are free and easy to update.

If your event offers ticket sales ahead of the date, consider if your website needs an e-commerce function, or can you use something like Eventbrite instead? ([www.eventbrite.co.uk](http://www.eventbrite.co.uk))

Don't forget to link your social media channels to your website for maximum impact; regular activity on your website also helps boost your SEO. (Search Engine Optimisation)

### SOCIAL MEDIA

Which is the best Social Media site to use? This really depends on your target demographic, and there is lots of information around this on the internet if you want to delve. Typically though, most reports currently\* show that Facebook is still the UKs most used site. (\*March 2017)

Social media is a good way to communicate regular updates to your followers and generate a buzz about your event. As well as general posts, consider other tools that your chosen site(s) have to offer. For example, Facebook 'events' are free to set up, and boosted posts and Facebook advertising is a relatively cheap way to get your event noticed by your target audience.

You may want to consider running a competition to generate interest; free tickets are an easy prize to fund! Check out the rules around competitions though on your chosen channels as they can remove competitions that don't follow the rules.

If your event is in the Vale of Glamorgan, why not join a number of Facebook Groups and Hubs and promote your event to them. Consider 'Cowbridge Hub' and 'Llantwit Major Hub' for example.

### ONLINE LISTINGS

There are plentiful online listings for events, try entering 'What's On in South Wales' into your search engine and explore the listings websites to determine which ones might be right for your event. As a starting point, why not consider Visit Wales, Wales Online and locally, Visit the Vale.

## MARKETING CONTINUED...

### EMAILS & NEWSLETTERS

It's good practice to collect email addresses from your visitors, find a way to encourage visitors to do this at your event such as offering a prize draw in exchange for an email address. Once you have an email database you can send emails about your upcoming events, or stories about previous events. You may also want to consider an e-newsletter too rather than an email as the magazine style pages are often more attractive to the recipient, and you can track your 'click rate' to see how effective they are. Either way, we suggest that you limit emails and newsletters to avoid unsubscribers! For regular updates, focus on your social media channels instead.

You may also want to consider others that are circulating e-newsletters, for example, your local tourism association may send event reminders to their members, who in turn can share with their visitors to the area.

### PRESS & MEDIA

**Advertising** in the national and local press can be costly, may not reach your target audience, and may only be on the shelf for one day. Instead, why not see if a **listing** in their events section is more affordable, and consider repeating over a period of time. Free lifestyle magazines tend to have a longer shelf life and are more events focused, locally, why not consider Vale Life, Red Handed or Buzz magazine.

You could also send a **press release** or suggest a story for an editorial piece, the magazines are usually more open to these, although the newspapers may run a story if it is unique enough. Try contacting editors in person to have a chat. Why not contact some **local radio stations** too as they always on the lookout for interesting stories.

### YOUR LOCAL COUNCIL & ASSOCIATIONS

In the Vale of Glamorgan, the councils tourism team operates the '**Visit the Vale**' website [www.visitthevale.com](http://www.visitthevale.com) and social media channels. The team are always keen for new content and happy to promote local events. Get in touch as soon as you can to get your event on their radar.

The team also distribute leaflets to over 50 Tourism Information Points around the Vale and will distribute leaflets on your behalf too. (Ensure your prints are professional quality, the right size and are plentiful!) Also in your local area, you may find it useful to join, or communicate with your local chambers of trade, or trade associations. In the Vale of Glamorgan, each town has a chamber of trade, and there is a **Vale Tourism Association**.

### PHOTOGRAPHY

Never underestimate the power of good photography when promoting your event. Think about employing a professional photographer (even if just for an hour) at your event for future use, in the meantime, ask any partners in your event to provide you good quality professional photographs, these might be from your stall holders, entertainment providers, and the venue. You can also source free stock photography of events and the local area from Wales on View. ([www.walesonview.com](http://www.walesonview.com))

## LAND OWNER/ MANAGER CHECKLIST

Are you planning or running events on your own land? = Follow toolkit!

Are you allowing others to use your land or space to hold events? = Consider the following:

<b>Responsibilities</b>	It is important to outline who is responsible for all of the following, and more...we suggest creating a contract
<b>Waste</b>	Will the existing provision for waste disposal be enough, or should the organisers be responsible for more?
<b>Insurance &amp; licences</b>	The organiser should have their own public liability insurance, and make applications for their own licences, be sure to ask for a copy of each (Refer to the Planning & Licencing section on p12)
<b>Permitted hours/ agreement period</b>	Ensure your contract covers dates and times that include setting up and taking down, consider what hours are appropriate/permited, especially if a member of your staff team is required to be on site
<b>Security &amp; Storage</b>	Discuss the security (and liability) of any infrastructure left unattended during the set up/take down. (i.e: A marquee and tables left overnight.) Are there any options for storing anything on site such as garage or lock up?
<b>On site facilities &amp; staff</b>	Discuss what infrastructure is already at the site and available for use, consider doing a site visit together to discuss all the issues. Are any of the existing staff available to help with anything relating to the event?
<b>Parking and management</b>	Where should visitors and staff park? Who will manage the parking? Will there be a charge? (Who will receive the income?)
<b>Food &amp; Drink Provision</b>	Read the section on Health & Safety, and Food on p13. Decide if you wish to see any documentation such as Risk Assessments, or Food Hygiene Certificates
<b>Smoking/ dog policy on site</b>	What is the usual policy? Is this still relevant at the event?
<b>Vehicle access</b>	Aside from visitor access, what is the access like for organisers? Consider physical access such as ground conditions/suitability for heavy traffic or large vehicles, and times of access.
<b>Fee and damage bond</b>	Once all of the responsibilities have been determined, agree an appropriate fee and prepare a contract for the event organiser. (Include all the terms and if relevant, a payment schedule.) As well as a fee for the site, consider the impact on your day to day operations, will the event impact on your usual income, or the income of other regular franchises on your site?

### TOP TIP!

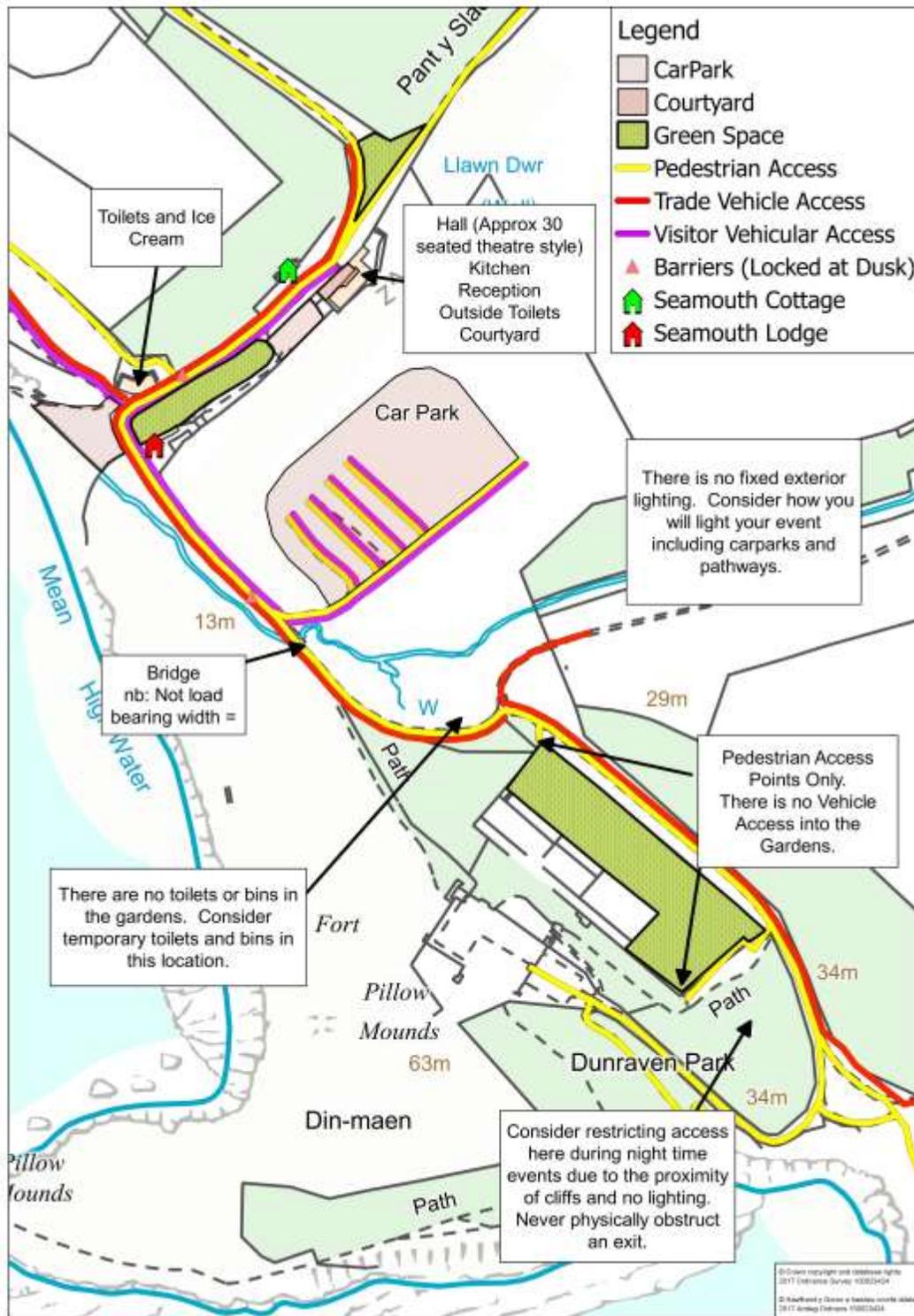
It is important to have in-depth discussions with organisers regarding the above points. Even if the events are organised by an external party and you choose to hire your land/site to them, visitors attending the event won't necessarily understand the difference between your venue and the organiser so it is important to protect your reputation as well as your asset.

## EVENTS AT DUNRAVEN BAY, SOUTHERNDOWN

If you are planning to run an event at Dunraven Bay or Dunraven Gardens, we have gathered the following site specific information for you based on our Pop Up Events which took place in Autumn 2016

<b>Responsibilities</b>	The responsibility of the following will vary depending on your event, be sure to ask the on-site rangers, and Dunraven Estates for more information...
<b>Refuse &amp; Toilets</b>	There are a small number of bins and toilets near the beach car park, event organisers should make arrangements for their own refuse collection and extra toilet provision. Be aware of the access issues for large lorries if providing bins and toilets at the gardens, and when they will be collected.
<b>Insurance &amp; licences</b>	As an event organiser you should have your own public liability insurance, and make applications for your own licences, be sure to provide a copy of each to Dunraven Estates or the Vale of Glamorgan Council. (Refer to the Planning & Licencing section on p12)
<b>Permitted hours/ agreement period</b>	Ensure your contract covers dates and times that include setting up and taking down. Note that there are locked barriers leading to the gardens, overflow car park and Heritage Coast Centre; be sure that you have made the necessary arrangements for key collection, or that someone is opening and closing for you.
<b>Security &amp; Storage</b>	Discuss the security (and liability) of any infrastructure left unattended during the set up/take down. (i.e: A marquee and tables left overnight.) There may be opportunities for storing some items in a secure lock up or the Heritage Coast centre, discuss with the centre staff and agree on security and liability.
<b>On site facilities &amp; staff</b>	Consider doing a site visit with one of the rangers or the Dunraven Estates team to discuss all the issues. Ask if there are any existing staff available to help with anything relating to the event? (Unlocking barriers, mowing grass etc). There is some on site equipment such as trestle tables, a sack truck on some Heritage Coast flags.
<b>Parking and management</b>	The car park and overflow car park is managed by the Vale of Glamorgan council, and Dunraven Estates depending on the time of year. Determine who is in charge at the time of your event; will they manage the traffic? Will there be a parking fee? Who will receive the income?
<b>Food &amp; Drink Provision Stalls, entertainment etc</b>	Read the section on Health & Safety, and Food on p13. Have your documentation such as Risk Assessments, or Food Hygiene Certificates available. Consider where food & drink is most suitable to situate, for example, the gardens have narrow doorways and no electricity or water, so everything needs to be carried in.
<b>Smoking/ dog policy on site</b>	Check what is the usual policy? Is this still relevant at the event? Note, dogs cannot go on the beach during May-September.
<b>Vehicle access</b>	There is no vehicle access inside the gardens, and access to the gardens is via a narrow track, with a low load bearing bridge. (consider how you will get toilet and bin trucks to the site as well as your event stalls etc)
<b>Fee and damage bond</b>	Once all of the responsibilities have been determined, agree an appropriate fee and prepare a contract for the event organiser. (Include all the terms and if relevant, a payment schedule.) As well as a fee for the site, consider the impact on your day to day operations, will the event impact on your usual income, or the income of other regular franchises on your site?

# SITE MAP DUNRAVEN BAY



## KEY CONTACTS

Please note that all contacts below are specific to the Vale of Glamorgan. Please consult your local authority for your relevant local contacts if you are outside of the Vale of Glamorgan.

### **Licensing**

Licensing Section  
Civic Offices  
Holton Road  
Barry  
CF63 4RU

**Tel:** 01446 709105

**Fax:** 01446 709808

**Email:** [licensing@valeofglamorgan.gov.uk](mailto:licensing@valeofglamorgan.gov.uk)

### **Health and Safety**

Vale of Glamorgan Council's Health & Safety Team on 01446 700111

**Email:** [RegServ@valeofglamorgan.gov.uk](mailto:RegServ@valeofglamorgan.gov.uk)

**Useful website** - <http://www.hse.gov.uk/event-safety/running.htm>

### **Police & Highways**

To determine if your event will need any police presence or road closures, please contact the councils Events Officer Sarah Jones who will liaise with the Events Safety Advisory Committee. The committee will then advise who should be contacted and how.

### **Refuse/ commercial waste**

**Tel:** visible services 01446 700111

**Email:** [visible@valeofglamorgan.gov.uk](mailto:visible@valeofglamorgan.gov.uk)

Check the VOG website for further info on refuse prices.

### **Shared regulatory services**

Online form

<http://www.hse.gov.uk/event-safety/running.htm>

### **Vale of Glamorgan Tourism & Events Team**

**Tel:** 01446 704867

**Email:** [tourism@valeofglamorgan.gov.uk](mailto:tourism@valeofglamorgan.gov.uk)

### **Creative Rural Communities**

**Email** [create@valeofglamorgan.gov.uk](mailto:create@valeofglamorgan.gov.uk)

**Tel:** 01446 704868