

County events planning and policy guide

The purpose of this planning guide is to give some direction and guidance on the conduct of scout events initiated, planned and/or authorised at county level. Although full implementation of the guide will only be necessary for larger events, its principles will also hold true for smaller county events.

The principles in this guide hold true for all events run by the county. The levels of initiation, planning and/or authorisation referred to in the document should be adjusted for the type of event.

All county events that sit outside of those planned within the annual county programme of events, competitions and activities for young people (the programme budget), need to have the support of the county leadership team and the financial approval of the county executive committee.

The appropriate Deputy County Commissioner (or someone that reports directly to the County Commissioner), needs to have oversight of events that are being planned within their function's responsibility (People, Programme, Places, Perception, Governance).

County events **MUST** be well thought through, planned and organised and be of the highest quality. They should also provide activities and opportunities to build on what our groups/units and districts are able to provide more locally.

This planning guide is divided into three sections:

- Before the Event (Planning)
- During the Event (Operating)
- After the Event (Reviewing)

It is important to recognise that a well-run large event can leave a huge impression on those who participate but that such events take a great deal of volunteer effort which needs to be balanced with the day to day scouting that is the backbone of our programme.

Before the Event (Planning)

1. The idea – Inception

- a) A county event should be initiated to meet a need or idea identified by the county
- b) Before a county event is planned or publicised (in any way), the appropriate Deputy County Commissioner should confirm to the County Commissioner and the County Executive Committee:
 - that an event leader and deputy event leader are in place (the project managers)
 - the main purpose of the event (the event objectives). These should not only cover what those attending the event will experience but also the wider benefit to the county
 - an event timeline (planning, operation and review)
 - an outline programme
 - a firm budget forecast. (The event budget must be agreed by the county finance sub-committee and approved by the county executive committee)
 - an outline financial risk assessment

2. Planning

- a) It is important that the event team:
 - is an appropriate size for the task
 - are all fully involved in the process
 - includes people with the necessary skills
- b) The appropriate DCC should be kept informed during the planning process and should brief the county leadership team and the county executive committee when appropriate.
- c) The event finances (expenditure and income), must be run through the county treasurer using the county events account.

Budgeting

A well thought out budget is essential when organising an event (of any size). Often, the simple process of writing expenses down will help you think of things that might otherwise be overlooked and cause last- minute problems.

A detailed budget will help keep expenses in line. It can also assist as part of the overall project plan helping you proceed in an organised fashion and check off tasks as they are accomplished.

Many experienced event planners agree, “itemise and prioritise” is a reliable strategy. By this we mean itemise all anticipated expenses and prioritised from highest priority “must haves” to lowest priority “wish list” items.

This guide includes a sample budget template and is intended only as an aid to facilitate your planning and budgeting process..

In the main, all events must be self-financing although this could include any budgeted subsidy or additional funding obtained or allocated by the county executive committee.

Factors to consider

This table lists a range of factors that organisers need to consider. Specialist events are likely to need to add to the list.

Participants		Venue	
	South London scouting Other Scouts Other organisations International		Participant space/accommodation Staff space/accommodation Vehicle access and policy Personal access
Event location		Location services	
	Indoor or outdoor or mixed Local or far away UK or overseas Scout premises or other		Power/generation Water Toilets Refuse Storage
Programme		Catering	
	Content On site Off site Delivered in-house Delivered by outsiders/contractors		Participants Staff Others Food storage and hygiene Regulations
Welfare		Site amenities	
	Young people Adults Staff First aid Listening ear		Power/generation Water Toilets Refuse Storage
Communication		Transport	
	Internal External Person to person Broadcast Meetings/briefings Team communication during the event		To and from the event Parking Programme transport Site servicing transport
Insurance		Security	
	Participants Staff Contractors Property and equipment event Liabilities Cancellation Wet weather		Site perimeter Money Equipment Participant's property Lost property Lost people
Emergencies		Safety	
	In-touch process First aid location Emergency evacuation procedure Incident reporting		Risk assessment Risk monitoring Risk reporting Safeguarding Fire prevention
Event Management		Licensing	
	Definition of team responsibilities How people are managed		Alcohol Sale of hot food Entertainment TEN Temporary Exemption Notice
Items unique to your event		Other considerations	

3. Publicity and promotion

- a) Full details of county events should be published well in advance and this must be at least 4 months in advance of the event so that leaders across the county have every opportunity to include the event in their section's programme if appropriate.
- b) **IMPORTANT** - Details of the event must only be publishing once the high level planning has taken place and the full details are known. Publicity materials must include what we what people to **Know, Feel and Do** and must include:
 - What (the event is)
 - Who (the event is for)
 - Where (the event is taking place)
 - When (the event is taking place)
 - Why (the desired outcomes)
 - How much (the event will cost per person)
 - How (to book and pay and when this needs to be done by)

If any of these elements are unknown publicity of any kind **MUST NOT** take place.

Communications should be sent direct to the appropriate section leaders (e.g. cub events must only be sent to cub leaders) and should be sent out using the appropriate county email list.

messageall	– all adult members of the county (not occasional helpers)
messagebeavers	– all adults that hold a role in the beaver section across the county
messagecubs	– all adults that hold a role in the cub section across the county
messagescouts	– all adults that hold a role in the scout section across the county
messageexplorers	– all adults that hold a role in the explorer section across the county
messagewandsworth	– all adults that hold a role in wandsworth district
messagebeth	– all adults that hold a role in lambeth district
messagesouthwark	– all adults that hold a role in southwark district
messagelewisham	– all adults that hold a role in lewisham district
messageroyalgreenwich	– all adults that hold a role in royal greenwich district

- c) Event materials must take the form of a county branded pdf flyer/poster which directs leaders to the appropriate page on the county web site for more details and the link to Eventbrite to make their booking/payment.
- d) Full details must be provided to the county web site manager to enable the event page to be designed and published before county-wide publicity starts.
- e) Event details that are published on any social media sites must include the link to the events page on the county web site.
- f) Every effort must be made to publicise the event locally in each District and Local managers should be provided with a detailed event briefing sheet to enable them to promote the events and monitor deadlines.
- g) Local managers should be encouraged to seek ways for young people to be able to attend events if their normal leaders are unable to do so.

Detailed guidance on how we communication to our members can be found in our perception guide which you can download from www.tinyurl.com/slsperception

4. Preparation

- a) As the county event gets close it is important to recognise that those involved in the planning will be very busy and may need additional support.
- b) Local managers should be encouraged to monitor the preparation by local leaders attending with young people and ensure that they are fully prepared for the challenges of managing their sections throughout the event.
- c) Joining instructions need to be provided to those attending at least 21 days before the event.

Operation (during the event)

- a) Management at the event
 - The event leader and deputy event leader must have overall responsibility for the event.
 - Longer or larger events will need a management team.
 - The team may have allocated responsibilities for specific aspects of the event but there is a need to recognise that people need periods of rest and so a number of people will need to act as Duty Operations Manager at times during the event.
 - Whilst every effort and consideration will be in place to ensure that there will not be a major incident any incident is easier to manage if the process is well rehearsed. There are three principle roles that need to be fulfilled should an incident occur:
 - Overall control of the event
 - Control of the incident and those involved
 - Control of the rest of the event and those not involved.

- b) Event Programme

The event is taking place for a reason, this is why it was conceived and why the participants have signed up. A great deal of thought will have gone into the planning of the programme and to the facilities that are needed to enable participants to get the most out of it.

It is important to have clarity about what is the programme and purpose of the event and what are the support facilities so that when decisions need to be made the programme is not unnecessarily compromised.

On arrival leaders should be provided with an event guide which details:

- The programme (including timings)
- The facilities available
- Where to go if they need more information, assistance or help
- Where to access the first aid facilities
- What will happen in the event of an incident or emergency
- Any other information that will help them throughout the event

- c) From start to finish

The operation of the event should be seen as three phases:

- Setting up
- Operation
- Clearing up

The event organisers should be particularly watchful during the setting up and clearing up phases as both can be stressful.

When setting up there is suddenly a focus on the very real deadline of the start of the event and as the event closes the work of clearing up comes when the staff are at their most tired.

People volunteer most readily for the operation phase so particular attention to the recruitment for the set up and clear up should not be overlooked.

d) Other participants

When people from outside South London scouting are involved it is important to recognise that they may have different attitudes, customs and vision to us. The organisers need to have a clear policy about how much the original South London scouting vision of the event is modified to accommodate these.

e) Contractors/service providers

Whilst we have a huge range of internal skills and resources there are occasions when we need to bring in skills, services and equipment from outside. When doing so it is essential that there is:

- a clear brief
- a written risk assessment
- a written agreement or contract
- a cleared DBS check (if necessary).

After the Event (Review)

a) Post Event

Whilst it is important to recognise that the event team are likely to be tired after the event the need to thank those who have contributed, finalise the finances and complete a review cannot be overlooked and should form part of the overall plan for the event.

b) A good target time to finalise the finances and complete the report should be within 2 to 4 weeks of the event.

c) There is much to commend not wasting the opportunity when everyone is still at the event to prepare for the tasks that need to be carried out after the event. e.g. collect feedback, finalising and paying any out of pocket expenses and preparing the final accounts for the event.

d) Debriefing/Review/Feedback

Whatever we choose to call it there is a need to collect the views of those involved. Their view may well differ depending on their involvement with the event and so it is important to collect views from all of the main groups:

- Organisers – those who commissioned and organised the event
- Staff – those who ran and operated the event
- Participating adults – we need to recognise that adults as well as young people need to see an event as enjoyable
- Participating young people – it is important to think about not only the fun but also the challenge and adventure that they enjoyed
- Others – this may include: sponsors, neighbours, contractors etc.

The review should include:

- What went well?
- What didn't go so well?
- What should have been done differently?
- What should we do for future events.

e) Saying 'Thank You'

There are a few key things to bear in mind:

- Do it promptly
- Don't leave anyone out (start a list at the very beginning)
- Decide who and how is the most appropriate way to do it (a 'Thank You' by young people can be very powerful especially to outsiders)
- Saying thank you, returning things promptly and in good condition are a huge investment for the future.

f) Finances

It is important to pay everyone what is due to them promptly. This can be a challenge so don't be afraid to ask for invoices and to set a deadline for expenses claims (making claim forms readily available from the start helps).

Presenting the events final accounts against the original budget will make it easy to see both successes and problems.

g) Report

The Organiser should produce a brief event report as quickly as possible, primarily aimed at capturing the:

- Things that went well
- Things that could be improved upon
- Things that should not be repeated
- New ideas based on lessons learnt
- Any safety issues that may of occurred

h) There is also a need to pick up opportunities for the future such as: adults who have shown potential together with valuable contacts (people, places, organisations).

i) Statistical information is extremely important to those who have to make the decisions next time.

j) The appropriate Deputy County Commissioner should arrange for the report to be presented to both the county leadership team and the county executive committee.

When running an event, it is important to use up to date information:

- Policy, Organisation and Rules of the Scout Association POR
- Regulations relating to the safe use of inflatables
- Emergency procedures
- Food safety
- The use of gas cylinders
- In touch
- Minibus regulations
- Risk assessment
- Safeguarding

Supporting templates

- Event scope
- Budget planning
- Communication plan
- Action plan

Event Scope

Why: What are we aiming to achieve? (what is the event)		
What:	Event Name:	
When:	Event start date:	
	Event start time:	
	Event finish date:	
	Event finish time	
Who:	Event audience (which sections):	
	Who are we talking to (section members or adults)?	
Where:	Event location:	
	Event address:	
How:	Cost per person or team:	
	Has the event budget been approved by the county financial sub-committee?	
	Call to action: <i>(What do you want people to do? E.g. register on Eventbrite)</i>	
	Will further information be sent out once sections have registered?	

A communication plan includes:	
Who –	the target audiences
What –	the key messages that are trying to be articulated
When –	the time and date of the event
Why –	the desired outcomes
How –	the communication vehicle (how the message will be delivered)
Whom –	the sender (determining who will deliver the information and how they are chosen)

Advertising message content:

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What is the one thing we need to say to get the desired action?	
Publication date:	
Distribution method:	
Images required:	
Additional requirements or information	
Submitted by:	

Our to do list

	Action	Who	By When
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EVENT EMERGENCY EVACUATION PROCEDURE

(for events held at the South London Scout Centre)

These are situations in the open or in a building that may affect the whole site.

- 1. Sending a messenger with details and location of the incident to the Sunley building.*
- 2. We will alert everyone on the whole site.*
- 3. Your first responsibility is to those in your immediate care at the time, ensure everyone in your party is accounted for and move immediately to the car park.*
- 4. If instructed evacuate to the nearest safe area as instructed.*
- 5. Do not tackle a growing or major fire.*
- 6. Do not stop to collect personal belongings.*
- 7. Do not re-enter the area.*
- 8. Do not summon the emergency services leave this to the experience of the Warden (unless there is life threatening injury then call for an ambulance).*
- 9. Do close all the doors and windows of buildings.*
- 10. It is inadvisable to call anyone until the situation has been dealt with and any change of arrangements agreed.*

