Chase Community Games

Community Toolkit

www.cannockchase.gov.uk/chasegames

The Good Life
www.thegoodlife.uk.net

WLCT
Working in Partnership with WLCT
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Chase Community Games was established in 2012 to celebrate the London 2012 Olympic and Paralympic Games.

The purpose of this initiative was to showcase the work being undertaken within Cannock Chase District and to bring local communities together.

This initiative has involved a series of sporting, health and cultural events that have taken place across Cannock Chase District throughout 2012. These events have:
- Provided an ideal opportunity to bring local communities together,
- Provided a range of physical, health and fun based activities that have inspired and given individuals a real sense of pride and self-worth
- Encouraged local participation
- Developed new audiences

Individual activities had to be registered separately on the official Community Games website in order for each to gain national recognition.

Outcome:
- Help people to live healthier lifestyles and make healthier choices

Objectives:
There are a number of objectives for the Chase Community Games and these are as follows:
- To promote healthier lifestyle choices
- To promote physical activity/well-being opportunities to children and families
- To increase community spirit and cohesion

As well as achieving Cannock Chase Council’s objectives, the Chase Community Games also aimed to capture the core values of the Olympic and Paralympics movement and these were reflected in the activities.

Olympic values:
- Excellence
- Friendship
- Respect

Paralympic values:
- Determination
- Courage
- Inspiration
- Equality

Healthy Lifestyle Choices
Cannock Chase District continues to face a number of health inequalities which have a direct effect on the health of its residents and economic prosperity. In particular, the issue of obesity remains significant amongst children and adults, with healthy eating and exercise seen as a low priority to many.

The Chase Community Games initiative has addressed some of these issues and has provided an opportunity to raise the profile of existing channels so the local community can make more informed choices to live a healthier lifestyle.

Cannock Chase Council has used the London 2012 Olympic and Paralympic Games to inspire a lasting ‘healthy lifestyle’ legacy.

For more information about the Chase Community Games visit www.cannockchasedc.gov.uk/chasegames

The Network - who is involved?
The Community Games in Cannock Chase has been developed by a consortium of partners including Cannock Chase Council, Wigan Leisure and Culture Trust (WLCT), Staffordshire Police, Staffordshire Fire and Rescue Service, Staffordshire County Council’s Young People’s Service, Cannock Chase Arts Council, Chase Sports Council, Friends of Hednesford Park, Rugeley Town Council, Brereton and Ravenhill Association for Community Events (BRACE), Chase CVS and many more.

Partners meet up on a regular basis to discuss the ongoing developments of the initiative and to showcase future community events.

If you would like to be part of the Chase Community Games Network contact the Council’s Communications team on 01543 462621.
This pack has been designed to help you organise your own community event. It provides you with information about how to get started, running an event and some general guidance around important issues such as health and safety. It also gives you some ideas of activities to run and useful links to other websites.

Although this pack has been designed to work on its own, you may want to research other useful toolkits which will offer similar advice.

Lastly, don’t be put off organising your own event if you were not planning on doing everything within this pack. Some sections are more relevant if you are organising a large scale event - which you may not be planning. However, the basic principles will apply to any type of activity. REMEMBER - it’s your event!

Good luck in planning your community event!
Every event will be different, because every community is unique. There are no set rules about what should be included in each event, because you need to create an event that is right for your community.

This community toolkit includes suggestions on how you should put together the programme for your event, general guidance around health and safety and licensing issues and how much funding you will require to deliver your event.

The key points to consider in the initial planning stage include:
• Who is your target audience - this will require a good understanding of your local community
• Where would you like to hold the event - is there an obvious location and can people get there easily either by walking, bus or car? Is there sufficient parking?
• When do you want the event to take place? If you’re event requires licences or road closures, you may need to factor the time to process in your planning stage.
• When do you want your event to take place - the further in advance that you set the date, the more time you have to organise the event

Getting started - learn the basics

We have provided a brief checklist to help you out.

Have you done...?
• Take advantage of free training opportunities to improve your own skills
• Explore funding opportunities
• Early planning - (location of event, who to involve)
• Event development - (budget setting, toilets, refreshments, suppliers/providers, communications, back up plan!)
• Paper work - (insurance, risk assessments, health & safety, food safety, fire safety, first aid, emergency plan)
• Site planning - (parking access, movement around site, clear site plan)
• Promotions and marketing - (press releases, radio/TV, social media, posters, flyers, programme, banners)
• The event - (staff/volunteer briefing, equipment logistics, signage for photos/filming)
• Evaluation - (surveys, focus group, write it up, share it!)

where to start...
Train yourself up

You need to make sure you and your volunteers have the right skills and possibly training for the event you are organising. For instance, are you sure you have someone who can organise the overall event, someone to plan and consider all the different aspects? Look at the ‘get planning’, ‘promoting your event’ and ‘your event!’ sections of this toolkit for the things you will need to think about.

You may also need to make sure you have someone who understands Health and Safety, so they can be the point of contact for that. You may also need to have at least one trained First Aider on your team.

SCIO Training/Skillbase has a range of training courses on offer during the year, including First Aid and Health and Safety awareness. They can be contacted on 01785 279930 or by email sbadmin@sdvs.org.uk. They may also be able to point you in the direction of an alternative training provider, if they are unable to help you.

If you are unsure what training you might need, contact the Communications team on 01543 462621.
You may be able to take advantage of funding opportunities to help support your event.

There are a variety of funding sources out there but they change from time to time. The best way to find out what funds are available at any given time is to contact your local Council for Voluntary Service (CVS).

Chase CVS has a funding search service that you can use. They will send you a form to complete, that helps them narrow down your search from the hundreds of grant-making trusts that exist, to ones that are most likely to fund you if you are successful.

Don’t forget, what funders are usually looking for includes: a Constitution or Terms of Reference; a Business Plan/Service Plan; a Bank account with two signatories and relevant insurances.

You will need to demonstrate clear lines of responsibility, by having defined roles including: Chairperson, Secretary and Treasurer.

They will also look for relevant policies and procedures, such as those covering: Health and Safety; equal opportunities; confidentiality; vulnerable adults (if you involve them) and so on.

These are not exhaustive lists, so it is best to find out what you will need. Your local CVS can help you with this.

Also - allow plenty of time. Many funders make their decisions at quarterly meetings, so you could be waiting up to 3 months. If you are looking for a large amount of funding, some funders can take up to six months to make a decision.
A great deal of planning and organisation is required to run an event successfully, safely and in compliance with a wide range of legislation depending on the type of event. REMEMBER: You are responsible for all aspects of your event…

Responsibility for the event can include seeking advice from your local authority, risk assessments and the identification of those measures which will provide a duty of care for both staff/volunteers and those attending on the day. The level of safety measures will differ depending on the size and nature of your event.

Here are a few useful tips for you to consider when planning your event…

**Time!**
The most important part of planning an event is ensuring that you have enough time to organise it properly. Key questions could include:
- What is the date of my event?
- How much time do I need to prepare?
- Which individual tasks need to be completed and by when?
- Which tasks need completed first?

A top tip would be to use a timeline throughout your planning and update it regularly.

**Date and Venue:**
The date and venue for your event is very important when encouraging people to attend. Make sure that the date you pick does not clash with any other major events in your area. When thinking about the venue consider the numbers attending, whether it is indoor or outdoor, accessibility, parking facilities etc…

However, find out at an early stage if there is a cost involved when booking your venue.

Once you have agreed on a date and venue inform all the relevant people straight away.

**Licences & Permits:**
Under the Licensing Act 2003, event organisers may require a licence. It is crucial that you check what license or permit your event will require at the planning stage. It is crucial that you make early contact with Cannock Chase Council’s Licensing Unit to discuss possible licensing requirements to avoid any delays in your event planning.

Costs may apply for license applications.

For more information about licensing requirements contact Cannock Chase Council’s Licensing Unit on 01543 462621 or email licensingunit@cannockchasedc.gov.uk

**Road Closures:**
In general terms, it’s important to keep roads free for traffic use, access to homes and businesses and for essential services such as buses and the emergency services. However, roads can be closed for events and this can be very simple to organise, particularly if the road is quiet with little traffic. You need to be aware that closing busy roads requires significantly more detail and planning, so it’s important to consider the impact on traffic and the wider community who may need access at the same time.

Don’t forget to engage with your neighbours and share your ideas and plans with them – just in case they need essential access during the event (such as deliveries, home visits, etc). It would also be advisable to check the area for other activities and/or works that may be planned which can be viewed at www.roadworks.org/.

For further guidance on road closures for events, please visit www.staffordshire.gov.uk/Homepage.aspx

**Public Liability Insurance:**
As an event organiser you will be expected to hold up to date and adequate Public Liability Insurance for your event. Not only will you need to be responsible for this, you may also have to ensure that any equipment that you hire is also insured against loss or damage. This will be dependant on what policy and insurance individual providers already have.

Suppliers who attend your event such as entertainers, staging/sound and stallholders should also have their own insurance and it is important that you check these documents before the event.
Risk Management:
It is important when planning your event that you complete a written risk assessment. The aim of a risk assessment is to identify any hazards to the public, participants and staff attending the event, assess the risks arising from these hazards and then look at appropriate measures to control the risks.

There are 5 simple steps to follow:
1. Identify the risks - look for risks that could cause harm including slipping, tripping, moving vehicles, water etc.
2. Decide who or what may be harmed/damaged
3. Evaluate the risks and for each risk consider whether or not it can be eliminated completely. If the risk cannot be avoided you will need to decide what must be done to reduce it to an acceptable and safe level.
4. Record your findings and implement them
5. Review your assessment regularly and update if needed

Suppliers and performers involved in your event should also supply their own risk assessments and it is important that you keep a copy of these for your records.

For more information about risk assessments visit www.hse.gov.uk

For more information about the safety regulations associated with your event contact Cannock Chase Council on 01543 462621 or visit www.cannockchasedc.gov.uk

Budget/sponsorship:
The budget is a crucial part of the event planning process. You may be running your event on a minimal budget or relying on in-kind donations and volunteers. Nevertheless, you need to know how much money you have to spend in order to determine the scale of your event.

You can obtain funds in a number of creative ways including raffles, sponsorship from local businesses, car boot sales etc.

A top tip would be to produce a budget from the outset; you will then identify any major shortfall in funds at an early stage. It is important to set aside a contingency budget just incase you have to pay for any unexpected items.

REMEMBER: The more planning you do, the less you will panic!
Promoting your event

Promoting your event effectively is essential to encouraging people to attend and participate, no matter what scale of event it is.

In order to plan how you should promote your event, it is important to consider a number of factors. Consider where your target audience go, what they do and what they might like to see - this will help determine where and how to promote your event.

Here are just a few ideas to consider:
- Who is your target audience?
- What do you want to say?
- How do you want to communicate it?
- How are you going to reach your potential participants?

The most important element is to be creative… and this is how you can do it!

- Create a flyer and poster advertising your event and distribute/display in key locations across the District - to keep your costs down, why not use the templates provided?
- Display large outdoor banners in key locations or outside the venue prior to the event. You may need to seek permission from the Council’s Planning Department - call 01543 462621
- Advertise in local community newsletters and local newspapers
- Include a high profile story such as a celebrity attending or a charity you are supporting
- Get the local media involved - build a good relationship with your local newspapers and encourage a reporter to come along and attend the event. Organise a photo opportunity, making it as exciting as possible.
- Create a Facebook event page and invite all your friends to join. Live feeds will automatically show the event page to their contacts which will create an electronic way of promoting the event by word of mouth. Include your Facebook event page on all promotional material including a link from your emails
- Create a Twitter account so you can ‘tweet’ about the event and encourage local users to follow and pass on the message
- Add information about the event to your own website if you have one. If you don’t, take advantage of other local websites and add your event details
- Attend other local events to promote your own!

Be creative and have fun…
The Templates!
Why not use our templates and save money on promotions?

If you would like hard copies of blank postcards and posters, please contact the Council’s Communications team on 01543 462621 or visit www.cannockchasedc.gov.uk/chasegames to print your own off!

The Brand
A brand has been developed which represents a 3D banner/flag concept which is simple and modern. It also represents a finish line ribbon.

This brand is now being used by all members of the Chase Community Games network and has been applied to various promotional materials.

The Calendar
The ‘official’ Chase Community Games events calendar was launched in April 2012 and showcases all the events that are taking place across Cannock Chase District.

It includes all the activities that are being organised by local community groups, businesses and organisations as well as Cannock Chase Council and WLCT.

It is available to download online at www.cannockchasedc.gov.uk/chasegames and is updated on a regular basis. In order to promote the calendar, small cards have been produced and distributed District wide.
This pack also consists of an ‘event kit’, which is a **FREE** community resource for you all to use!

**What is in the ‘event kit’?**

- Chase Community Games event pack (various copies available)
- A portable stage system - 3ft high by 16 squared (one stage with 6 component parts)
- Gazebos (6 available)
- Chase Community Games - promotional flags to display at your event (5 available)
- Blank promotional postcards (various copies available)
- Blank promotional posters (various copies available)
- Event calendar promoting your event (online resource)
- Event calendar promotional cards (various copies available)
- Chase Community Games website - [www.cannockchasedc.gov.uk/chasegames](http://www.cannockchasedc.gov.uk/chasegames) (online resource)
- Successes of 2012 - emagazine and video (online resource)

If you would like to ‘hire’ out this event kit you will need to complete a ‘hire agreement’ between Cannock Chase Council and your local organisation. This will demonstrate a commitment to risk management procedures which will safeguard users and maintain the condition of the products.

The hirer will be liable for any theft, damage (whether accidental or criminal) to the product or harm caused to its users.

For more information about this please contact the Council’s **Communications team** on **01543 462621**.
Your event is now here. It will be both exciting and stressful! All the planning and organisation you have put in will finally pay off. Here are a few helpful tips…

Site Plan:
An overall site plan is useful to communicate the layout for your event. Site plans are extremely useful to suppliers and also staff during briefings.

Communications:
It is vital that there is effective communication between you, staff and volunteers for your event to run safely and smoothly. You should brief all prior to the event to ensure that all are aware of the event programme.

Effective communication with the public at your event is also very important. In the event of an evacuation, an effective means of communication such as a powerful PA system must be available.

Information:
You should provide sufficient signage and information at your event. This should include lost/found children, First Aid, toilets, exits, entrances, car parks and photography/filming.

All signage should be clearly visible and easy to understand. Consideration should be given to people with disabilities/special needs.

Health & Safety:
You as the event organiser are accountable for the Health and Safety for all those taking part in, working at or attending your event. You must ensure you have a named person who is responsible for Health and Safety on the day of your event.

Food Safety:
You should be aware of the current requirements of the food safety legislation even though you probably won’t be running the food stands yourself.

You should ensure that all providers of mobile food outlets are registered with the local authority in the area they are from. All food providers must also have a basic food handling certificate. For further advice on food safety contact Cannock Chase Council’s Food Safety Team on 01543 462621.

Fire Safety:
It is essential that you check with your local Risk Reduction Officer from Staffordshire Fire and Rescue Service about potential fire hazards associated with your event.

For more information about Fire Safety contact Staffordshire Fire and Rescue Service on 08451 22 11 55 or visit www.staffordshirefire.gov.uk

General Safety:
It is also essential to notify your local police team about the event to ensure adequate response is available to deal with any unwanted issues such as anti-social behaviour.

Welfare Facilities:
You should provide adequate facilities such as toilets, food, lighting, lost children point etc. Facilities should be reviewed throughout your event.

First Aid:
Appropriate First Aid facilities must be available on site during your event. You are required to provide appropriate equipment and personnel to enable First Aid to be given to anyone who becomes ill or is injured during your event.

During your event, provision must be made for emergency vehicle access and exit from all areas of the site.

Evacuation Plan:
Where a large group of people gather in one place for an event, an evacuation procedure/plan must be put in place. It is essential that alternate requirements are stated in your plan if those attending suffer with a disability such as impaired hearing, restricted mobility and visually impaired.

Have fun and enjoy your day!
Learn from success

Take time to evaluate your event while details are fresh. You may want to consider having a questionnaire for participants/attendees to fill out. Here are some useful tips to help you capture event feedback:

• Did the event achieve its goals and objectives? Why or why not?
• Identify what worked and what needs developing further.
• Which suppliers/providers would you use again?
• What items were missing from the ‘getting started’ checklist?
• Was the event well attended?
• Was informal and formal feedback about the event positive?
• Given all the time spent to organise the event - was it worth it?

Finally, it is important to remember to celebrate your successes and thank all those who contributed.
Useful links

Fun activities and much more...

The Good Life
The Good Life provides you with clever ideas and fun ways to motivate you and your family to improve your lifestyle. There's information on ideas for play, encouraging healthy eating and great FREE things you can do as a family in and around the District of Cannock Chase.

You Find Me
Find out what activities are taking place across Staffordshire for young people www.youfind.me.uk

Useful contacts

Chase CVS - 01543 500404

Wigan Leisure and Culture Trust -
Community Wellbeing Arts: 01543 501515 or 501514
Community Wellbeing Sports: 01543 501522 or 501520
Community Wellbeing Play: 01543 501517

Museum of Cannock Chase: 01543 877666

Friends of Hednesford Park: Lynn Evans - 07896239717

Brace: Ruth Templeton - 07974175505

Rugeley Lions: www.rugeleylions.co.uk

Cannock Chase Council's Community Insite Page: Find out about local community engagement opportunities within Cannock Chase District - www.cannockchasedc.gov.uk/community
For more information about the Chase Community Games contact Cannock Chase Council’s Communications team on 01543 462621 or email communications@cannockchasedc.gov.uk

Why not visit the Council’s facebook page ‘Cannock Chase Life’ to find out what local events are taking place across the District or send a tweet to @CannockChaseDC or visit www.cannockchasedc.gov.uk/chasegames