



---

# **Event Planning and Management**

**Guide for Event  
Organisers**

---

# Contents

<b>Description</b>	<b>Page Number</b>
Foreword	3
Event Safety Management	3
Road Closures	4
Hostile Vehicle Mitigation	5
First Aid	5
Security and Stewarding	5
The Market and Market Stalls	6
Town Council Staff Support	6
Insurance	6
Event Equipment	6
Market Place – Power Supplies	7
Event Lighting	7
Town Hall and Collonades	7
Local Businesses, Traders and Residents	8
Marketing and Promotion	8
Early Engagement	8
Funding	9
Checklist for your event	9

## **Foreword**

This guide has been developed to help local event organisers deliver events in the Market Place and/or the Town Hall / Buttermarket, and to plan and manage their events in the best possible way.

Event safety has become increasingly important in response to ‘Martyn’s Law’ (see Event Safety section), and we hope this guide can help event organisers understand their event safety obligations and be clear about the level of support the Town Council can offer.

## **Event Safety Management**

Public safety at events in the Market Place and Town Hall must be central to the effective planning of any event, whether large or small.

Recent legislative changes, known as Martyn’s Law, have placed a heavy focus on event safety management and preparedness for acts of terrorism. As event organisers, the responsibility and duty to take appropriate steps cannot be underestimated. This guide will help event planners understand what is expected of them in organising public events.

## **The Purple Guide**

The Purple Guide is a nationally recognised industry standard for event safety. It is an excellent resource for event organisers to refer to as a guide for planning and delivering a safe event. The guide does require a subscription fee; however, for larger events, the information within the guide is invaluable.

You can find out more at:

[www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk)

## **Martyn’s Law**

Martyn’s Law is the name that refers to legislation introduced to make events and venues better prepared to deal with acts of terrorism. The legislation has arisen on the back of a campaign from the mother of Martyn Hett, who was a victim of the Manchester Arena bombing.

The bigger the event, the greater the need to be prepared for acts of terrorism.

There is a lot of online information that can help you understand what is required. Although the legislation is not yet fully in force, it is good practice to take steps to adhere to it.

Measures for addressing the requirements of Martyns Law are wide ranging and will be determined by the size and scale of the event.

### **Event Safety Management Plans**

The size and scale of the event will determine the extent to which safety plans must be developed. All events will, as a minimum, require a form of risk assessment. Large events will require a full event safety management plan approved by the Safety Advisory Group.

### **SAG (Safety Advisory Group)**

The Safety Advisory Group is a group comprising representatives from multiple agencies such as the Police, Ambulance, Fire, Highways, and District Council. They are there to guide and advise on event safety plans and understand the potential demands on their services that events may generate. The hope is that pre-event advice and support prevent the need to call emergency services during an event.

The Newark SAG is operated by Newark and Sherwood District Council.

Please consult Andy Hardy at NSDC for SAG advice.

[andy.hardy@newark-sherwooddc.gov.uk](mailto:andy.hardy@newark-sherwooddc.gov.uk)

### **Road Closures and Traffic Management**

Events in the Market Place often require formally closing roads in and around the Market Place. There is a live vehicle highway that runs around the edge of the Market Place.

Interactions between vehicles and pedestrians often form one of the biggest risks for larger events, and as such, road closures may be essential. The process of closing a road must be documented in a traffic management plan (which will form part of the wider event safety management plan).

You can apply to close the road by submitting a formal application to the County Council. Steven Wallis at VIA is currently the primary contact for road closure applications. He is very helpful and supportive.

[steven.wallis@viaem.co.uk](mailto:steven.wallis@viaem.co.uk)

When closing a road, it is necessary to ensure that advance warning signage and closure infrastructure are deployed. It is important that event organisers use a suitably trained company to provide suitable signage and infrastructure.

As a Town Council, we use Chevron; however, other providers are available.

[www.chevrontm.com](http://www.chevrontm.com)

Road closures can be costly, with even a basic road closure incurring costs of over £1,000. We recommend early discussions with Highways and your preferred traffic management company.

## **Hostile Vehicle Mitigation**

The Market Place is accessible by vehicles. Vehicles are now commonly used as weapons by terrorists to cause mass casualty situations. Steps have to be taken to combat this risk.

The Market Place is relatively well protected with existing bollards; however, vehicles can often be parked within the market place as part of the event.

Where your event involves a form of parade in and around Newark, a full threat assessment for Hostile Vehicle Mitigation is required, and where necessary, HVM defence measures and security officers will be deployed to guard against this risk. Some events are considered riskier than others. SAG will advise and guide on this point.

## **First Aid**

The size and scale of the event will determine the level of first aid cover required for your event.

There are various first aid providers available. As a Town Council, we use Newark Community First Aid. They are highly regarded and will help you to determine the level of first cover you require for your event. Other first aid providers will likely also offer a similar service.

First Aid cover does come at a cost, especially for larger events. Costs can reach several hundred pounds where mass attendance is expected at an event. Very small events can often be covered by first aid-trained individuals within your own organisation.

[www.newarkcommunityfirstaid.co.uk](http://www.newarkcommunityfirstaid.co.uk)

## **Security and Stewarding**

The size of the event will determine the level of security and stewarding personnel required. Issues such as ASB, alcohol influenced behaviour, crowd control, public information, emergency response and general event management all require event personnel who will respond to and deal with such incidents. Presently, we use Sec 2 based in Newark for stewarding needs; however, there are other providers in the market.

<https://secuity-2.co.uk>

## **The Market and Market Stalls**

Events taking place on a market day must have regard for the market operations already taking place.

Your event may require additional stalls/gazebos, which we would need to consider and allocate where possible.

We will need to understand your event plans so we can ensure that the market traders are not compromised with their set-ups and close-downs.

Where there are significantly more stalls required for your event, we may have to bring in additional staff, for which there may be a charge.

## **Town Council Staff Support**

There is no formally adopted event support policy within the Council, although invariably the Council has and does assist where it can.

You should always talk to us at an early stage about what support we can provide.

As an overview, the type of support you may expect or seek is as follows:

1. Administrative – Safety Management Plans, Marketing and Promotion
2. Manual – Market stalls/event gazebo erection, event set up, vehicle management, stewarding.

The support detailed above may be possible; however, there may be charges for support provided. Please discuss your requirements with us.

## **Insurance**

The Town Council will not permit any organisation to host an event in the Market Place or Town Hall without holding suitable Public Liability Insurance. In addition, third-party contributors to an event must also be suitably insured for their activities.

It is essential that event organisers discuss with their insurers their event plans and ensure that they meet all requirements of their insurance cover.

We will ask for evidence of your cover and potentially that of any third-party contributors to your event.

## **Event Equipment**

As a Council, we have various equipment that may be helpful to your event, including:

1. Radios
2. Event Safety Barriers
3. Cable Covers
4. Power Supply Cables
5. High Viz Vests
6. Litter Pickers
7. PA System
8. Road Closure Signage
9. Deck Chairs
10. Tables and Chairs
11. Small stage platform
12. Market Stalls and Gazebos

We may be able to loan or hire some of the equipment to you. Please discuss your requirements with us.

## **Market Place – Power Supplies**

The Market Place has a number of power supplies that can be utilised to support events. It is important that you get an understanding of any power needs for your event and discuss with us what can be provided.

Power can be required for PA systems, lighting, food retailers, fairground rides and other event contributors. As an event organiser, you must understand what power needs there may be for your event and discuss with us if those needs can be met.

The electrical supply to the market is extensive; however, it does have a maximum capacity, and therefore, we do require details of the requirements for each piece of equipment/stallholder. These requirements may affect where the equipment/stall can be sited within the Market Place.

Where power is involved, there are heightened risks, and this must be considered as part of your risk assessment and event management plan.

Depending on the size and scale of your event, there may be a charge for any power provided.

## **Event Lighting**

The Town Council operates the town's event lighting infrastructure. We may be able to support your event by using lighting to enhance its theme. This includes projections onto the Town Hall. There are costs associated with providing lighting, which may need to be covered by the event organiser if this service is requested.

## **Town Hall and Colonnades**

The Town Hall Ballroom, Colonnades/Buttermarket, and adjoining units are available for hire. The Town Hall has a fully stocked bar that can support your indoor event.

For all booking enquiries, please contact Victoria Penarski.

[victoria.penarski@newark.gov.uk](mailto:victoria.penarski@newark.gov.uk)

If your event involves activities both inside and outside, it is important that your Event Safety Plans account for interaction between the 2 locations.

The Colonnades and adjoining units are regularly used for indoor markets, art exhibitions, and pop-up shops, and they offer a space that could complement your outdoor event.

## **Local Businesses, Traders and Residents**

The Market Place has a number of businesses, residents and traders that live and work in and around it. It is important that you consider if your event may impact those various stakeholders, and, where necessary, advance notification of events or measures to minimise any negative impacts must be considered.

## **Marketing and Promotion**

We may be able to assist you in promoting your event through our website and social media channels. Please do ask us to assist if you believe it will be helpful to your event.

## **Early Engagement**

Early engagement with us is essential so we can assess your event, understand what is involved and be clear on your needs well in advance. Last-minute requests may not always be deliverable.

## Funding

The Town Council operates a small grant scheme which you may consider applying to for help with the costs if your event. Full details can be found on our website.

[www.newark.gov.uk/our-community/community-grants](http://www.newark.gov.uk/our-community/community-grants)

## Checklist

**Paperwork required for your event to take place on land operated by Newark Town Council.**

<b>Requirement</b>	<b>Tick if submitted to NTC</b>
Organisers Public Liability Insurance (PLI)	
Organisers Risk Assessment (RA)	
Organisers Event Management Plan (EMP)	
Copy of any Road Closure submissions	
Copy of any First Aid cover	
Supplier Public Liability Insurance (PLI) for all suppliers	
Supplier Risk Assessment (RA) for all suppliers	
Copy of submission to SAG (if applicable)	
Details of Power Requirements	
Have discussed any support/equipment requirements with NTC	
Letters sent to all businesses that may be affected	