

DUMFRIES AND GALLOWAY

Events Toolkit

2013



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Acknowledgements;

This toolkit has been produced by a working group of Dumfries and Galloway Council. All material within the toolkit is original, bar the reproduction of the Visitor Survey (appendix two) which was taken directly from www.eventscotland.org.

The Council wish to thank VisitScotland and EventScotland Officers for advice and information during the preparation of the toolkit.

EventScotland has superb events resources available on their website;

www.eventscotland.org

Events photographs within the toolkit have been supplied by Knockengoroch Community Interest Company; Spring Fling Community Interest Company; Dumfries and Galloway Arts Festival; the Wigtown Book Festival Trust; the Tour of Britain and the Council's Leisure and Sport, Community Learning and Development and Economic Development Services.

1. Introduction

This toolkit has been researched and put together by Dumfries and Galloway Council to support events organisers across our region.

The toolkit aims to set out, in easy to follow sections, all the key areas of events management, and provide some management tools that may be helpful to your organisation.

The toolkit is aimed at events organisers in the voluntary sector, who take forward festivals and events with volunteer colleagues. This is not meant



to be a complete and absolute guide to running successful events, but a helpful resource that can provide tips and a checklist for easy referral.

Dumfries and Galloway is an inspiring, beautiful location for events of many different types, and the Council is keen for festivals and events to continue to grow and flourish.

We hope that this document proves useful to your organisation's work.

Councillor Finlay Carson,
The Council's Events Champion

2. Events Create Community, Sporting and Cultural Benefits

Festivals and events across Dumfries and Galloway create many community, sporting and cultural benefits.

These benefits apply equally to the population of Dumfries and Galloway, and to our visitors.

Festivals and events bring people together, and provide opportunities that are not always available for individuals to attend significant cultural productions or participate/spectate at sporting events.

Considerable economic impacts spring from successful festivals and events.

They may add to the quality of a holiday experience for tourists, and encourage visitors to extend their stay in Dumfries and Galloway.

Our region attracts a high percentage of the visiting families and friends market (VFF) - when major events take place here.

Events are superb for developing volunteerism. As most events that take place in Dumfries and Galloway are run on a voluntary basis a major

and positive impact from events is the skills and enjoyment gained by volunteering. The impact of volunteers on events is also a positive economic one - helping events operate and run cost effectively.

Volunteering at events is one form of participation. Other forms of participation may include taking part in a sporting event or drama production or opening up a property for inclusion in the Doors Open Day Programme for example.

There are many other benefits from events, such as attracting positive publicity for a destination, sport or new community resource.

This toolkit has a section on some effective ways to monitor the many positive benefits from your festival or event. Monitoring and evaluation is important, not just for the development of your own organisation, but to report fully to any funders of, or investors in, your event.

3. Planning the Budget and Gaining Funding

Quick Checklist

- A** Plan your budget
- B** Identify potential sources of funding
- C** Prepare and submit funding applications

A Plan your budget

Whether or not you will be applying for grant funding for your event, one of your first steps will be to prepare your budget. You should plan your budget a minimum of 6 months before the date of your event. The following template is intended as an initial guide; but you need to give your budget careful thought to ensure that you have included all of your event's potential income and expenditure.

- You and your potential funders will need to see that your event is financially viable. The Budget Summary is similar to an Income and Expenditure or Profit and Loss account. When you add all the income amounts, the total should equal the sum of all the expenditure amounts.

- Ensure that you include both confirmed and projected income and expenditure sums in your budget.
- Provide any necessary notes to explain your budget projection.
- The budget summary should be for the full costs of your festival or event.
- Note that the headings suggested in the template are not exhaustive and other items may fall under the main headings - you should adapt these as appropriate to your own needs.
- Remember to include the cost of in-kind support in your Budget Summary (for clarity, a separate column is provided for this). In-kind support means free materials, services, assistance etc that are given to you, or that you contribute towards the event. Generally you will have to estimate the value of any in-kind support you expect to receive. When entering in-kind support into your budget projection you should ensure that you enter equal income and expenditure figures.

Knockengorloch World Ceilidh 2008



Suggested Budget Spreadsheet

Income			Cash	In-kind	Total
Public Funding					
Private Funding					
Sponsorship					
Ticket Sales					
Other Income					
Total Income					
Expenditure			Cash	In-Kind	Total
Staff Costs					
Staffing					
Office costs					
Other admin costs					
Sub-total					
Event Delivery Costs					
Facility/venue costs					
Production costs					
Performer costs					
Performer travel & accommodation					
Health & Safety					
Event insurance					
Road closures and licences					
Hospitality					
Other travel					
Sub-total					
Marketing Costs					
Advertising					
Website					
Design & print					
Online					
PR costs					
Sub-total					
Budget Contingency at 5%					
Expenditure sub-totals					
Staff Costs					
Event Delivery Costs					
Marketing Costs					
Contingency					
Total Expenditure					

This template is available as a pre-formatted document from the Council's Principal Events Officer

B Identify potential sources of funding

Organisations and bodies who can be approached to fund community events include:

- Dumfries and Galloway Council's Local Area Committees
- BiG Lottery: Awards for All
- Local Common Good Funds (if you have them in your area)
- Wind Farm Benefit Funding (if your community directly benefits your request needs to be built into your local Community Council's Annual Plan for disbursement of these funds)
- Scottish Community Foundation Express Grants
- The Co-operative Membership Community Fund

However, there are many other funders whose priorities you may meet depending on your governing status (e.g. a voluntary group or a registered charity) and the type of event you are organising. For example, if your event is:

- musical and related to engaging new audiences, new members and creating social benefit you may be eligible for support from the BBC Performing Arts Fund: Community Music Scheme
- involving and benefiting young people in the community then the Holywood Trust or Cashback for Communities have relevant grant schemes
- contributing to the artistic culture of the country you may be eligible for support from the Fenton Arts Trust
- sports related and you are a member of your local Sports Council, an application to the Sports Council may be appropriate
- promoting science and engineering then a small grant from the Scottish National Science and Engineering Week grant scheme is a possibility

EventScotland's primary objectives focus are on securing and developing major events of national significance in Scotland.

Creative Scotland is the national agency for the arts, screen and creative industries, investing funding from the Scottish Government and the National Lottery towards the development of Scotland's creative future. They have a range of investment streams for arts activities. If you think your project may be eligible for support contact the Council's Principal Officer, Arts and Museums. Searching for a funder which is appropriate for you can be done on www.dg4community.info which is a comprehensive database of community funding sources.

www.dg4community.info is free and easy to use. Local community and voluntary organisations, social enterprises, charities, community councils, village halls, sports clubs, churches and many others can access external funding and support information in one place.

You can use dg4community to:

- Search for Government, Lottery and Trust funds
- Get information about local and national support
- Keep up to date with local events and community news

Additional Assistance

If you need help with searching on www.dg4community.info or with other matters then you can contact Dumfries and Galloway Council's External Funding Unit, who can assist with:

- Information and signposting
- Project Planning
- Match funding sources
- Support with applications
- Fund search
- Governance issues

www.dumgal.gov.uk/grants

- Application forms, information and guidance about Dumfries & Galloway Council Area Committee and Sports Council grants

www.dumgal.gov.uk/grantsnews

- Latest funding bulletins, BiG Lottery Web Watch, Training events

An excellent source of guidance is the SCVS (Stewartry Council of Voluntary Service) toolkit - ***Are You Ready For Funding?***

A detailed guide to all the 'ins and outs' of getting funding is contained in this easy to read Toolkit which can be downloaded from www.dumgal.gov.uk/grantsnews

Big Man Walking 2011, Dumfries and Galloway Arts Festival

C Prepare and submit funding applications

- Plan ahead
- Try to apply at least 6 months before you are likely to need the funding.
- Decisions can take anything from 6 weeks (at earliest) to 6 months or longer to make.
- Some Trusts and Funds may only have one or two deadlines per year. Funding bodies need time to process applications and timetable them for consideration.
- Funding applications take time to complete.
- Allow sufficient time to gather all the information that you need to submit with the application.
- The budget shown on page 3 is available as an Excel Template if requested
- Check funders' guidance and criteria carefully to be sure that you are eligible to apply and to find out about closing dates and timescales. Phone to check if you are unsure.



4. Marketing Tips and One Page Marketing Plan

There are quite a few definitions of marketing, but for events, marketing equals communication.

It is crucial to communicate what your event is about, how to access information on it, the great experiences it will deliver and how to participate. As we live in the era of social media, more and more people may want to communicate with friends and their social networks before, during and after your event, meaning it gains more and more exposure, but also puts pressure on your planning group to live up to expectations!!

If you can communicate what your event is about with good looking graphics, lively press releases and the interesting use of social media, so much the better!

Traditional marketing plans concentrated on the 4 'Ps'. Before you plan the marketing of your event based on the 4 Ps, it is worth asking;

Who do we want to target as our visitors for this event? Knowing who your target market is/are, is the first step towards effective marketing!!

The Four Ps can provide the basis of your one-page marketing plan;

Product - What is your event? What are its key elements? What experiences will it deliver?

Price - What is the price of attending/participating at your event? Do you need to set a range of prices to attract different audiences and maximise your visitor numbers? Do the prices make the contribution you want towards recovering your costs?

Place - Where does your event take place? How do you get to the event? Can you promote local accommodation options when you communicate information to your potential visitors?

Promotion - How do you promote your event? What advertising, web, PR and social media and word of mouth activities will you undertake to ensure that you reach the people you want to come to your event?

Contemporary marketing identifies some shortcomings in the 4 Ps model - the main shortcoming to consider for events organisers is that the Four Ps model does not include Customer Service.

Key customer service questions for you to consider include:

- How can we make it as easy as possible for visitors to attend our event, purchase tickets and get the information they want?
- How do we make it as easy as possible to process our visitors/participants when they arrive?
- How do we look after performers/service providers so that their contribution to the event's delivery is fully valued and they take away a positive experience of the event?
- Should we produce and sell/give away within the entry price branded items such as tee-shirts, bookmarks, sports equipment so that we create a sense of unity around the event - and great exposure for future years?
- What level of catering, PA quality and coverage, first aid, parking, visitor information should we provide for our visitors from the moment they arrive until they leave?

Booking a table, DGOOne, Dumfries



Social Media

Social media is a wonderful way of generating interest in your event and communicating with your audience.

'Social Media' is the term normally given to web-based tools which allow users to interact with each other in some way. This could be by sharing information, opinions, knowledge and interests online.

Social media involves the building of online communities or networks. This includes blogs, message boards, social networking websites (such as facebook, twitter, bebo, MySpace), content sharing websites (such as flickr, YouTube) and many other similar online channels. The way such information is consumed is also changing with the increased use of mobile devices such as Blackberries, iPhones and similar hardware.

If you can find a member of your planning group, or supporter of your event, to operate as many social media channels as possible for you, then this will help you get, 'the word out' re your event very effectively.

Events Calendars

The Council works closely with VisitScotland and other tourism agencies to ensure that Dumfries and Galloway is marketed as effectively as possible to visitor markets.

Event organisers can reach many thousands of people by uploading event information to visitscotland.com via the link

www.visitscotland.com/submit-event

VisitScotland recommends that their web content team is emailed at

contentevents@visitscotland.com if you have numerous events, or dates within one festival programme, that you want to publicise.

Marketing Budget

It is worthwhile having a separate marketing budget for your event - or at least a marketing sub-section of your Event's Expenditure section on your Budget Spreadsheet.

Key headings/expense considerations include;

- Design costs;
- advertising costs;
- web costs;
- social media costs;
- banner production;
- PR costs;
- promotional costs.

Sally Magnusson, Wigtown Book Festival



5. Working With The Press

Press Releases

A press release is a working document; it doesn't have to be a literary masterpiece. It must be timely, structured, concise, easy to understand, and have all the necessary information. Write it as a news story.

Style

Write in short sentences and paragraphs.

Use plain English: think of the people you're targeting (the audience, not journalists) and use appropriate language. Don't use technical jargon or try to sound 'official'.

Aim to fit your press release within one page of A4. (one A4 page should be the absolute maximum length).

Press Release Checklist

Press releases work best in news story format with a headline and short paragraphs

- Get the story into the first 2 to 5 lines
- **ABC:** Accurate, Brief, Clear
- **5Ws:** Who, What, When, Where, Why
- Contact details - so that someone from your event is available for additional comment or information
- Notes for editors: background information
- Quote: short and snappy
- Photo opportunity: is it visual?
- Date of release

Photo opportunities

Photo opportunities are great ways to promote your festival or event 2 to 3 weeks before it takes place.

Think visually. What would make a good photo story? Make it worthwhile for a press photographer or television crew to come along. Use your imagination. The local press won't always send a photographer to a photo opportunity. If you need photographs, either take your own or commission a photographer.

Let the local press know about your photo opportunity 3 - 7 days in advance.

The contact details for local press and radio stations is in the contact section at the back of the toolkit.

Make sure the press are invited to your event and send in post event press releases and images.

Local Newspapers



6. Sustainability Checklist

If you hope to run your event more than once, then this checklist may be useful.

It identifies the main factors for creating festivals and events that are sustainable -from four important perspectives;

- **Social**
- **Organisational**
- **Financial/Economic**
- **Environmental**

This section can be read in conjunction with the Monitoring and Evaluating Your Events Impacts section.

The questions/issues below are presented for guidance only. They may be useful to your organisation if and when you undertake longer term planning for your festival or event.

Social Sustainability

- Can you demonstrate support for your event within the community?
- Are you increasing participation in community life in your area through your events work?
- Are you developing resources for the community, and is there a good take up of these resources?
- Are you opening up new opportunities in either culture or sports and leisure or community life?

Organisational Sustainability

- Are you open and welcoming to new volunteers joining your organisation?
- Are individuals within your organisation learning new skills and developing new knowledge?
- Can you thrive and grow even if key individuals leave your organisation?
- Can you demonstrate that you are managing risk responsibly?

Financial/Economic Sustainability

- Do you have a variety of funding sources to support your event?
- Do local businesses benefit from your event?
- How can they contribute to its delivery? How can local businesses provide services to visitors to support both your event and the visitor experience?
- Are you able to minimise your running costs and event costs year on year?
- Will customers/visitors be able to afford your event -and travelling to your event, in the future?
- Can you deliver the event cost effectively in the future?
- Do you need to develop new partnerships to deliver and sustain/grow the event effectively?
- Can you invest in your event and organisation to meet the challenges of visitor expectations, legislation and good practice?
- Can you co-opt new people with good quality skills onto your planning group?

Environmental Sustainability Checklist

- Do you monitor the environmental impacts of your event?
- Can you introduce more recycled and sustainably sourced materials into your event planning and delivery?
- Can you use email and ICT effectively to communicate within the organisation and with customers to reduce your use of printed material?
- Can any new or existing resources you require for your event be used for other social, community or sporting usages?
- Do you work with the Council to identify what waste from your event can be recycled?
- Can you actively promote shared transport to your event for organisers/participants/spectators?
- Is it possible to promote walking and cycling to your event or event meetings?

7. Licensing: An Outline

Licensing Regulations most likely to have effect include those associated with the sale of alcohol, public entertainment and public performance.

There are many occasions where your community group or organisation may require a special or occasional licence to permit you to undertake certain activities. Our Council's Licensing Team is a hugely useful source of information and guidance.

The responsibility of ensuring the venue is licensed for an event lies with both the organiser and the venue owner.

These will typically include:-

- an event where you will be selling alcohol such as at a dance
- an event open to the general public, whether or not you charge an entrance fee - this could be inside a building or outside (such as a gala or agricultural show)
- a cheese and wine type function where admission is by ticket and alcohol is included in the price
- a late-night event

Civic Government (Scotland) Act 1982 Licensing Of Public Entertainment

Dumfries and Galloway Council licence the undernoted forms of public entertainment:-

- Bungee Jumping/Catapulting
- Circuses
- Funfairs (5 or more mechanical rides)
- Firework Displays
- Outdoor Music Events
- Indoor Music Events (where the hall capacity is 350 or more)
- Sunbed/Tanning Centres

These events are licensable whether or not on payment of "money or monies worth". The fee for "free events" is significantly reduced.

Any application will take time to process, so make sure that you submit it with plenty of time to spare before your event takes place -at least eight weeks ahead if you can.

Dumfries Waterside Festival 2012



Licensing Under the Licensing (Scotland) Act 2005

Occasional Licences

If your community group or organisation only serves alcohol at occasional events, such as the annual gala day or even one off special fundraisers, you are probably better applying for an Occasional Licence each time.

Your group will then need to apply for an Occasional Licence for each event where alcohol is being sold. This includes fundraising events such as dances and gala days. An Occasional Licence may also be required for events where you offer an alcoholic drink as part of the admission price such as 'cheese and wine' evenings.

Effectively, holding an Occasional Licence temporarily grants permission for your community group to use the venue of your event as a 'licensed premises' to serve alcohol - for the specified duration of that event only.

Again, the 'licensed premises' does not have to be a building - it can be an indoor venue such as a village hall but it can also be an outside venue such as a street or field where you may be holding a gala or fayre.

Applying for an Occasional Licence

An application for an Occasional Licence should be made by either a nominated representative from your group's committee or a Personal Licence holder within the group.

Any application will take time to process, so make sure that you submit it with plenty of time to spare before your event takes place - at least six weeks ahead if you can.

You also need to be aware that there is a restriction on the number of times per year that your group can be awarded an Occasional Licence, and that each licence is only valid for a set number of days.

For more information about the application process in your own area, contact the Licensing Team.

Holding Raffles and Prize Draws

Fundraising activities that can be defined as lotteries come under the Gambling Act 2005 and are regulated by the Gambling Commission and local authorities. This includes any fundraising activity where:-

- people have to pay to enter
- there is at least one prize on offer
- prizes are awarded purely on chance.

Raffles, prize draws, 100 clubs, sweepstakes and tombola are all types of lottery. They all include the selling of tickets at a set price and the chances of winning are the same for everyone who enters.

If your community group is planning to hold a fundraising activity of this kind, you will need to be registered as a small society lottery under the Gambling Act 2005 with the licensing authority.

Public Processions

From 1 April 2007 the organisers of all public processions require to give at least 28 days written notice of their event to our Council and police. Public processions include the full range of moving events that occur in public in Scotland. The legal requirements will therefore apply to all cavalcades, demonstrations, festivals, kirkins, marches, parades, protests, rallies, remembrance parades, ridings and walks. In fact the only exemption now are funeral processions. Application Forms and Risk Assessments are available from the Licensing Team.

A risk assessment is only required where animals or vehicles are involved in the march/procession. There is no fee payable.

8. Use of Roads or Car Parks

Where an event will use/occupy part of a road and/or have an effect on traffic and/or parking then the organiser must contact Dumfries and Galloway Council's Roads Services. The Council is responsible for managing and maintaining roads entered in its 'List of Public Road'. This list does not include major routes such as Motorways and Trunk Roads i.e. M74, sections of A7, A75, A76, A77, A701 and A751, or private roads. Whilst this guidance is principally concerned with public roads it may also be applicable to other roads. Further guidance on events affecting Motorways and Trunk Roads will require the approval / consultation with Transport Scotland and/or its managing agent.

At an early stage in the event planning process the organiser should liaise with the Roads Service to consider the following factors, as appropriate:

- Road safety
- Occupation permit for the road and / or car park
- Preparation of a Traffic Management Plan
- Requirement for a Temporary Road / Car Park closure
- Diversion route for all modes of traffic
- Signing requirements for diversion routes
- Parking / Suspension of parking bays
- Planned road works that may affect the event
- Public Transport
- Timing of the event, which is critical to safety; i.e. times which clash with peak traffic periods should be avoided.
- Direction signage to event.

The local Roads Service office can give further advice on these matters. Full consultation with the Emergency Services needs to take place and this can be co-ordinated by the local office.

Any requirement for an occupation permit or a TTMO¹ can be requested using the application forms on the Council's website or by application in writing using the form available from your local Customer Services Office. The cost of the permit and / or Order, any signing etc will be met by the event organiser.

¹ TTMO -Temporary Traffic Management Order

Timetable

6 -12 months in advance

Initial discussions, and site meeting, to take place to ascertain the likelihood of road closures

3 -6 months in advance

Application for occupation permit / TTMO to be made

1 month in advance

Agreement to be made on temporary signing arrangements

2 - 4 weeks in advance

Event organiser to inform affected businesses / residences etc. of proposal

Day of event

All road / diversion signs and barriers erected.
All signage and barriers should be removed immediately following event.

Tour of Britain, Whitesands, Dumfries 2011



9. Health and Safety Management

Event Organisers should refer to the HSE Website which contains a multitude of guidance on Event Safety Management and which include templates, guidance and checklists: <http://www.hse.gov.uk/event-safety/index.htm>

As an Event Organiser, you are responsible for ensuring that overall safety at the event is maintained so that as far as reasonably practicable, people setting up, breaking down and attending the event are not exposed to risks to their health and safety.

Make sure you:

- allow adequate time in your planning for considering health and safety arrangements
- pre-risk assess the suitability of a venue and its access prior to committing to it
- ensure role clarity, expectations and competence of staff, contractors and volunteers to undertake their role safely.. consider whether you require specialist assistance or not
- have health & safety arrangements in place, so far as is reasonably practicable to avoid, reduce and control risks
- ensure co-operation and proper co-ordination of activities
- provide your employees/volunteers/contracted companies and others with relevant information on any risks to their health and safety
- have access to suitable and adequate welfare arrangements
- have plans in place to respond effectively to health and safety incidents and other emergencies that might occur at an event.
- monitor health and safety compliance
- review your health and safety arrangements

Once physical activity starts at the event site, attention should move away from planning and paperwork to the effective management and monitoring of site operations.

Management

Have appropriate management systems in place for each phase of the event to make sure health and safety risks are controlled. While the numbers onsite during the public period will be significantly greater, the need for safety management during build up, load-in, breakdown and load-out is just as important. There may be fewer people, but this is likely to be when the highest-risk work activities are carried out.

Co-ordination

Ensure co-operation and proper co-ordination of all work activities on the site. This does not mean you become responsible for all the individual technical work carried out by third parties. Rather you should make sure you develop a safe overall phased programme of work by taking into account contractor risk assessments and communicating this to all relevant parties. You must ensure that everyone is aware and clear of their roles and potential impacts on each other.



Leisure and Sport Outreach Programme

Competence

Staff, Contractors and Volunteers should be competent to undertake their role safely. There should also be an appropriate level of competent supervision, proportionate to the risk, nature of the work and the personnel involved. Persons must be very clear regarding their role and remit.

Information

Provide your employees /volunteers and contractors and others with relevant information on any risks to their health and safety identified by your risk assessment/s. Your contractors will need to do the same for their employees.

Do this as part of a general site induction and briefings about individual work activities or tasks. For example, you may need to tell people coming onto site about:

- site hazards and control measures
- buried or overhead services such as electric cables
- safe speed limits
- where and when they can safely park or have safe access
- first aid, toilets and wash facilities
- emergency arrangements

- weather forecast news
- procedures for using / booking plant
- timelines for setting up/dismantling and leaving

You may also want to provide relevant health and safety information to the public, eg in the form of signage.

Monitoring and review

Periodically, you should check your agreed methods for controlling risks and test them to make sure they are working and being followed. Your risk assessment should set out the frequency of checks, who is responsible for them, and the methods they use.

For small-scale events, a simple checklist is probably enough. For larger events, such as a festival, a number of people may share the monitoring role. Whoever has the role should be familiar with the risk assessment findings and control measures, and be able to identify new hazards and assess risks as they arise. Others with managerial responsibilities can also assist in this monitoring role while undertaking their other duties.

Success! British Pipe Band Championships, Annan 2012



10. Monitoring and Evaluating Your Event's Impacts

At the outset of this toolkit, some examples of the many different types of benefits that can derive from holding events were outlined.

It is important, to record as far as possible, the benefits that your event has delivered. Not only does this enable your organisation or business to generate a good foundation of knowledge and data to refer to when planning future events, but effective monitoring and evaluation will certainly assist your work reporting to public sector funders and commercial sponsors.

Events are superb learning opportunities for all concerned, and monitoring and evaluation helps bring this learning together. Positive (and negative) impacts can be grouped into the following categories, and a guide to key areas for monitoring and evaluation are listed.

You may not want to go into the depth of detail suggested below, but the monitoring and evaluation approaches outlined provide detailed guidance to support your post-event work and future planning.

Organisational Impacts and Outcomes

Monitoring

- Has the final event budget been produced?
- Was the event's full programme delivered?
- Was the marketing plan delivered?
- Did contractors effectively do their jobs?
- Did you get good quality photographs of your event?

Evaluation

- Did the event further the remit and purpose of your organisation?
- Did the event develop in scale, growth, reputation?
- Was the event delivered within budget?
- Did the people involved learn new skills or develop new knowledge?
- What management lessons were learned?

Audience/Visitor Impacts and Monitoring

Monitoring

- Do you know the total number in attendance?
- Do you know where your visitors came from?
- Did you undertake any audience surveys?
- Did you earn from ticket sales what you forecast?

Evaluation

- How did you record the audience reaction to your event?
- Can you identify where new visitors are coming from and where sources of growth may be?
- Does audience and visitor feedback encourage your organisation to do anything different for the next time you run your event?
- Did your event deliver in line with its advertising and marketing offer?

Social Impacts and Outcomes

Monitoring

- How many volunteers were part of the event's planning and delivery team?
- How many community groups were supported to access the event?
- Did the event help promote access to new facilities or opportunities in your community?

Evaluation

- Did the event develop its inclusive properties i.e. reaching out to new parts of the community?
- Did the event contribute to community spirit?
- Did the volunteers contribute significantly to the delivery of the event and is their feedback positive?
- What legacies do you want to leave from your event and are you on the way to achieving this?

Environmental Impacts and Outcomes

Monitoring

- Do you know how your participants and audience/spectators travelled to your event?
- Have you been able to minimise printing, by using email marketing tactics, and/or used recycled paper for marketing materials?
- Have you used recycled materials in the planning and delivery of your event?
- Have you used resources in a sustainable, thoughtful way?
- What impact have you had on the physical environment?

Evaluation

- Did/can more people attend your event using public transport?
- Was the use of recycled materials in your event effective and supported by your stakeholders?
- What further measures can you take in future years to minimise and decrease the carbon footprint of your event?
- Will the impact your event on the physical environment e.g. forests, playing fields, regenerate within agreed timescales?

COUNCIL'S OUTSIDE CATERING TEAM ARE IDEAL FOR EVENTS!

Whether you are hosting a corporate event or simply a special occasion with friends, we have an excellent range of menu options to impress your guests. If you have any special requests, we are happy to adapt our dishes to suit your requirements. Our experienced team will take care of your every requirement from your initial enquiry through to your function.

We are happy to accommodate customers special requirements. Our menus are only suggestions from our range of buffet platter and finger food

options that include both hot and cold food.

Our flexible approach means that they may be modified to ensure that the food at your function is a great success.

If you would like more information, or to book catering for an event, please contact our Catering Development Officer on 01387271100 or 07824 708 123

Special diets also catered for.



Deliciously Good Food

Economic Impacts and Outcomes

Monitoring

- How many spectators did your event attract?
- How many participants and spectators came from outwith Dumfries and Galloway?
- How much money did your event spend in Dumfries and Galloway?
- Did you bring in any grant funding from outwith Dumfries and Galloway?
- Did you collate all the media articles (inc online articles) your event has stimulated?

Evaluation

- Do you know how many of your visitors were;
 - Local People;
 - Tourists already here on holiday
 - Day visitors from outwith Dumfries and Galloway
 - Overnight/longer stay visitors from outwith Dumfries and Galloway
- It is now possible to calculate the visitor spending directly attributable from your event
- Do you know how much expenditure your event's budget created for the Dumfries and Galloway economy?
- Do you feel your event has added to the reputation of your town or sport or cultural sector?

Guide to Calculating Visitor Expenditure

Visitor Type	Daily Expenditure	Note
Local Resident (definition is Dumfries and Galloway)	£12 per adult, £6 per child under 16	Please reference this toolkit as the source for these figures.
Existing holidaymaker	£20 per adult, £10 per child under 16	
Visiting Family/Friends visitor	£27 per adult	Please use figures for adults only
Day trip visitor from outwith Dumfries and Galloway	£22 for adults, £12 per child under £16	
Overnight visitor from outwith Dumfries and Galloway	£64 per adult	Please use figures for adults only

Malcolm Roughead, VisitScotland, and artist Ailsa Black at Spring Fling launch, 2013



11. Helpful Contacts

Dumfries and Galloway Council Contacts	
Events Contacts	
Ian Barr Principal Officer, Events, Community and Customer Services  030 33 33 3000 Mobile: 07734 073401  Ian.barr@dumgal.gov.uk	Dumfries & Galloway Council  030 33 33 3000
External Funding Unit Community and Customer Services Municipal Chambers Buccleuch Street Dumfries DG1 2AD  01387 273897  EFU@dumgal.gov.uk	
Roads Contacts	
DGFirst Annandale & Eskdale Harthill Depot Glasgow Road Lockerbie DG11 2SE  01576 203113	DGFirst Nithsdale Wayside Depot Annan Road Dumfries DG1 3JX  01387 271171
DGFirst Stewartry Abercromby Depot Abercromby Road Industrial Park Castle Douglas DG7 1LH  01556 505255	DGFirst Wigtown Commerce Road Depot Commerce Road Stranraer DG9 7DD  01776 707500
Licensing Contacts	
Licensing Standards Officer Julia Farroll  01776 888428  julia.farroll@dumgal.gov.uk	Licensing Standards Officer Mary Irving  01776 888429  mary.irving@dumgal.gov.uk
Licensing Standards Officer Ricky Graham  01387 245919  richard.graham@dumgal.gov.uk	Civic Government Licensing Co-ordinator Joyce Edward  01387 245922  joyce.edward@dumgal.gov.uk

Additional Contacts	
Event Scotland	
EventScotland  information@eventscotland.org  0131 472 2313	
Support Agencies for the Third Sector	
Dumfries and Galloway's Third Sector Interface  030 03 03 8558  secretary@thirdsectorfirst.org.uk	Nithsdale Council of Voluntary Service The Hub 24-26 Friars Vennel Dumfries DG1 2RL  01387 269 161  info@thehubdg.org.uk  www.thehubdg.org.uk
Stewartry Council of Voluntary Service 17 Castle Street Kirkcudbright DG6 4JA  01557 331 346  info@stewartrycvs.org.uk  www.stewartrycvs.org.uk	
Press and Media Contacts	
Stranraer & Wigtownshire Free Press St Andrew Street Stranraer DG9 7EB Editor: Alan Hall  01776 702551  alan.hall@stranraer-freepress.co.uk	The Galloway Gazette Victoria Street Newton Stewart DG8 6NL Editor: Martin Laing Advertising: Julie Hamilton  01671 402503  Editorial@gallowaygazette.com
The Galloway News Now with DG Standard in Dumfries Editor: Kenneth Barr  01387 240355  gallowaynews@s-un.co.uk	Nithsdale News Exchange Buildings Queens Road Sanquhar DG4 6AH Editor: Alison Daniels  01659 50942  weepaper@aol.com

Press and Media Contacts (Continued)

Dumfriesshire Newspaper Group

96 High Street

Annan

DG12 6EW

Editor: Brian Armstrong

Advertising: Graeme McGregor



01461 202417 / 202078



newsdesk@dnonline.co.uk

Eskdale & Liddesdale Advertiser

Commercial House

High Street

Langholm

DG13 0JH

Editor: Rachel Norris



013873 80012 / 80066



Eskdale.news@cumbrian-newspapers.co.uk

Dumfries & Galloway Standard

Greensands

Dumfries

Editor: Kenneth Barr (01387 240334)



01387 255252



dgstandard@s-un.co.uk

Local Magazines

DG Life

Commissioning Editor: Andrea Thompson



01228 713 013



Andrea.thompson@cngroup.co.uk

Local Broadcast Media

Border Television (Now Tyne Tees/Border)

Reporter for D&G: Matthew Taylor



0844 88 159 00

Forward Planning 0844 88 158 88



btvnews@itv.com

BBC Radio Scotland

Elmbank

Lovers Walk

Dumfries

DG1 1NZ

Station Manager: Willie Johnston



01387 268008



Dumfries@bbc.co.uk

West Sound Radio

The Loreburne Centre

High Street

Dumfries

DG1 2BD

Station Manager:



01387 250999

01292 283662 (news handled from Ayr)



news.westsound@westsound.co.uk

Alive Radio

(Community radio for Dumfries)

Contact: Mark Smith



01387 262423



hello@aliveradio.net

New - Local On-line Media	
Annandale TV Contact: Maria Rasmussen or Nicki MacDonald  Contact news@urtv.co.uk  www.annandaletv.urtv.co.uk	
Cumbrian Media	
CFM Radio PO Box 964 Carlisle CA1 3NG  01228 810444  news@cfmradio.com	Cumberland News / News and Star / East / West Cumbrian Gazette Dalston Road Carlisle CA2 5UA  01228 612600  news@cumbrian-newspapers.co.uk

Appendix 1

Event Timeline Planner

Stage 1 - Starting Off: Developing the framework (for large scale events this should be at least 9 - 12 months in advance)	Action required?	By whom?	By when?	Completed
Review dates for event - does your event clash with other significant local, regional or national events?				
Check whether you need to book specialist equipment or facilities				
Ensure your venues are suitable for numbers and activities planned				
Form/reform the organising group				
Prepare the event budget (template available)				
Book Venues				
Consider if you need a dedicated event website or if you can use pages linked to a local community initiative or related project				
Start funding applications/note deadlines				
Stage 1 Notes				

Stage 2 - Developing the detail (1 - 5 months before your event)	Action required?	By whom?	By when?	Completed
Finalise funding applications and the event budget				
Obtain landowners permissions				
Book any performers and get copies of their insurance and risk assessment details				
Book/pay deposits required for any equipment and services required, such as staging, seating, barriers, PA system etc.				
Apply for any special permissions and licences				
Work out staffing and volunteer requirements/ratios				
Develop the detail of your website (or pages linked to a related site)				
Do you need to book First Aid cover?				
Design and produce marketing leaflets/posters/eflyers				
Inform the relevant authorities about your event				
Obtain your event insurance				
Stage 2 Notes				

Stage 3 - Final preparations (0-4 weeks to the event)	Action required?	By whom?	By when?	Completed
Carry out briefing sessions for staff/volunteers				
Confirm all arrangements with suppliers, hirers, performers				
Write press releases and follow up with telephone calls to media contacts				
Organise services such as waste management (or have in place litter clean up volunteers)				
Double check the terms of your funding and make sure you can report fully to funders after the event				
Organise good quality photography for your event				
Double check the terms of your funding and make sure you can report fully to funders after the event				
Get members of the planning group to check that all publicity materials are being displayed and talk to community councils, businesses, schools etc about the event				
Do you need to make catering arrangements for staff/volunteers at your event?				
Stage 3 notes				

Stage 4 - On the Day	Action Required?	By whom?	By when?	Completed
Hold a safety briefing with all organisers/volunteers before members of the public start arriving				
Take time before confirming that the event is open - your management systems need to be in place by this point!				
By clear about your communications on the day between organisers				
Have a member of your team free to deal with contingencies or unexpected events				
Ensure all team members have a briefing sheet with event timings and any essential info				
Organise a quiet area where staff and volunteers can relax away from the public				
Stage 4 Notes				

Stage 5 - After your event	Action Required?	By whom?	By when?	Completed
Leave the site clean				
balance the finances				
Obtain and review feedback from the public/relevant authorities/colleagues				
Hold 'wash-up' meeting to go through the event's delivery and lessons learned				
Identify - in a positive fashion - improvements for following years				
Prepare thank you letters				
Prepare reports for funders				
Do post-event press release for relevant media and send with photographs				
Return to Stage 1 if you plan to host the event again!				
Stage 5 notes				
Additional Notes/Lessons Learned				

Appendix 2

Visitor Survey Model

What is the first part of your postcode? (eg: DG1)

Is this event the main reason for your visit to this locality today? Yes ☐ No ☐

What sort of visitor are you? Day ☐ Overnight ☐ Overnight (just for this event) ☐
Longer stay ☐ Longer stay (prompted by this event) ☐

If you're staying over, what sort of accommodation are you using?

B&B/Guest House ☐ Hotel ☐ Self catering ☐ Camping ☐ Friends & family ☐

How much do you estimate that your PARTY has spent in total today £

How did you hear about the festival (tick all that apply)

Newspaper/magazine ☐ Mailing ☐ Word of mouth ☐ Radio/ TV ☐ Festival website ☐
Internet search/links ☐ Leaflets ☐ Posters ☐ Tourist office ☐

How many times have you attended previously? (circle)

0	1	2	3	4	5	6
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Would you like to return to the event? Yes ☐ No ☐

Would you return to the area for a visit or holiday? Yes ☐ No ☐ I live here ☐

Will you recommend the festival to friends and family? Yes ☐ No ☐

Tell us how you rate the festival in respect of the following (please tick)

	Very Good	Good	Average	Poor	Very Poor	N/A
Overall festival experience	☐	☐	☐	☐	☐	☐
Programme	☐	☐	☐	☐	☐	☐
Advance publicity	☐	☐	☐	☐	☐	☐
Venue	☐	☐	☐	☐	☐	☐
Time of year	☐	☐	☐	☐	☐	☐
Value for money	☐	☐	☐	☐	☐	☐
Ticketing	☐	☐	☐	☐	☐	☐
Catering/food	☐	☐	☐	☐	☐	☐
Information at the event	☐	☐	☐	☐	☐	☐

Any other comments:

All respondents will be entered into a PRIZE DRAW to win XXXXX. Please supply your details to enter.

Name:	
Address:	
Postcode:	
Tel:	Email:

If you would like to receive information about next year's event you can opt in to our Mailing List.

Your information will not be passed on to any other organisation and you will only receive information about this event (delete): Yes / No Thanks

