

# COMMUNITY EVENTS

## #1

Get a  
team  
together

It's really important to be clear what you are aiming to achieve from a project or event. Are you raising money, do you want to create something lasting in the community, or simply bring together a certain audience for a fun event? Working with a team of people will make life easier. The size of this team will vary depending on the scale of the event. Don't make the team too big, as management by large committee rarely works for this kind of activity. Make sure everyone knows and understands their role and responsibilities. Use small teams with a team leader reporting back if necessary, as this will reduce the number sitting round the table as part of the core team.

## #2

Create a  
budget

Create a budget and be clear where you have income generated from variables such as entrance fees, allowing a contingency for unpredicted expenses. Identify the breakeven point and be prepared to find savings if things don't pan out the way you predicted. When making savings, stick to areas that won't affect the experience of those taking part or, if relevant, the physical outcomes.

## #3

Get the  
message  
out

If you want people to buy a ticket, attend or help with the event or project, they need to know what is happening. Think about the different parts of the community you live in and how best to reach them. If you require an upfront commitment think about how you are going to record the information. Make sure that any messages make it clear what you want the person to do. You could ask them to join the Facebook group, subscribe to a newsletter or simply buy a ticket.

## #4

Cover  
your self

Unity Insurance Services, a specialist charity broker, advises that you will need Public Liability Cover to protect you against claims for any injury to the public or damage to other people's property. If you already have insurance, check your policy to see exactly what you are covered for, as you may need additional event insurance policy. Particular risks to consider include the use of fireworks, bouncy castles, sports or other physical activities, large crowds, children running about, the availability of alcohol at the event or safety hazards at the venue (including outdoor events). Check with your insurance company whether your event is covered under existing household or other insurances held.

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## #5

Have you  
got the  
right  
licenses?

If your event is likely to feature live or recorded music or video, even if it's background music, you may need various licences. Check this out in advance. The need for a licence from your local council under the Licensing Act 2003 is currently being reviewed and some of the rules relaxed, so check with your local Licensing Officer to see if your event is exempt.

## #6

Keep  
things  
simple

You need to think about the size of the event and the potential risks involved. You can keep things simple by only publicising events locally to residents, rather than externally through websites and newspapers. If contributions are needed, ask people to bring things and give donations rather than ticketing the event, that way licenses shouldn't be necessary.

Keep music and entertainment incidental, making sure it isn't too loud and doesn't go on too late. Also, encourage everyone at the event to take responsibility for themselves and their children, the way you would at a children's party or summer fair.

## #7

Use  
ONECAN  
to help!

Use the ONECAN Calendar to check for other events which may clash or could possibly run in sync with your own.

You can also use the ONECAN Facebook Page to promote an event by emailing [megan.lannigan@onecan.org.uk](mailto:megan.lannigan@onecan.org.uk) with any imagery and text!

**THESE ARE JUST SOME OF THE WAYS YOU CAN  
APPROACH HOSTING A COMMUNITY EVENT!**

**CHECKOUT THE ONECAN WEBSITE FOR MORE  
INFORMATION AND LINKS!**