



Celebrating 50 Years of Milton Keynes

2017 Events Toolkit



Spring 2017

MK50 Community Events Toolkit

This toolkit will help you to plan and run an event during 2017 that is part of the MK50 programme – celebrating the 50th anniversary of Milton Keynes.

The toolkit is designed help you to ensure that all events are:

Safe for participants, workers, spectators and the surrounding community

Enjoyable

Benefit the community

Appropriately themed

High Quality

The following pages will help you:

Decide what event you would like to run

Plan and run your event

Recruit your volunteers

The toolkit is divided into three sections:

The **first section** introduces the MK50 programme and looks at how your community-run event can be part of the celebrations

The **second section** offers advice and support with the planning and evaluation of your event

The **third section** lists useful links and places to go for further information and help with organising your event, as well as providing some templates to help you plan and run your event.

Some of the information in this toolkit may not apply to your event. This is a guide to get you started.

Introduction to MK50

On 23rd January 2017 Milton Keynes will be 50 years old and MK Council is co-ordinating a programme to celebrate the past, present and future of this amazing city. Through a year-long programme of activities, we will celebrate Milton Keynes and its pioneers, creating shared memories and showing off its:

- Design
- Architecture
- Industry
- Green spaces
- Culture and
- People

MK50 will provide an inclusive programme of events and activities at all scales, enabling people of all ages, abilities and backgrounds to be part of the celebrations.

MK50 is an important milestone for Milton Keynes on the journey towards bidding to be European Capital of Culture in 2023, providing a platform to develop the arts and cultural landscape of Milton Keynes in readiness for this exciting opportunity.

The MK50 Programme will include:

Major MK50 Programme

Headline Events

Large-scale events designed to create a shared sense of celebration.

City-Wide Events

Three points in the year when we want everyone to get involved by running their own event.

MK50 Events & Activities

Events across Milton Keynes run by organisations to celebrate MK50. These events must contribute to telling 'the story of 50 years of Milton Keynes', by meeting the MK50 [criteria](#).

New Town Conferences

A series of conferences and seminars celebrating out New Town story.

Associated Events Programme

Community and local events planned for 2017 which do not meet the criteria, but celebrate your locality.

During 2017 we are encouraging individuals, community groups and organisations to organise their own events as part of the anniversary year, celebrating in their own areas and communities. We are looking for groups to get involved by planning and running three types of event:

1. An event that is part of one of our City-Wide initiatives:

Birthday Weekend - 20th-23rd January 2017

At the beginning of the year we celebrated the Birthday Weekend over 20th-23rd January with over 40 events taking place across Milton Keynes. These included walks and trails, free taster activity, open days and workshops. You can still download the [Birthday Weekend Brochure](#) for information.

Let's Party Like it's 1967 - 23rd-25th June 2017

Plan a party that takes everyone back to the 60s and party like its 50 years ago. You can hold a street party, a party in the park or rent out your community centre. See our 'Let's Party Like it's 1967' Party Pack for inspiration and templates.

MK50 Heritage Open Days - 7th-10th September 2017

Plan a Heritage Open Days event themed to MK50, we will be looking for free heritage events that celebrate:

Milton Keynes' architecture, design and unique identity

Milton Keynes' pioneers, heritage and culture

Milton Keynes as 'Tomorrow's City' of innovation.

2. An MK50 Major Event or Activity

Plan an event to celebrate MK50 that forms part of the Major Programme. These events must attract lots of people and contribute to telling 'the story of 50 years of Milton Keynes' by meeting the MK50 [criteria](#). You will need to complete a form telling us how your event meets the criteria.

3. Associated Events Programme

Run a community or local event during 2017, which does not need to meet the criteria, but still celebrates your locality in some way. These events can be marketed using our MK50 logo and will be listed on the MK50 website.

Your Event

We are really excited about MK50 and all of the different events and activities that will take place in 2017. But we appreciate that planning an event is a lot of work and can seem daunting, so we've designed this guide to help you think about the essential elements of events planning and to give you advice and links to help make your event a success.

The following pages outline the key things you need to think about when planning your event.

Event activity

What are you going to do?

First you need to consider:

What kind of event you want to run?

Which of the three types of event above are you going to plan, and what exactly do you want to do?

Date and time

When will you hold the event? Consider other events that are happening locally, school holidays, and cultural or religious holidays.

Venue

Where will you hold the event? This needs consideration, indoors or outdoors and you may need to get permissions, or book your space – more on this later.

Materials

What will you need to make your event happen?

Audience

How many people are you expecting to come along, are you hoping to attract any particular groups or types of people?

Volunteers

Do you need volunteers to help plan or run your event?

Find people to work with

It can be hard to plan and deliver an event on your own. You might want to look for like-minded people, groups or local organisations to work with you to plan and run the event. As part of a group you can share ideas, help solve problems, share resources and facilities, and pool together budgets to create bigger and better events. Find out about other events in your area and see if you can work together with other organisers, or make sure your events are not happening at the same time on the same day.

Plan your budget

Once you have decided what you want to do, you need to work out a budget for your event.

Think about:

How much money you need to run your event

This might include: venue hire, staff costs, materials, marketing, hire of furniture or glasses, insurance and licenses

How much money is available to you

If you need more money than is available, where can you go for more funds?

Can you get any support in kind (people donating time, skills or materials rather than money)?

You also need to agree who will make decisions about spending. This might be a small group of people or an individual. You need to make sure that they keep a good record of what is spent and that you don't spend more than you can afford.

If you find that you need more money than you have available to you, you may need to consider raising more funds through: sponsorship, funding or ticket sales. It is also important to consider what you can get for free.

Sources of grant funding for MK50 events and activities include:

MK Community Foundation

MK Community Foundation support community groups through micro grants (up to £200) small grants (up to £1500) and community grants (up to £5000):

<https://www.mkcommunityfoundation.co.uk/funding-for-your-project>

Big Lottery

Big Lottery support community projects through Awards for All:

<https://www.biglotteryfund.org.uk/global-content/programmes/england/awards-for-all-england>

ASDA Foundation

Support stronger, better connected, sustainable communities across the UK:

<https://www.asdafoundation.org/applying-for-funding/significant-local-community-projects>

Town or Parish Council

It is worth approaching your local Town or Parish Council to see if they can support your project.

For more funding sources try: <http://www.fundingcentral.org.uk/>

Plan your event

Choose your location and venue

The location of your event needs careful consideration, you need to find a space or building that is accessible to the audience that you want to attract. It could be useful to find somewhere that is often busy and has other events taking place so that people associate the venue with activities. You need to think about whether your event is going to take place inside or outside.

Outdoor public spaces are great for attracting new audiences and raising the profile of your activity, but you might need to think about facilities and what you'll do if the weather is bad. Outdoor venues will need agreement from the person who owns the land; this could be MK Council, your Town or Parish Council, The Parks Trust or a private landlord. Depending on who owns the land, getting permission to hold an event can take a while.

Indoor venues are protected from the weather and have built-in facilities, but might cost more and need more marketing to get people to come. If you are hiring a venue yourself, when you make your booking it's important to ask for confirmation detailing:

- The date and time of your event
- The area that will be used for the event
- Hire costs and potential costs (e.g. if you overrun, if damage is caused)
- Access to the venue (both on the day and for deliveries beforehand)
- 'Closing up' of the venue
- Site plan of the event layout
- Facilities (toilets, accessibility)
- Venue contacts (who will be available on the day)
- Full terms and conditions

You should get all this information in writing wherever possible. Keep a copy of any signed agreement. Bear in mind that you may have to pay a deposit for a venue well in advance of the event itself.

Licenses and insurance

Depending on the size and nature of your event, and where you intend to hold the activity, you may need to apply for:

- A road closure (if you are holding a street party),
- A premises licence (if you wish to provide music/ dancing/ hot food after 11pm or alcohol at any time)
- A Temporary Events Notice (if you wish to provide music/ dancing/ hot food after 11pm or alcohol at any time to less than 500 people)
- A street collection permit if you wish to collect money for charity in collection buckets
- PRS license for live or recorded music.

Beware of your responsibilities not to cause a public nuisance. Playing music outside or holding an event with lots of people may not be supported by all, so be respectful of neighbours and ensure you manage noise levels appropriately.

Some of these licenses will incur a charge; so don't forget to add this into your budget. They will also need to be applied well in advance of the event, ensure you are well aware of the timescales involved in any application. Further information can be found on the links below.

The MK Council website has further details and appropriate forms to apply for licenses:

[Temporary Event Notice](#)

[Premises Licence](#)

[Collection of Money \(including Charity\)](#)

[Road Closures & Highways Applications](#)

Please be aware that to play recorded or live music at your event you will need to apply for a PRS license, providing details of the event. Follow this link to apply for a '[community and charity discount](#)'. PRs need at least 14 day notice to grant licenses.

If you are expecting large numbers of attendees to your event; if it is particularly risky; if you are closing a number of roads; or if you will need to speak to a number of the emergency and local authorities you should notify the MK Safety Advisory Group (SAG). The SAG provides a single point of reference for the Police, Fire and Rescue, Ambulance, and various council departments such as Environmental Health and Licensing, the SAG can prove an invaluable source of information to promote safety at public events. For example a school fete, small party on a village green etc would not usually go to the SAG. Bowl events, fun runs involving closure of many roads, mass participation events would be expected to complete a notification form.

A SAG notification form is available here: [MK SAG Notification](#)

Public Liability Insurance

All events organisers will need to ensure that they hold appropriate insurance for their event. Most venues will insist on the event organisers having public liability insurance (without it your permissions to use the land or venue may be rescinded). It is important that you make sure insurance is in place so that you are covered if something goes wrong.

Make sure you check the terms of the policy carefully before buying, to make sure it covers everything you need it to.

Recruit your volunteers

You may need volunteers to help you plan and deliver your project. Think about whether you need help with marshalling, front of house, logistics and set-up etc. You will need to be clear about the roles that volunteers will undertake and consider how many volunteers you need to carry out each task efficiently.

You may find it is helpful to create a volunteer information sheet that outlines your event, why you need volunteers and the benefits that individuals can gain from being part of your event. You can include information about the days and times they will be needed to help and whether any training will be provided.

Advertising for Volunteers

You can use many different channels to recruit volunteers:

Partners and Existing Relationships

Make use of existing partnerships or relationships with local community groups or organisations to spread the word and to find new volunteers.

Volunteering Organisations

Community Action MK can support you in finding volunteers:

<https://communityactionmk.org/volunteering/>

v-inspired: <https://vinspired.com/>

I volunteer: <http://ivo.org/>

Do It: <https://do-it.org/>

Social Media

Advertise your volunteering position via Social Media, on Facebook, Twitter etc and connect with us too at: www.Twitter.com/CultureMK and www.Facebook.com/CultureMK, as well as using #MK50

Word of Mouth

Tell everyone you know what you are planning – news travels fast through word of mouth

Preparing and Supporting Volunteers

Depending on the size of your event, you may wish to provide a training session ahead of the event, this might include information about the event, training on any particular activity the volunteers need to complete, and details of where and when to meet on the day etc. At the very least you should ensure that all volunteers attend a briefing session (either before or on the day of the event).

On the day of the event, volunteers should be signed in and ensure that their emergency contact number is held and correct. Ensure that you welcome your volunteers and thank them for their time, ask them to introduce themselves, provide a quick run through of the event and ensure that they know what jobs they will be doing.

At the end of the event or volunteer shift ensure that you thank them for being part of the event.

Register your event

Event registration will differ depending on what type of event you are running:

1. An event that is part of one of our City-Wide initiatives:

Birthday Weekend - 20th-23rd January 2017

Living Archive MK co-ordinated events for this City-Wide initiative.

Let's Party Like its 1967 - 23rd & 24th June 2017

MK Council is co-ordinating events for this City-Wide initiative. You will need to register your event by emailing: culture@milton-keynes.gov.uk with the **date**, **time** and **location** of your event.

MK50 Heritage Open Days - 7th - 10th September 2017

Living Archive MK is co-ordinating events for this City-Wide initiative. You will need to register your event with them by emailing: hods@livingarchive.org.uk

2. An MK50 Major Event or Activity

For your event to be part of the Major Programme, you will need to complete a form telling us how your event meets the MK50 [criteria](#). This form must be completed and returned to culture@milton-keynes.gov.uk for assessment, once you can confirm funding has been secured, we will add your event to the website, communications and PR plan and print marketing.

3. Associated Events

Events registration for the Associated Events Programme will open on 24th October 2017: www.mk50.co.uk/get-involved/add-your-event

Promote your event

Now that you know what you want to do, and when and where your event will take place, you need to promote it. Here are some ways to promote your event to the public:

Use the MK50 Website

Register your event as above and it will be listed on the MK50 website.

Other Online Listings

There are several online listing websites that feature your event if send them some copy and a good image:

Total MK: <http://totalmk.co.uk>

What's On MK: <http://www.whatsonmk.co.uk>

Printed Flyers and Posters

Design an exciting poster or flyer and get them printed – you can hand these out in public places, put them up in community centres, Doctor's Surgeries, local shops etc

Local Press

Create a press release to sell your event and circulate it to local media and features websites, you might just get into print! See the Press Release template. Local paper is Citizen MK – which has online and print opportunities, and Total MK is online only.

Local Parish or Town Council

Contact your Local Parish or Town Council and see if your event can be included in their Parish Newsletter, on their website, or social media feeds.

Social Media

Advertise your event via Social Media, on Facebook, Twitter etc and connect with us too at: www.Twitter.com/CultureMK and www.Facebook.com/CultureMK, as well as using #MK50

Local Newsletters

Ask local organisations if your event can be listed in their newsletter, especially if they are partners in your event or helping you deliver the activity in some way.

Word of Mouth

Tell everyone you know what you are planning – news travels fast through word of mouth

To try to reach as diverse an audience as possible, think about how and where you promote your event including faith organisations, community venues and local shops. Remember that not everyone has access to computers or the internet, so try to make use of a range of different ways of getting information about your event out there.

You can download the MK50 logo from our [website](#), this can be included on your posters, flyers, emails etc.

Health and safety

It is important to think about the health and safety of your staff, volunteers and visitors to your event. Below are some key things to consider and some tools to help you ensure that your event is a success.

Legal responsibilities

Make sure you're aware of your responsibilities as an organisation or an individual. All private and public organisations are legally responsible for the welfare and safety of their participants, and voluntary organisations have a 'duty of care' not to harm or endanger anyone as a result of their activities. The term 'duty of care' is used to describe the legal obligations of a service provider (e.g. a club) towards its customers (e.g. club members).

Risk assessment

Writing a risk assessment in advance of your event can help you to identify potential risks and think about how to minimise them, making it safer for everyone involved. The risk assessment looks at the risk associated with each area of your event including equipment, participants, emergency points and safety information. A risk assessment template can be found on our website.

Event Management Plan

An event management plan is a sequence of steps taken to complete a work task in a safe manner. This should outline the hazards involved and include a step-by-step guide to explain in detail the actions that must be taken to make sure the task is carried out safely. Include all relevant details in the order that you expect them to be carried out. This document should also include a list of event personnel, their responsibilities and their contact details.

Food Safety

If you are planning to produce food for your event the Food Standards Agency produces a wide range of publications for the public and the food industry which can be viewed on their website www.food.gov.uk

If this is only a one-off event then you do not need to register with the Council.

If you are booking catering stalls, mobile traders or home caterers to provide food at your event you need to check with them that they are registered with the Council where they are based. In addition you should check their rating on the Food Hygiene Rating Scheme. The Scheme includes a majority of food businesses including pubs, cafes, restaurants, retailers, catering stalls, mobile traders or home caterers. This rating is given during a food hygiene inspection by an officer from the council and three elements are scored (food hygiene and safety; structure and including cleaning; and confidence in management) and these are used to give a rating. The rating ranges from 0 – which is Urgent Improvement Necessary to 5 which is Very Good. The information can be found by going to: www.food.gov.uk/ratings

The Food Safety team can help with any specific queries: ehfst@milton-keynes.gov.uk

Waste

You might want to think about litter and waste. It is a good idea to have bins available for your visitors to put their waste in and if your event is outdoors, to organize a litter pick at the end of the day to ensure nothing is left behind.

Accessibility

When you plan your event you should make sure you are being as inclusive as possible for people with disabilities. Remember, accessibility is not just about making sure people with disabilities can come to your event. You might also want to consider things like dietary needs (if you are serving food), providing support for people with mental health problems or with learning difficulties, and language.

Health and First aid

It is important that you have qualified first aiders at your event. The main event organiser or venue owner should have their details, but make sure you confirm this before your event. To find the nearest medical emergency service, go to www.nhs.uk/services/directories. If you do want to hire medical support, you can contact the St John's Ambulance – visit www.sja.org.uk.

Child protection

It is the expectation that if you are working with children or young people that you have a Child Protection Policy in place. You can find a template on the MK50 website.

Evaluating your event

Good evaluation will help you measure the impact of your event and build on your success, making future events even more successful. It can help you raise the profile of your organisation and your work after the event and may help you get support for future events.

There are two ways in which you can help us measure the impact of your event:

1. Complete the feedback form that we will provide to you and return it to us
2. Count your audiences – whether selling tickets, counting people at the door, or by giving out stickers, keep a note of how many people attended the event
3. Collect comments – try to collect comments from the people that attend your event that show how people felt about the activity, this can also help you improve your event in the future.
4. Take pictures showing how well your event ran – ensure you ask permission of parents before taking pictures of children.

Resources and templates

You can find the resources listed below on the MK50 website, accessed here.

- Risk assessment template
- Sample Child Protection Policy
- Event feedback form
- Event checklist

Useful links

On top of all the other links in this document, here are some other sources of information that you might find useful.

The Parks Trust

The Parks Trust look after almost all of the parkland in Milton Keynes, you can find a map of the parks that they own on their website – please contact them if you wish to run an event in one of their parks: <http://www.theparkstrust.com>

Town and Parish Councils

Here you can find a list of all the Milton Keynes Town and Parish Councils <https://www.milton-keynes.gov.uk/your-council-and-elections/councillors-and-committees/parish-and-town-councils/parish-and-town-councils-websites>

Community Action MK

Community Action MK exists to support community organisations in Milton Keynes, they can help with advice on events and fundraising, as well as training opportunities: <https://communityactionmk.org>

Food and Drink

If you are interested in inviting food or drink traders to your event, you can find local, independent traders here: <http://www.mkfoodrevolution.org>
And if you are interested in serving Real Ale, you can contact our local branch of CAMRA here: <http://www.mkcamra.org.uk/cms/>