

DUMFRIES AND GALLOWAY

# Events Toolkit 2016



# Contents

|   | Page |
|---|------|
| 1. Introduction.....                                      | 3    |
| 2. The Benefits Festivals and Events Create.....          | 3    |
| 3. Planning Your Budget.....                              | 4    |
| 4. Identifying Potential Sources of Funding .....         | 6    |
| 5. Marketing, Advertising and Working with the Press..... | 8    |
| 6. Monitoring and Evaluating Your Events Impacts.....     | 14   |
| 7. Food and Drink.....                                    | 16   |
| 8. Licensing Musts .....                                  | 17   |
| 9. Use of Roads, Car Parks and Public Processions .....   | 19   |

Front cover photo courtesy of Dumfries and Galloway Council:  
Dumfries Christmas Lights Switch-on 2014

Big Burns Supper image - ©Colin Hattersley



## 1 Introduction

Festivals and events have gone from strength to strength in Dumfries and Galloway over the past 10-15 years. This toolkit has been prepared to support the work of voluntary event organisers and events organisations throughout the region. Dumfries and Galloway seems to have the perfect ingredients to develop great events. These include our beautiful communities and landscape, much loved existing major events to learn from and be inspired by, and a Council which seeks to be as supportive of events projects as possible.



On behalf of the Council I hope you find this events toolkit a helpful resource in support of your work. Most successful events in Dumfries and Galloway, whatever their scale or size, have started through the time, commitment and vision of volunteer event organisers.

I hope any event that you organise goes according to plan and is fun for all concerned to be involved in. Do let us know if this toolkit is helpful to you, and how the Council can further support your events projects.

Colin Smyth

*Dumfries and Galloway Council's Events Champion*

## 2 The Benefits Festivals and Events Create

This toolkit aims to offer practical guidance on the key steps towards organising your own successful festival or event. Statutory areas of importance such as licensing and health and safety will be covered, as well as advice on advertising, marketing and applying for funding for your event. No matter the size of your festival or your prior experience in events planning, this toolkit should offer some practical planning tips for your project. You will notice there are a number of web links throughout the guide, which is to provide further reading and information when you require it.

The Council really values the work of the voluntary sector in developing festivals and events and there are many people across the different Council departments you can contact for further advice and guidance. In the accompanying document you will find many useful contacts which are there to be used! Toolkits work best when used in conjunction with speaking to individuals who can be of further assistance, to make this document 'come alive'.

Dumfries and Galloway attracts a high volume of visitors who are categorised as the 'visiting families and friends' market, especially during times when major festivals and events are taking place. Festivals and events bring people together and often encourage individuals' to visit or prolong their holidays in Dumfries and Galloway. They are a great means of creating dialogue and action within communities to take forward regeneration, and to demonstrate support for local businesses and attractions.

Volunteer opportunities are an excellent way to get people involved in your event. A great number of events which take place in Dumfries and Galloway are run on a voluntary basis. You should aim to keep a register of volunteers and consider signing up to award schemes such as the Saltire Awards or Millennium Volunteer (MV) Awards, aimed at young people aged 14-25. The Council works closely with Third Sector Dumfries and Galloway to encourage volunteer development in our communities. Follow this link (<http://volunteerfirst.org.uk/best-practice-toolkit/>) to Third Sector Dumfries and Galloway's best practice toolkit for recruiting and retaining volunteers.

Think about how your event can create some positive publicity for your community, making it more attractive to prospective visitors. Linking with existing events and organisations which may complement your own and working alongside businesses such as BandB's/Hotels, cafes and transport operators, helps to boost the region's image and makes your event more accessible to both residents and visitors.

### 3 Planning Your Budget

Identifying the budget you require should be one of the first things you look at when planning an event. You should consider where most of the money for your event will be coming from and plan accordingly. Will this be from ticket sales? Don't make overly optimistic predictions about ticket sales income! Are you getting a grant from the organisation the event is being run for? Will you be applying for funding from Dumfries and Galloway Council?

If the event you are now coordinating has been run before, do not take last year's budget as a given! Previous budget spreadsheets provide really useful information to get you going, if you build some degree of flexibility into them for contingencies and new developments. Always obtain your own quotations for the event you are planning, as previous prices may have changed.

Careful thought should be given to ensure that you have included all of your event(s) potential income and expenditure.

Both you and your potential funders will need to see that your event is financially viable. An Excel document or equivalent is one of the most commonly used methods of creating your budget and is a great way to keep track of it, see Figure 1 for an outline budget template.

A pre-formatted spreadsheet as illustrated at Figure 1 is available from the Council upon request - email: [EFU@dumgal.gov.uk](mailto:EFU@dumgal.gov.uk)

*Cupcakes are delicious at Dumfries and Galloway's Farmers Markets. Photo courtesy of Ian Findlay*



**Figure 1 - Event Budget Template**

| <b>Income</b>   |             |                |              |
|---|-------------|----------------|--------------|
|   | <b>Cash</b> | <b>In-kind</b> | <b>Total</b> |
| Public Funding  |             |                |              |
| Private Funding   |             |                |              |
| Sponsorship   |             |                |              |
| Estimated Ticket Sales  |             |                |              |
| Other Income  |             |                |              |
| <b>Total Income</b>   |             |                |              |
| <b>Expenditure</b>  |             |                |              |
|   | <b>Cash</b> | <b>In-Kind</b> | <b>Total</b> |
| Staff costs   |             |                |              |
| Staffing  |             |                |              |
| Office costs  |             |                |              |
| Other admin costs   |             |                |              |
| <b>Sub-total</b>  |             |                |              |
| <b>Event Delivery Costs</b>   |             |                |              |
| Facility/venue costs  |             |                |              |
| Production costs e.g. hire charges for staging/lighting/generators etc. |             |                |              |
| Performer costs   |             |                |              |
| Performer travel and accommodation                                      |             |                |              |
| Entertainment e.g. fun fair rides                                       |             |                |              |
| Police Services   |             |                |              |
| Event Stewards  |             |                |              |
| First Aid   |             |                |              |
| Event insurance   |             |                |              |
| Licences  |             |                |              |
| Road closures/barriers/promotion of temporary traffic order             |             |                |              |
| Hospitality   |             |                |              |
| Other travel  |             |                |              |
| <b>Sub-total</b>  |             |                |              |
| <b>Marketing Costs</b>  |             |                |              |
| Radio   |             |                |              |
| Website   |             |                |              |
| Design and print (flyers/posters)                                       |             |                |              |
| Social media  |             |                |              |
| Newspaper Adverts   |             |                |              |
| <b>Sub-total</b>  |             |                |              |
| <b>Budget Contingency at 5%</b>   |             |                |              |
| Expenditure sub-totals  |             |                |              |
| Staff Costs   |             |                |              |
| Event Delivery Costs  |             |                |              |
| Marketing Costs   |             |                |              |
| Contingency   |             |                |              |
| <b>Total Expenditure</b>  |             |                |              |

### In-kind Contributions

In-kind contributions include any materials, services, assistance etc you are getting free of charge or that can be contributed towards your event. Generally this is an estimated value of these goods and services. However, you should be aware that in-kind costs are not accepted by all funding agencies; they are useful though for demonstrating the community and business support for your project. If you need further guidance on this, please feel free to seek advice from the Council's External Funding Unit.

### Preparing and Submitting Your Funding Application

Ensure you plan well ahead when planning to submit your funding applications. The various funding agencies will have different timescales as to their deadlines for applications. Be aware that some funds and grants may only be available at certain times of the year. You should be able to check this information on the funders' websites or by calling them directly.

Furthermore, you should ensure that you are actually eligible to apply. All funding programmes have different criteria that you must fulfil in order to obtain financial assistance from them. Be sure of your organisation's eligibility, before spending time gathering information to complete your application/s. Good research will allow you to see where you are most likely to obtain funding from, and may help you to discover potential new areas of funding for your project.

## 4 Identifying Potential Sources of Funding

### General Funding

There are many possible organisations and bodies which can be approached to fund your community event. Some of these include:

- Dumfries and Galloway Council's Area Committees  
[www.dumgal.gov.uk/grants](http://www.dumgal.gov.uk/grants)
- Big Lottery: Awards for All  
<https://www.biglotteryfund.org.uk/awardsforallscotland>
- Local Common Good Funds (if you have them in your area)  
[www.dumgal.gov.uk/grants](http://www.dumgal.gov.uk/grants)
- Wind Farm Benefit Funding (if your community directly benefits, then your request needs to be built into your local Community Council's Annual Plan for disbursement of these funds)

*Peter Smith setting out on his Round the World cycling record attempt in July 2015. Photo courtesy of Angus MacDougal.*



- Scottish Community Foundation Express Grants <https://www.foundationscotland.org.uk/grants-and-funding-for-organisations/>
- The Co-operative Membership Community Fund <http://www.co-operative.coop/membership/local-communities/community-fund/>
- Involving and benefiting young people in the community, then the Holywood Trust <https://www.hollywood-trust.org.uk/> or Cashback for Communities <http://www.cashbackforcommunities.org/> have relevant grant schemes

EventScotland (<http://www.eventscotland.org/funding/>) is another possibility. However, EventScotland's primary objectives focus on securing and developing major events of national significance in Scotland. There are a number of useful contacts available on their website, some of whom may be able to offer guidance as to whether your event qualifies for funding.

Creative Scotland is the national agency for the arts, screen and creative industries. Funding is invested 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. Their website can be accessed at: <http://www.creativescotland.com/funding> and also contains a 'help with your application' section on this page.

Further funding opportunities for your charity, community group or social enterprise can be found through Funding Scotland. Their free online search engine can be found at: [www.fundingscotland.com](http://www.fundingscotland.com). From small grants to funding for big capital projects, Funding Scotland can help you track down the funding you need to make a difference in your community. There are over 900 records of funds which help Scottish projects.

Funding Scotland lists funders with a track record of supporting projects in Scotland. It includes grants, loans, prizes and other support. It is a valuable resource for charities, community groups, social enterprises and voluntary organisations of all shapes and sizes. It does not include funding opportunities for individuals or businesses.

### Support to Prepare Your Application

Assistance to complete application forms, further information and guidance can be found at: [www.dumgal.gov.uk/grants](http://www.dumgal.gov.uk/grants). This link leads to Dumfries and Galloway Council funding including: Area Committee Grants, Sports Grants, Civic Hospitality, Common Good Funds, Dumfries and Galloway Community Safety Fund, Dumfries and Galloway Major Events Strategic Fund and Dumfries and Galloway Regional Arts Fund.

You may wish to approach Third Sector, Dumfries and Galloway for further guidance with funding searches and application development. Support that Third Sector, Dumfries and Galloway can provide to organisations includes aspects such as 'Getting Started', 'Growing Your Business' and 'Generating Income'. A full list of support areas on offer can be found at: <http://thirdsectordumgal.org.uk/resources>.

Third Sector Community is an online community which you can join to access news, funding opportunities and events. For information and to sign up go to: <http://thirdsectorcommunity.org.uk/>.

**If you require any further assistance, please contact  
Dumfries and Galloway Council's External Funding Unit.**

**Phone: 0303 333 3000**

**Email: [EFU@dumgal.gov.uk](mailto:EFU@dumgal.gov.uk)**

## 5 Marketing, Advertising and Working With the Press

Event organisers are generally very enthusiastic about their projects and are able to share this enthusiasm with many other people.

It is important however to communicate what your event is about beyond your local community and interest group. This section introduces some practical marketing tips to help this communication. There is also guidance on how to work with the media.

Marketing begins by thinking about your customers and visitors; how do they access information on your event, what experience are you offering to your visitors and what are you doing to encourage them to purchase tickets/sign up to your event?

A helpful introductory concept to work with is that of the 4 Ps (seen in figure 2). The 4 Ps are derived from the business planning tool known as the marketing mix. You can use this tool to plan the advertising and marketing aspects of your event most effectively, in order to appeal to your target market.

One of the first questions you should be asking yourself is, "Who are our target visitor group for this event?" e.g. families, over 25's etc.

**Figure 2**

Source: <http://www.dr4ward.com/dr4ward/2010/09/four-ps.html>



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

**Price** - What is the admission cost to attend your event? Is everything included in your ticket price, or are there separate activities that are charged for too? Do you need to set a range of prices to attract different audiences and maximise your visitor numbers? e.g. family tickets and concessions such as disability and student rates. 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, other local events and activities when communicating information to your potential visitors? Is it accessible? Is there parking and good links to public transport available?

**Promotion** - How do you promote your event? What advertising, e.g. websites, press release, local papers, radio, social media etc., activities will you undertake to ensure the word is spread to your target audience?

A shortcoming of the 4 Ps however, is that they do not consider customer service within the model. The key customer service questions you should consider include:

- How can we make it as easy as possible for visitors to attend our event, purchase tickets and access information?
- How can we make entry to the event as efficient as possible for our visitors?
- How do we look after performers/service providers to show their contributions are valued?
- Should we sell/offer with the ticket price event branded items such as t-shirts, hats, lanyards etc, in order to promote the event through brand exposure for future years?
- What types of facilities should be provided for visitors throughout the event? For example:
  - first aid visibility, designated stations and stewards
  - ease of parking/egress at the event close
  - visitor information, maps on arrival for larger events, an information stall/staff in the event area
  - toilet facilities, are they accessible for everyone? How many do you need for the number of visitors expected? Who will be ensuring standards are kept high in these facilities?
  - do you need safety/security stewards? If so should these be volunteers or a professional company hire?

### Examples of Advertising

- Poster
- Leaflet
- Flyer
- Radio
- Press Release
- Social Media

These communication tools are good for passing out basic information for your event, such as time, location, entry fees, Facebook page, and some of the main event attractions. But they need followed up by strong PR, design work and social media activity.

### Advertising and Marketing Location

Think about the locations of your advertising, they should be in well-known areas, with a good flow of people passing through. Think about areas not just near where your event will be held, but reaching out to other areas in our region. Can you advertise out with Dumfries and Galloway to reach your target audience?

There needs to be good integration and consistency between your print advertising and your online advertising and social media presence to deliver a cohesive promotion of your event.

## Social Media and an Online Presence

It is relatively straightforward to establish an online presence for your event, that is easy to maintain for you and easy to access for your audience.

The 4 main methods of social media used to generate interest through followers are Facebook, Twitter, YouTube and Instagram. Setting up these pages is a simple enough process and there are many online resources to assist with this too, however gaining a large following on your events page is a little more tricky and takes more thought, time and effort to achieve. The larger the following you have the more widely known your event will be, for example on Facebook if one of your followers 'likes' your post this will potentially appear on all of their own friends newsfeeds. Asking pages who already have a well-developed following in your area to like and share you page is also an effective way of spreading the word.

**Remember: keep your profiles public and if using Facebook ensure it is a 'like' style page and not a 'friend request' style page. You want your event information to be easily shared and accessed by all.**



**Remember: most social media is free to sign up for and use, however keep in mind that you can 'boost' posts to wider audiences by paying small fees.**

Daily posts are important, ensuring you don't go silent for any length of time or people may 'unlike' or 'unfollow' your page. A few posts a day on the progress of your event planning is a great way of keeping

your followers constantly excited and engaged in the lead up to your event. It is a good idea to have a few page administrators-people who are working closely with you on your event, as this eases the pressure on you to constantly post, reply to comments and messages that you will undoubtedly receive.

Spring Fling Promotion - ©Colin Hattersley



A guide to setting up and using the four mentioned social media communication tools can be found here:

Facebook: <https://www.facebook.com/business/learn/facebook-page-basics>

Instagram: <https://help.instagram.com/182492381886913/>

Twitter: <https://support.twitter.com/>

YouTube - <https://support.google.com/youtube/?hl=en-GB#topic=4355266>

A key element to use on all forms of social media is the hashtag (#). The use of a hashtag has become a very simple and widely used method of creating trending events and social media interest. A few well known hashtags there have been are the #icebucketchallenge, #Glasgow2014, #TITP2015. Hashtags should be snappy, simple and preferably unique to your event. It acts as link to your event page whenever someone uses it, so be sure to use it in all of your posts and tweets.

A photo really is worth a thousand words on Facebook and Instagram, people are scanning their newsfeeds they generally don't stop to read lengthy articles or posts, especially if they are reading on their

smartphones. Keep this in mind when doing your posting, a simple sentence accompanied by your hashtag along with perhaps a photo of a performer you've booked is generally enough for daily posting purposes. Follow this link for a guide on effective Instagram posts: <http://pegfitzpatrick.com/10-ways-to-create-picture-perfect-posts-on-instagram/>.

**Remember: post before, during and after your event as well. This will keep up interest and may encourage people to come along if your event runs again. It takes 3 or more years for an event to really become established!**

**Remember: tailor your advertising by keeping in mind your target audience. Dumfries and Galloway as a region has an ageing population and many people may not be online.**

Events create excitement because their marketing is fresh and innovative. A key element is the design image and PR schedule you create. Time, energy and effort put into this always pays off.

There are other methods of creating a presence online. You can create an events web page which will cost an initial fee plus design costs and your domain name registration. There are also blogs which are all effective methods of getting the word out about your event.

There are other methods of creating a presence online. You can create an

## Marketing and Advertising Budget

It is invaluable to have a budget for marketing and advertising your event. Do consider having a separate marketing budget within your overall event budget. Key headings/expense considerations can be seen in the example budget spreadsheet in Figure 1 (*please refer to the planning your budget section of this toolkit*).

### Events Calendars

Our Council works closely with VisitScotland amongst other tourism agencies to help ensure events in Dumfries and Galloway are easily available for everyone to view information on.

You can reach thousands of people by uploading your event information to the VisitScotland website via this link: <http://www.visitscotland.com/submit-event>. If you wish to advertise numerous events, dates or edit your event listing contact EventScotland on: [contentevents@visitscotland.com](mailto:contentevents@visitscotland.com). Dumfries and Galloway, What's Going On? is a great way to advertise your local event, see their website here: <http://www.dgwgo.com> You can also access the <http://www.visitscotland.org/> website for advice and information or contact your local VisitScotland information center where a member of staff may be able to offer guidance on advertising your event through their page.

You can also use this website to look at other events happening in the region which you may wish to avoid clashing with, or consider collaboration in advertising and marketing.

Dumfries and Galloway Council also has an Events calendar. To upload your Event to the Council Events diary send details of your event to [webteam@dumgal.gov.uk](mailto:webteam@dumgal.gov.uk)

### Working with the Press

#### Press Releases

A press release is a great way to issue information on your event. It doesn't need to be a literary masterpiece! However you should consider the timing of your release and what message it is that you are trying to create, containing all necessary information. It should be concise, easy to read and understand.

#### Press Release Structure

##### Be sure to:

- Give your release a headline
- Write in short sentences and paragraphs
- Think about your event target audience. Use plain English, avoid the use of jargon and acronyms
- Your press release should fit within one page of A4 - this being the absolute maximum length. People are more inclined to read something which is shorter in length.

Follow this link to the Dumfries and Galloway Council's press release page:

<http://www.dumgal.gov.uk/pressreleases>. This may help give you an idea towards the structure and content of a press release.

#### Press Release Checklist

- ABC: Accurate, Brief, Clear
- Who? What? When? Where? Why?
- Event contact details, so that you or someone in your team are available for comment or to give further event information
- Try to include a positive, short and snappy quote from someone involved in your event preparation
- Photo opportunity: is it visual?
- Date of release



*Liam Stewart playing for GB under 20s, December 2013, Dumfries Ice Bowl*



*The iconic Stanley Cup, displayed at Dumfries Ice Bowl December 2013*

### Photo Opportunities

Photos (and videos if possible) should be employed throughout the lead up to your event, to boost the visual appreciation of your event and work. In this social media age, every day is a photo opportunity.

Around 2-3 weeks prior to your event date, it is a good idea to consider gaining some coverage in the local newspapers-such as the Dumfries and Galloway Standard, Dumfries Courier, The Galloway Gazette etc, by setting up a photo opportunity.

Be creative! What images would appeal to your target audience? Create an enticing opportunity for a press photographer or television crew to come along to your pre event PR.

It's worth bearing in mind that the local press does not always send a photographer to photo opportunities, so you should be prepared to take your own photographs. These should be high quality and visually interesting and you may not achieve this by using the camera on your phone; be sure to use a good quality camera, or think about hiring a professional photographer to do the work for you.

Do make sure the press are invited to your event. You can also send them your press releases and photos via email or post.

Contact details for the local press and radio stations are available in the accompanying document of this toolkit.

**Remember: You should let the local press know about your photo opportunity 2-3 days in advance.**

**If you would like any advice on marketing and advertising you can contact Dumfries and Galloway Council's Communications Unit**

**Telephone: 01387 260331 Email: [Communications.Unit@dumgal.gov.uk](mailto:Communications.Unit@dumgal.gov.uk)**

## 6 Monitoring and Evaluating Your Events Impacts

Have you considered recording, as much as is possible, the benefits your event has delivered?

Properly recording how your event has been delivered and the outcomes it generates allows you to build a good foundation for the future planning and development of your events. As well as this, effective monitoring and evaluation of your project will undoubtedly help if you decide to apply for funding and sponsorships. Determine in advance what monitoring and evaluation of your event you want to undertake.

Guidance on monitoring and evaluation are detailed within this section. All of these may not be relevant or necessary depending on the scale of your event, but the boxes below should provide food for thought!

### Organisational Impacts and Outcomes

Some **monitoring** aspects in this area to consider are:

- Has the final event budget been produced?
- Was the event's full programme delivered?
- Did the contractors effectively carry out work?

Then **evaluate** areas such as:

- Did the event meet its purpose?
- Was the event delivered within budget?
- What management lessons were learned?  
Think about what could be improved for future events to help planning stages run more smoothly.

### Audience/Visitor Impacts and Outcomes

Think of **monitoring** things like:

- Do you know how many attended the event?
- Do you know where your visitors travelled from?
- Did you earn what you forecast from ticket sales?

To **evaluate** this category look at:

- Did you/will you be asking your audience to complete surveys?  
This could include thoughts such as ticket cost, location, entertainment, food and drink etc.
- Does feedback have influence over future events?
- Did your event deliver in line with your marketing and advertising?



*Fiona McMillan, Adam Mair and his sheepdog Wispa, promote the International Sheepdog Trials 2015*

### Social Impacts and Outcomes

#### Monitor:

- How many volunteers were part of your team?
- Did you involve any community groups?
- Did the event promote new opportunities in your community?

#### Then **Evaluate** if your event:

- Developed community working and involvement
- Received positive feedback from voluntary workers - do they feel their involvement was worthwhile? Have they learned any new skills?

### Environmental Impacts and Outcomes

#### Consider **monitoring**:

- Your advertising methods. Have you used a large amount of paper/printing resources?
- Are the resources you are using sustainable? Are you using recycled/reusable materials in planning and delivery?
- What impact have you had on the physical environment?

#### To **evaluate** this area look at:

- How attendees are travelling to your event? Can you minimise car usage for future years by adding shuttle services?
- Are sustainability and environmental impacts considered by you and other event stakeholders?

## 7 Food and Drink

Food and drink can be a key aspect in helping your event become successful. Individuals' expectations of food have risen greatly in recent years and people are now becoming more interested in locally sourced produce. Attendees of your event will also be more inclined to stay longer if they can enjoy some good food too!

For your festival or event, you should consider speaking with local traders, perhaps attend farmers markets and search online to find out what food and drink will best enhance and compliment your event. A great place to start your

search is with the 'Scotland Food and Drink' search tool, which can be found here: <http://www.scotlandfoodanddrink.org/showcase.aspx>. This can help you find the types of caterers and food traders you want for your project. Event Scotland have also created a 'guide to enhancing your event with Scottish Food and Drink' which can be accessed here: <http://www.eventscotland.org/resources/downloads/get/67.pdf>. You may find this a useful resource to help enrich and guide your thoughts on food and drink for your event.

**Remember: Consider your target audience - what food and drink will best appeal to them? Think about the many varied dietary requirements too.**

You can check any food suppliers you have chosen for your event, with the Council's Environmental Standards office. Anyone who is preparing and/or selling food products should be registered with them. This will ensure they are a recognised food business operator, operating to industry standards - meaning only the very best for your event and visitors! Remember to obtain the necessary documentation (such as hygiene certificates and Public Liability Insurance documentation) from each food business prior to confirming them at your event. A food business operator (FBO) form can be found in the accompanying document of this toolkit.

Dumfries and Galloway Council has a catering team available, which have excellent hot and cold menu options on offer for both indoor and outdoor events. They are happy to discuss special requests and adapt dishes to suit your requirements and any special dietary needs. If you would like any more information, please see the 'Helpful Contacts' page in the accompanying document of this toolkit and please call the Council's Contact Centre.

*Photo courtesy of Scott Russell*



## 8 Licensing Musts

It is always useful to check as to whether your event needs a licence or not. However both licenced and non-licenced events are required to notify all emergency services, with information in regards to what your festival or event will entail.

**Licensing regulations most likely to apply to your event, if any include those associated with the sale of alcohol, public entertainment and public performance.**

Dumfries and Galloway Council's Licensing Team are very approachable and are a highly useful source of information and advice. Licensing can be very complex, it is constantly changing, renewing and updating policies which affect the public. The Licencing Team welcome and recommend that you contact them directly for guidance and assistance on any licensing aspects of your event.

### Licensing of Public Entertainment

Dumfries and Galloway Council licence many forms of public entertainment, the nature and requirements of events can vary greatly and as such events licenses may fall into a number of categories, e.g. an outdoor music festival may also contain a firework display, thus an overlap in the licence gained may occur.

An important condition of a public entertainment licence to be aware of, is that of the Licence holder appointing a 'suitably qualified and experienced person to act as the Event Safety Co-ordinator'. This individual will be responsible for:

- Liaising with lead sub-contractors and any self-employed persons to be employed at the venue
- Assisting the Licensing Authority in the inspection of the venue aspects before, during and after the event
- Obtaining and checking all relevant risk assessments and safety policies
- Ensuring safe systems of work are being carried out and halted if not
- The Licence holder's own risk assessment

*Councillors Peacock, Dryburgh and Smyth promote the WW1 themed Pack up Your Troubles Festival.  
Photo courtesy of Angus MacDougal.*



The responsibility of ensuring the venue is licensed for your event lies with both the organiser and the venue owner. In particular these include events where:

- The sale of alcohol occurs
- Any event open to the general public, whether free of charge or not
- Functions where ticket admission is used and alcohol is included in the price
- A late night event

Any application process takes time. The Licensing Team have recommended that organisers should contact the Licensing Team at least six months prior to the event, and that complete applications be submitted at least 2 months prior to the event. The team are happy to meet and discuss any aspect of your prospective event and offer guidance on the application process. The preparation and submission of your application is key. Earlier submissions allow for any alterations which may be required and will also allow for better planning of your budget.

### Licensing Under the Licensing (Scotland) Act 2005

#### Occasional Licences

If your community group or organisation wishes to serve alcohol at organised events arising out of its activities they can apply for an Occasional Licence. For example a voluntary organisation cannot apply for a licence for a birthday party, wedding or other such event.

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

**Remember: Failure to apply for and be granted a Public Entertainers Licence (PEL) is a serious offence.**

The Occasional Licence application will take time to process, an application in respect of an Occasional Licence requires to be lodged at least 28 days prior to the event. Information on a number of entertainment Licences and the application forms can be found at: <http://www.dumgal.gov.uk/licensing>

*The Gavin Marwick Band at the 2015 Dumfries and Galloway Arts Festival. Photo courtesy of Angus MacDougal.*



### Holding Raffles, Lotteries and Prize Draws

Fundraising activities that can be defined as lotteries- put quite simply, anything which is chance and not skill- come under the Gambling Act 2005 and are regulated both by local authorities and the Gambling Commission. Here is a link to their FAQ's on 'lotteries and fundraising', such as prize competitions and race nights: <http://www.gamblingcommission.gov.uk/FAQs/Lotteries-and-fundraising/Lotteries-and-fundraising.aspx> All events of this nature require a licence.

### Hypnotism Licences

Any hypnotism performance requires a licence from Dumfries and Galloway Council. The Hypnotism Act 1952 states that no person shall give an exhibition, demonstration or performance of hypnotism on any living person, at or in connection with entertainment to which the public are admitted, whether on payment or otherwise, at any place unless the controlling authority that exhibition, demonstration or performance. Application forms are available on the Council website at <http://www.dumgal.gov.uk/licensing>

### Public Charitable Collection

The most commonly used form of Public Charitable collection is that of bucket collections. If you wish to bucket collect at your event you should ensure you have applied for a licence to do so. The application form and guidance notes are available in the accompanying document. Please contact the Licensing Team if you have and queries on this.

### Cinema Licences

The occupier of the premises where the screening is to take place should ensure that you have a cinema license or an exemption in place. It is also important to note that whilst the Cinemas Act does not require venues to have a cinema license in place for occasional and exceptional screenings, there is still a requirement for the occupier of the premises to give the licensing authority, the fire authority and the chief officer of police no less than seven days' notice in writing of your intention to use the premises for this purpose. You can access the application form and conditions here: <http://www.dumgal.gov.uk/licensing>

**Please feel free to contact Dumfries and Galloway Council's Licencing Team for further help or information.**

#### Senior Licensing Officer (Development)

Joyce Edward

Telephone: 01387 245922

Email: [joyce.edward@dumgal.gov.uk](mailto:joyce.edward@dumgal.gov.uk)

#### Senior Licensing Officer (Boards)

Cheryl Syme

Telephone:01387 245903

Email: [cheryl.syme@dumgal.gov.uk](mailto:cheryl.syme@dumgal.gov.uk)

## 9 Use of Roads, Car Parks and Public Processions

Where an event will use/occupy part of a road or car park and/or have an effect on traffic and/or parking then the organiser must contact Dumfries and Galloway Council's Road Network Team. Whilst this guidance is principally concerned with public roads it may also be applicable to other roads (private or Trunk).

**At an early stage in the event planning process the organiser should liaise with the Road Network Team to consider the following factors, as appropriate:**

- **Road safety**
- **Requirement for a Temporary Road closure or Car Park closure**
- **Occupation permit for the road and / or car park**
- **Preparation of a Traffic Management Plan**
- **Diversion routes for all modes of travel/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 Road Network Team 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 Road Network Team.

Any requirement for an occupation permit or a Temporary Traffic Management Order can be requested using the application forms on the Council's website <http://www.dumgal.gov.uk> 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.

*Wigtown Book Town Volunteers*



|  |
|--|
| <b>6 - 12 months in advance</b>  |
| Initial discussions, and site meeting, to take place to ascertain the likelihood of road closures  |
| <b>3 - 6 months in advance</b>   |
| Application for occupation permit / Temporary Traffic Management Order to be made. Book any barriers that are required.  |
| <b>1 month in advance</b>  |
| Agreement to be made on temporary signing arrangements.  |
| <b>2 - 4 weeks in advance</b>  |
| Event organiser to inform affected businesses / residences etc. of proposal and any access arrangements that may be required.                                      |
| <b>Day of event</b>  |
| In advance - all road / diversion signs and barriers erected.<br>Following event - all signage and barriers should be removed immediately / as soon as practicable |

It should be noted that the timescale for the promotion of a Temporary Traffic Regulation Order can take a minimum of 4-6 weeks. Should the closure involve a Trunk Road this period may extend to 6-8 weeks. Early contact with the Road Network Team is recommended, ideally 3-6 months in advance

### Public Processions

From 1st April 2007 the organisers of all public processions require to give at least 28 days written notice of their event to both the Council and Police. Public processions include the full range of moving events that occur in any public place in Scotland. The legal requirements will therefore apply to all cavalcades, demonstrations, festivals, kirkins, marches, parades, protests, rallies, remembrance parades, ridings and walks. Funeral processions are the only exemption from this process. Application and risk assessment forms can be found at: <http://www.dumgal.gov.uk/licensing>. The Councils Road Network Team will be able to offer further advice and guidance on this process with you, should you need it.

A risk assessment is only required where animals or vehicles are involved in your planned procession. **There is no fee payable for this.**

**For any further enquiries please contact Dumfries and Galloway's Road Network Team.**

**Telephone: 01387 271100      Email: [RoadNetworkTeam@dumgal.gov.uk](mailto:RoadNetworkTeam@dumgal.gov.uk)**

**Please see the accompanying document for Health and Safety Management and Helpful Contacts.**

