

EVENT PLANNING TOOLKIT

FOR FESTIVALS IN & AROUND THE SHROPSHIRE HILLS AREA OF OUTSTANDING NATURAL BEAUTY

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Introduction

This tool kit is aimed at those people planning a festival or event in and around the Shropshire Hills Area of Outstanding Natural Beauty. It is of vital importance that these guidelines are followed whether you are planning a village fete or a two to three day festival as legislation, promotion and planning equally apply.

Designated as an Area of Outstanding Natural Beauty, the Shropshire Hills are recognised as one of Britain's finest landscapes. It is a diverse and tranquil area, with rugged hills, rolling pastoral fields, woods and meadows, picturesque villages and historic buildings, hill-forts and ancient monuments. The purpose of the designation is to conserve and enhance the natural beauty of the landscape.

The Shropshire Hills AONB extends from the Wrekin to the Clun Forest and from the Stiperstones to the Clee Hills. It's not just the stunning scenery which captivates, but the people and places, its history and heritage, the walking and wildlife, and food and festivals. They combine to create the cherished character of the Shropshire Hills.

For more information on the Shropshire Hills AONB please contact the AONB team 01588 674080, SHAONBO@shropshire.gov.uk or www.shropshirehillsaonb.co.uk.

IDEAS AND DEVELOPMENT

What is the idea.

Set out your aims and objectives, it is important to know why you decided to run this event and keep it in mind as the plans unfold so you don't lose sight of it.

At this stage you should also consider the following questions:

- 1 Are there other events like this in the area?
- 2 What is the best time of year for this event?
- 3 Who will come?
- 4 Will the event break even?
- 5 Could it become an annual event?
- 6 Why are you holding this event?
- 7 Can you make enough money?

Create an overall plan.

This is your action plan – as the event planning unfolds tasks will start to build up so draw up this plan to allocate tasks to different team members as follows:-

Done	Action	Key deadline dates	Who	Contact	Notes
Yes	Book venue	End March	Dave	Hall Tel No	Costs

Organise a planning team.

Who will do What? What skills do you already have? Who do you need to find? What are your responsibilities as a team and as individuals?

Constituting your organisation. You will need to do this to apply for funding or hold a bank account.

Your constitution will need a **Chairperson/Convenor, Treasurer and Secretary** who will have certain legal and financial responsibilities within the organisation including overall co-ordination, finances and formal recording of meeting and decisions.

Event Teams:- Fit the member of your team to a role that suits their strengths best. You will need the following officers.

Site and Health & Safety Manager. Customer Service Manager. Marketing & Media Manager. Fundraising & Sponsorship Manager. Finance Manager (Treasurer). Administrator (Secretary). If it is a small event it is possible to combine roles such as H & S Manager and Customer Service Manager or Treasurer and Administrator.

It is good practice to have an **Equal Opportunities Policy**. Many funding agencies will request evidence that you have one.

It is just a simple statement reflecting your commitment to offering equal opportunity access to all. Ensure that you consider all people involved in the delivery of the event: staff, contractors, audience and performers and set out how plan to provide equal access to: employment opportunities, participation in all your activities, publicity and marketing materials and decision-making.

Volunteers/Finding Staff. Local Voluntary Action branch should be able to help find volunteers. It is often people in the area who are just waiting to be asked. Local Clubs or Groups can be asked maybe for a small contribution from the event to their organisation.

Make sure you think through the volunteer role. Do not just use them as free labour, make sure they are getting something from the event – training, experience or a good time.

The time and the place

Find the venue that will accommodate your event based on expected numbers and where they might come from, costs or permanent versus temporary facilities and the logistics of the elements of your event.

You need to check how any building/site is licensed.

You will need your own public liability insurance and if you are charging an entrance fee a public entertainment licence.

The time of the year may well be tied to certain dates or the event may be weather dependant, but think creatively as a unique event may well attract attention when little else is in the calendar that month.

Make sure that you are not going to clash with a local major and well established event.

MARKETING

Who's your target audience

Be clear who you are target so research your target audience first.

Your customer base may change or develop over time so keep on top of what similar events are doing.

Be specific with the target groups, split them into three or four working groups to help with promotion.

For example your event is a local fair with trade stand and entertainment throughout the weekend:

- Couples and families looking for a traditional day out who may travel a couple of hours if confident of a good day. If you are offering evening entertainment try and include an accommodation deal that may persuade them to travel further and stay overnight.
- This type of event is not going to appeal to the average teenager.
- Visiting couples/families will be on the look out for different things to do and will read editorials in magazines, look at the What's On pages of papers and visit local web sites as request details of what's happening locally before visiting and when they arrive.

So draw up a table to help you think things through.

- Who will be interested in attending the event
- Where do they live
- What papers/magazines do they read in print and on-line and what web sites would they visit
- What buildings do they visit – libraries, shops, sports centres, schools
- Are they members of a club

Develop a Marketing Plan

Work out your marketing timetable as below for an event in May

December - Update tourist information web sites

December - Design leaflets and poster

January - Print leaflets and posters

February - Mail your target audience from any data base you have compiled

May - Local Radio advertising/free editorial

May - Media Launch

May - Event

Don't forget to plan and stick to an agreed budget for this.

Publicity Materials – posters, leaflets, adverts

- Quality of printed material – get the best for your budget
- Complement printed publicity with web presence
- Catch the eye with a snappy title or logo
- Take advantage of all free publicity opportunities
- Make sure you include contact details on the publicity
- If this is a repeat event make sure you have a list of last years satisfied customers and remind them it is on again – take data protection legislation into account
- Sell the sense of occasion – remind people of the social elements by publicising your bar or refreshments
- Sell your publicity as an opportunity to potential funders or sponsors. They will love their logos on your publicity material and the right sponsor will also act as an endorsement of the events quality
- Involve other local businesses with say offering window display materials
- Use links with likeminded organisations – is it worth targeting a similar event in a neighbouring county? Offer to work with other promoters to share opportunities

Take a long term view with publicity – you need to be consistent with your reputation from event to event.

- Don't confuse your audience - stick with the same or recognisable variants of your title, logo or image from event to event
- Look after your audience
- Invite the press and if they don't come tell them how good it was
- Collect audience address details for your mailing either through the box office or prize draws – check data protection legislation

Before deciding print quantities plan your print distribution and balance costs.

Keep it legal – fly posting etc will not make you popular.

What facts must go on posters leaflets etc.

- Event Title
- Brief description of event
- Date and time
- Venue address and contact details (especially phone number and email address)
- Ticket price
- Advance sales (if appropriate)
- Capacity (expected numbers)

Publicity Sources

- Free publicity in listing magazines/guides, free sheet and websites (check out the ones in your area)
- Advertising
- Ticket agents

Advertising: Note that advertising costs money and these costs can vary considerably so you have to weigh your budget against the cost of the advert and the shelf life and circulation area of the publication. **Advertorial:** This is paying for a feature. Working with the publisher, you can put together an article with photographs and contact details. These tend to be in the style of the rest of the publication.

Web Sites: More and more people use the web to look for information on festivals and events so turn this to your advantage. Web site advantages:-

- 1 Allows customers instant access 24/7 to information
- 2 You can manage contact with your customers, answer questions, gain feedback

- 3 Provides information across the region, country and worldwide
- 4 Target your market by linking to similar interest sites
- 5 Reduces the need for large media advertising
- 6 Done right it looks professional

Options are Web Listings – Add a page to an existing site – Create your own

News Coverage: Writing a news release

- Make it simple and positive
- First paragraph should tell the whole story
- Release should be capable of being cut from the bottom up
- Include Who, What, When, \where and How
- Use quotes from event organisers and past participants
- Be accurate, specific and short
- Use short words, short sentences and short paragraphs. It should fit on one side of A4 paper.
- Initials and acronyms should be spelt out in full after the first reference
- Be consistent in style
- Check your spelling
- Anticipate obvious question
- Check that a named contact is available when the release is published
- Don't use embargoes – they are a privilege not an instruction

Avoid

- Clever headlines – headlines are a label and identify the story briefly
- Never generalise
- Never underline – this is a printing instruction for italics
- Avoid jargon
- Avoid too many ifs, buts or maybes
- Avoid clichés

Structure of news release

- Date the release
- Headline it
- Set the type format at one and half or two line spacing (this allows editing between the lines)
- Use one side of paper only
- Figures should be spelt out and then written in numbers afterwards
- Don't use & or % spell them out
- Give the name of contact person with office and mobile numbers

News Coverage: Handling Interviews

- 1 Choose the correct person to be the spokesperson for your event

- 2 They will be the face and voice so should be able to conduct interviews and be credible and knowledgeable about the event
- 3 Make sure spokesperson has key messages on your event to put across
- 4 Check the interviews is live or recorded
- 5 Check whether it is one to one or a discussion involving other interested parties
- 6 Stick to the key messages, select a limited number of points to make
- 7 Be relaxed

Don'ts

- 1 Arrive for interview too early or too late
- 2 Gabble, fidget (on TV) or wear multi colours (on TV)
- 3 Crack jokes
- 4 Stay calm and don't lose your temper

Monitoring & Feedback: It is vital to know how well the event went in terms of visitor numbers, local people and your volunteer helpers. The information gained is useful for planning future events and can be used to show how strong the event is economically. You can hold de-briefing meeting with your volunteers asking them what they liked/would like to see improved. Survey the local homeowners/businesses to see what they thought. For more information contact the AONB or Shropshire Council (see contact lists).

IS IT SAFE AND LEGAL

The Four-Step Approach

Step 1 Legal requirements, essential arrangements and contacts

As an event organiser you must be aware of your legal responsibilities and it is essential that you liaise with various bodies, ie: Council, Police, Fire Brigade, insurance, public transport, local organisations and/or residents. This may need to be throughout the event planning and on the day of the event.

The following tasks have to be identified and delegated to a responsible committee member:-

- Health & Safety (including risk assessments)

- Writing an event plan (must include emergency/contingency plans)
- Licensing & liaisons with various parties
- Co-ordination of stewards
- Insurance arrangements
- First aid arrangements
- Overseeing and control of contractors
- Hiring and installation arrangements (including fairgrounds, toilets, marquees, generators bouncy castles, safety barriers, staging etc)
- Communications between organisers, stewards and public
- Welfare arrangements and facilities for the disabled
- Waste management and site clearance

Legal Requirements – Organisers have a common law duty to take reasonable care not to cause foreseeable death, injury, illness or damage etc. Failure to do this will result in the liability falling on the organisers. This could result in civil action and claims for damages such as compensation, from third parties, eg injury or loss to person.

In addition to this duty of care, various Acts and Regulations may apply and failure to comply could result in criminal action (prosecution from police, local authority or fire brigade). These include the following:-

- Health & Safety at Work Act 1974 and its associated regulations apply to employees and volunteers who work at the event
- Food Safety Act 1990 applies where food is provided or sold
- The Road Traffic Regulations Act 1984 as amended by the Road Traffic (Temporary Restriction) Act 1994 and The Road Traffic (Special Events) Act 1994 apply where there are restrictions for road users ie road closures, diversions, signs & cones and a Temporary Traffic Regulations Order may be necessary.
- Firework Regulations 2003
- Disability Discrimination Act 1995
- Data Protection Act 1998

This is not an exhaustive list by any means and simply illustrates the wide range of legislation organisers of events need to be aware of. For specific advice and guidelines contact Environmental Health Services and Licensing Authorities at Shropshire Council, Police and Fire Brigade.

Other Requirements –

1 Insurance Requirements

- Public Liability Insurance cover over £5 million
- Employers Liability Insurance over £5 million (this applies to volunteers and committee members)

- Obtain verification of insurance cover for participants such as Caterers, fairgrounds, stall holders, contractors etc

2 Working with Children & Young People

- If your project involves working directly with children & young people you should be aware of legislation regarding Child Protection

3 Equal Opportunities & Access Regulations

- Under equal opportunity guidelines, you should be aiming for maximum access for everyone. This means trying to remove all barriers which may prevent members of the community becoming involved
- Take time to think responsibly about your event site or venue with equal opportunities regulations in mind
- These regulations also apply to your employees and volunteers
- For more details contact Equal Opportunities Commission, Commission of Racial Equality, Disability Rights Commission.

4 Data Protection

- For specific requirements/information contact the Data Protection Help Line: 08456 30 60 60

Essential Contacts –

The following authorities/organisations may need to be contacted, in good time, prior to the event commencing:

Shropshire Council

Shropshire Hills AONB Partnership

Local Police

Local Fire Brigade

Local Ambulance Service

British Red Cross

Insurance Company/Broker

Local institutions, business and surrounding properties where your event may cause disruption to their normal activities from access/egress to increased noise

Airport Authority if the event involves some form of flight or is held near an airfield

Step 2 Risk assessment process

To ensure health, safety and welfare of any employees, volunteers, contractors, participants and the public you should firstly carry out detailed risk assessments.

The five stages of risk assessment

- 1 Identify the activities and complete a risk assessment for each one taking place at your event.
- 2 Identify the hazard. These are all the foreseeable hazards associated with each activity. Draw up a site plan if it helps.
- 3 Identify who could be harmed. Once done also identify the likelihood of this harm occurring. ***A risk is the likelihood and/or chance of the harm or loss occurring and its severity should it occur.***
- 4 Controlling the risk. The identified risk need to adequately controlled. For example by complying with recognised safety standards and taking all reasonable precautions to ensure the event takes place safely. It is worth noting that, to determine if a risk is adequately controlled, you will need to identify the possible outcome should you do nothing (severity of injury or loss should an incident occur). If the risk is deemed insignificant, no further action is required.
- 5 Monitor & review risks. Due to varying circumstances the committee may need to amend the risk assessment prior to the event commencing. Also amend the event plan as well. For annual events the risk assessments should be reviewed after the event at a debriefing and amended accordingly ready for the following year. ***It must not be taken for granted that risk assessments will still be adequate in future years – they always require reviewing and amending where necessary.***

In addition make sure contractors involved in the event have carried out their own risk assessments and where relevant, you should obtain copies of these.

Some (but by no means all) typical hazards associated with events that may well need control measures put in place.

- Slips & trips
- Collisions & impacts
- Failure of equipment/rotating blades resulting in ejection of materials
- Unpredictable animal behaviour
- Fires
- Utility services (gas, electricity – including generators, water)
- Proximity to water
- Falls from height
- Infection
- Ill health/persons with special needs

- Crowds/public
- Violent/behavioural issues
- Adverse weather
- Access/egress
- Vehicle movement
- Stability of Stands
- Use of chemicals
- Contact with sharp objects
- Falling objects
- Poor communications
- Lone working
- Poor lighting
- Noise
- Food poisoning

Persons typically at risk from your event:-

Stewards Employees Volunteers Contractors Vendors, exhibitors & performers
 Members of the public Children and/or elderly Disabled persons Potential
 trespassers Local residents Expectant mothers

**RISK ASSESSMENT FORM [State name of festival or particular event ie
 Street Parade]**

Assessment Carried out by	Date	Event Date

Nature of Hazard/ Risk: (Potential injuries)	Who is at risk?	Likelihood of accident (Out of ten)	Severity if it happened (Worst possible outcome if no controls in place)	What have we done to minimise risk	Does further action need to be taken

Step 3 Draw up an event plan

Good planning is of the greatest importance when organising an event and sufficient time must be allocated to fully prepare for the event. Evidence of this is demonstrated through **The Event Plan**. For any plan to be effective, it must incorporate measures identified by the risk assessment and risk management process to control and/or minimise the risk.

Reasons to write an Event Plan

- 1 Thinking through and writing down all the procedures and arrangements you have for your event is not only a useful exercise for the team, but can assist the appropriate authorities, such as the emergency services, with their arrangements should an emergency arise. It is good practice to send them a copy.
- 2 Should you need to apply for permissions and licenses and Event Plan will be requested.
- 3 Should you/the committee be sued for injury or damage resulting from the event your risk assessment and event plan will be useful evidence to prove that you were not negligent.
- 4 When the event is repeated next year you will already have a record of all the procedures you tested the previous year. This is of particular use with changes to committee members.

The Event Plan should normally incorporate the following:-

- Brief summary of the event
- Site Plans
- Health & Safety policy which is made up of three sections
 - 1 A general statement
 - 2 A list stating details of responsibilities/duties of the organisers, stewards etc
 - 3 Arrangements ie; procedures, safety rules that manage health, safety and welfare at the event, as identified in the risk assessment process. This includes some of the following:

Communications

Crowd management

Vehicle management

Fire arrangements

Event activities

Temporary structures

Waste/hygiene management

Welfare arrangements

Provision of lighting

Insurance arrangements

Training requirements

Security

Contingency arrangements

Emergency arrangements

Site safety inspection

Incident reporting

Environmental (see appendix B)

- Appendix of all relevant documentation including risk assessments, participant lists, licenses and insurance details

Step 4 Pre-event checklist & event site inspection

The pre-event checklist can be complete anywhere during a month to two weeks before the event. This gives you sufficient time to take further action if required. Prior to the event starting and daily thereafter (if event is longer than one day), the site will require a walk round and the completion of a **Daily Inspection Sheet**. Any problems will have to be rectified immediately. Additional walk rounds should be undertaken throughout the day. At the end of the event a **Post Event Checklist** should be completed and any necessary actions taken.

The following week or as soon as possible after the event, there should be a **Debriefing Meeting** with all concerned. This will give you the chance to discuss the successes and failures of the event and if it is going to be repeated, any lessons learned can be acted upon. See also Monitoring & Feedback in marketing section (page 8).

FINANCE

Agree The Budget

In order to understand the potential and scope of the possibilities for the event and to identify your funding issues, start by drawing up a budget that initially can be under fairly broad headings. For example:

Expenditure	Confirmed/Estimate	Budget £
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Sub Total

10% Contingency

Total Expenditure

Income	Confirmed/Estimate	Budget £
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Total In

Surplus

Once you have completed the budget expect it to change. Keep it up to date and review it regularly to avoid unnecessary nasty surprises. It helps to add a 10% contingency figure for unforeseen circumstances.

Cash Flow – charting income and expenditure on a month to month basis can be helpful to monitor your bank account and spot times when you might be under financial pressure. For example if you are being paid a grant in two parts it might be necessary to have a short term overdraft and a cash flow chart will help show the bank where the problems are. So draw up a simple month by month cash flow chart.

Glossary – You may be requested to provide financial information in a number of different forms for funding bodies. Here are a few examples:-

- Balance Sheet – a summary of assets & debts on a particular date. This is a snapshot of the health of your organisation.
- Core Costs – a full budget including all running costs non-specific to the event.
- Annual Accounts – for the organisation and approved at your AGM
- Projected Income & Expenditure – new organisations may be required to provide projections for the first twelve months of operation.
- In kind – this is a donation of services or volunteer time.

Research Funding Support

Once you have a realistic budget you will be able to see any estimated shortfall in your income that may require applying for funding from grant bodies or sponsorship from local or national businesses and corporations.

Below is a list of local and national funding sources

- Local: Shropshire County Council
 The Community Chest (Not currently available March 2009 but may well be revised)
 Arts West Midlands
 Leader Funding (Contact Peter Banford at the AONB offices)
 Regional Development Programmes
- National: The Arts Council
 Sports Council
 Awards for All
 Trusts & Foundations

For more information & details on these grants contact the following organisations:

Jenny Henrywood, Arts Development Officer, South
Shropshire Council, Shire Hall, Abbey Foregate, Shrewsbury SY2 6ND
Tel: 01743 255935 email: jenny.henrywood@shropshire.gov.uk

Shropshire & Telford Arts Partnership: Visit their website –
www.shropshireandtelfordartspartnership.co.uk

The Shropshire Hills AONB team Tel: 01588 674080,
SHAONBO@shropshire.gov.uk or www.shropshirehillsaonb.co.uk

Useful Contacts when planning an event

General Advice on Festivals in the area:

Joy Durrant, Festival Officer, Shropshire Council, Shire Hall, Abbey Foregate,
Shrewsbury SY2 6ND Tel: 01743 255077 email: joy.durrant@shropshire.gov.uk

Steph Hayes (Promotions Officer), Shropshire Hills AONB Partnership, The Old Post
Office, Shrewsbury Road, Craven Arms, SY7 9NZ. Tel: 01588 674087. Email:
stephanie.hayes@shropshire.gov.uk

Planning, licensing, environmental health & emergency procedures:
visit www.shropshire.gov.uk/customerservice.nsf

Public Transport Information:

Bus information – Travel Line West Midlands Tel: 0871 200 2233

Shropshire Link Tel: 0845 6789068 or 01743 210368 or Shropshire Council website

Shropshire Hills Shuttle Buses – This service runs every weekend & Bank Holiday Monday from Easter to the last Sunday in September. Tel: 01743 253030 or www.shropshirehillsshuttles.co.uk

Train Information – National Rail Enquiries Tel: 08457 484950

Information on bus & train time tables will also be available at your local library & Visitor Information Centre/Point. As will information of the Local ‘Dial A Ride’ Service.

Environmental Impact & Waste Recycling:

Shropshire Hills AONB Partnership

Shropshire Council – www.shropshire.gov.uk/customerservices.nsf

Wasteless Society & Household Energy Service, The Old Primary School, Church Street, Bishop’s Castle SY9 5AE Tel: 01588 630683 email: info@wasteless.co.uk or visit www.wasteless.co.uk *(These related organisations should be able to help with practical solutions to both your events environmental impact & recycling problems as well as advice on lowering its carbon footprint.)*

Local Media Contacts: Email addresses are subject to change as staff move on - use web sites and phone numbers in the first instance.

MEDIA	NAME	TELEPHONE	EMAIL	WEBSITE
Newspaper	Shropshire Star	(01952)242424	newsroom@shropshirestar.co.uk	www.shropshirestar.co.uk
	Shropshire Star: South edition	(01584)876311	newsroom@shropshirestar.co.uk	www.shropshirestar.co.uk
	Ludlow Advertiser	(01584)873796 (01584)873796	lanews@midlands.newsquest.co.uk	www.thisisludlow.co.uk
	Ludlow Journal			
	South Shropshire Journal	(01584)876311 (01584)874051	mrobinson@shropshirestar.co.uk vbufton@shropshirestar.co.uk	www.southshropshirejournal.com www.southshropshirejournal.com
	Shrewsbury Chronicle	(01743)283325	jholt@shrewsburychronicle.co.uk	www.shrewsburychronicle.com
	Hereford Times	(01432)274413	liz.griffin@midlands.newsquest.co.uk	www.thisisherefordshire.co.uk
	County Times	(01938)553354	via website	www.countytimes.co.uk
Radio	Sunshine Radio	(01584)872006	news@sunshine855.com	www.sunshine855.com
	Radio Shropshire		radio.shropshire@bbc.co.uk tim.cook2@bbc.co.uk	www.bbc.co.uk/shropshire
	Beacon Radio	(01743)266850	via website	www.beaconshropshire.co.uk
Television News	BBC Midlands Today	(0121)5676130	midlandstoday@bbc.co.uk	
	ITV West Midlands	(0870)6006766	dutyoffice@itv.com	www.itvregions.com/central
What's On	31 Days		wacksworks@btconnect.com	www.31days.co.uk
	Broad Sheep		baa@broadsheep.com	www.broadsheep.com
	Shropshire Review	(01746) 766848	info@reviewmedia.com	www.reviewmedia.com

Midlands What's On

editorial@whatsonmag.com

www.whatsonmag.com

Community Journals	Bishop's Castle Parish Newsletter	(01588)638141	bctownclerk@btconnect.com	www.bishopscastle.co.uk
	Cleobury Bulletin	(01299)272868	elaine_fox2000@yahoo.com	
	Cleobury Clarion	(01299)270642	editor@cleoburyclarion.co.uk	
	Much Wenlock Magazine	(01952)505032	carl@clhdandp.fsnet.co.uk	
	Stretton Focus	(01694)723617	editor@strettonfocus.org.uk	
	The Tower, Ludlow Parish Magazine	(01584)872073	rector@stlaurences.org.uk	
	49er (Craven Arms)		desseal@beeb.net	www.fnterprises.net

APPENDIX A

Equality Policy Statement (to be adopted by Festival & Event organisers)

This organisation is committed to ensuring that equality is incorporated across all aspects of its development, including equality of access to all activities or services.

- The organisation respects the rights, dignity and worth of every person and will treat everyone equally regardless of age, ability, gender, race, ethnicity, religious belief, sexual orientation or social/economic status.
- The organisation is committed to everyone having the right to enjoy the arts in an environment free from threat of intimidation, harassment and abuse.
- The organisation has a commitment to ensuring that all activities or events are physically accessible to all, and is pro-active in minimising any barriers to access.
- All staff and volunteers have a responsibility to oppose discriminatory behaviour and promote equality of opportunity.
- The organisation will deal with any incidence of discriminatory behaviour seriously, according to the organisation's disciplinary procedures.

Signed by the trustees/committee/directors

APPENDIX B

Environment & Sustainability Policy (For festivals & Events in & around the Shropshire Hills AONB)

Climate change is the biggest threat facing humanity and life on Earth and that by adopting this policy we aim to minimise the environmental impact of events held in Bishop's Castle, The Clun Valley & surrounding area in the following ways.

1. Encourage green travel to and from the event: use cycles, low emissions transport, such as public transport. Give details of relevant websites, such as those which plot public transport journeys and quote CO2 emissions for the journey.
2. Encourage car sharing among participants & advice potential visitors of this option.
3. Provide information to visitors on local public transport, cycle routes etc on all publicity material.
4. Encourage the use of renewable energy, for lighting, PA etc
5. Encourage use of human powered attractions rather than fossil-fuel powered attractions.
6. Provide details of local green tourism places to stay (campsites/ B&Bs etc) on all publicity material & web sites.
7. Appoint where possible eco-minded caterers/ refreshment providers who source local produce, organic produce and provide vegetarian food.
8. Arrange effective recycling and litter facilities, properly managed. (Waste food will be delivered to an anaerobic digester.) Encourage visitors to use these facilities in a thoughtful manner. Events in the countryside will be cleaned & any environmental damage will be repaired.
9. Ask visitors not to use plastic bags but to use reusable bags. All bags provided by the event will be of reusable materials.
10. Put climate change messages into programmes.

11. This event is committed to giving a percentage of takings to environmental organisations such as FoE, Greenpeace, WWF.
12. Will ask performers to consider making their own carbon reductions and publicise this e.g. on programmes.
13. Will inform visitors what we are doing to protect the local environment in our publicity.
14. All tents or other reusable camping items that are left behind will be distributed to a suitable charity.

Signed by the trustees/committee/directors