



Start up pack

Guidance notes for starting a Friends group



CHESTERFIELD
BOROUGH COUNCIL

Worksheet 1

Starting a new community group



Why form a group?

Start by listing the reasons you want to form a group. This should be a list of all the activities or things you would like to achieve and can be done as part of your first meeting. This list will help you agree your aims ready for forming your group and developing your Constitution (see Worksheet 3)

Be specific about what you want to achieve, but do not go into details about how you will achieve them yet. Examples are; liaising with Council, raising awareness, involving local people, fundraising, bringing in resources, volunteering time to improve an area, etc.

As well as helping you to think about your aims, developing a list of activities will also help you to decide if forming a new group is the best option to achieve what you want to do.

We would like to achieve ...

We will gauge public interest through ...

Is there already a group with a similar aim?

It is important to talk to other groups in the area as they may have already thought of similar ideas and be working towards achieving them. Where there is a group working towards similar aims it may be better to join in with them rather than set up a new group.

Other groups we should approach are ...

Questions to ask

There are a number of questions it's useful to ask yourself before forming a new group.

Is there any public interest?

Many groups start off very small, as sometimes it is difficult to attract people to get involved. However, it is still important to talk to other people to see if they are interested in your ideas, even if they do not want to be actively involved. This can be done formally through your first meeting, but it can also be done informally just by speaking to people in the area.

Is a group the best way to achieve your aim?

Look at your list and decide if forming a group is really the best way to achieve your ideas. Are there more appropriate ways to achieve your aim? For example, if your idea is to bring a specific problem to the attention of the appropriate authority, could this be more easily done in a personal capacity?

Are there other ways we can achieve our ideas?

How do we go about forming our group?

There are essentially four steps to formally setting up your group – the relevant worksheets in this pack are included under each heading:

Step 1: Hold a public meeting

To gauge interest and see what support there is for your ideas amongst the local community. See Worksheet two for advice on how to go about holding your first meetings.

Step 2: Draw up a list of what you would like to achieve

Try to involve as many people as possible in this, recording all ideas suggested without getting bogged down in the details – action planning will come later!

Step 3: Agree your aims and draw up a Constitution.

Follow the guidance in Worksheet 3 to decide what your groups aim will be and how you will work together to achieve it. This is a really important step in forming your group and it is worth spending some time on.

Step 4 Nominate and agree your Management Committee

It is a requirement of being formally constituted as a group that you have an elected Management Committee. When drawing up your constitution you will have agreed how many people can be on your Management Committee.

All groups must have at least a chairperson, secretary and treasurer – see Worksheets four through to eight for more information.

Why do we need a constitution?

Your constitution, once it has been agreed, is essential for outlining your groups aim and providing the ground rules of how your group will work together to achieve your aim.

The constitution is a legal document and establishes the legal status of your group. It is important that any changes to your constitution are carried out and recorded correctly and that your group always follows the procedures as outlined in it.

Potential funders and any other organisations that you work in partnership with may ask for copies of your constitution so keep it up to date and have copies available.

Why is the Management Committee important?

An effective management committee is essential to the success of your group, it is responsible for managing the running of your group and for any decisions or actions that your group takes.

You cannot agree your constitution and formally set up your group without electing a management committee.

More details on the role of the Management Committee can be found in Worksheet four.



Holding meetings

Where and when should we have a meeting?

Think about why you want the meeting and how soon you feel the meeting should be held. Consider your local area and people you want to attend and ask yourself:

- Do we need to hold meetings at particular times of day or night to catch a specific audience?
- Will the meeting clash with other events or days of religious significance?
- Is it best to vary the times of meetings?
- Is the building we want to use accessible?
- Would using a particular building exclude any groups?

Our meeting will be:

Where?

When?

Who will we invite?

Try to involve as many people as possible from your local community and local groups. You may want to invite others who have a local influence e.g. Councillors, appropriate Council Officers, Community Safety Officers, local Police officers etc.

We will invite ...

How will we let people know?

Look at how you will get people to come along to the meeting. You could advertise through social media, posters, flyers, local newsletters or send out personal invites. You could also visit groups and organisations in the area; combine the meeting with a small activity to draw people in or visit other local events in the area to let people know about your group and activities.

We will involve others by ...

How will we run the meeting?

If you do not already have a chair and a secretary then you need to nominate people to take on these roles for the meeting. If no-one feels confident in managing these roles, approach your local Councillors or appropriate Council officers to see if they can assist.

The meeting will be chaired by ...

Minutes will be taken by ...

How will we keep people updated?

Decide how you will distribute your minutes; can they be posted or emailed? Record who was at the meeting and ask people to provide contact details so you can send minutes and details of future meetings/events.

We will distribute the minutes by ...

Top ten tips for a successful meeting

The chairperson should:

Before the meeting – Circulate an agenda with start and finish times and ensure that participants are provided with enough information for decision-making.

Open the meeting – the chair if your group has one or a person nominated to act as chair should open the meeting by highlighting the agenda and objectives.

During the meeting – the chair should invite participation and eliminate any issues that are not on the agenda or that can be resolved elsewhere. The chair should stick to the agenda and ensure each item is covered in full, allowing participants enough time to comment, whilst keeping to the agreed timescale. Items should only be carried over to a following meeting if there is not enough time or information to agree. Avoid letting the meeting over – run to allow participants who may have other commitments a full opportunity to engage in all the agenda items.

Conclude the meeting – The chair should summarise the highlights of the meeting, identify action points and assign them with timetables for completion, then set the date and venue of the next meeting.

After the meeting - The secretary or a person nominated to act as secretary) should provide written minutes to all participants. The minutes should highlight the main areas of discussion, action points and who will follow up the action points with appropriate timetables and the date and venue of the next meeting.

The people attending the meeting should agree to:

- Listen actively and refrain from interrupting other speakers' time to answer any questions.
- Be prepared to contribute to the meeting but avoid raising issues that are not on the agenda unless under any other business (AOB)
- Issues that are not on the agenda but require further discussion should be proposed for the agenda of a follow up meeting.
- This is your opportunity to get involved and have your say – it is not appropriate to raise items of concern outside of the meeting.
- Be aware that issues cannot always be resolved by the end of a meeting and that follow up meetings may be required.

Worksheet 3

Agreeing your aim and developing a Constitution

This is a step by step guide to agreeing your groups aim and developing a Constitution. A Constitution is a governing document which will outline exactly what your group plans to do (your aim) and how you will work together to achieve this. By working through the 10 steps below at your first meeting you will be well on your way to developing your Constitution.

Name of group

Try to ensure it is unique and that it reflects what you are about – keep it short and simple!

Our name is ...

Aim

What is your groups' fundamental reason for forming? Keep it as broad as possible to allow flexibility as your priorities or needs change. This is usually only one or two sentences stating your aim e.g. 'To improve / protect / support the area known as...'

Our Aim is ...



Objectives

This gives a bit more detail about how your group will achieve your aim but keep it really general to allow flexibility of your group to develop in future. Your objectives may include things like fundraising, promotion, conservation, involving local people, etc.

Our objectives are ...

Powers

What powers will your group have? Be clear about what you want your group to be able to do and not do. A catch all that states your group can take any action that is lawful, which will help us to fulfil our aims, is a good idea.

Our powers are ...

Membership

Who can be a member of your group and how will they join? Keep membership as broad as possible and do not exclude any groups within your community (funders will want to see that you involve the whole of your community).

Our membership is open to ...

People can become members by

Members can resign or be removed by ...

Management Committee

Agree nominations for your management committee. Agree a maximum number of committee members but keep it manageable – 15 is often a good maximum. You might decide to have deputy (vice) officers for key roles such as chair etc. How will you elect your Management Committee, for example will it be an annual vote at your annual general meeting (AGM)? Can new members be co-opted between AGM's?

Maximum number of management committee members ...

Nominations for our Management Committee are:

Chair ...

Treasurer

Secretary

Others ...

We will appoint members to the Management Committee by ...

Meetings

Where will you meet and how often? Agree the minimum number of meetings you need in a year. What is the minimum number of people needed for a meeting to take place? How will you agree decisions? Will it be a majority vote? If the vote is tied, will the person chairing the meeting have a second vote?

Our meetings will be ...

Where?

When (how frequently)?

Who?

How many people we need (quorum number)?
quorum - the minimum number of people required to be present at a meeting before any transaction can take place.

We will agree decisions by ...

Money

If your project requires finance, you will need to have a bank account in the name of your group with at least two signatories (but not more than three) – one of which will be your Treasurer.

Our bank account signatories are ...

If you have been able to discuss and reach an agreement in all of the above 10 areas it will now be a simple process to draw up your groups constitution.

Nominate one or two people from your proposed management committee to go away and develop your constitution ready for your first AGM – you can find a sample constitution to use as a template for the wording / layout in this pack.

Date of your first annual general meeting (AGM)

This will be the date that you agree your Constitution and elect your Management Committee (by formal voting). You need to hold annual AGMs within 12-15 month intervals of this date. Decide on the minimum number of people (quorum) needed for an AGM.

Our first AGM is ...

Quorum no. (Management committee)

Quorum no. (Members of the public)

Changing your constitution or closing your group

Agree at the outset on how you will change your constitution if required, or how you will close your group when the time is right. For example will it be by a majority vote? Who will be able to vote? Will it be at an AGM/ Extraordinary General Meeting (EGM)?

We will change our Constitution by ...

We will close our group by ...

Worksheet 4



Management committee roles and responsibilities

Do we need a Management Committee?

Groups following the guidance in this pack will be constituted as an unincorporated organisation and for most groups this is fine for their activities.

However if your group intends to own land or buildings, employ people or enter into other contractual arrangements then a different organisational structure may be more appropriate and you should speak to us or contact a local support organisation for advice (such as Chesterfield LINKS CVS)

What officer roles do we need?

All management committees must have a named chair, secretary and treasurer and you can find more guidance on these roles in Worksheet 6, 7 and 8. As well as the above three officers there can be a number of other members on the committee – it is good to encourage more members however, you will have stated a maximum number in your constitution and you need to stick to this to ensure your group remains manageable. You can give all of the additional committee members agreed roles such as publicity officer, website officer, fundraising officer, etc. or they can be general committee members.

Agreeing a management committee

All management committee members should be nominated by your group members and the agreed through a majority vote at a general (members) meeting, this is done at the same time as the adoption of your constitution, which is signed by all of the management committee. This will be your groups first annual general meeting (AGM)!

Nominations for our management committee are:

Name(s) ...

Role (if any) ...

The Role of the management committee

The role and responsibilities of the management committee will include:

- Meeting regularly
- Working as a team to make decisions
- Having an overview of the group's activities
- Ensuring all activities contribute towards your aim (as stated in your constitution)
- Ensuring all activities are legal
- Getting appropriate permissions where required
- Ensuring members are involved and informed
- Consulting with members of the group
- Encouraging and enthusing members
- Managing finances and setting budgets
- Agreeing a fundraising strategy and raising funds
- Making sure the organisation is appropriately
- Developing any policies and procedures as appropriate
- Monitoring and evaluating group activities and performance
- Managing volunteers (if appropriate).

Worksheet 5

First steps

Once you have agreed your constitution and the management committee, your group is up and running.

Your management committee will need to start looking at the next steps, some are listed below and Worksheet 9 and 10 also has some, including acquiring insurance and action planning.

Identifying and contacting partners

It is almost certain that you will need to involve other partners in order to achieve your groups aim. If you are working on a green space based project then you will need to establish land ownership at an early stage and involve the land owner at all times.

If you think the green space you are interested in is managed or owned by the Green Space service at Chesterfield Borough Council then please contact us. We will need to work with you and, where necessary, give you the appropriate approval or permission for you to carry out your groups activities on the green space.

Agree who will contact your partners as soon as your group has decided to form (or even before) and invite all partners to future meetings to discuss your ideas. All partners will need to be on-board before you start any action planning as you may need approval/ agreement for some of your proposed activities.

Our partners are:

The land owner / manager is ...

Who will contact partners?

Opening a bank account

If your group is to manage any finances, either through fundraising or collecting subscriptions for example, then you must open a bank account. It is worth approaching a number of banks to see what they offer and the account must be suitable for a community group. **Please see Worksheet 8 for details on managing your groups' money.**

Who will approach banks for details?

Which banks will we approach?

When will we approach them?

Start-up costs

Most groups will have costs associated with their activities, such as room hire, printing, insurance, etc. It is important that you work out what your costs will be and secure funding to cover them. For some groups (for example with allotment societies) it may be appropriate to ask for subscriptions from our membership to cover basic costs.

Other groups will need to look for funding from other organisations to help with these costs. If you are looking for funding to help with start-up costs you may need to approach smaller local funders for the best chance of success. Chesterfield LINKS CVS can help you find details of appropriate funders.

What are our start-up costs?

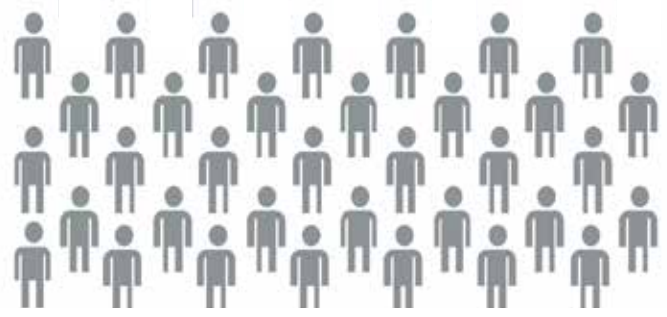
Do we want subscriptions?

If so, how much per year?

Will we approach funders?

If so, who will we approach?

Worksheet 6



What does the chairperson do?

What does the chairperson do?

- Facilitate chair meetings
- Create agendas (see overleaf)
- Have an overview of your groups' activities
- Take a lead role in organising your group and its activities
- Monitor the progress of your group towards your aim
- Represent your group
- Write an annual report on your groups activities and achievements
- May also have a casting / deciding vote in situations of disagreement.

What are my skills?

The chairperson may need certain skills in order to carry out the role effectively. Some examples of key skills are given below but don't worry if you don't have all of them, you will learn new skills as you go along!

- Confidence in public speaking
- Ability to direct or lead others
- Ability to stick to an agenda and timescales and to lead others in doing so
- Ability to create a supportive environment to enable others to participate
- A willingness to explain information simply
- Good listening skills
- Fairness and patience
- Objectivity
- Ability to be decisive when required
- Negotiation and conflict resolution skills
- Presentation skills

My skills are:

Skills I may need to develop include ...

Where can we find support for the role?

If you are taking on the role of chairperson then there is plenty of help and support available to you. In worksheet 2 we provide guidance on organising and managing meetings and overleaf we provide some information on creating agendas. There is training widely available through a number of local voluntary sector organisations or you can contact us for more support.

Support for the chairperson role will be through ...

Vice chairperson

If your chairperson needs more support you could also consider electing a vice chair to share some of the responsibility. A vice chair is also a good idea for occasions when the chairperson may not be available.

Creating an agenda

An agenda is circulated prior to a meeting to let people know what is going to be discussed. It is also used as a prompt during meetings and allows the chairperson to manage the meeting effectively. Another important function of the agenda is to structure the meeting and to assist the minute taker in making notes and writing up the minutes.

What do we need to have on our agenda?

See below for an example of a typical agenda that you can use as a guide.

Meeting:

Friends of ...

Venue:

Date:

Agenda

1. Introduction and apologies
2. Minutes of the previous meeting (for agreement or amendment)
3. Matters arising (from the previous minutes)
4. Agenda items and topics
5. Reports from management committee if appropriate (e.g. Treasurers report)
6. Reports from any sub committees if appropriate (e.g. funding sub group)
7. Any other business
8. Date and time of next meeting
9. Proposed agenda items for next meeting

Working with your agenda

The chairperson should allocate a specific length of time for each item on the agenda.

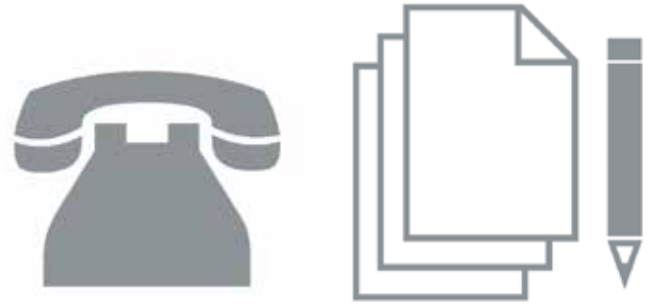
Where possible it is better to try and reach an agreement within the allotted timescale rather than continually carrying items over to the following meeting. Voting can be a helpful way of resolving any contentious issues.

Any items not on the agenda should only be discussed under any other business (AOB) or added as an agenda item for the next meeting.

It can be really useful to agree agenda items for the following meeting at the end of your meeting – this reassures people that anything they feel has not been discussed will be looked at in a follow up meeting.

Worksheet 7

Information for the Secretary



What does the secretary do?

- Take care of the groups' correspondence
- Be a main point of contact
- Deal with all official or important documents
- Keep copies of the groups' constitution and other important documents
- Maintain the groups' membership list and ensure members are kept informed.
- Organise meetings
- Prepare (with the chairperson) produce and circulate agendas and other information for meetings
- Take minutes during meetings and circulate them afterwards
- Ensure the group has appropriate and adequate insurance

What are my skills?

As with the chairperson, the role of secretary requires certain skills to carry out the role effectively. Some of the key skills you may need are given below but don't worry if you don't have all of them, you will learn new skills as you go along!

- Organisational
- Accuracy
- Ability to keep on top of things (prioritise)
- Writing and form filling
- Information technology (IT) where appropriate

My skills are

Skills I may need to develop include....

Where can we find support for the role?

There is plenty of help and support available to anyone wishing to take on the role of secretary. *Overleaf we provide guidance on writing minutes.*

In this pack we also provide templates for you to use for your minutes and attendance (a sign in sheet). These can also be downloaded from our website. There is training available through a number of local voluntary sector organisations or you can contact us for more support.

Support for the secretary role will be through...

Vice Secretary

If your secretary needs more support in the role, your group could also elect a vice secretary to share out the responsibility. A vice secretary is also good idea for occasions when the secretary may not be available.

Taking minutes

Minutes are the official record of matters discussed and the decisions taken at a meeting. It is important that the minutes are as accurate as possible as they are one of the key ways that a group is accountable to its members.

The secretary usually takes the minutes but other members of your group can be allocated this job. Templates are available for you to use for your minutes and can be found on our website.

How can we make sure we record the right information?

Feel free to ask for clarification from your group on any of the points discussed as they arise because it is important the minutes are recorded accurately.

It is useful at the end of an agenda item or at the end of the meeting, for the minute taker to summarise what they have recorded as the key points and action points.

This can avoid future disputes but don't let this result in contentious discussions being held all over again. If agreements can't be reached, this should be deferred as an agenda items for a future meeting.

The following should be included in the minutes:

What should we include in the minutes?

Minutes

Meeting –

Friends of

Venue –

Date –

Present:

Apologies given:

1. Agreement of previous minutes (where they are not agreed, amendments/ record of disputes should be recorded).
2. In a numbered list, give a summary of each agenda item discussed including:
 - Matters arising and any reports presented
 - Any decisions that were agreed
 - Who has agreed to do what (action points?)
3. Date and time of next meeting
4. Proposed agenda items for next meeting

Minutes do not need to be too detailed and it is not necessary to record what every person has said but do make sure that you record any key points, decisions agreed, and any subsequent action points.

Worksheet 8

Information for the Treasurer



What does the treasurer do?

- Have an overview of group finances
- Keep accounts up to date
- Keep account information for 7 years
- Check bank statements
- Pay bills and bank income
- Manage petty cash
- Collect and store all receipts
- Ensure group follows correct financial procedures
- Report regularly to group
- Ensure funds are spent in accordance with the groups aim
- Produce end of year accounts and report
- Organise external examination of accounts by an independent auditor

Although it is the treasurers' responsibility to manage the groups' money on a day to day basis, the whole of the management committee remain responsible for the groups' finances.

Any decision regarding the setting of budgets, fundraising, allocation of money should therefore be agreed through the whole management committee.

What are my skills?

As with other management committee roles the role of treasurer does require certain skills to carry out the role more effectively.

Some of the skills needed are given below but don't worry if you don't have all of them, you will learn new skills as you go along!

- Accuracy
- Numeracy

- Ability to keep on top of things prioritise
- Organisational
- Able to be a signatory for a bank account

My skills are ...

Skills I may need to develop include ...

Where can we find support for the role?

There is plenty of help and support available to anyone wishing to take on the role of treasurer. There is some additional guidance on managing money below.

We can also provide templates for recording and organising financial information, and these are available to download from our website.

There is training widely available for the role of treasurer through a number of local voluntary sector organisations or you can contact us if you require further support.

Support for the treasurer role will be through ...

There should be a separate bank account in the name of the organisation – money should never be paid into a personal account.

Cheque books, petty cash and account books should be kept in a secure place.

Cheques

All cheques should be signed by at least two people (signatories)

Cheques should not be signed by the person to whom the cheque is payable. Avoid the situation where relatives' spouses or partners sign cheques together.

When cheques are signed the person signing should see the appropriate invoice.

No one should ever sign blank or partly completed cheques. If possible payments should be made by cheque rather than cash.

There should be an agreed limit for the amount that can be signed for by the signatories – larger amounts should be authorised by the Management Committee.

Get a receipt for any payment, whether cash or cheque.

Do not pay bills without an invoice. Each bill paid should be filed, with the date and cheque number written on it.

Money received

All cash and cheques received must be paid into the groups' bank account.

Keep a record of the date and the amount paid in, each time money is banked.

Give a receipt for any money or cheque received.

If cash is collected at least two people should be there when the money is counted and they should sign a slip certifying the total amount.

Recording

Enter all items into the cash book regularly. Make is clear whether payments and receipts are cash or cheques. You could use separate columns.

Check the bank statement against the cash book entries every time it is received.

Keep files of all bills and invoices sent out, all receipts etc., give them a number, and write that number in the books as well.

Petty cash

Agree on a maximum figure for the petty cash float. All cash payments should be made from this float, which should be regularly replenished from the bank account.

No petty cash should be given out without a petty cash voucher being completed. Receipts should be produced where possible. The petty cash voucher should be signed by the person receiving the money and the person authorising payment.

Petty cash should be handled by only one or two people from your group.

Worksheet 9



Insurance

Now you are up and running as a group there are a few more steps you will need to take towards getting more active and ultimately working towards your aim.

Insurance

As a group you are responsible for all your members' actions when carrying out activities on behalf of your group. We recommend that you acquire appropriate Public Liability Insurance for your own protection as the Management Committee of your group could be held jointly or personally liable if a claim was made against your group.

Think about your activities

It is important that your insurance cover is appropriate for your activities. Think about what activities you would like to do (look at your list in Worksheet 1) make sure your insurer is fully aware of all the activities you would like to do so they can provide the appropriate cover.

What are our activities going to be? (look at worksheet one and Constitution).

What insurance do we need?

You need Public Liability insurance. You may also need other types of insurance depending on your group or activities (for example if you have tools you may require insurance against loss, theft or damage).

Chesterfield Borough Council require you to have Public Liability Insurance with indemnity of at least £5 million (this may be more if you run high risk activities) before we can approve your activities such as a practical work day.

Chesterfield LINKS CVS have really useful information on insurance and can also provide details of some insurance companies. You can also do an internet search and look for insurers who offer insurance specifically for small community / voluntary organisations.

What type of insurance do we need?

Which insurance companies will we approach for quotes?

Who will approach the companies?

When will we approach them?

Does Chesterfield Borough Council provide insurance cover?

In most circumstances your groups' activities will NOT be covered by Public Liability Insurance provided by Chesterfield Borough Council (CBC). There are a few exceptions to this as listed below. If you are in any doubt as to whether an activity is covered by CBC insurance you must assume it is not or contact us for advice.

Activities that are covered by Chesterfield Borough Council insurance. Activities managed, supported and directly supervised by staff (e.g. on a CBC led work day)

Meetings in CBC buildings

Low risk litter picking events, provided you have sought prior agreement, received health and safety information and completed an appropriate Risk Assessment.

For all other activities it is the responsibility of your Management Committee to ensure that you have the appropriate insurance cover.

Worksheet 10



Action planning

Action planning involves looking at what you would like to do in more detail. Look at your list of activities from your first meeting. (Worksheet 1) Vote on the activities to decide which are your priorities to take forward into action planning.

more information to help you plan your activity with realistic timescales, outline CBC guidelines and approval processes and provide you with an indication of whether a particular project idea is likely to be approved.

Keep it simple

Start off with just one relatively simple activity (e.g. bulb planting or litter picking). If your priority is not something simple see if you can agree another project which may not be your first priority, but which is something your group could easily manage and achieve.

How to action plan

Once you have identified your activity you need to work through the questions provided below (you may also think of other questions relating to specifically to your activity).

You will then be able to decide how realistic your activity is and be able to break the activity down into all the steps needed to achieve it – this will form the basis of your action plan.

You need to repeat this process for every activity you do.

Working Together

Many activities on managed Green Spaces require our approval first. This includes development projects, practical work and events. Make sure that you have contacted us before you start action planning to tell us what you would like to do.

Some of these activities are subject to Chesterfield Borough Council (CBC) guidelines and approval processes and these need to be built into your action planning.

In addition some development projects also have to meet with CBC local priorities and other criteria, and you should be aware that approval may not always be granted. Council officers will be able to give you

Starting your action plan

As a group decide on the following questions:

1. What is the activity
2. Is there a need for this activity
3. Who will benefit from this activity
4. Do we need permission
5. Who do we need to involve
6. What resources will we need
7. What is our budget
8. Where will we secure the money / resources needed
9. When will we do the activity
10. How will we manage the activity
11. How can we record and demonstrate the success of the activity

Once you have discussed the above draw up a realistic timetable of all the steps needed to achieve your activity, using the questions overleaf to help you.

At each step identify:

1. Who will be responsible for achieving that step?
2. When can the step be (realistically) be achieved by?
3. What resources are required to achieve the step?
4. How will we secure the resources needed for the step
5. Who else do we need to involve in helping us to achieve the step?

Worksheet 1

Organising practical work days



Agreeing what needs to be done

Choosing your practical work tasks

Think about what practical activities you would like to do and be realistic about what is achievable. You will need permission to carry out practical work from the land owner and be aware that there are certain tasks your group may not get permission for.

Here are some ideas of practical activities that friends groups are involved in: weeding, pruning, litter picking, stream or pond clearing, planting bulbs and flowering plants, re-seeding, planting trees, footpath clearance, repainting benches/fences/playground equipment/pavilions, removing graffiti, sweeping leaves, etc.

Groups who are more experienced and have received appropriate training are also involved in: grass cutting, hedge cutting, shrub clearance, building structures such as raised beds, wildlife and ecological surveys, habitat creation or maintenance.

Our practical task 'wish list' is ...

Questions you need to ask

Once you have your 'wish list' of tasks start action planning by looking at each task in turn and asking the following:

Is the proposed practical task appropriate for the site?

Practical tasks in a Chesterfield Borough Council (CBC) managed green space will need approval from an appropriate CBC Officer. When considering approval for tasks we will look at the following:

- Does the task fit with the maintenance or management plan for the site?
- Is the proposed task a priority for the site?
- Is it an appropriate time of year for the task?
- Are there any particular maintenance issues/implications?
- Are there any safety concerns or implications?
- Who will contact the relevant park, woodland or Greenspace officer?

Can we get approval to carry out the practical work?

Getting approval for any practical work activities from CBC is absolutely essential. As well as looking at the appropriateness of the tasks (see above) we will look at your groups' ability to carry out the tasks. Before we will approve an activity we will require your group to have:

- A commitment to only carry out tasks for which you have our prior agreement
- The skills to carry out the tasks to an acceptable standard
- The appropriate training (see Worksheet 5)
- Enough volunteers to carry out tasks (see worksheet 2)
- A fully documented risk assessment (see worksheet 3)
- A good understanding of health and safety issues and an ability to carry out tasks safely (see worksheet 2)
- Trained first aiders (if appropriate - see worksheet 2)

- Access to appropriate tools and equipment (see worksheet 5)
- Any relevant documented procedures for each task
- Appropriate insurance cover (see worksheet 4)
- Don't worry if you haven't got all of the above in place yet, as you can use the worksheets in this pack to help you fill in the gaps.

What are our gaps from the above list?

Do we need to consult?

Where we give your group permission to carry out a larger practical project it may be a requirement for your group to consult with local residents. We will advise you if we think this is necessary.

Consultation (if needed) will be done by...

Have we got the ability and enough volunteers for a practical task?

We will look at your groups' skills and abilities and whether you have enough volunteers as part of the approval process.

The responsibility for ensuring that your group has the ability to carry out a practical task remains with your group so be realistic about your groups abilities.

Number of volunteers we will need are ...

Number of volunteers we have are ...

We may be able to provide some training for your group, for example, in carrying out risk assessments or using hand tools, etc. For high risk activities, such as using power tools, we will insist that you have attended appropriate training, provided by CBC Officers or approved professional training organisations.

What training (if any) do we need?

What other resources might be needed?

For example tools, plants, protective clothing such as gloves, refreshments etc. This may give you an indication of how realistic your project is and will help you to consider if you need to fundraise or approach other organisations for support, etc.

What resources do we need?

Where will we get resources from?

What's the timeframe?

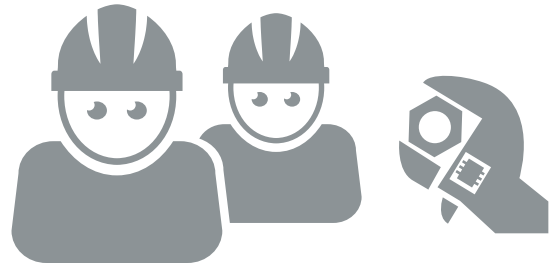
Think about how long it will take you to organise the activity (other worksheets in this pack may help you with this) and also at what time of year it may be best to carry out the activity.

We will aim to hold our activity on...

Next steps

There is plenty of information in this tool kit to help you think about all of the above and by working through the tool kit we will help you to action plan for a successful practical work day.

Worksheet 2



Health and safety

Staying safe on your practical work day

It is the responsibility of your Management Committee to ensure that your group is carrying out practical work safely, you are responsible for the actions of your groups members at all times during the activity and you should take reasonable steps to ensure your group, and members of the public, remain safe.

Consider the health and safety aspects of your activity:

- Before the activity (e.g. at the planning stage)
- During the activity (e.g. adequate supervision)
- After the activity (e.g. leaving the site safe for other users and reviewing)

What do we need to do to address potential health and safety issues?

Think about the location of your proposed activity, for example is it near a slippery bank, fast flowing water or heavy traffic?

It may not be appropriate for volunteers to be working in some areas, and weather conditions can impact on this (e.g. a steep slope can be slippery in the rain) we can advise you on this kind of query when you contact us.

Complete an appropriate risk assessment (see Worksheet 3)

Allocate someone who is familiar with both health and safety and the completed risk assessments to supervise your activity on the day.

Share the tool safety checklist (see Worksheet 5) with all of your group and volunteers.

Never allow any volunteers to use power tools unless you have our express agreement and the volunteer has had appropriate training.

Use appropriate personal protective equipment such as boots and gloves (see below)

Think about your groups' ability to manage a task, don't over-reach yourselves!

Ensure appropriate instruction or training has been provided to each volunteer

Have accident reporting procedures in place and make sure that all members of your group are aware of them.

Consider the safety of children, vulnerable adults and other green space users before, during and after the activity.

If you are asked to stop doing something on the basis of health and safety, stop immediately – make sure all volunteers are aware of this golden rule.

Remember – it is more important that your group stays safe than it is to achieve your task!

Our safety supervisors will be ...

Responsibilities and CBC requirements

It is your responsibility to ensure the safety of your group, participants and anyone else who may be affected by your activities. We require your group to demonstrate a good understanding of health and safety issues and the ability to manage risk appropriately.

If the practical work activity is being organised, managed and directly supervised by green space officers then the officer present will have responsibility for health and safety and managing risk.

Before approving any practical work based activity CBC will ask your group for evidence that you have everything in the list provided in Worksheet 1 of organising practical work days.

Required documentation will be provided to CBC by...

Ability and training

The level of skill and ability of your volunteers is really important. It is your responsibility (as a Management Committee) to ensure any required training is given and that volunteers are supported in requesting this.

Make sure volunteers know what they will be doing and what is expected of them. Allow volunteers to stop tasks if they feel unable or unwilling to continue.

Encourage volunteers to think about any health concerns they have and seek appropriate advice from their GP before commencing any activities.

For certain activities it will be a Chesterfield Borough Council requirement to have training before approval will be given – see Worksheet 5

Personal Protective Equipment (PPE)

It is your responsibility (as a management committee) to ensure that all volunteers have access to basic personal protective equipment appropriate to the task they are doing.

This may include gloves and high visibility vests, etc. Participants should be advised prior to the activity to wear appropriate clothing and footwear etc.

We can provide some basic PPE to groups (subject to availability) and your group could also ask participants to bring their own gloves etc. Other more specific PPE may be required when using particular 'high risk' tools and we can advise you on this.

First Aid

At all activities, it is the activity organisers (your Management Committee) responsibility to ensure medical and first aid assistance is available as appropriate, for those involved. It is good practice to have someone who is first aid qualified present and if you are carrying out regular practical activities, we strongly encourage this.

The requirement for first aid assistance will be dependent on your risk assessment, for example, the level of risk your activities pose or the remoteness of your location, etc. You should therefore ensure that you have considered emergency procedures as part of your risk assessment and that volunteers are aware of these prior to the start of the activity.

Our first aid appointed person is ...

Our emergency procedures are...

Child protection

Your group should have a child/vulnerable person protection policy statement, which outlines your groups child protection procedures and identifies a person within your group who can guide members. Children attending your activities should always be accompanied by a parent or guardian.

All groups should consider whether their volunteer roles require a Criminal Records Disclosure and Barring Service Check (DBS) – previously known as a CRB check.

A check may be required when children or vulnerable adults are participating in group activities and are not accompanied by parents or guardians.

You cannot simply ask to see a volunteer's criminal record history. This information is only provided by exception and when it is relevant to the activities that are being carried out.

Worksheet 3

Risk assessment

The importance of risk management

A risk assessment should limit the chances of someone being injured or becoming ill, during or as a result of, your activity. It is essential that your group carries out a risk assessment and that you take reasonable steps to minimise risk for each activity you do.

An appropriate risk assessment is a requirement to getting permission for your group to carry out an activity. As activity organisers your Management Committee will have a responsibility and a duty of care to anyone affected by your activities.

Responsibility

It is your groups' responsibility to carry out a full and appropriate risk assessment for your activity. Once the risk assessment is completed you must also make sure that you:

Take all reasonable actions outlined in the assessment to minimise or mitigate any serious or high and medium level risks and supervise all activities on the day to ensure that others also act accordingly to minimise risk.

The only exception to this is during work days that are organised, managed and directly supervised by Green Space officers (e.g. on a CBC led work day) where the officer present will have responsibility for risk assessment and managing risk.

How do we carry out a risk assessment?

We have an example of a risk assessment form which you can use as a template for your own risk assessment.

You need to allocate one or two individuals to carry out a risk assessment prior to the activity and to implement any actions from the risk assessment.

More than one person carrying out this task is often helpful as assessing risk can be very subjective.



A good risk assessment will identify:

- All the potential hazards involved in an activity
- Who may be harmed by the activity i.e. volunteers, members of the public etc. (see below)
- The level of risk posed by each hazard
- Any actions needed to reduce (mitigate) the risk level to a more acceptable level.

Who will carry out our risk assessment?

- Remember risk management should include:
- Preparing for the activity
- During the activity
- After the activity.

Who should be considered as part of the risk assessment?

It is important that you consider anyone who might be affected by your activities as part of your risk assessment for example:

- Yourself and your group members
- Other volunteers involved in your activity
- Members of the public and passers by
- Children or other vulnerable groups
- Employees of Chesterfield Borough Council or other organisations
- Animals and wildlife.

Groups involved in, or who could be affected by, our activities are...

Things to think about as part of the risk assessment

As part of the risk assessment you need to think about all of your activities. As well as thinking about the actual tasks you should consider:

- Terrain
- Location
- Weather conditions
- Equipment or tools to be used
- Medical or health issues of participants
- Identifying named supervisors
- Names of appropriately qualified first aiders where required
- Knowing your exact location in case of emergency
- Access for emergency services vehicles
- Location of nearest telephone or named person with a mobile phone (you need to check for a strong signal)
- Access to a vehicle in case of emergency
- Details of nearest medical centre

Where can we get help with this?

In this pack we have included a risk assessment from which you can use to carry out your own risk assessment. If you need more help, contact us and we will arrange training for your group.

Worksheet 4



Insurance

Why do we need insurance?

Appropriate insurance is needed for all your activities and is absolutely essential if you are carrying out practical work activities. If your group takes out Public Liability Insurance this should cover you for any injury, damage or loss caused to any person as a result of your activities.

It is important to remember that the liability with the whole of the Management Committee and a claim can be made against the whole committee or individual committee members – so it is in your interests to make certain that you have appropriate insurance cover.

Can Chesterfield Borough Council provide insurance cover?

In most circumstances Chesterfield Borough Council cannot provide insurance to your group or offer recommendations on where you may acquire insurance.

There are two exceptions where insurance cover can be provided by CBC and these are listed below. In all other cases you must have your own insurance.

1. As with Health and Safety, when the practical activity is organised, managed and directly supervised by Green Space (e.g., on a CBC led work day) CBC will have the responsibility for ensuring appropriate insurance.
2. If your group is only carrying out litter picks where we have both approved the activity and provided Health and safety guidance and risk assessment information you will be covered by CBC insurance – **this information is correct at the time of going to press but you must check this prior to commencing your activity.**

If you are unsure whether your activity is covered by CBC you should always assume that it is not or seek further advice from a Green Space officer.

What insurance do we need?

Your group will need Public Liability Insurance with an indemnity level of at least £5 million. The indemnity level could even be more for some high risk activities

or if you are using high risk tools and you should seek advice on this.

It is extremely important that the insurance covers all of your activities and that your insurer is aware of all that your group does – if you are at all unsure speak to your insurance company.

You may also need to consider other types of insurance cover, for example, for loss or damage to tools etc.

The types of insurance we require are ...

Who will check the appropriateness of our existing insurance cover?

Are our premiums up to date?

Chesterfield Borough Council requirements

If your group wants to do any practical work based activities on a Green Spaces managed area we will require you to have Public liability insurance with an indemnity level of at least £5 million. This is for your groups own protection against possible claims.

The documents required as evidence of your groups' public liability insurance are listed below.

- A valid copy of your insurance certificate
- Evidence of indemnity level (if not contained in the above)
- Proof of premium payment

Who will provide the above evidence of our insurance cover to CBC?

From time to time, Green Spaces may also decide to visit your activity to ensure that your documentation is appropriate to your activity. For example, this may involve an officer attending your activity to ensure Health and Safety procedures are documented and adhered to.

This audit trail will demonstrate to both the Health and Safety executive and your insurance company, in terms of duties of care owed both criminally and civilly,

that reasonable measures have been taken to mitigate and control perceived risks, both by your group and Chesterfield Borough Council.

Finding an insurance company

You can do an internet search for insurance companies or approach a broker. It is useful to approach companies who offer specialist insurance for community groups, such as the Conservation Volunteers (formally known as BTCV) or Zurich, and who are experienced in supporting organisations with similar structures and carrying out similar activities.

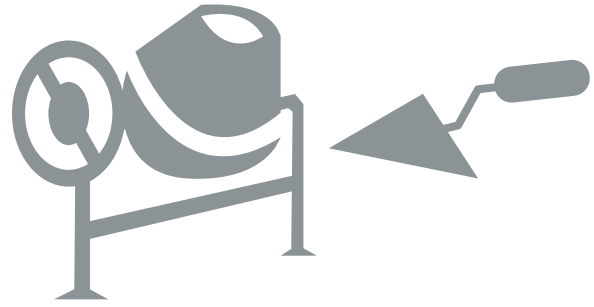
When comparing insurance companies some of the things you need to consider are the indemnity provided and also the amount of excess payable.

Which insurance companies will we approach for quotes?

Who will approach them?

Worksheet 5

Tools and equipment



The person responsible for tools and for tool safety on our work day will be ...

What tools do we need?

You should know what tools you need from the list of resources in Worksheet 1 but if you would like further help with this please contact us.

In most cases it is your groups' responsibility to ensure tools are available, safe and used correctly. The only exception to this is during work days that are organised and directly supervised by Green Spaces (e.g. on a CBC led work day) when the officer present will have responsibility for any tools and their use.

Tool safety

All tools will pose a risk if you don't know how to use them properly!

The following tips will help and we can provide specific guidance on using individual tools if requested:

- Nominate a person to be responsible for tools and tool safety on the day
- Keep all tools clean, sharp and fit for use – check them before each use.
- Only allow volunteers to use tools they are confident with
- Make sure volunteers know how to use tools safely and effectively
- Always know where your tools are and don't leave them lying around
- Always use the right tool for the task
- Do not allow use of power or high risk tools (see CBC requirements below)
- Wear gloves sturdy footwear and other appropriate personal protective clothing
- Be aware of each other's activities at all times
- Be aware of the environment, such as slopes or uneven ground
- Don't over reach
- Take frequent rests or breaks
- Create and exclusion zone (if possible) and be aware you are in a public area.

Chesterfield Borough Council (CBC) requirements

The requirements for safe tool use in green spaces will depend on the type of tools that you are using. We divide tools into two broad categories:

1. Low risk tools

This refers to hand tools such as spades, forks, hoes, rakes, hand trowels, loppers pruners and shears etc.

We do not require groups to have speciality training before using these tools, but all volunteers should be given instruction on their safe and correct use.

If you would like training from us on using the above tools it is available on request. We can also provide specific guidance for safe use of particular tools if required.

It is expected that at least one person in your group will take responsibility for ensuring all participants know how to use tools safely and correctly on the day of your activity.

2. High risk tools

This category generally refers to power tools and machinery but can also include other tools such as saws (including pruning saws) billhooks, axes etc. We will only allow your group to use high risk tools if you have attended approved professional training in the use of the tools.

Only members who have had the training will be allowed to use the tools. Some tools use will also require a licence and others may have to meet additional criteria.

You must never use 'high risk' tools in the green space without our express written permission and be aware that using some of the tools can also increase your insurance premium.

We have the right to refuse to give permission for the use of any tools for any reason, or if we have safety concerns.

If you are unsure which of the above two categories your intended tools use falls into, contact us. When asking us to approve a practical work based activity it is your responsibility to tell us if you intend to use any

tools that may fall into the high risk category. Be aware that the additional criteria around high risk tools is for the protection of your group as well as the general public and wildlife.

Do we need permission for particular tool use?

Who will be responsible for getting this?

Training

If your group has not done any practical work based activities before or if you need some additional support, we can arrange training for your group. Remember if we agree to you using any high risk tools all volunteers who will be using the tools must attend an appropriate training course.

Do we need training?

Who will be responsible for requesting this?

Where to get tools from

1. Buying tools

If you wish to buy tools you need to think about - the type and quality of tools needed, where the tools will be stored, who will maintain them and any additional insurance cover needed. Who will transport them to and from site, where you will get funding for the tools and any additional costs (e.g. increased insurance premiums, storage costs, etc.)

2. Borrowing tools

You may be able to borrow tools from us or another organisation such as an environmental charity or other friends of groups.

When borrowing tools think about where you borrow tools from? What if there are none available? Will the quality be acceptable? Have they been maintained?

Who is responsible for damage or loss and how will you get the tools to and from site?

3. Volunteers bring their own tools

The main issues to think about here are: what tools are available? Are they suitable for the tasks? What is the quality of tools available? Have they been maintained? Are they in good working order? What if volunteers don't arrive or don't bring tools on the day? Who will be responsible if tools are lost or damaged on the day?

At Green Spaces we may have (subject to availability)

tools that can be loaned and free packs that will include some basic equipment for litter picking and graffiti removal, as well as personal protective items such as high-visibility vests and gloves.

We will get tools from ...

Who will be responsible for acquiring appropriate tools?

Who will check the safety of tools before use?

Other things we need to consider are...

Worksheet 6



Organising your work day

Before the work day

Prior to the work day you should have already got in place all the items in the list below:

- Permission for your activity and all related tasks
- A clear plan for all the day's activities (see below)
- A list of participants
- Tools and other equipment (or an arrangement for them to arrive on the day)
- A risk assessment
- Nominated supervisors
- Contingency plans (in case of adverse weather or emergencies for example)
- Appropriate insurance cover.

Structuring the day

A suggested structure for the day is provided below:

- **Notices** – put up notices to let others know who you are and why you are there.
- **Register** – take a register of everyone who is attending on the day
- **Induction** – let volunteers know what you are wanting to achieve, how the day will be structured any appropriate Health and Safety information, how long they will be working, what they should do if they need a break etc. Inductions should be recorded including the key points discussed and who was present.
- **Tool talk and inventory** – ensure volunteers are familiar with tools and their safe and correct use. Take an inventory of all tools before handing them out (and visually inspect them for safety) so that you can ensure they are all returned at the end of the day.
- **Introduce supervisors to task group leaders** – so everyone knows who they are and who they need to approach if they have a question or problem. Consider having name stickers or ID badges.

● **Allocate tasks** – ensure there are adequate numbers of volunteers for each task. Be prepared to drop tasks if fewer volunteers have turned up than expected, rather than spreading volunteers thinly, making tasks more difficult to achieve.

● **Regular breaks** – make sure regular breaks are factored into the day and that volunteers are aware of these.

● **Refreshments** – if you provide refreshments make sure everyone knows they are available. Volunteers unable to do practical activities may welcome an opportunity to provide tea, coffee or water.

● **Collect tools** – at the end of the day check tools off against the inventory to ensure none are left lying around.

● **Check site** – ensure there will be no health and safety concerns after you have left, such as left over debris or mud on paths etc.

Thank you - remember to thank all your volunteers before they leave.

Who will co-ordinate on the day?

Nominate one person to co-ordinate all tasks to ensure you achieve your activity as safely and as effectively as possible. This person must be very familiar with all of the tasks and what you want achieve. They must also be familiar with the risk assessment and health and safety.

If you have several different tasks running at once, or you are working with a large group you should have other supervisors to oversee each particular task. Again, they should be fully aware of what you are trying to achieve and be familiar with the completed risk assessment.

The person co-ordinating on the day will be...

The person(s) supervising tasks will be...

What facilities do we need?

Most parks and green spaces do not have toilets or access to clean water. You may need to think about how your group can get around this, e.g. are there facilities nearby (a local pub or café) or do you need to bring in facilities and what are the implications of this? It is important for volunteers to have access to clean water to wash their hands before eating lunch.

Facilities we need are...

We will get these from...

Publicity

Prior to your work day put up notices in the green space to say who you are, what activity you are planning and when your activity will take place.

You could also give people a number to contact if they would like to join in. You must put a notice up on the actual day of the event to say who you are and what activity you are doing. Templates for notices are available on our website.

Publicity we will do ...

Publicity will be done by ...

Contingency planning

Think about unexpected things that could happen prior to the activity for example what would you do if ...

- The weather is not appropriate – will you cancel the activity or is there an alternative activity that you can plan for and get approval for as a contingency?
- You have too few volunteers on the day – which tasks can be dropped without affecting the whole activity?
- You have too many volunteers on the day – will you turn people away or is there an alternative activity that you can plan and get approval for as a contingency?

Our contingency plans are...

Evaluate

It is really important to evaluate your event in terms of its success and also in terms of health and safety.

- Are there things you could have done better?
- Did everyone get the most out of the day?
- Were your ambitions for the day realistic? etc.

The person(s) who will evaluate the event is ...

Worksheet 1

Organising small community events



Deciding on your event

When deciding to hold any event in the park, woodland or other green space there are a number of things to consider and these worksheets provide information to help your group decide upon and organise your own event.

This includes information about getting permission, responsibilities and the essential requirements of holding an event in Chesterfield's parks and other green spaces.

Advice

Events can be very diverse and the guidance contained in these worksheets is not exhaustive. Additional guidance will be required for specialist and larger scale events by providing this guidance; Chesterfield Borough Council does not accept any responsibility for any aspect of the organisation or management of your event.

Permission

Permission is always required before any event can take place in a park, woodland or green space. Contact Sarah Poulton Development Team Leader to discuss your event proposal as early as possible.

Deciding on your event

The following questions are important when beginning the event planning process and deciding on your event:-

1. Why?

There are many reasons why you might want to hold a community event such as:

- For fun and friendship, bringing together the local community
- To increase the use of your green space
- Fundraising for your group or a charity
- To raise awareness of your project
- To celebrate the work or activities of your group
- To attract new members to your group

Considering why you want to hold an event will help to suggest ideas for activities, potential sources of funding, who else to link with and when to hold your event.

Why do we want to hold an event?

2. Where?

You may already have close links with a site or you may be considering several sites. Your proposed event must be booked well in advance to make sure it does not clash with other events or activities so contact the community events co-ordinator as soon as possible to discuss the most suitable options for the proposed event.

Where do we want to hold our event?

3. When?

Allow plenty of time to plan and event as many things will need to be discussed, decided upon and actioned. A large event may need as much as 9 to 12 months planning as specialist advice may be required and special permissions could take time to obtain.

Contact the community events co-ordinator to discuss your event proposal as early as possible as the application process will take a minimum of ten weeks. This is so that you have sufficient time to plan and promote the event. The event application form must be returned for consideration a minimum of eight weeks before the event date, to allow time for any issues to be resolved and all the necessary steps to ensure public safety to be taken.

When do we want to hold our event?

1. Who?

Who is your event aimed at? Are particular groups of people to be targeted, such as young children or teenagers? This will link in with your reasons for holding an event.

Who are we aiming our event at?

2. Who should you work with?

The community events co-ordinator can offer advice on event organisation and management, information about resources from other Council departments and officers who may need to be consulted with and any other services you may need to seek advice from such as the Police or Fire Service.

Consider which other local organisations you could involve or work in partnership with, as they may be able to offer an activity, volunteers or other support for your event for free.

Who will contact the community events co-ordinator?

Who else should we involve?

3. Who will do what?

See Worksheet 3 on planning your event for more information

4. What?

What kind of event will it be?

What kind of activities will your event have?

What resources will be required?

What needs to be done?

What are the risks involved?

To help decide create a list of all the possible activities you might want to organise and the resources that will be required.

Consider how these will appeal to your target audience and / or the general public and how they fit in with the overall aims and objectives of the group and reasons for holding the event. The scale of the event should be kept to levels which are appropriate to your groups experience and available resources.

What kind of event do we want?

What resources will be needed?

Essential requirements

Permissions

Permission is always required before any event can take place in a park, woodland or green space. The minimum requirements to obtain permission to hold an event are:

- Completion of an event application form – this gives all the relevant info about what the event will involve and includes a risk assessment
- Public liability insurance with a minimum of £5 million indemnity
- A good understanding of the health and safety issues relevant to the event and the ability to manage the event and risk appropriately
- minimum of 2 people qualified in first aid must be present at the event
- A site plan showing how the event will be set out
- Compliance with any licencing obligations
- Payment of a site fee (if applicable) for use of the site and facilities
- Smaller events, such as a picnic, may not need a full event application but you should still contact Sarah Poulton - development team leader as soon as possible to discuss what you are planning to do.

Who will contact Sarah Poulton Development Team Leader?

Who will complete the event application form?



Licences

Some activities will need special licences. The Development Team Leader will advise you on this and further information will be sent with the event application form.

Responsibilities

Event organisers (your management committee) have a legal responsibility to ensure the health and safety and welfare of the public, participants and any bystanders plus any employees, volunteers and contractors involved in arranging the event. The event organisers must take all reasonable measures to ensure the event takes place safely.

Insurance

Your group as event organisers will require Public liability insurance with a minimum of £5 million indemnity to cover the overall event.

All event service providers must have their own public liability cover for the service or activity they are providing for the event e.g. marquee suppliers, bouncy castle operators, caterers, etc. As event organisers you must ask to see and retain copies of these certificates in your event plan.

If your group does not have any insurance, you can obtain specific event insurance for public liability as a one off policy. If you are intending to run more events within the year it may be more cost effective to arrange an annual policy.

If your group already has an annual insurance policy you need to check that this policy will cover the proposed event or if cover needs to be extended.

You will need to provide copies of your Public Liability insurance certificate to Sarah Poulton - development team leader before permission to hold the event can be given.

If we have public liability insurance who will check it covers our event?

If we do not have public liability insurance who will look at this?

for the service or activity they are providing for the event e.g. marquee suppliers, bouncy castle operators, caterers.

As event organisers you must ask to see and retain copies of these in your event plan. Further information regarding Risk Assessments is in the application form.

First aid

A minimum of two qualified first aiders are required at events. Large or high risk events may need more first aiders.

If you don't have appropriately qualified people in your group who are competent and comfortable with this responsibility then these services can be hired in.

Who will be our first aiders?

Health and Safety

It is the responsibility of the event organiser (your management committee) to ensure that your event is managed safely.

You are responsible for the actions of your group members at all times during the event and you should take reasonable steps to ensure your group and members of the public remain safe.

Consider the health and safety aspects of your event

Before the event (e.g. at the planning stage)

During the event (e.g. adequate stewarding)

After the event (e.g. leaving the site safe for other users and reviewing etc.)

As a condition of giving permission for an event we require your group to demonstrate a good understanding of Health and Safety issues and the ability to manage the event and risk appropriately (see risk assessment below)

Risk Assessment

Carry out a risk assessment which considers the safety of people attending the event, those working on the event and passers-by.

All hazards associated with the event should be identified, the level of risk assessed and measures put in place to control and reduce these risks to an acceptable level.

Each different element and activity should be included in the risk assessment. All contactors and service providers used must have their own risk assessments

Who will complete our risk assessment?

Site plan

A site map should be sent to you with your event application form. Think about the best location on site for the different elements of your event then draw out a site plan identifying the position of all the intended attractions and facilities.

Plan out where the visitor entrance and exit points will be circulation routes around the different event attractions, vehicle access for setting up and taking down the event and emergency vehicles routes when the event is running.

Considerations should be given to arrangements for disabled visitors, etc. more information for disabled visitors etc. More information on site planning is sent with the event application form. Contact Sarah Poulton - development team leader.

Who will create our site plan?

Worksheet 3

Planning your event

Careful planning and organisation will help to ensure that your event is successful, safely run and enjoyable for everybody involved.

Event team or committee

Who will do what? There are many tasks that will need to be done and come together to make a successful event so allow plenty of time to plan.

All events, regardless of scale are more manageable if the tasks are shared between a group of people who will form the Event team or committee.

This should be formed and remain in operation before, during and immediately after the event.

Who will be on the event team or committee?

Establish group roles and responsibilities.

Specific responsibilities should be shared out between team members, using the strengths and interests of the individuals.

For example, one person (with suitable experience) could have overall responsibility for health and safety; another could be responsible for the co-ordination and supervision of stewards and volunteers.

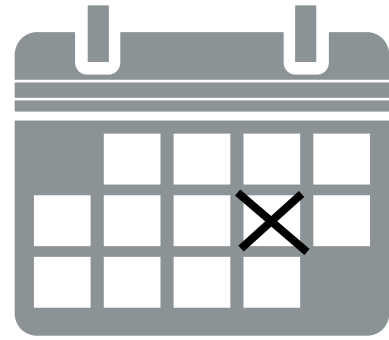
Another team member could have responsibility for booking stalls and all that entails such as receiving payments, issuing receipts etc.

What specific roles do we need and who will do them?

Event Manager

An event manager should be identified as early as possible and be responsible for co-ordinating the activities of the team or committee. An event plan should be maintained by the event manager.

Who will be our event manager?



Event plan

The key to successful event organisation is thorough preparation in sufficient time. Once you have decided on the fundamentals you can start to plan the event in detail and produce an event plan.

The event plan will include information such as contact details, quotes orders placed, correspondence insurance licences risk assessments, site plan, the event plan should be maintained by the event manager but be accessible to event team members as a record of how the event is developing and what is still outstanding.

Ask for written confirmation of bookings from all service and activity providers and send written confirmation outlining what is expected of them (when to arrive, unloading arrangements, contact details etc.) follow this up with a telephone call before the event to confirm what their individual requirements are, this may avoid last minute problems on the event day.

How will our event plan be made accessible to the event team?

Planning meetings

The meetings should have an agenda, listing points to be discussed, with the event manager acting as chairperson.

Action points should be recorded along with the name of the person who is dealing with each action point. This will ensure that progress is made and problems are identified early.

If you have a large number of people at planning meetings, try holding smaller sub-committee meetings with someone appointed to lead each meeting then feeding back to the whole group at regular meetings

How will we organise our planning meetings?

Volunteers

Recruit willing volunteers to help out on the day because there will be many tasks to do. Plan with people you can rely on, anyone else is a bonus!

As well as helping with the setting up and taking down of the event, volunteers may also be needed to act

as stewards. Their role is to assist with the smooth running of the event and monitor any potential hazardous areas, such as entrances / exits.

Extra help is always useful if your event has tents and gazebos that need to be put up, as this will usually take longer than expected.

Be aware of any potential Health and Safety risks that may be associated with volunteer activities and take steps to minimise these through your risk assessment. Marquees should be erected by a professional supply company as these carry extra risks.

Where will we recruit volunteers from?

Who will do this?

Briefing volunteers

Hold a briefing meeting about a week before the event as there may not be sufficient time on the day itself. At this meeting make sure that the volunteers:

- Know what their role is
- Are given key information such as contact details for key people
- Feel that their contribution is valued.

Who will brief volunteers?

Where and when will this happen?

Promoting the event

Publicising your event is very important. This helps create the maximum benefit for all your hard work in the preparation and presentation of the event. You should not begin to publicise the event until your event proposal has been accepted and you have returned the completed application form to the community events co-ordinator. See our separate pack on publicity for more guidance on making the most of publicity and promotion.

Who will co-ordinate publicity?

Promoting your group

You should have a well presented stall at the event, located in a prominent position. This should be staffed all day with members who are willing to answer questions about the groups' activities, especially if the group are working to support the green spaces and want to involve local people. Visitors should leave the event knowing more about your group knowing that your group organised the event and how to get involved in future activities.

Who will staff the stall and produce information about the group, its aims and activities?



Budgets and funding

The aim of many events is to raise funds, but funds are also needed to stage events. Fundraising therefore needs to be a core part of an event committees activities and finding funding is a very important part of event planning

Funding for an event

Sources of funding range from large funding bodies, grants and sponsorship agreements to raffles and table top sales. At the event, the committee could run a refreshment stall or raffle to raise income or charge for stalls. Decide on a pricing policy for stallholders, either a flat rate paid up front or a deposit plus a percentage of takings on the day. This may generate income before the event to pay for the event infrastructure.

Sources of funding information

Chesterfield LINKS supports voluntary and community organisations to get the funding they need by providing advice. Visit their website at www.linkscvs.org.uk you can also use the internet to search for other possible funders. Local funders are a great place to start for small events.

Who will co-ordinate our fundraising activities?

Who will we approach for funding?

Estimating costs

List each element of your event, starting with the essential requirements, such as insurance and first aid provision, then moving on to the wish list of elements you would like to have.

Allocate a cost to each of the elements and this will indicate the level of funding needed for the event to take place.

Compare prices for any services you need to bring in such as portable toilet hire, marquees etc. and always let the supplier know that you are a community group with little funding, offering a free event to local people.

What are the elements of our event and the associated costs?

Event infrastructure

You need to budget for and book your key event infrastructure as early as possible. Try to think of ways you can obtain services safely, but for little or no cost.

For example, your local community police may wish to be involved in the event and may be able to bring gazebos.

A local DJ may be able to bring a PA system in return for promoting their business, but remember that all electrical equipment must be pat tested, suitable for outdoor use and a generator may be required.

Who will book our event infrastructure?

When will we book this?

Worksheet 5



Things to consider

Every event is different and you will have specific things you need to think about when planning your event. Below is a guide to some of the things that most groups need to consider but it is not exhaustive and you should develop your own list.

Provide them with a copy of the site plan and liaise, following up with written confirmation to ensure any potential problems are addressed before the event.

Have we got copies of public liability insurance certificates and risk assessments from all contractors and suppliers?

Managing vehicles on and off site

Access for bringing vehicles on-site must be agreed, especially as keys may be required. Vehicles should be kept to the minimum and only have access for setting up and taking down at specific times before and after the event. All vehicle movement must stop during the event opening times.

Off-site traffic also needs to be considered. If your event is likely to cause disruption to normal traffic in the area, you must consult with your local police and the highways department to discuss management plans. Only the police or licenced traffic management contractors have powers to stop traffic on the highway.

What are the traffic considerations we need to look at?

Emergency plan

A plan should be established to deal with emergencies - a vehicle route should be kept clear on the site and on the approach to the site so that a speedy arrival and departure can take place if an incident or accident occurs.

If mobile phones are to be used for on-site event communications, establish that signal coverage is available on site and that appropriate telephone numbers have been exchanged prior to the event.

If telephone coverage is not available then consider hiring radios. Use an agreed emergency and make sure all relevant people are aware of this before the event.

What is our emergency plan?

Who will look at these?

How (and when) will we communicate this to volunteers/relevant people?

Working with contractors and suppliers

Contractors and suppliers should be competent to provide the service or activity they are engaged for and where possible personal references should be obtained and followed up. Always keep copies of their Public Liability Insurance certificates and risk assessments in the event plan. If an incident or accident should occur you will need to access this information immediately.

Who will check our communication systems?

Contingency plans

Weather conditions can play a major factor in the safety of outdoor events. Think about the effects of extreme weather conditions: will the event need to be cancelled? Poor ground conditions can be a hazard to pedestrians and vehicles. If the ground conditions are soft before the event it is unlikely you will be allowed to take vehicles onto the grass. Stalls and other equipment may need to be repositioned around footpaths and you may need to carry event infrastructure onto the site. Damage to the park environment from vehicles may incur re-instatement costs for your group.

What are our contingency plans?

Power

All equipment used must be suitable for outdoor use and provided by a competent supplier.

Mains power

If mains power is available and used then careful thought must be given to siting equipment to avoid trailing cables which are a hazard.

Generators

These must be diesel powered and provided by a reputable supplier, positioned out of the way and safely cordoned off. Care must also be taken to avoid trailing cables.

Clearing up and waste disposal

You should make arrangements for waste disposal and rubbish clearance both during and after the event, preferably with facilities for recycling.

Individuals should be designated responsibilities for clearing the site and collecting litter and be provided with the appropriate equipment to do this.

For larger events you may be required to hire a skip to be brought on site, and sited by agreement with Green Spaces staff.

Discarded hypodermic needles need to be disposed of safely and this should only be undertaken by someone who has specialist training and equipment. At the close of the event, the site must be left in a clean and tidy condition.

What are our clearing up and disposal arrangements?

Lost and found children

Your group must have a child protection policy. If a lost and found children's point is required we will provide you with information on the correct proceedings when we receive your application form.

Who will look at our child protection policy and procedures?

How will this be communicated to volunteers/ relevant people?

Security

For one day events ensure that all event infrastructure is delivered and collected on the day to avoid the need for overnight security

Agreeing what needs to be done

The Event Plan will have already laid the foundations for the big day, but there are a few things you need to do on the day to help the event run smoothly.

In particular, you must carry out the briefing and the important site checks described below.

Equipment

Have a box of essential equipment to hand at the information point and include: pens/paper/ marker pens, duct tape/masking tape, tent pegs, scissors, cable ties, bin bags, dog poo bags, litter pickers, contact details for event committee members and volunteers, list of tasks for volunteers.

Who will be responsible for providing an essential equipment box?

Briefing

Check that all Committee members, stewards and volunteers have been fully briefed and understand their responsibilities.

Have a list of contact details - mobile phone numbers, and give copies out to all who need to know them

Make sure everyone knows who the Event Manager is

Make sure everybody knows what their duties are

Make sure everyone knows where emergency vehicle access points are

Check communication equipment

Make sure everyone knows what to do in case of emergency

Hand out T-shirts, tabards or identity badges

Hand out programmes for distribution

Have a list of tasks at the control point so that volunteers can find out what needs to be done throughout the event without having to find an Event Committee member.



Who will provide the briefing?

Where and when will the briefing happen?

Site checks

These need to be carried out on the day, prior to the event opening to the public.

Safety check - A walk through inspection of the site should be carried out in conjunction with your Risk Assessment and detailed safety checks made. All defects should be noted and also the remedial action taken - a checklist is available to help with this.

Siting - Make sure that all facilities and attractions are correctly sited as per your site plan. Check that First-Aid facilities, fire extinguishers, litter bins etc are in their correct locations.

Structures - Ensure all structures such as marquees and stages have been erected safely and that you have the contractor's documentation.

Vehicles - Check that all vehicles have been removed from the site or parked in the designated area before the public are permitted to enter.

Routes - Ensure clear access, exit and circulation routes within the site. Pay particular attention to emergency routes.

Barriers - Check that all barriers and other protection against hazards are securely in place.

Generators/cables - Ensure all generators are placed in suitable locations out of reach and cordoned off, so that they can't be touched by members of the public, especially children. Make sure trailing cables are safely covered or dug in to avoid trip hazards.

Stewards - Make sure that all stewards have arrived and are in their correct location, wearing the correct clothing for easy identification.

Public address - if a public address system is used make sure it is working and can be heard in all areas.

Site condition - After the event, another inspection should be carried out to make sure nothing has been left on the site that could be hazardous to future users. This inspection should also identify any damage which may have been caused during the event. All event litter

must be collected up and removed from the site or disposed of in the agreed way.

Accidents - If an accident occurs, the names and addresses of the injured parties and witnesses should be obtained, photographs taken and a report made by the event manager and sent to Sarah Poulton development team leader. You will also need to advise your insurance company.

Who will carry out each of the above site checks on the day?

Feedback

Finding out what the public thought of the event is important to understand what worked. Try asking for comments through a comments box or comments wall, or simply ask people and record their comments. Get feedback from the other organisations that have been involved in the planning and delivery of the event as well.

How will we record feedback?

Debrief

Fairly soon after the event arrange a debrief meeting with everyone who was involved, including all the volunteers. Use the meeting to discuss the successes or otherwise, record what worked, what needs to be improved.

Celebrate the group's achievements and say a thank you to all involved. Hopefully, the event will have been a big success and those involved will want to do it all again, having learnt from the experience!

When will we hold a debrief?

Who will organise this?

Worksheet 1

Posters and flyers



Designing your poster or flyer

When designing a poster or flyer the most important thing is to keep it clear and concise. Font size and colour are also important, remember that you need to make an impression at a glance, and (in the case of posters) possibly at a distance.

You should therefore avoid anything that is too 'busy' which could distract from or confuse what you are saying. You can use photo's (if you have permission from everyone in the photo) or pictures to liven things up.

If you prefer, you can use the template enclosed with this pack or download a template from our website to produce your own posters and flyers.

Do we need posters and/or flyers?

Who will design our posters and flyers?

What should we include?

You should include all the basic information needed to allow someone to get involved with whatever you are promoting. What, where, when and why should be the basis of your information.

Don't waffle, keep it clear and concise, but equally don't leave out anything important! Remember to include contact details in case anyone has any questions.

Don't use acronyms and make sure that you clearly say who you are and (briefly) what you are about. It's always a good idea to get someone else to proof read and spell check before you print.

Who will proof read our posters and flyers?

Logo's and branding

Some groups like to create their own logo, which should be easily recognisable and should clearly represent something about your organisation. A logo needs to be unique to your group and avoid a logo that is similar to one you may have seen, as this can easily create confusion.

The key to a logo is to keep it simple, remember it will be reproduced many times and in many different sizes, etc - the simpler the logo the more versatile you will find it when using it.

Do we need a logo?

Who will create our logo? Resources needed

For posters and flyers this could include design costs (if you are not designing your own) but for most groups it will mainly be paper and printing costs. It could also include distribution costs if you require another organisation to distribute your posters or flyers for you. You could apply to small or local trust funds to help with some of these costs.

What resources do we need?

Where will we get the resources we need?

Who will do this?

Displaying your posters

The main focus of your poster display should be in areas around the green space you are interested in. Local shops, cafes, pubs, libraries, schools, churches, etc are all good places to ask for posters to be displayed.

Remember if you put posters on lamp posts or fencing around green spaces you must remove them again afterwards.

Make a point of removing all out of date posters as soon as possible - posters that remain in place for weeks, months (or even years!) look unsightly and could mean that when you put up new ones nobody notices them as they are so used to ignoring the old ones!

Where will we display our posters?

Who will do this?

Delivering flyers

Volunteers from your group may choose to deliver your flyers door to door in the local area. Remember, if you are going to undertake this activity use common sense and be safe. Do a Risk Assessment and make sure that all the volunteers are aware of how to keep safe whilst delivering flyers. Safety tips include going in pairs, letting people know where you are and never entering gardens where dogs may be roaming free, even if they seem friendly! Make sure your group has the appropriate insurance cover for this activity.

Where will we distribute our flyer?

Who will do this?

Who will risk assess this activity?



Leaflets and newsletters

Designing a leaflet or newsletter

As with designing posters or flyers you need to keep it simple, informative and not too 'busy'.

There are a number of readily available software packages that can help you in designing newsletters or leaflets, such as Microsoft Publisher.

Alternatively you could pay for the design services of a professional to produce your newsletters or leaflets for you. If you prefer you can use the template downloadable from our website.

Do we want to produce a newsletter (or leaflet)?

Who will design our newsletter (or leaflet)?

What should we call our newsletter?

The title of your newsletter should be short and snappy and have an immediate impact. It should also give a clear indication of what the newsletter is about.

What will we call our newsletter (or leaflet)?

What should we include?

Try to collect articles of interest from a number of members rather than relying on one person to write it all. Using more than one person not only shares out the work but allows for more variety and potentially makes it more interesting to readers.

Articles can include items about current projects, things you have achieved, things you are planning to do, events, other activities in the area, personal stories, etc.

Try not to include articles that you have already told people about and think about new, original or interesting activities. Don't forget to include the contact details for your group in case people want to get

involved or find out more. One person should take the responsibility for editing the newsletter and pulling the articles together and another person should proof read before printing.

What articles/stories do we want to include?

Who will contribute these articles/stories to the newsletter (leaflet)?

Who will edit the newsletter?

Who will proof read it?

Targeting your audience

When writing any article it is important that you think about who your audience is. It is likely they are not going to know anything about your organisation so provide some background information and don't assume any prior knowledge.

Try to keep a balance between being genuinely informative without providing too much information, which can put some people off - you can always let people know about where they can find out more.

To make your article accessible to everyone try to use 'plain english', for example: don't use acronyms or words that are not in common usage.

Who is our target audience?

Resources needed

Resources required can include paper, design, printing and distribution costs. You can reduce costs by designing the newsletter or leaflets yourself and emailing them, rather than printing, and/or making them available through a website or blog for people to print themselves.

Some groups charge members a membership fee, which covers the cost of newsletters and entitles members to a copy. You could also apply to small or local trust funds to help with some of these costs.

What resources do we need?

Where will we get the resources we need?

Who will do this?

Using photographs

Photographs can really help to liven up your publications and also increase their appeal to a wider audience. Some people will be put off by large amounts of text but may be drawn in by one or two interesting photos.

You need to ensure when taking photos that they will be of a good enough quality to reproduce well. Most modern digital camera's will provide photos of a good enough quality but avoid using (or check the resolution and ease of reproducing the image) of disposable cameras, phone cameras, non digital cameras and some older digital cameras.

Remember if you are using photographs of people you must get their written permission to use them and, in the case of children, written consent is required from a parent or guardian.

Who will take photographs for us?

How will we record permission for photographs which include images of people?

Reaching your target audience

Distribution can be through local shops, cafes, pubs, libraries, schools, churches, etc. If you are delivering door-to-door, see if you can link in with other publications being distributed in the area, such as a free local paper or newsletter.

If you decide to deliver door-to-door yourselves, use common sense, go in pairs, let people know where you are and never enter gardens where dogs may be roaming free. Make sure your group has a Risk Assessment and the appropriate insurance cover for this activity.

Where/how will we distribute the newsletter (or leaflet)?

Worksheet 3

Press releases



What makes a good story?

Journalists will only choose to use a press release if they feel it will be of interest to their readers. Think about the publications you are trying to reach and look at the kind of articles they contain. This will help you to decide what should be the main focus of your own story.

An article that is considered newsworthy generally includes the following:

A 'human element' - that is something which has (or will) directly affect people.

Something that is new or unique

Something that is interesting

Something that is considered timely

You can contact local media organisations and ask them what kind of articles they are interested in, if you find you are not having much success with your press releases.

What is our story?

What angle do we want in presenting our story?

Who is this story going to be of interest to?

Press release rules

It is important to keep your press release brief, as a guide 500 words or less is generally a good idea.

Include all the important information but try to avoid waffle; the content of the article should be clear and concise. The article also needs to be accessible to as many people as possible so use simple language, avoid acronyms, keep sentences short and don't assume prior knowledge of your work.

Over the page we have provided a suggested format for press releases for you to use. You can also download a press release template from our web pages. Make sure your press release is proof read by at least one other person before you send it off.

Who will write our press release?

Who will proof read it?

Using quotes

Using a quote can really help to bring out the 'human element' of your article and will bring the article to life. Choose someone who is key to the story and who can provide a really positive/supportive quote.

Who can we get a quote from?

Who will approach them?

Including photographs

Good quality photos can really help to get your article noticed and a stunning photo could be a real selling point.

Remember you must get written permissions to use photos if they include images of people. Also photos must be of a good enough quality to be reproduced in print.

Have we got photographs we can use or who will take photographs?

Who will get the appropriate permissions (if needed) to use the photographs?

Where should we send our press releases?

Free local newspapers are often a good way to reach your local community. You can find out if you have a free paper in your local area, and details of how to contact them, in the Local Studies section of the Library in Chesterfield.

For bigger projects you may want to reach a city wide audience and therefore you could send your press release to a newspaper with a wider audience. You could contact the Derbyshire Times through their website at: derbyshiretimes.co.uk/contact-us.

Don't forget to put the press release on your own webpage or social media sites if you have them.

What kind of media organisations should we approach with our press release?

Who will approach these media organisations?

Below is an example of how to set out a press release this is also available as a template on our web pages.

Press Release - Make it clear at the beginning that the information you are providing is for use as a press release.

Date - This is the date the press release was written.

For Immediate Release - Generally your press release should be for immediate use but there are occasions when it might be more appropriate to put a date in here.

Title - This needs to be short, snappy and attention grabbing. It should also give a clear indication of what the article is about.

1st paragraph - Use this to summarise your story. This needs to include the who, what, where, when and why of what you are trying to promote.

2nd paragraph - This can be used to provide more information about your story. Include anything that is unique or new and include any facts or evidence that supports your story.

3rd paragraph - Here you might want to include a quote (see above).

4th paragraph - In the concluding paragraph you need to include details of how people can find out more and how they can contact you. If you are promoting an event or future activity, remember to include the dates and times, etc.

Press Release Ends - At the end of the information you want publishing include a note to indicate that the press release ends.

Notes to editor

If you have any further information that would be useful for the journalist add them here.

These notes are usually listed as bullet points.

Include details of who the journalist should contact for more information.



Presentations, TV and radio interviews

Talks, presentations and TV or radio interviews can be a really good way of sharing your group's work or ideas and can be effective in a way that a flyer or leaflet may not be. Think of opportunities where you can promote the work of your group in your area, e.g. talks to other groups, talks to potential funders, a slot on a local radio station, etc.

What opportunities are available that our group could be involved in?

Many people feel they are not good at presentations and it may be that no-one in your group is willing, at first, to get involved in these activities. However, presentations are a skill you can learn just like any other and it is a really useful skill for anyone to develop. You may have already begun to develop some of the skills needed naturally during your group's meetings.

Who would like to take forward the above opportunities?

What support with this (if any) is needed?

Producing interesting and effective presentations

Below are some tips on producing effective presentations which will help you to develop the skills needed to be yourself when speaking in public.

Personal presentation skills

- Top tips on developing good personal presentation skills include:
- Speaking loudly, slowly and clearly

- Pausing and taking regular breaths
- Moving around but not distracting your audience with constant movement (e.g. pacing up and down)
- Maintaining eye contact with your audience as much as possible
- Being enthusiastic - smile and enjoy it!

A good tip is to take your time and think about what you are going to say before you speak. Don't feel rushed or flustered and take pauses to allow yourself time to gather your thoughts before responding to any unexpected comments or questions.

Decide before the presentation if you want questions at the end or throughout the presentation and let people know (either is perfectly acceptable)

It is generally better if you can avoid reading directly from a script, your voice does not carry as well if you are continually looking down and you will be unable to make eye contact with your audience.

Try learning your presentation to the extent that you can rely on cards with key phrases on to prompt you - in this way looking down will be kept to a minimum and your talk will seem much more natural.

Preparation

The key to a good presentation is to prepare well and practice beforehand. Here are some key pointers on preparation:

What should the talk include?

Think about your audience - do they have any prior knowledge of the subject? If you don't know, it is best to assume no prior knowledge and to provide a brief background to your group/work.

Think about what it is you want to say and try to maintain a logical flow of ideas or topics throughout - don't jump around between subjects.

It is best to try to stick to three main points, so as to not overwhelm people with information, and provide evidence to support these points. If you have other points that you want people to know about, let them know at the end where to find out more information if they are interested.

Use visuals such as Powerpoint slides, OHP's, video clips or other props if they help to get your message across. This might seem daunting if you have not used

them before but they are generally very easy to use and can be a good way of removing some of the focus from yourself if you are nervous.

Ten minutes is generally a good time to aim to speak for, or you may have been given a time to work to in order to fit in with an existing agenda (if so, try to stick to it!).

Structuring your talk

As soon as you begin, introduce yourself and check that people can hear/see, etc. This will give you a few moments to collect your thoughts and prepare your visuals (if using). Encourage people to ask questions at the end or throughout, depending on your preference.

Start your presentation with an introduction, which should include a brief background to your group/work and then an introduction to what you are going to talk about - aim to grab the audience's attention if possible.

Move on to your three main points and offer any evidence in support of these points.

End your presentation with a summary of the key points and leave people with something to think about if possible. Don't forget to tell people how they can get involved or find out more.

Practice

Practice is essential to producing a good presentation. It allows you to check the flow of the presentation, the timing, how effectively the visuals match up with your presentation, etc.

It also allows you an opportunity to get used to the sound of your own voice and to practice some of the personal presentation skills described above.

When practicing, think about the venue and the layout of the room and how this might affect your presentation.

Evaluation

How did it go?

It is likely that with plenty of preparation and practice before the presentation, it went really well and was much better than you anticipated!

However, if you felt it didn't go as well as you hoped then don't worry. It's very likely that it went better than you thought, but if things didn't come out quite the way you had planned, remember that it happens to us all!

Practice will make perfect so don't give up if you have a bad experience at the first attempt



Website

Using the Internet or World Wide Web

Most people are now connected to the Internet (World Wide Web) accessed via their homes or place of work and this number is increasing all the time.

Having an Internet presence can therefore be a really useful way to communicate with people who may be interested in your activities.

Using social media can be an effective alternative to having a web page (see Worksheet 6 for more details) but can also be more limited.

Do we need a website?

Resources, skills and training

Many web publishing applications are designed to be very simple and easy to use, even if you have no prior experience of creating web pages. If you would like training in creating web pages you can contact your local college or adult education provider.

Training is sometimes offered through local voluntary sector support organisations (such as Chesterfield Links CVS) or you could ask a local group with a web presence to talk to your group about their experiences.

What skills do we have within our group?

Do we need further training and where will we get this?

Your audience

The obvious key thing to remember about the Internet is that it is a public network. Millions of people could potentially see your pages, not just the people in your local area.

Think carefully about your content and make sure it is relevant and clearly identifies who you are, what you are doing, where you are located, and how to get in touch.

Creating web pages

You can get a professional to design your group's website but there is usually a charge for this service. This may be something that your group decides to fundraise for, or you could look for free alternatives.

Someone within your group may (perhaps with a little support or encouragement!) have the skills to design and create web pages for you. If not there are a few organisations that currently provide free and simple to use Internet based web publishing tools for voluntary organisations to create web pages.

You do not need to have any prior experience or skill in creating web pages to use these web publishing tools, and they are very easy to use so why not give it a go?

You can find details of organisations who offer this service by doing a quick Internet search.

Who will create our web pages?

Website design

You may feel very confident about using the Internet but others may not, so think about how you can make your pages easy to use for everyone.

Be aware that people may be accessing your pages using different computer systems, software applications and different networks, which may impact on how they can view and access your pages.

This can be a particular problem when accessing download material, or if your site uses cookies for example, and is another good reason for keeping it simple! Ask a number of people to 'road test' your



design before it goes online so you can iron out any potential problems before it is publicly accessible.

Who will check our website design?

Website hosting

Once you have designed your web page you need to get it online so that people can see it through the Internet and this requires an organisation to host the page for you.

There is normally a charge for hosting web pages, and this can vary significantly between organisations, so do shop around.

Some organisations will provide a web page hosting service for free for small voluntary and community organisations - do an Internet search and see what may be available for your group.

Where will our website be hosted?

Getting people to visit your page

Not many people will access your pages unless they know you are there so you need to advertise it well.

Have your website address on all your publicity materials and correspondence. When creating your web pages use key words in the title, name and the descriptions (metadata) of your pages as this is how search engines (such as Google) will pick up on your page when people search.

How will we promote our web pages?

Linking to sites

You will need to widely promote your website and linking it to other relevant or similar sites can be a good way of getting your group known.

Search for relevant organisations in your area and approach them to see if you can link to each other's pages.

Who can we approach to link to our site?

Social Media



What is social media?

Social media is a general collective term that is used to describe a number of different web publishing tools.

These are all essentially web pages (known as 'profiles') that are created and accessed using very easy to use web publishing tools and are hosted in exactly the same way as web pages. Facebook, Twitter, Instagram are all examples of this sort of web publishing and hosting service.

Should we use social media?

Think about your target audience and the demographics of your area. Many homes now have Internet access so this can be a really valuable way of reaching people.

Many social media applications are free to use for community organisations and they are quick and easy to update, allowing you to directly interact with your members and the public.

If your group does not have a web page then a social media site could be especially useful to ensure that you have an easy to access web presence.

Social media sites can be more limited than websites but do have the advantage that every time you update your site 'followers' will be alerted and this allows for quick, effective publicity.

Many sites offer an opportunity for easy two way communication with your target audience.

Do we want to use social media to promote our group and our work?

Resources, skills and training

All of the social media applications described below are designed to be very simple and easy to use. If you would like training in using social media then contact your local adult education provider. Training is sometimes offered through local voluntary sector support organisations (such as Chesterfield Links CVS)

or you could ask a local group who currently use social media to talk to your group.

What skills do we have within our group?

Do we need further training and where will we get this?

Audience

As with websites, think about who your target audience is within your community. You may feel very confident about using social media but remember that others may not be.

Equally, you may not use social media sites but many people within your community do. As with websites, think about how people will access your pages (using different software applications, networks and with different levels of confidence, etc) which can impact on how they can view and access the material.

Keeping your social media pages simple will allow the maximum number of people to be able to access and use them successfully.

Types of social media

We have provided more information on three of the more popular types of social media below but there are plenty of others to choose from!

Blogs (e.g. Wordpress) - Blogs can include text, images, links to other blogs or websites and links to other social media sites. These are displayed publicly on your blog profile page and members of the public can choose to

follow your blog and will then be informed every time you update it.

There is an option for viewers of your blog to respond and for you (as the blog author) to edit these responses.

Twitter - Twitter works in a similar way to blog sites but you can only create text messages which are limited to 140 characters. These messages are generally known as 'tweets' and their short length makes them ideal for communicating via mobile phone networks.

You can send messages using the Twitter website or via a third-party application. Your tweets can be displayed on your Twitter profile page, on the home page of each of your followers, and publicly.

Facebook - Facebook is an easy and a quick way to get a website presence.

Messages on a Facebook page are called 'posts' and can include text, images, links to other blogs or websites and links to other social media sites. These posts are displayed on your profile page or 'wall' and can be seen by members of the public who choose to link to your page by becoming 'Friends'.

They will then be informed every time you update with a new post. Friends can respond to your posts and you will also be able to see their posts. You can edit your page, remove posts and use privacy settings to control who can access and post information, etc.

If you are enthusiastic about social media then there are plenty of other social media applications that you can explore including: My Space, You Tube, Flickr, Photobucket, Blogspot, etc.

advertising as a feature of your profile page.

- Some social media have 'tiered' levels of privacy settings (i.e. who can access your profile or see your posts, etc) which you will need to check and alter according to your group's needs.

- To make social media really effective you will need to update it regularly!

Who will create and maintain our social media account(s)?

Do we want to use social media to promote our group or work?

Which social media shall we use?

Things to consider

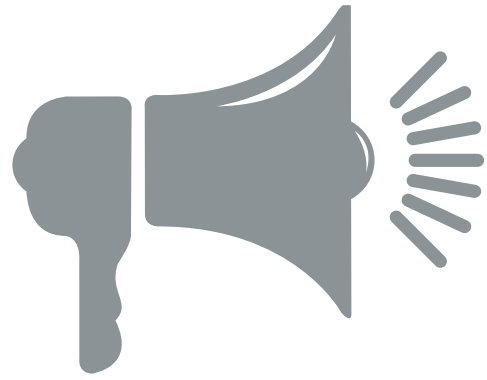
Some things you might want to consider before getting started:

- You will need to register with a social media provider and create profile pages before you can use the social media site.

- Followers or Friends may also have to create profiles with some social media applications such as Facebook. This is a fairly simple process but may put some users off.

- Some social media providers charge for certain users and services. However, most providers will offer free use of the basic social media tools for community groups.

- Free social media applications will sometimes have



Other ways of letting people know

There are many different ways for your group to get more people involved in your project. Here are just a few examples, but there is plenty of scope for originality and creativity in the way you can attract your target audience.

- Word of mouth
- Using events to highlight your activities
- Open days or volunteering days
- Using consultation and questionnaires to involve people as well as capturing opinions
- Public meetings
- Branded clothing for volunteers
- Identity badges for volunteers
- Stickers to give away
- Give away's or 'freebies'
- Notice boards
- Displays (in local libraries or unused shop fronts, etc)
- Paid advertisements

- Banners
- Business cards
- Postcards or greeting cards
- Petitions/demos/lobbying
- Emails and mailing lists

Good luck with your publicity and if you think of any novel ways of getting your message heard - let us know about it!

