



GREAT YARMOUTH
BOROUGH COUNCIL

Guide to Arranging Outdoor Events

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Introduction

This guide aims to assist anyone planning an outdoor public event on Great Yarmouth Borough Council (GYBC) land, to ensure it is not only successful but also safe.

Permission is required for all public and private events and activities held on land owned by GYBC and should be obtained in advance. This includes small community events through to large scale festivals and commercial promotional/marketing activities.

To assist you in achieving a safe and successful event, you will need to produce an Event Management Plan and Risk Assessment. These will help you identify all key aspects of your event that need to be considered, and potential hazards that will require safety precautions to be present.

By law, the event organisers are responsible for the safety of people at your event, whether this is the public or those helping run the event. Therefore, all events regardless of size and those in aid of a charity, should ensure they comply with recognised safety standards.

This document takes event organisers through all elements that need to be considered and planned for. It must be noted that parts may not be relevant for smaller events.

Types of Events and Notice Periods

Events can be free of charge to attend or include a payment for entry, they can also be community based, charity driven and take the form of a promotional activity. Regardless of this, events are defined by their size, of which will have different levels of organisation and time required to do so. Alongside this, each type of event requires a minimum application notice period of the intention of holding the event on GYBC land:

- Large events involving more than 3,000 attendees require six months' notice.
- Medium events involving 500 to 10,000 attendees require three months' notice.
- Small events involving less than 500 attendees require six weeks' notice.

Fees and Charges

Depending on the size of your event, and whether you or your organisation are planning an event for commercial or charitable purposes, there are fees and charges for the use of council land.

Full details can be found here: [Great Yarmouth Borough Council's Fees and Charges 2024-25](#).

If you require a road to be closed for your event there is a small fee a to do so. Please complete the relevant form from [Norfolk County Council's Highways Licenses and Permits](#).

Great Yarmouth Event Safety Advisory Group (ESAG)

Your application to hold an event on council owned land will automatically be sent through to the Great Yarmouth Event Safety Advisory Group (ESAG).

ESAG is a multi-agency group made up of representatives from the Council and our partner agencies, which include:

- Great Yarmouth Borough Council.
- NCC Emergency Planning and Highways.
- Great Yarmouth Services Ltd.
- Norfolk Constabulary.
- Norfolk Fire and Rescue Services.

- East of England Ambulance Service.
- Maritime Coastguard Agency.

The group provides a single point of contact and independent specialist advice to event organisers but please note it is the event organiser who has the legal responsibility for ensuring a safe event.

It is an informal process where we will review your event and safety documentation with a view to providing specialist advice and guidance, as well as recommendations to improve the running of the event and safety arrangements being put in place. The aim is to provide organisers with feedback on event proposals at an early stage so there is plenty of time for them to address any significant areas of concern raised.

If your event is not being held on council owned land it is recommended that you contact ESAG if organising an event where more than 500 people will be in attendance, although smaller events depending on the nature of the event may require the involvement of the group, especially where high risk activities (such as fairgrounds rides, water-based activities etc) are involved.

Pre-Planning

There are a number of things that need to be considered during the pre-planning stage of your event, by thinking of the following will ensure your event is safe and successful.

First what is the objective of your event? This will impact all areas that you need to consider and plan for including:

Who

Who is your target audience for the event? This will help you decide and plan for the next few points.

What

What will your event entail in terms of activities and services? Will any of these have attached hazards such as food traders and inflatables?

Location

The venue you choose needs to be fit for purpose and able to host the type of event you are planning. Be considerate of the potential impact on the local community, such as footfall and noise.

Is the venue easy to reach by public transport and/or does it have adequate space/close by facilities for car parking?

Does your event need onsite water and power supply? If so, are these easily available or will these to be brought in at a cost?

Can emergency services access the area easily in case of emergency?

When

Think about the time of year to hold your event, if not linked to a particular calendar celebration consider the consequences of extreme weather and tidal movements (if applicable). Extreme weather could include high wind and rain, but also high temperature can be a factor.

The day of the week and time are key. They can be influenced by audience or considering the impact of noise and footfall on the surrounding area.

Most importantly your event should avoid clashing with a major event in the area.

Responsibility

When organising an event, you need to consider who will be the lead Event Manager. This named person will have ultimate responsibility for the event and liaise with other organisations that need to be informed on aspects of the event.

For larger events it is advised to have a Deputy Event Manager, who can act as lead in the absence of the Event Manager.

You should also have a named Health and Safety Officer, who will address all queries about safety procedures in the case of an emergency.

The Event Management Plan should detail those who have certain responsibilities.

Timescale

The size and complexity of your event will dictate the amount of time you should allow yourself to organise it. Please give yourself as much time as possible, you may need 9 to 12 months for larger events (please note many people start planning for the next year straight after an event has been hosted).

Planning and Organising

Once the above has been decided upon, it will be time to start organising your event in detail. There are many aspects to consider, apply for and ensure are in place for an event to be a success and safe.

All the aspects planned and organised will be the basis of your Event Management Plan and assist in developing your Risk Assessment – templates are available.

Insurance

Public liability insurance – all event organisers are required to have public liability insurance and employers' liability insurance, each with a minimum of £5 million indemnity (employers' liability not required if a sole trader). You will be required to provide evidence of this. Other insurances may be required depending on your organisation and event.

Any third-party attractions and traders will be required to hold their own applicable insurances, please see sections below for further details.

Licenses

Your event may need to apply for certain licenses, the most common of which is a Temporary Events Notice (a TEN), this covers one-off events for less than 500 people that includes the sale of alcohol, providing regulated entertainment or where hot food or drink is sold after 11pm.

Road Closures

If your event requires a road, or roads, to be closed you need to apply for this and there is a small fee a to do so. Please complete the relevant form from [Norfolk County Council's Highways Licenses and Permits](#).

Depending on the type of road closure you need in place, you may need to consider any diversions that need to be put in place and potential road signage that will need to be placed on the highway just before the event and for the duration of the event.

You will be required to display the approved road closure in the listed area in the period leading up to the event.

If a road closure is in place for your event, you will need to hire the services of CSAS stewards, who are legally certified to direct traffic.

Attendees

When you have decided on your site, you need to safely calculate the number of people it can hold at any one time safely (not across the event time). The activities that you plan will affect the number, and also certain attractions may be crowd pleasers and therefore numbers will need to be controlled around these.

Crowd Management

Crowds should be managed safely, especially where there is likely to be surges of people such as entrances/exits and around crowd pleasers.

It is important that you have enough stewards to manage crowds, sufficient barriers and signage in place, and ideally a PA system.

Accessibility

Special consideration such be given to making your event space as accessible to as many people as possible, this includes access to the site, facilities, parking, viewing and safety.

Activities and Attractions

Your event will more than likely include activities and attractions that need careful consideration and monitoring, whether this is a stage area for entertainment, fireworks, funfair rides, inflatables and trade stands. Each will have its own set of criteria that needs to be met to ensure they are run safely. Hazards for each area needs to be identified and covered within your risk assessment.

Each supplier/trader also needs to provide you with proof they have at least £5m public liability cover, a copy of their own Risk Assessment and any applicable certificates/licenses.

Stage and Sound Equipment

A staged area will require Certificates of Erection by a competent person, that should be available on request. The area may require crowd barriers to ensure the public cannot gain access.

Sound equipment suppliers should ensure all trailing leading cables are safely covered to minimise trip hazards. All electrical equipment should have valid PAT testing certification.

Performers

Professional performer should provide their own insurance and risk assessment. For those that are amateur performers they should be made aware in details of requirements and ensure they comply with your health and safety plans.

Fireworks

If your event involves a firework display you should employ the services of a specialist company. They will be able to supply trained staff, identify a safe firing site, supply the equipment to fire the works and also monitor the weather on the day to ensure it is safe to proceed with the display.

Funfairs

If the council agrees that the event space can be used for a funfair, then the event organiser will submit full details of rides and operators, ensure they comply with the guidance given in the Health and Executive publication of [Fairground and Amusement Parks Guidance on Safe Practice](#) and all

other statutory requirements. This includes providing a copy of the Amusement Device Inspection Procedure Scheme Certification (ADIPS).

Inflatables

If you plan on having inflatables rides at your event it is your responsibility to ensure that the operator abides by the [Health and Safety Executive Inflatables Safety Advice](#), this includes that each inflatable holds a valid PIPA inspection tag.

There must be appropriate space within the event area that will enable each inflatable to be anchored sufficiently.

Weather conditions on the day(s) should be monitored closely and should wind speed get above 24mph no inflatables should be operated. Certain inflatables may have a lower maximum wind speed for operation, and it is the responsibility of the event organiser to understand the limitations of all.

Trade Stands

When taking bookings from trade stands you need to ensure that they have a least £5m worth of public liability insurance and any electrical equipment they plan to use has a Portable Appliance Test certificate or is brand new.

Catering Stalls

Need to provide proof they are registered with their local authority and their hygiene rating.

Portable gas supplies for cooking should be kept to a minimum in designated areas away from the public. The same should apply to any fuel supplies for portable generators etc. Gas systems should conform to, and operators have regard to the LP Gas Associations Code of Practice 24. Use of LPG cylinders Part 3:2000. Use of LPG in mobile catering vehicles and similar commercial units.

Alcohol Traders

If you are hosting stalls that will sell alcohol you must apply for an obtain a TEN licence, this will cover the sale of alcohol within your site area. Each stall holder must also provide you with copies of their Personal License.

Gazebos

Where gazebos are being used for activities, they need to be anchored as securely as possible, and weather conditions should be monitored. If wind speed is deemed unsafe, the gazebos should be taken down.

Electricity Supply

Your event and attractions may require an electric supply. The electrical system (fixed or temporary) must be installed and maintained in a safe condition by a competent person. Cables should be so positioned so that they do not create a trip hazard, and all parts of the system should be protected against the weather and damage.

Sockets supplying any equipment outdoors must be protected by a residual current device (RCD) with 30mA RCD protection. It is important that vendors/exhibitor's electrical installation is also checked and that any generators and fuel are safely located.

All portable electrical equipment including extension cables and boards must be inspected regularly and maintained.

Noise Management

It is important that you do not create a noise problem to local residents living near your event. The musical entertainment, public address systems, generators etc. may create excessive noise levels. You need to minimise the effect this will have to residents.

It is useful to advise local residents of the event in advance and provide a contact telephone number so that they can discuss problems or concerns. This is especially important when you are having firework displays as the noise from this type of event can cause distress to vulnerable residents and pets/livestock.

Plans should be in place to ensure noise is reduced and stopped before 11pm.

First Aid and Medical Provision

First aid provision should be suitable for the expected numbers of attendees. It is recommended that at any time there are two identifiable First Aiders onsite.

For larger events there may be a requirement to have further medics onsite alongside an operational ambulance. The East of England Ambulance Trust will be able to advise on the cover required.

A reporting system should be put in place, and should an incident occur that is notifiable, a near miss or injury on site that is RIDDOR reportable, this will be carried out by the Event Manager/Deputy Event Manager with the incident information passed onto Great Yarmouth Borough Council Environmental Health.

Security

Depending on the event, there may be a need for security to be present onsite, including overnight. They are able to keep the site and public safe, manage crowds and deal with any anti-social behaviour.

If you plan on taking cash for activities, counting and collection should be given careful thought and be kept to a minimum.

Stewards

You may need to employ a steward (paid for or voluntary) to ensure the safe running of your event. They are your eyes and ears, and a customer facing role.

Stewards must be fully briefed on all aspects of the event including crowd control and emergency arrangements. Written instructions, site plans, rosters and checklists should be provided to them. It is important that stewards can be easily identified by the public and that they can effectively communicate with each other, their supervisor, the person responsible for health and safety, and the Event Manager.

All stewards should be properly trained and competent as they will need to be constantly on the lookout for hazards, which could develop during the event. They may also be required to clear emergency exits, and sort out any behavioural problems. Stewards may require personal protective clothing such as hats, boots, gloves, or coats and for evening events, torches.

Toilets and Welfare Facilities

Enough toilets should be available for the expected number of people attending the event. If permanent toilets are not available onsite, portable ones will need to be hired.

Toilet facilities should be signed and serviced regularly in order to be kept clean and in working order.

You may need to provide disposal facilities for nappies and sanitary products.

If the toilets available are public ones and have opening and closing times, you will need to arrange for these to remain open for the duration of your event.

There is also a requirement to provide welfare facilities for staff and contractors working the event. They often work long hours so need an area to be able to take regular breaks and refresh.

Waste Management

As the event organiser it is your responsibility that rubbish is cleared from the site. This may require making arrangements for fixed bins to be emptied more regularly or arranging temporary bins onsite.

If your site is in an open site, litter picking may be required.

It is the event organisers responsibility to ensure the site is cleared of all rubbish and waste at the end of the event.

To discuss your waste/cleaning requirements please contact Great Yarmouth Services on 01493 801745 or email support@greatyarmouthservices.co.uk.

Lighting

If your event is to run into dusk/night you need to ensure the site has adequate lighting. If not, arrangements should be made for temporary ones to be installed by a competent and certified person.

Barriers

Your event may require barriers for crowd control or keeping areas safe. You will need to ensure you arrange for these to be delivered pre-set up.

Communication

Communication between event personnel is essential to ensure the event remains safe. Suitable systems should be put in place with a back-up plan should the first fail.

Control Room

There may be a need to have an area where the event activities are controlled from, monitored and reported on. If required there should be a person allocated in the area that all aspects are fed through to.

Site Plan

A site plan is essential to ensure the set-up of your event runs smoothly. It should detail the locations of the following:

- Entrances and exits.
- Circulation routes.
- Attractions.
- Trade stands.
- Facilities.
- Road closures.
- First aid points/ambulance locations.
- Emergency routes.

Information Signs

For crowd safety, information and safety signs are important. Ensure you plan to have sufficient available and plan their locations.

Any advertising signs placed on the highway are unlawful. Highway includes roads, carriageways, footways, pavements, and verges. Advertising signs which create a nuisance or present a danger to users of the highway may be removed by Norfolk County Council in accordance with the relevant legislation.

Severe Weather Plan

Plans should be put in place in the event of severe weather in the period prior to the event and during the event. Certain types of weather could lead to the cancellation of the event, these include:

- Strong winds with high constant gusts over 50 mph.
- Torrential rain in the lead in period to set up and opening with flooding limiting set up and access – full site assessment carried out pre-opening.
- Lightning and thunderstorms – the PLASA guide to electrical storms [Lightning Guidance for Outdoor Events – PLASA](#) should be used as guide to decision making.

Should the weather be extremely hot, event organisers should ensure there are facilities for people to access water and shade. The public should also be monitored to spot those who could be suffering from heat or sun stroke.

Fire Precautions and Equipment

Norfolk Fire and Rescue should be made aware of the event through ESAG and will have access to your site plan.

It may be necessary to have onsite fire extinguishers available.

Each trader/operator is required to undertake a fire risk assessment for their activity and provide the necessary fire extinguisher for their area.

Incident Reporting

A procedure should be put in place, and made clear to all event staff, on what to do should an incident occur onsite.

Emergency Procedures

A formal plan needs to be developed to deal with emergency situations that may arise during your event. The type and size of event will dictate the complexity of the plan, things that need to be considered are:

- Who will be point of contact.
- Lost and found person procedure.
- Medical emergency procedure.
- Evacuation procedures.
- Suspicious item procedure.
- Bomb threat procedure.
- Communications codes.
- Reporting incidents after the event to the correct authorities/organisations.

Event Checks

Once the set-up of your event is complete, safety check should be undertaken by the Event Manager and support team. This should cover:

Site Inspections

Site inspections should start pre-opening and continue through the event. You should check for hazards and ensure these are dealt with in the appropriate way, these should be noted.

Are all attractions, traders and facilities situated correctly as per the site plan, and are each safe?

Make sure that all non-essential vehicles are removed from event site, so not to cause a hazard.

All entrance, exit and emergency routes should be clear of any obstacles. The walkways for visitors should be fully accessible. These should be monitored at all times.

Certification should have been received from the suppliers of staging, seating, marquees, sound and lighting equipment. Checks should be made on these structures to ensure they are safe.

Ensure all prepared signs are in-situ.

Communications

It is essential that communications are checked regularly. At any point stewards are changed and communication devices changed, a new check need to be done. Ability to charge these devices is essential.

Stewards

Make sure all staff are in place in their correct locations and that they are easily identifiable.

Throughout the event ensure personnel change over is completed smoothly so there are no gaps in staffing.

A steward briefing should be provided to all those working the event, so they fully understand their responsibilities and the event processes.

Barriers

Check all barriers are in place and remain so throughout the site. Have a few spare barriers available should a hazard need to be made safe.

After the Event

Site Condition

Once the site is cleared of all traders, attractions and structures, an inspection of the site should be carried out. This is to ensure nothing has been left on the site that could be hazardous to other users and to identify any damage that may have occurred during the event.

If damage is identified remedial efforts should be completed to make the area safe and the council should be informed of what has happened.

Accidents

If an accident happened during the event, names and addresses of injured person(s) and witnesses should have been obtained, photograph taken, and a report completed by the event organisers. You will need to inform the council and your insurance company of the accident.

Certain accidents are reportable under [RIDDOR](#), it is your responsibility to complete the report and inform the council's Environmental Health department.

Claims

Should any person involved in an incident associated with the event expresses an intention to make a claim, you will need to contact your insurers straight away. They will need a copy of any completed forms and supporting documents.

Debrief and Report

It is always beneficial to meet with all parties involved in the event to ask for feedback and give a debrief. It will enable you to gain an understanding of what went well and where lessons can be learned for future events. You may also wish to write an evaluation report, which can assist in the future.