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**EVENTS**

**1. LET’S GET STARTED.**

The amount of effort required to deliver a local event will depend on the size of your event. You may wish to start with a small half day event in your village hall or may have enough volunteers or funding to support the planning of a larger full day event.

* Make contact with Ageing Well to discuss the theme, how to access funding and what other support ageing well can offer.
* Discuss who the main partners are. This may include the national organisations like Age UK, RVS, and Alzheimer’s Society etc.
* Form a local planning group: decide who to invite to join your planning group. Are there any community activists or people with a lot of local knowledge? Perhaps you know people who have a history of helping with local events or simply enthusiastic locals?
* The planning group will need to decide who will do various tasks e.g. note taker, treasurer (usually managed by the lead organisation), chairperson etc.
* One of the first things that the group will need to decide is how big the event will be, what funds are available and whether additional fund raising activity will need to take place first.

**2. PLANNING THE EVENT.**

The steps that are listed below will help with the planning of your event:

* **Mapping:** start to identify local clubs and groups where coffee mornings, lunch clubs, art clubs, walks, gardening activities (for example) are happening and other places where local older people go. This will give you access to older people who might be interested in attending your event, as well as access to groups who may wish come along to promote their activity.
* **Date and venue:** the planning group will decide a date and venue for the event. You might want to use Checklist 1 to help you choose a suitable venue for your event. A risk assessment will also help you to choose the right venue for your event. It allows you to check that the venue is accessible and that everything you need is there (or it highlights any changes that will need to be made before the event takes place). A useful risk assessment template is provided at the end of this section (see Template 1).
* **Invitations:** who you would like to invite to your event (to promote their organisation or service) and how you are going to invite them?
* **Publicity:** who will design the posters and flyers for your event? Some examples of posters are included in this pack. You could design your own poster and flyer or use the Ageing Well templates provided (see p.33-34 of this pack). How will the event will be advertised and where? Consider ways that you could publicise your event for free via local businesses, libraries, parish newsletters, volunteer postal drops etc. We can send out publicity information for you through the Ageing Well network.
* **Practical issues:** there are a variety of practical issues which will need to be considered and planned. These include things like, getting the building open, completing a risk assessment, planning the room and providing refreshments. Checklists 1 and 2 (on pages 20 and 24) will help you to think about these (and other) practical issues.
* **Creating a welcoming environment:** this is about planning your event so that it is inclusive i.e. it is accessible for people who have additional health conditions, sensory impairments, communication impairments and/or disabilities. For ideas and tips about how to do this, please refer to Checklist 3 (see p.26 of this pack).
* **Floor map:** this is a visual aid which helps organizers decide the most appropriate places for stall holders/display stands to be allocated. This map also helps the caretaker, helpers, and stall holders to set up on the day. If you are planning a large event, a floor map can also help people find the stand they are looking for or help to encourage the safe flow of people around the venue. It will also identify the location of the fire exits.
* The planning group may need to meet several times to make sure that all the planning is on track and that any problems or issues can be discussed and resolved.

**3. ON THE DAY**

* **Checklists:** there are lots of different things which will be needed in order to help your event to run smoothly on the day. The Quick Checklist (see Checklist 2) will help to provide you with a reminder about the main areas that will need to be covered.
* **Keys for the venue:** how to gain access to the building needs to be established before the day of the event. If there is a caretaker s/he will probably open and close the building. But if not, arrangements need to be made to borrow keys in advance of the event and someone should be given responsibility for opening up and securing the building at the end of the event.
* **Time to set up:** on the day of the event it’s good to arrive at the venue in good time to allow for any adjustments to the furniture arrangement etc. Catering activities may also need to be started in advance (with the available facilities having been checked during the planning stages of the event). Stall holders will want to come along early to set up their displays etc. Ensure there are no trip hazards (e.g. trailing wires) before opening your event to the public.
* **Registration:** you might want to think about having a registration area/table so that you can take contact details from people who visit your event. Clipboards, pens and a simple template (e.g. Template 4 on p.28 of this pack) are useful for doing this.
* **Evaluation:** evaluating events tells you what went well and what didn’t go so well. It allows you to reflect and think about if you run another event in future, how you might do some things differently. This is a task which needs to be allocated to somebody (possibly more than one person) and they will need to think about where would be a good place to ask people for feedback as they leave the event. Again, clipboards, pens and an evaluation template will be needed. See Templates 5 and 6 (on p.30-31) for examples of evaluation sheets.
* **At the end of the event:** make sure that the building is returned to the way it was before the event. This task should be shared among the organizers and discussed prior to the event. You might need to bring some cleaning equipment with you (e.g. washing up liquid, bin bags, tea towels etc).
* **Most of all, enjoy your event!** You’ve put a lot of effort into organising a successful day.

**Want to know more?**

Please contact the Involvement & Service Development Team on **01670 629000**.