



# Tour of Britain Events and Marketing Kit 2010



## Tour of Britain?

The Tour of Britain is a cycle race which returns to the South West for two days in 2010, passing through the region on Tuesday 14 & Wednesday 15 September.

Now in its fourth year in our region, it will take on the familiar format that has been so successful in recent years. The race comprises 16 teams of six cyclists who will race across the counties of Devon and Somerset on stages 4 and 5 of this international event. The race receives global television coverage and is broadcast nationally on ITV4 on the days of the race.

The Tour of Britain is the UK's leading professional cycling race and the biggest spectator event in the country. Last year over **230,000 spectators** lined the route and generated over **£5million** additional income was generated for the region on the race days.

On Tuesday, 14 September the race will start in Minehead and travel through Somerset into Devon, finishing along the Promenade in Teignmouth. On Wednesday, 15 September the race will start in Tavistock and travel through Devon and into Somerset, finishing in Glastonbury.

This guide has been put together as a reference tool for those organising an event around the Tour of Britain race on the 14 & 15 September 2010. It aims to provide you with general advice and support about event organising and promotion. However, it is important to remember that each area along the route, including the start and finish locations, will have different requirements and priorities and not everything in this guide is relevant or suitable for everyone.

Specialist information including licensing and other legal responsibilities have not been included, so make sure you know the law and you stick to it!

If you would like further information about race routes, road closures, visitor information and timings, this can be found on-line by visiting

[www.southwesttourofbritain.co.uk](http://www.southwesttourofbritain.co.uk)

## Why hold an event?

Events can inspire, motivate and energise people into action. They are a great way of promoting a place, location or activity.

Event planning can be a daunting prospect, time-consuming and sometimes costly, particularly if you've never done it before, but the end result can be fantastic and hugely beneficial.

If you have never organised an event before, it is important to remember to consider carefully what **you want to do and to keep it SIMPLE.**

## Consider this...

It is always useful to consider the following before planning an event, especially if you are having trouble deciding what you want to do. Not all will be relevant, so only look at ones that relate to your event.

### What?

- What do you want to achieve?
- What resources do you require to deliver this event?
- What is your timescale?
- What are the benefits of holding an event?
- What is your budget?
- What are your costs?
- What format will the event take?

### Why?

- Why are you holding this event?

### Who?

- Who are the people who will attend your event - your 'target audience'?
- Who will manage & coordinate this event?

### Where?

- Where will the event be held?

### When?

- When is the best time to hold your event?
- When is the best date, day and time?

### How?

- How will you promote this event?
- How will you ensure the event is run safely?
- How will the event raise awareness of a particular issue or location?

## Planning is important

Planning is the most important part of any event. It will ensure that everything is covered and everyone knows what they should be doing.

Every event, however small, needs a plan.

1. Someone needs to take the lead responsibility for the event or the section that you are planning. They will be in overall charge of the event and will be legally responsible for the event.
2. The 'Event Manager' should coordinate and communicate between the different groups and projects to make sure everyone who needs to know is aware of what is happening.

3. In an ideal situation you will have a steering group, though resources do not always permit this.
4. If a number of different events/activities are taking place, it might be useful to try and set up specific groups to manage/coordinate or communicate each of these various areas. Remember, you still want to meet as a whole group to discuss and communicate information to relevant partners.
5. List everything required for your event, from the smallest component to the largest part, work out when they need to be done and who needs to do them, so you can track what is happening.
6. Get someone else to check through your plan to make sure you have been realistic.
7. Get confirmation in writing.
8. Plan who is doing what and check that they have done it.
9. Make sure partners and other important parties are kept up to date with your plans.
10. Depending on the scale of the event, review this plan on a weekly/fortnightly basis, as required.

## Promoting your event

Devon County Council and Somerset County Council have posters and leaflets that will be sent out to relevant locations along the race route. If you would like some for your area, or have run out, you can either call the following numbers or download and print your own from the website: [www.southwesttourofbritain.co.uk](http://www.southwesttourofbritain.co.uk)

- **Somerset Poster Contact: 01823 355585**
- **Devon Poster Contact: 01392 384670**

The relevant County Council will promote the events through the South West Tour of Britain website and in press releases. Please make sure you keep them up to date with any activities/events you are organising in relation to the race.

Simply e-mail the event details, including a list of what is happening and times and a contact names, to the following people:

- **Somerset activity contact: [gbagley@somerset.gov.uk](mailto:gbagley@somerset.gov.uk)**
- **Devon activity contact: [robin.bevis@devon.gov.uk](mailto:robin.bevis@devon.gov.uk)**

You could also talk to local businesses, residents, friends and colleagues about your event and promote what you are doing on your local town, district or parish website....get people talking about what you will be doing!

## Budgeting for your event/exhibition

Most events and exhibitions depend on funding. Once you have an idea of what you want to do, look carefully at how much it will cost. Research estimates, do not simply guess, and always obtain **written** quotes from suppliers in advance of the event.

Below is a simple list of items you **MIGHT** need to consider:

- Toilet facilities
- Licensing and Performing Rights Society
- Waste cleaning services
- Furniture
- Electrics and electric supply
- Water
- Catering / refreshments
- Entertainment
- Marquees and other outdoor structures including staging
- PA systems, lighting and sound
- Decoration
- Posters and leaflets (distribution)
- Barriers and other safety equipment including high visibility jackets (a must-have if directing/managing traffic)
- Insurance

**If working in partnership, clarify in writing who will pay for what. Also speak to local suppliers and see if they will consider doing a deal, if you offer to promote them.**

## **Food Glorious Food!**

The number of external caterers you want at the event will very much depend on the size of the event you are planning. When deciding a suitable selection and quantity, consider the following:

- Are the catering vans/hot food stalls and venues licensed? Do they have insurance and can you have copies of the licences?
- Speak to your local District Council to make sure your proposed catering vans are registered.
- Do they have a risk assessment for their van/stall, venue?
- Will they need hand wash facilities?
- Will they be bringing a generator on-site, or will they need to plug into your generator or electric, and is this possible? This might be a determining factor as to whether they can attend or where they will be located on site.
- When will they be able to set up, and where is the best place to locate them?
- Will they require overnight refrigeration, and who needs to supply this? If this is your responsibility, you can include this cost in your stand hire charge.
- Is their equipment P.A.C.T tested?

## **Safety First**

Managing risk and maintaining safety at events is one of the most important areas to consider when organising events.

As the event organiser you will have a duty of care for **ALL** health and safety on site throughout the event/exhibition. This does not include the safety of the race, simply the event or activities you are putting on.

It might be a good idea at the beginning of the planning process to appoint someone as a dedicated safety officer to coordinate this aspect for you, not only in the run-up to, but throughout the event as well.

For every event you organise, a risk assessment should be completed. This will not only help you cover or indeed highlight safety concerns at your event and tackle them in advance, but will show anyone checking that you have considered the risk and managed it where possible.

You should also obtain both risk assessments and liability insurance from contractors, exhibitors and suppliers to your event. Remember it is always better to be safe than sorry.

Take a look at the Health & Safety Executive website: [www.hse.gov.uk](http://www.hse.gov.uk) . They can provide a 5 steps guide to risk assessments, advice on fireworks and other general safety guidelines which could be useful when planning an event.

## **All systems go...**

For any event there are endless things to remember. As the event organiser, even though you may have delegated things to others, the onus lies with you to check and re-check everything prior to and on the day.

- Do not allocate yourself any tasks.
- Keep yourself free to check everything is ok.
- Make sure that the staff/helpers/volunteers are clear on their roles and what they are doing.
- Start early. Some things will take longer than expected.
- Be calm and ensure everyone is ok.
- Make sure you have everything you need to hand.

Remember some things may not go to plan! Don't worry, this happens at most events and the more you do something the better you get at it! As long as the visitors to your event have a good time and don't realise anything is wrong, you will be fine.

If you want to talk to someone about what you are planning, please contact the following people, who can offer guidance for your event:

- **Devon County Council 01392 384670**
- **Somerset County Council: 01923 358297**