



Charity number 1197599



## Communication Policy for Brereton Big Local CIO (events)

### Introduction

Brereton Big Local CIO host events throughout the year. These can range from parades to large carnivals hosting between 4000-6000 attendees. Brereton Big Local CIO endeavour to provide successful events that not only provide community spirit and family fun, but are safe, well executed and often events that raise funds for the community. To deliver a successful event, however big or small Brereton Big Local CIO believe communication is the key.

### Event Plan

Brereton Big Local CIO works closely within the community, planning resident lead activities and events based on previous feedback, residents needs and requests. Brereton Big Local CIO's event plan will heavily focus on the communication aspect and will consider:

- What is the purpose of the event?
- Whom are we trying to reach?
- Who should be informed of the event?
- What kind of communication channels will be used?
- What type of message would be effective?
- What timeline will be followed?
- How can health and safety procedures be communicated?
- How will success be measured and communicated?
- Who will oversee the different communication activities?

### Communication – pre-event

Brereton Big Local CIO events plan and events timeline will highlight whom, how, what, and when to contact the appropriate person or organisation.

This may include:

- County Council applications
- Sponsors
- Hiring of equipment/entertainment
- Advertising pitches for hiring.
- Volunteer/marshalling requests and organisation.

The timeline and event plan will devise the most feasible form of communication to enhance productivity, share detailed information, raise awareness, engage with an audience, and create excitement. This may include:

- Phone
- Email
- Social Media pages
- Letters
- Meetings – face to face or online.
- Posters
- Banners
- Brereton Million's Website
- Word of mouth
- Newsletters
- Invitations
- Emails



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The types of information communicated may include.

- Registration Forms
- Risk Assessments
- Method Statements
- Certificates
- Licenses
- Advanced notices – for example, a street closure
- Event Policies and requirements.
- Health and Safety policies and procedures.
- Safeguarding policies and procedures
- Advertisements
- Roles and Responsibilities
- Details of the event
- Videos of what to expect at the event.
- Photographs of what to expect at the event.
- Plans and Timelines

### **Communication – during the event**

Brereton Big Local CIO events plan and events timeline will highlight whom, how, what, and when during the event. Communication may involve:

- Final Pre-event meetings between organisers and marshals
- Signage to:
  - Toilets
  - Entrance/exits.
  - Safety Procedures
  - Activities
  - First Aid Tent/Lost Child Tent
- Advertisements
- Marshall guidance
- Radio Controlled devices between organisers and volunteers
- PA systems.
- Social Media updates
- Incident reporting

### **Communication – post-event.**

Brereton Big Local CIO events plan and events timeline will highlight whom, how, what, and when to contact with the appropriate person or organisation once an event is complete.

This may include:

- Collection of equipment and waste, communicating with all necessary contractors.
- 'Thank you' to marshals and other volunteers and attendees. This maybe:
  - Personally
  - Via email
  - Via social media
  - Via a letter, card, or small gift.
- Ask for Attendee and volunteer feedback.
- Sharing the success of the event, newsletter, verbally, the website and social media.
- Communicate how much funds may have been raised.



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- Thank partners and sponsors who have worked alongside Brereton Big Local CIO in managing a successful event.
- Producing a post event report

This policy will be used in conjunction with:

Brereton Big Local CIO Events Health and Safety policy

Brereton Big Local CIO Events Fire and Safety Policy

Brereton Big Local CIO Events Marshalling Policy

Brereton Big Local CIO Risk management and Risk Assessment Policy

Brereton Big Local CIO Events Exhibitor policy

Brereton Big Local CIO Events Lost Child Policy

Brereton Big Local CIO Events Risk Assessment

Brereton Big Local CIO Disability Policy

Brereton Big Local CIO Cancellation Policy

Brereton Big Local CIO Events Management Policy

Brereton Big Local CIO Incident Policy

Brereton Big Local CIO Anti-Harassment Policy

Brereton Big Local CIO Drugs, Alcohol, Smoking and Energy Drinks Policy

Brereton Big Local CIO Attraction Policy

Brereton Big Local CIO Marquee and Stage Hire Policy

Event Management Plan (Parks and Open Spaces)

Events Management Plan (Inside Events)

Events Timeline