

Planning a Community Event in South Norfolk and Broadland

Updated 2026



Your Event

Is your event only for your immediate neighbours and organised by you and other local residents? Then your event is probably classed as a small event.

If you are not planning on selling anything (particularly food and alcohol) and your event will not attract more than 500 people or last longer than a day it should be quite simple to plan - just get in touch and let us know what you'd like to do. We can offer support and suggestions. More information can be seen in our Community Group Toolkit.

Email communities@southnorfolkandbroadland.gov.uk or call 01603 430611

Large events could attract over 500 people, many from outside the immediate neighbourhood. They may require the closure of a busy road.

Often, these events will include activities which require licences such as selling alcohol or live performances.

You will need approval for these activities so it's worth speaking to the council for some advice.

Email the licensing team at licensing@southnorfolkandbroadland.gov.uk

The Safety Advisory Group provide good practice advice in safety and planning an event.

For more information visit

[Safety Advisory Group Information](#)



Pre planning Tips

- Before you get started write a statement of intent so all those involved are clear about what the aims of the event are.
- Assign roles to those in your event's team at an early stage so everyone has a clear understanding of what needs to be done. Meet regularly so you are all up to speed.
- Draw up a timeline of the whole process – right from the initial planning of the event and through to the post event evaluation.
- Visit the site where you will hold the event and sketch out a plan for the area - this will be handy when deciding what should go where.
- In case your event falls victim to bad weather, you need to have a plan about what to do. This may involve moving undercover or even cancelling the event completely. Ensure you know how you will inform people about any changes at short notice.

Budgeting and Grants

Community events can be held on all budgets – big and small. If your event is small it's likely that costs will be relatively low, and these can be kept to a minimum if everyone contributes something on the day. If there are any additional costs, such as hiring a bouncy castle, get a few quotes and discuss how you will pay for this at your first planning meeting. Whatever your event, it is very important to keep an accurate record of what is being spent, along with receipts.

Tip

South Norfolk and Broadland District Council can support community organisations with funding opportunities, advice on group structures and community networking. Visit [Community groups](#) for more information.

Do you need insurance?

Carrying out a risk assessment is key to preventing problems (see page 3). However, you still need to protect against claims for any injury to the public or damage to property, for example. If you are working with external parties to provide specialist activities, such as a bouncy castle, check if this is covered in their policy.

It is essential to make sure you have the appropriate insurance for your event. (If you are a town or parish council you may already have this)

If you are unsure contact a reputable insurance company regulated by the Financial Conduct Authority. It may seem daunting at first but arranging insurance is straight forward, especially if you seek advice early in the planning stage.

Road closures

If you'd like a parade as part of your event or need to close your street for your party, you will need to apply to Norfolk County Council. There is a small charge for this application.

For more information contact Norfolk County Council on email: streetworks@norfolk.gov.uk or call 0344 800 8020

Licensing

A licence is not always necessary for an event so if in doubt please check with the licensing team. However, if your event includes the sale of alcohol (even as part of the admission charge), live or recorded music, plays, films, indoor sporting events, boxing or wrestling, a performance of dance or the sale of hot food and drink between the hours of 11pm to 5am then a licence will be required.

Should your proposed venue already hold a licence then they may permit you to use it for your event. If this is the case, please ensure you have written consent from the premises licence holder and designated premises supervisor and keep this to hand for the duration of the event.

If you are in doubt contact the Council Licensing Team who will be happy to help
licensing@southnorfolkandbroadland.gov.uk

Risk assessments

Organisers of events are legally responsible for the health, safety and welfare of any employees, volunteers and public at the event, so it is important to put together a risk assessment.

This doesn't have to be a very long or overly complicated but it should demonstrate the approach you have taken to safety.

The Safety Advisory Group (SAG) has been formed to provide a single point of contact for organisers of events and a forum for discussing and advising on public safety at an event. Our aim is to help organisers with the planning and management of an event and to encourage cooperation and coordination between all relevant agencies (police, ambulance service, fire authority, NCC Highways, etc).

For further information please visit [Safety advisory group page](#)

Tips

- Look for any hazards which will be present at the event (even anything which may be small).
- Identify who could be harmed (staff, volunteers, vendors, the public) and how
- Evaluate the risks and decide on precautions to put in place.
- Record your findings.
- Review your assessment and revise if necessary.
- Note that the time of the year may alter the risks, for example overhanging branches will be in leaf in summer or the ground maybe very wet, slippery or icy at certain times of the year.
- Assess risks throughout all of the event including set up and takedown

Community Impact

In planning your event you should consider its impact on the local community and in particular those living near-by and how this will be managed.

As a rough guide, your event should not prevent residents being able to live a normal life (e.g. not forced to keep any windows and doors closed, prevented from using any part of their home or garden) and in particular, between the hours of 23:00 hrs. and 09:00 hrs. residents should be able to sleep in their homes with windows open for ventilation.

Litter and waste:

- What measures will be in place to control litter during the event and to stop it being blown off-site.
- What measures will be in place to clear up litter left on the site after the event.
- What measures will be in place to manage the waste arising from the stalls, vendors, etc. on the site.

Smell sources to consider include:

- Vehicles and equipment fumes – ice cream vans, generators.
- Cooking odours – food stalls and vendors.
- Smoke – bonfires, BBQ's.

Noise sources to consider include:

- Entertainment noise – music, amplified speech, audience noise.
- Vehicles and equipment – ice cream vans, generators, cars leaving the event.

Food Safety

Hiring caterers? research online. Check suppliers are registered with the local authority. Ensure their food rating is no lower than 3 but ideally a 5.

Planning to BBQ or bake? If you are not a business, food law does not apply- you do not need to have your kitchen inspected to make a cake for a fete, but food must be safe to eat. It is good practice to list ingredients for customers to see.

Chill food (at 8°C or colder) in a fridge or cool box. Food handlers need clean over clothing and hands. Keep raw and cooked food separate. Cook meats to 75°C in the centre and other foods until piping hot.

For more food safety and hygiene advice visit www.food.gov.uk or email foodandsafety@southnorfolkandbroadland.gov.uk

Child safety

Although it is parents' responsibility to look after their children, event managers should always have a procedure for dealing with lost children. This should be a central point where lost children can go and will be safe. Make sure it is signposted and easy for children to find and is always supervised by someone with a DBS check. Position a lost child point away from any first aid point to avoid distress. To ensure the safety of the child refrain from advertising any details of a lost child on any PA system or radio. DBS checks can easily be applied for online (Website link on page 7).

Publicity

An event isn't an event without people! Whether the event is just for you and your neighbours or it's a big village festival which will attract people from far and wide, you need to let people know about it.

Any posters or flyers which you create need to be eye catching and easy to understand. You can search the internet for templates which may help you. It can be easy to overlook the simplest things, so always remember date, time, location, entry cost, contact details.

First Aid

Have a well-stocked first aid kit on hand, identify a first aid point and have this clearly signposted so everyone knows where to go in the event of an injury or health issue.

Utilise members of your team who have a current first aid certificate to take responsibility for first aid, or consider hiring medical cover.

If you are producing an event programme, include details of all first aid points on it.

In the event of a serious incident make sure you call the emergency services and keep a record of what happened.

Ensure your event layout has sufficient space to allow access for emergency vehicles to enter and exit the site should an incident occur.

Tips

- Create an event or group page on social media platforms to publicise your event.
- If you have to postpone or cancel your event remember to let people know via as many channels as possible.

Quick Checklist

- ☐ Set a budget
- ☐ Confirm the location
- ☐ Finalise date(s) and times
- ☐ Collect contact details for everyone helping and assign specific tasks
- ☐ Apply for any relevant licences
- ☐ Consider traffic management and parking
- ☐ Plan how you will promote the event to your target audience
- ☐ Buy, borrow or make decorations and signage.
- ☐ Hire or borrow furniture, gazeboes etc.
- ☐ Organise catering (including access to drinking water)
- ☐ Ensure there are enough toilets or hire some in
- ☐ Ensure people with disabilities have adequate facilities.
- ☐ Review security needs and asses risks and hazards
- ☐ Plan for a 'Lost and Found' children's point
- ☐ Arrange first aid provisions
- ☐ What are your evacuation and emergency procedures?
- ☐ Have a severe weather plan
- ☐ Plan how you will clear up all rubbish and waste afterwards

How do you think it went?

Remember to evaluate how your event went. Consider how you will gather the views of attendee's, stall holders and volunteers. Don't leave this to the last minute, create a simple and short series of questions so you can learn what went well and what you could consider improving on next time.

Allocate the task of collecting completed evaluations to a member of your team. Doing a short evaluation can be useful for future planning, plus it's good to have a record of what you have achieved. It may also be useful if you want to apply for a grant to support your event next time.



Tip

- Take lots of photos, this makes a nice record. Make sure you get written permission from anyone you take photos of.
- Get comments from a range of guests at your event, these will be helpful in any written evaluation. Ensure you considered data protection and confidentiality
- Keep details of any new contacts you have made and store all your notes from the planning stages as they will be a good starting point if you plan the event again.
- If you organised a small street party for your immediate neighbours, a quick chat following the event may be enough to find out what went well and what can be improved.
- For larger events, it may be necessary to arrange a meeting a week or so after the event to discuss the event thoroughly and celebrate your success.

Useful Contacts

South Norfolk and Broadland Council

www.southnorfolkandbroadland.gov.uk

For advice on larger events Safety Advisory Group (SAG)

www.southnorfolkandbroadland.gov.uk/SAG

Support for Community Groups

www.southnorfolkandbroadland.gov.uk/community-safety/help-hub/support-community-groups

Licencing and Food Safety

licensing@southnorfolkandbroadland.gov.uk

Norfolk County Council

Road closures

Streetworks@norfolk.gov.uk

Tel: 0344800 8020

www.norfolk.gov.uk/business/licences-and-permits/highways-licences-and-permits

Useful Links

DBS checks

www.gov.uk/government/organisations/disclosure-and-barring-service

Food Standards Agency

www.food.gov.uk

The Purple Guide

www.thepurpleguide.co.uk

Norfolk Police

www.norfolk.police.uk

Health and Safety Executive (HSE)

www.hse.gov.uk

Protect UK

www.protectuk.police.uk

South Norfolk and Broadland Help Hub

www.southnorfolkandbroadland.gov.uk/community-safety/help-hub