



SUSTAINABILITY WEEKS
1 - 21 June 2008

Guide to LSW for Events Organisers*

*This information is not a fully comprehensive guide but a resource that aims to point you in the right direction.

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www.lovelondon.org.uk

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Event Requirements and Benefits

London Sustainability Weeks is a unique opportunity to promote your action for a clean, green and healthy London, and to rally support for it locally and London-wide. While many people organise events especially for London Sustainability Weeks, it may be that you decide to schedule an existing event to tie in with the campaign, or that you already run regular events that will benefit from the extra publicity during London Sustainability Weeks.

LSW provides a advertising under a well established brand: 'Love London' Sustainability Weeks, which is used to promote events during the festival, that otherwise may not reach many people. The aim is to encourage visitors to individual events, and also to raise awareness of the projects behind these events.

Events Organiser Benefits	Events Organiser Commitments
<ul style="list-style-type: none"> ➤Events listed free on website ➤Free entry in printed events guide (deadline 14 March 2008). ➤Access to secure 'organisers area' of website to download resources. ➤Free access to one or more LSW volunteers to assist at the event when available (Sufficient notice is required) ➤Access to LSW media database. ➤When possible, free advice is available on running events, publicity etc. ➤Free template publicity materials including posters and press releases. ➤Free LSW posters and promotional materials for display and distribution at events. ➤Free entry to competition for grants of £500, awarded to 6 innovative and exciting events, under each LSW theme. 	<ul style="list-style-type: none"> ➤All organisers need to create account on the Love London website. Contact us for support if required. ➤In return for our advertising, we require you to return the favour where possible, by advertising LSW in your publicity material, website etc. This helps the integrity of the campaign. ➤Events that are held at the beginning of the festival will be supplied with LSW printed material and are required to distribute these where possible. ➤Organisers are requested to ensure their event details listed on the website are accurate before the deadline for printing the events guide (14 March 2008). ➤Organisers are asked to submit a short feedback form at the end of LSW.

Promotion of Events

A strong overall campaign with simple and engaging messages is the key to the overall success of the festival, both in maximising footfall at events and ensuring that the sustainability message reaches the widest possible audience in the most inspiring way.

Events organisers are encouraged to explore the best way to show their participants their event is part of London Sustainability Weeks - be it a banner, posters, activities or a LSW exhibition stand. We will help by supplying resources and materials. In turn we help to promote your event through the following means;

Website

London Sustainability Weeks has a fully interactive website on which all events will be listed. last year in the four months prior to the campaign the site was visited by over 500,000 independent users.

Events on the website can be searched by theme, by postcode or by date, so that users can find an event near them at the right time on the right subject. The Love London website links to two other websites; London 21 Sustainability Network and The London Green Map (these 3 websites all belong to London 21 Sustainability Network). The advantage of this is that events and news that are posted on the Love London site will now also be accessible on the two other sites and so will be much more widely promoted. To access the Love London site via the other 2 sites simply click on Love London on the net bar (top right).

Events Guide

Events in the printed guide will be listed by date and by borough with a colour code to indicate which theme(s) they address and a key showing the type of event it is. Local authorities that commit to supporting London Sustainability Weeks will have space in the events guide for their own logo plus the option of embedding the London Sustainability Weeks events listing and map for their borough on their own website.

Flyers

The LSW flyers are printed to promote the campaign and advertise the key LSW events. The aim of the flyers is also to direct people to the Love London website where all of the LSW events can be accessed and also to highlight the key themes of the campaign.

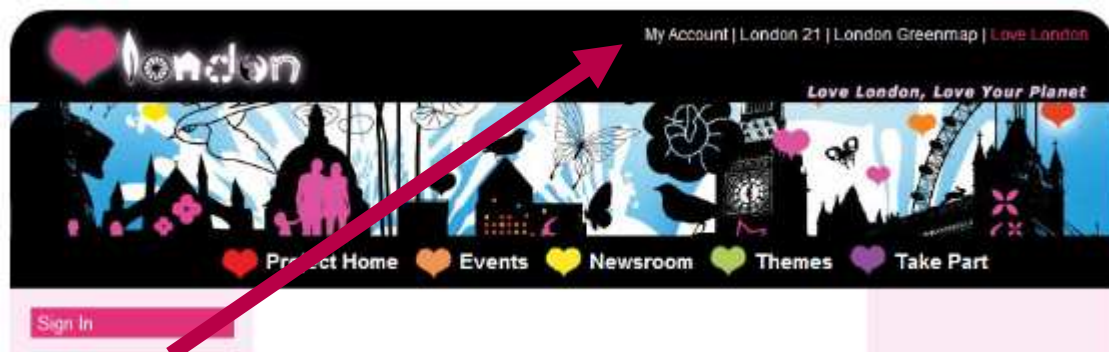
Registering Your Event

www.lovelondon.org.uk

To add an event you must first register on the LSW site via the sign in icon on the left hand side of the home page. Having done this you will receive a password, which will be sent to your email address. When you have your password you can then add your event via the Events tab. It is extremely important that you fill in all the fields especially the post code and category fields so that your event will be easily.

Events can also be submitted via postcard application form for those who do not have access to a computer or the Internet, these will be distributed to community groups, or upon request by telephone.

Love London Website Instructions:



Click **My Account**, and then once page has loaded click the **register** link.

Login

Email Address

Password

Don't have an account? [Register here](#)

Forgotten your password?

If you have forgotten your password, enter your email address in the box below and we will send you a new password.

Your Email Address

- On the registration page, fill out all form fields where possible, and click submit.
- Your website password will be emailed to you.
- Sign In by clicking the 'Sign in' link and entering your email and Love London password.
- To submit your event, click the events button, and then select 'submit event', which will take you to an event form, fill this out and press submit, and your event will be added to our website, pending moderation.

Risk Assessment

The principles of risk management require that you should anticipate the risks involved in any proposed event and the potential for harm, and then try to prevent them or minimise them using a structured approach - risk assessment. The recording of risk assessments enables an employer, or event organiser, to demonstrate that the risks associated with the activities have been evaluated and that appropriate 'protective and preventative measures' have been put in place

Risk assessments can be useful in the defence of any personal injury claims or enforcement action that may follow accidents. They may also be required by your insurance company before agreeing cover for the event. A risk assessment should be carried out for all events. The following guidance should aid you in carrying out your assessments.

Identifying the Hazards

All hazards should be identified including those relating to the individual activities and any equipment. The following should be taken into account:

- Any slipping, tripping or falling hazards.
- Hazards relating to fire risks or fire evacuation procedures, e.g. use of LPG, use of naked flames or sources of heat, pyrotechnics.
- Moving parts of machinery.
- The movement of any vehicles on or around the site
- Electrical safety - use of any portable electrical appliances, temporary power sources (e.g. generators), temporary cabling, connections into existing systems.
- Manual handling activities.
- High noise levels - machinery, public address/music systems.
- Any possible risk from specific demonstrations or activities
- Crowd intensity and pinch points.
- Child safety and security

Record the Risk Assessment Failings

A [risk assessment form](#) (click the link) should be used to record all significant hazards, the nature and extent of the risks, and the action required to control them. This should be kept for future reference. You could also refer to other documents you may have, such as manuals, codes of practice etc.

Information

Where the risk assessment has identified significant risks, you must provide information to all those affected, regarding the nature of the risk and the control measures to be implemented. For the exhibitors, stewards and organisers this may be through pre-event briefings. For the public on the day this can be achieved by including information or warnings on programmes or tickets and/or in the form of restriction or prohibition notices displayed at appropriate points.

Finally

Risk assessment is only a tool to help you adopt a structured approach to the safety of your event. It will not guarantee that nothing untoward will happen on the day, but careful attention to the process should go a long way to ensuring that the potential risks are identified before they occur allowing adequate time for preventative measures to be taken.

For further information about Risk Assessment we advise you to contact your local authority or visit www.hse.gov.uk/risk.

Health & Safety

Health and Safety legislation will apply to many events. The risk associated with an event should be assessed beforehand and the appropriate control measures put in place. This will involve an experienced person completing the appropriate risk assessment and forwarding this to the Public Events Planning Group together with the completed checklist.

Organisers will always retain a duty of care to people working or visiting an event and safety must always be an important. Any accident resulting from an act or omission (including a lack of training) could result in litigation against the organisers or action taken under legislation.

Fire safety must receive serious consideration. You must agree arrangements for fire prevention, detection and control before your event, and adequate on- site fire fighting equipment should be provided in accessible positions near to high risk areas. The use of generators should be strictly controlled - ensure adequate screening and protection, adequate arrangements for storage of fuel etc.

Any temporary structure which is load bearing must comply with health and safety laws and building control regulations. Full details of the type of stage, including the company supplying same, and the type of material the stage is constructed from, should be provided to the group when completing the checklist.

The organisers of the event should ensure that contractors employed to set up/take down stands, exhibits, marquees, etc submit appropriate health and safety policies, risk assessments and method statements. Exhibitors and vendors etc, should submit similar details.

For further information about Health and Safety we advise you to contact your local authority or www.hse.gov.uk.

Insurance

If the event is to be held on Council land, event organisers and any sub contractors are required to hold a current policy of insurance in respect of Public Liability or Third Party risks, including Product Liability where appropriate.

The relevant limit of indemnity will be an amount approved the by Council's Risk and Insurance Section and under no circumstances should it be less than £5 million. The policy should indemnify your local authority against all activities on the agreed land.

Organisers must provide evidence of their insurance cover which must be submitted at least 21 days before the event, failure to comply could result in your local authority refusing to grant permission for the holding of the event.

If the event is to be held on land, other than council land, details of the insurance company and policy number will still be required by the Public Event Planning Group, and the same limit of indemnity is recommended.

Please note that participants in London Sustainability Weeks are responsible for their own insurance arrangements and the Partnership does not accept liability for any event for further information on insurance for events we recommend that you contact BTCV at www.btcv.org.uk .

Licenses

Temporary Event Notices (TEN)

A TEN permits small scale, ad hoc activities to take place in public places. The key criteria are that the event is for 500 people or less and it does not exceed 96 hours.

The premise user must give the TEN to the licensing authority in which the premise is situated and copy it to the police at least 10 days before the event.

Larger events

If you are organising a larger event then you need to apply for permission to the licensing authority in which the premise is situated.

Making Your Event Sustainable

Below are a few tips on making your LSW event sustainable, for further advice please visit www.lsx.org.uk

Food and drink

- Make sure food and drink is whenever possible; seasonal, locally produced, and culturally inclusive
- Food and drink packaging should ideally be minimal and recycled/recyclable

Communication

- Promote public transport and pedestrian routes to the event
- Send information electronically whenever possible
- Encourage attendees to bring their own resources/materials

Equipment

- When printing try to use energy efficient, double sided printers and use recycled non bleached paper and if possible vegetable or soy based inks

Sustainable venue

- Sustainable venues should include some of the following; be EMAS certified, use a renewable energy supply, be close to pedestrian, public transport routes, use a grey water system,

During the event

- Transport; try and promote public transport or sustainable taxi companies.
- Encourage recycling and clearly mark and provide recycling facilities

Event Check List

Due to the great variety of events that take place during LSW, this is not intended as a complete checklist for all types of events. This is an example check list, an editable and up to date version is available at <http://lovelondon.london21.org/page/172> .

Task	Who is responsible?	Date Completed
Attend Motivating and Networking pre-Launch		
Create and confirm budget		
Identify people to be invited		
Book venue		
Confirm any speakers or special guests		
Carry out Risk Assessment		
Register event on www.lovelondon.org.uk (for inclusion in printed materials)		
Request volunteers from		
Request publicity materials		
Download LSW logo from www.lovelondon.org.uk in the Take Part section		
Download LSW help sheets from www.lovelondon.org.uk in the Take Part Section		
Design publicity or invitation (include LSW logo if possible)		
Attend Climate Talk training event		
Invite people to help at the event		
Approach local businesses to support event		
Reconfirm venue and any special requirements (e.g. equipment, furniture, parking...		
Link your website to the Love London site		
Create and send press release for your event.		
Send your event flyers to LSW for distribution		
Attend LSW launch at London Zoo		
Create checklist of items required for event - refreshments, signs, goody bags etc		
Create a HR plan for the day so all your helpers know what to do.		
Attend LSW Closing Party		
Complete LSW evaluation form		

Events of LSW 2007

Larger events of 2007

Camden Green Fair and Bikefest

“London's most popular, free environmental event. In 2007 it hosted the launch event for London Sustainability Weeks. Activities for the whole family including the Green Roadshow, Mini City Farm and a Solar Cinema.”

Kingston Green Fair

“2007 celebrates the 20th anniversary of the Kingston Green Fair. Included sustainability demonstrations and technology showcase.”

Environment Day in Morden

“Highlights included the recycling roadshow and green transport promotion”

Planet Havering

“An annual environmental event with family entertainment including interactive activities, displays and shows.”

The Incredible Veggie Show

“A huge London wide vegetarian and vegan celebration with workshops, stalls and children's activities.”

Smaller events of 2007

The Sheep and Wool Fair

“A fun rural style event celebrating all things woolly, at the time of year that sheep get shorn. Have a go at hand spinning, weaving and felt making.”

Oxleas Woods Nature Walk

“Improve your health and enjoy the sights and sounds of nature in Oxleas' ancient woodlands.”

Greenwich Peninsula Ecology Park Practical Conservation Workday

“Help maintain important habitats in the Ecology Park”

Cool It!

“Cool it is working with primary schools in Kensington and Chelsea to engage with young people on issues of energy use and climate change.”

Waterside Community Day

“Celebrate the diversity of cultures in Croyden”

Biodiversity Bike Ride

“A chance to get fit while finding out about the wild wonders of Islington.”

Contact Details



London Sustainability Weeks is run by the London 21 Sustainability Network, on behalf of the LSW partnership.

London Sustainability Weeks

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