



# Sports Events Checklist



Sports events are organised for a variety of reasons, including fundraising, recruitment of members, enhancing public awareness and celebration. A successful event, whether of national, regional, county or local significance, requires thorough and detailed planning well in advance of the day.

This 'SPORTSsheet' provides a checklist of issues which sports clubs, governing bodies or associations should consider in the planning of events. Although similar checklists have been produced by other organisations, this attempts to provide greater comprehensiveness, and is written to assist sports event organisers in Kent.

This 'SPORTSsheet' does not provide information on how to plan an event, nor on fundraising for events, but the Unit may be able to provide advice on these issues for events of County significance.

However, the following few 'ground rules' for event organisers should be considered:

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## Event 'Ground Rules'

- The whole organisation and the co-ordinating committee should understand the purpose and objectives of the event.
- The venue should have a site suitability assessment undertaken to include (where necessary) ground conditions, traffic and pedestrian routes, topography, location of available services, i.e. water, electricity, audience capacity, etc.
- There should be an event manager appointed, who will be the 'contact' in pre-planning, and on the day. Duties, roles and responsibilities should be allocated as early as possible in the planning stages, and authority should be delegated.
- For major events, it may be sensible to establish specialist sub-committees with individual knowledge about particular aspects of the work involved. This should include an Event Safety Management Team to liaise with emergency services, local authorities, existing venue managers, stewarding and security contractors, staging and electrical contractors and health & safety co-ordinators.
- Clear communication lines should be established and maintained throughout the planning stage and during the event.
- All bookings, decisions and transactions prior to the event should be put in writing to ensure clarity and to provide a record.
- Targets and deadlines for the period leading up to the event should be set to ensure that key stages are not missed.
- Make sure that helpers know their roles on the day, and that there are enough 'free hands' on the day to react as required. Ensure that helpers are adequately trained and equipped where necessary to undertake the duties required of them.
- Plan for contingencies – consider bad weather arrangements, emergency procedures, health and safety implications, insurance policies etc.
- Throughout the event planning process, you should continually address the key questions of 'who', 'what', 'when', 'why' and 'how'.

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## Greening Your Event

It is important to remember that events can harm our environment. By making the correct choices we could reduce our impact considerably. Below are some pointers to reduce the impact of your event.

- All events should aim to use the minimum amount of energy required.
- Minimise lighting needed by making use of natural light wherever possible.
- Water usage should be kept to a minimum.
- Tap water should be supplied to eliminate mileage and waste arising from bottled water.
- Recycling facilities are made available on site to match the types of wastes likely to be produced.
- Order only what you will need and what you will use for the foreseeable future.
- Aim to re-use where possible. This could include food such as fruit kept for later consumption and printed materials that could be used again.
- If they are needed, provide reusable name badges and collect them at the end of the event.
- Influence your suppliers eg caterers should be asked to minimise waste caused by excess packaging and non recyclable containers. Ensure over catering is minimised.
- Aim to use recycled paper (min 80% recycled content) and print or copy double sided where needed.
- Select suppliers who have an environmental improvement programme in place eg ISO 14001 or EMAS.
- Make specific requests for certain facilities to be made available, such as recycling.
- Provide freebies made from recycled materials – avoid plastic bags.

Additional information is available from **GOSE Greener Events Checklist** –

<http://www.oursouthwest.com/SusBus/greener-events.pdf>

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## The Sports Events Checklist

The following checklist is provided to enable sports event organisers to consider a range of issues which should be considered in planning an event. The earlier it is used in the event planning process, the better. It is appropriate to use the checklist for both small and large events.

When using the checklist in your event planning, you should ensure that you consider each issue as it relates to the phases of **Pre-Event, Event, Post-Event**. For example, with the issue of VIPs, one should consider planning for the following:

### Pre-Event

- who to invite
- invitations to be printed
- time-scale to invite
- supporting literature to accompany invitations

### Event

- arrival arrangements
- meeting VIPs and tour of event
- seating / accommodation arrangements

### Post-Event

- departure times
- 'thank you' and follow up correspondence

Because a checklist cannot purport to be entirely comprehensive, it should not be necessarily the only reference document used by event organisers.

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## A

**Accommodation** – for guests, officials, participants and spectators

**Accounts**

**Accoustics**

**Accreditation / reception**

**Acknowledgements**

**Administration**

**Admission**

**Advertising**

**Aims and objectives** of event

**Announcements** – by whom, how, when and where?

**Arrival and departure arrangements** – for people and cars

**Artwork**

**Audio-visual displays**



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## **B**

### **Bouquets**

**Briefings and debriefings** – for organisers and helpers

### **Budgeting procedures**

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## **C**

**Car parking** – area / zoning – for public, officials, guests / dignitaries, participants and spectators

### **Cash handling**

### **Catering**

### **Ceremonies**

**Changing rooms** – for officials and teams

**Charging policy** – and fee levels

### **Civic receptions**

**Circulation and movement** around site

**Cleaning** the site before and during the event

**Clearing away / dismantling** after the event

### **Cloakroom**

### **Committees**

**Communication** – chain for command before and during the event – method e.g. 'walkie-talkie'?

**Competition results** – recording and displaying

### **Complimentary tickets**

### **Concessionaires**

**Confirmations** – of attendance, speakers, guests and participants.

**Contingency plans** / wet weather arrangements

**Co-ordinator** for the event

**Control points** for police and event co-ordinator

### **Copyright / data protection**

### **Creche / child play facilities**

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## **D**

**Date of event** (and of other similar or competing events)

### **Decoration**

### **Delegates list**

### **Diplomacy**

**Disabled** (arrangements for)

**Documentation** e.g. site passes and identification

### **Drug testing** area and procedures

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## **E**

### **Electricity supply**

**Emergency procedures** – bomb, fire, chemical spillage, drowning, evacuation procedure

**Emergency services** – fire, police, ambulance

**Entertainments** – pre-event and interval

**Estimates** of income and expenditure

## **Exhibitors / traders**

### **Exits**

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## **F**

**Facilities on site** – dimensions, suitability

### **Franchise arrangements**

### **Finance**

### **Flags and bunting**

**Fundraising** – before and during the event

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## **H**

### **Health and safety**

**Hire arrangements** – of facilities for activities, seating, equipment and staff

### **Hospitality**

### **Hosting**

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## **I**

**Identification** name badges and security passes

**Information packs** – for distribution to delegates, guests, performers and spectators

### **Insurance**

### **Interpreters**

### **Invitations**

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## **L**

### **Leaflets**

**Legal aspects** – contracts, legislation such as Health & Safety Acts, Fire Prevention Acts and Data Protection Act

**Licences** – e.g. fire certificate, public entertainments licence, performing rights and phonographic performance licences

### **Logo**

### **Lost property**

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## **M**

**Maps** – to site and off site / facilities

### **Marketing**

**Media** – press (press releases, press packs, press box), television (lighting, camera positions, space for rigging, power sources), radio (interview areas)

**Medical provision** – first aid / St John's Ambulance Brigade

**Meetings** – programme of scheduled meetings leading up to, during and after event

**Monitoring** and evaluating for the next event

**Muster points** e.g. lost person arrangements

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## **N**

### **Noticeboards**

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# Sports*sheet*



## O

### Office accommodation

**Officials** – referees, timekeepers, scorers

### Organisation structure

## P

### Patents / trademarks

### Patrons

**Photography** – to display at the event, staged photograph opportunities for the media, allocate photographs after the event with further press releases

**Police** – notification and presence at the event

### Postage / mailings

### Posters

### Practise and warm-up area

### Printing

### Prizes

**Programme / itinerary** for the event

**Programme printed** – format, quality, method of distribution

**Protocol** – e.g. meeting guests, seating arrangements, vote of thanks

## Publicity

**Public Address System** – commentary, announcements, interpreter

## R

### Receptions

**Recording of decisions** made during event planning

**Refreshments** for organisers, guests, spectators and participants

### Registration

### Research

**Responsibilities** – who does what, when, where and how

## S

### Sales and souvenirs

### Scoreboards

**Seating arrangements** – reserved seats?

**Security** – of site and VIPs

**Signposts** – to and throughout the site

**Spectator arrangements** (including spectator flow and crowd pressure points)

**Special guests, stars and personalities**

**Sponsorship** – ‘sponsors spot’, looking after sponsors

### Static Displays

**Staff** - paid and unpaid

### Stewards

## T

**Target audience** (spectators, participants and guests)

### Technical equipment

### Telephone arrangements

**Theme** – of event or elements of it

### Tickets

### Timekeeping

### Toilets

### Traffic Control

### Training

**Transport** – to site, throughout site

### Trophies, medals and certificates

## U

### Uniforms

## V

### Venue / site

### Videoing

### VIPs

**Voluntary helpers** and organisations

## W

### Water Supply

**Work Schedules** for all members of organising committees

For more information and advice on planning events visit

**[www.kentsport.org](http://www.kentsport.org) or contact 01622 605 054**

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