



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:

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'.

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>

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.

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



B

Bouquets

Briefings and debriefings – for organisers and helpers

Budgeting procedures

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

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

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

F

Facilities on site – dimensions, suitability

Franchise arrangements

Finance

Flags and bunting

Fundraising – before and during the event

H

Health and safety

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

Hospitality

Hosting

I

Identification name badges and security passes

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

Insurance

Interpreters

Invitations

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

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

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 or contact 01622 605 054

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