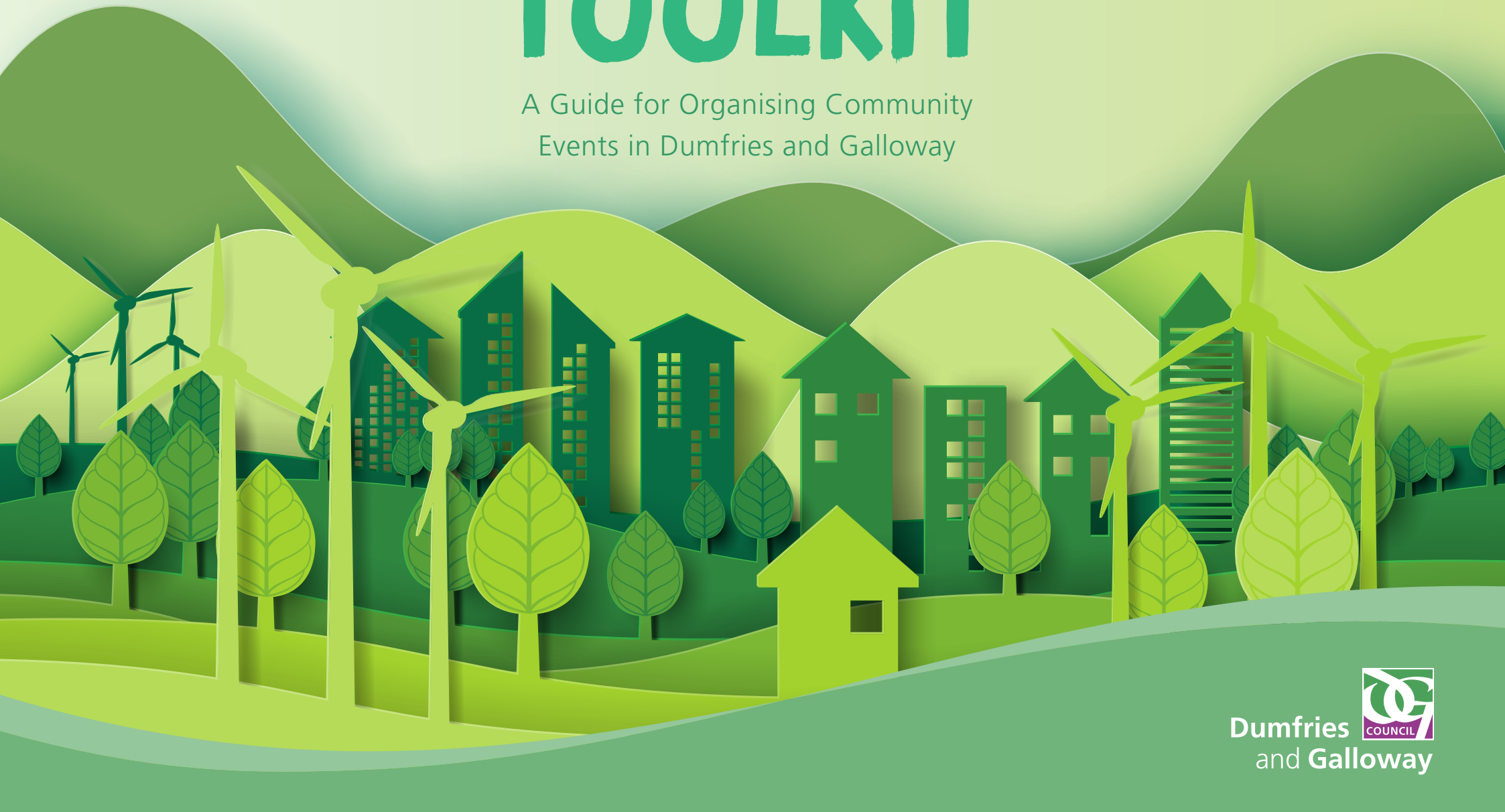
GREENER EVENTS TOOLKIT

A Guide for Organising Community Events in Dumfries and Galloway



Dumfries and Galloway Council

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If you have any enquiries regarding this Greener Events Toolkit please contact Dumfries and Galloway Council's Principal Events Officer at **events@dumgal.gov.uk**

Toolkit prepared with the kind assistance of the Southern Uplands Partnership Ltd

Toolkit designed in-house by the Council's Graphics Team

Introduction to Greener Events Toolkit

Dumfries and Galloway Council is pleased to publish this Greener Events Toolkit to assist the work of event organisers across Dumfries and Galloway. Festivals and events create benefits beyond their actual delivery - they contribute towards community regeneration, tourism, skills development and help build our cultural, heritage and sports sectors. For many years communities across our region have planned and delivered exceptional festivals and events that have brought people together to celebrate arts, culture, sport and heritage in our towns and villages.

This Toolkit aims to offer practical guidance on the key steps towards organising your own successful festival or event, and how to do this with environmental sustainability in mind. Statutory areas of importance such as licensing and health and safety will be covered, as well as advice on marketing, budgeting and applying for funding for your event. No matter the size of your event or your prior experience in events planning, this toolkit should offer some practical planning tips for your project.

Part of what makes Dumfries and Galloway events truly unique is that they take place within the incredibly rich geography of this region: the landscapes, the heritage, the wildlife – and just as important are the people who love our corner of Scotland and work to keep it thriving and beautiful. We all want to make sure that our part of the World is protected, not just for ourselves, but for all inhabitants, human and non-human, present and future.

The Strategy Aim

The aim of the Dumfries and Galloway Events Strategy 2023-2026 is to develop and sustain Dumfries and Galloway as an internationally renowned rural events destination that continuously attracts new visitors to the region.

For all the many positives of our festivals and events, we have a collective responsibility to play our part in being aware of any potential negative impacts and doing what we can to minimise them.

Reducing negative environmental impacts not only ensures that people can keep enjoying all the many benefits of events in this beautiful place in the future, it can also:

- improve the brand of your event/ organisation;
- save money by reducing waste;
- allow better access to funding;
- encourage environmental awareness in others;
- and help to meet current and future legislative requirements.

We hope that with the help of this Toolkit, you will find that planning greener events is a rewarding experience.



Councillor Ian Blake, Chair of Communities Committee



Councillor Jackie McCamon, Vice-Chair of Communities Committee

Events and the Environment Charter for Dumfries and Galloway

Sustainable Events Charter for the Galloway and Southern Ayrshire UNESCO Biosphere and Dumfries and Galloway Council.

Galloway and Southern Ayrshire UNESCO Biosphere Charter Supporters are all those individuals, schools, communities, businesses and organisations that already demonstrate a commitment to sustainable development as well as those who want to do so.

We are welcoming all events organisers in the entire region of Dumfries and Galloway Council to use our Events Charter principles to promote and create events with sustainability in mind.

If your event is in the GSA UNESCO Biosphere and you wish to sign up to the Event Charter to receive the certificate and associated logo, please visit our website:

https://www.gsabiosphere.org.uk/get-involved/get-involved-as-an-event/

Upon signing up to the GSA UNESCO Biosphere Charter, you will be demonstrating your role in promoting and developing the sustainability of the region.

Help to conserve the natural resources of the UNESCO Biosphere and Dumfries and Galloway.

- All events should minimise any negative impacts on wildlife and natural resources through, for example:
  - avoiding sensitive sites / seasons for wildlife and biodiversity.
  - meaningful efforts to reduce or use alternative forms of energy
  - **effective** waste and recycling policies
- Sites / routes for activities should be able to withstand the anticipated visitor pressure / weather conditions.
- Participants in events should be encouraged to use sustainable forms of transport.

Support the economy to benefit local people and nature

- Events should encourage participants to extend their stay within the UNESCO Biosphere and the wider region of Dumfries and Galloway.
- Show support to local businesses, e.g. encourage participants to spend locally
- Procurement of goods and services should be focussed predominantly on businesses within the UNESCO Biosphere or within D&G / Ayrshire unless unavailable in the local area.
- All goods and services should seek to have the maximum environmental credentials – e.g., recognised as sustainably sourced, refurbished, recycled etc.

Promote cultural heritage and local products

- Exploration of the wider UNESCO Biosphere area and Dumfries and Galloway should be encouraged to event participants, spectators and or family / friends.
- Encourage visitors to learn about South of Scotland's languages, the Biosphere's cultural and natural heritage, as well as past and present businesses and trades
- Local food and drink provided at events should have positive environmental credentials and celebrate their association with the UNESCO Biosphere and South West Scotland.

Contribute to the health and wellbeing of the community

- Local communities should be involved in event planning to minimise any negative impacts and to identify opportunities for added value.
- Where appropriate local communities should be encouraged to take part in activities associated with the event.

Develop knowledge, understanding and promote research

- Educate attendees and visitors in understanding and learning about the local wildlife, flora, dark skies and history
- Where appropriate events should seek to further our understanding of issues and implement actions associated with sustainability.

Raise awareness of the Galloway and Southern Ayrshire Biosphere

Promotions should actively acknowledge when the event is taking place in a UNESCO Biosphere that has been internationally recognised for its world class, landscapes, wildlife, culture and the commitment of local communities and businesses to operate in a sustainable way. All events should actively promote sustainability awareness and education.



Planning a greener event (A): Carbon Reduction

Greener event planning can be simple, you just need to consider the following:

Carbon – we all need to reduce carbon emissions!

Q: Where are greenhouse gas/carbon emissions created?

A: Anywhere energy is being used – look at:

- Power use during
  - event planning
  - event promotion
  - event itself
- Transport of
  - Organisers
  - Visitors
  - Goods and services
- Goods and services
  - Resource use
  - Distance transported
  - Disposal

For each ask: Is it necessary? Could it be greener?

Examples:

- Could some planning meetings take place virtually?
- Is public transport available and if not, could we adopt a lift-share scheme or shuttle bus?
- Could we use less power, or more sustainably sourced power?
- Could we obtain this (item or service) locally?
- Do our suppliers prioritise environmental sustainability?
- How can we avoid using single-use items? Be creative! e.g. can we encourage people to bring re-usable cups/bottles?
- How can we avoid waste in this situation?
- Can we use digital ticketing?
- Can this item be passed on or recycled after use?



Dumfries and Galloway Council aims to make our region the best place in rural Scotland to plan, manage, deliver and visit great festivals and events.

Planning a greener event (B): Our Communities, Our Place

A key ambition of anyone holding events in D&G is to leave the place in at least as good shape as we found it – for the good of everyone – for the future! This is the core thinking behind environmental sustainability.

This means:

- **Being respectful of local inhabitants – human and non-human**
  - Engaging with local communities right from the planning stages
  - Being mindful of sensitive species/habitats/seasons
  - Making sure nothing harmful is left behind
  - where fireworks are proposed, consider quieter or low noise fireworks and other lower impact alternatives to help reduce disturbance to residents, pets, livestock and wildlife **Fireworks and Pyrotechnic Articles (Scotland) Act 2022**
- **Supporting the local economy wherever possible**
  - Buying goods and services locally and promoting that you are
  - Encouraging people to stay in D&G, explore more
- **Promoting that your event is "greener in D&G"**
  - Pledging your event's sustainability publicly helps to promote your event and to promote D&G as a place for greener events
  - Promoting what you are doing to be greener helps to educate others on what to do and how to do it!



Examples:

- engaging with local communities early on can help to avoid potential problems and find positive ways to work together!
- seek local expertise to make sure your site can withstand your event's expected visitor pressure / weather conditions
- minimise waste wherever possible and make sure it is disposed of responsibly
- buy as locally as possible and choose goods and services with the maximum environmental credentials - e.g. recognised as sustainably sourced, refurbished or recycled. **Promote that you are doing this!**

If eligible sign up to the Biosphere and Wider Dumfries and Galloway Events and the Environment Charter; use social media hashtags e.g., **#shareapositiveimpact #SustainableEvents #GreenerEventsD&G**

And if you want to check whether your proposed site might contain sensitive habitats or species, you can contact the **South West Scotland Environmental Information Centre**:
https://swseic.org.uk/about-swseic/
Email: info@swseic.org.uk Tel: 01387 760274





Waste and Recycling – Reduce, Reuse, Recycle

An event of any size will produce waste. The organiser must contact Dumfries and Galloway Council's Waste Service at an early stage to consider the following factors for disposal:

- Size of event and anticipated attendance
- Provision and emptying of bins for plastics and cans, and non-recyclable waste.
- Costs of service provision – Our Request Form includes fees and charges.

We can also provide advice and information on reducing waste, recycling, and ensuring your event complies with legislation.

Your first step is to complete a Waste and Recycling Provisions Request Form **https://forms.office.com/r/1xnSmKeYY5** and submit to **GreenerEventsManagement@dumgal.gov.uk**

Waste and Recycling Provision for Events Planning Timeline

3 - 6 months in advance
Complete and return Waste and Recycling Provision Request Form. Initial discussions to discuss requirements.

1 – 3 months in advance
Agree required resources.

1 month in advance
Event organiser to inform affected business/residences of event and any access requirements.

2 weeks in advance
Confirmation of event details and service provision with event organiser

Day of event
In advance - bins provided and sited along with any signage.

Following event
waste collected for disposal and bins removed.

Reduce, Re-Use, Recycle

Follow the Waste Hierarchy. Best practice is to reduce the amount of waste produced, re-use items where possible and thereafter recycle. Remember the three Rs! Reduce, Re-use, Recycle!



Prevention
If you can't prevent, then...

Prepare for reuse
If you can't reuse, then...

Recycle
If you can't recycle...

Recover value (e.g. energy)
If you can't recovervalue, then...

Disposal
Landfill if no alternative available.

Handy Tips for a Greener Event

- Speak to your vendors. Consider including a section in any applications – what do they have in place to minimise waste and support recycling?
- Be aware of the ban on single use items in Scotland. Further information can be found in the links below.
- Make recycling an easy choice – have recycling bins accessible around your event and well signposted.
- Think about reusable items– reusable cups with a refundable deposit can cut down on waste, reduce littering and help to save on clean-up costs.
- Consider a free water bottle refill station and incentives e.g., a discount on hot drinks if using your own reusable cup.
- Separate any food waste – uncontaminated waste (free from packaging and other waste items) can be recycled.
- Scotland's Deposit Return Scheme is due to be implemented in late 2025. This will change how you need to manage plastic bottles and cans. Until then, having a separate bin for these items allows them to be collected for recycling.
- Think about packaging and reduce where you can. Paper and cardboard packaging contaminated with grease or food cannot be recycled.

Useful links

You can find further information on your responsibilities, and advice on making greener choices online.

Making more sustainable choices: moving away from single-use | Zero Waste Scotland

Reusable cup schemes | Zero Waste Scotland

FAQs - Single-use plastics - regulations | Zero Waste Scotland

Deposit Return Scheme | Scottish Environment Protection Agency (SEPA)



Sources of Help to Find and Secure Funding

There are several sources of grant-funding support for festivals and events in Dumfries and Galloway.

Since 2005, Dumfries and Galloway Council has had an active Events Strategy, and the funding available through this route and other Council grant programmes can be found using this link - **www.dumgal.gov.uk/grants**. Most Council grant funding programmes only open for a set period of time each year, so do be aware of this not to miss out on deadlines.

Separate to the Council, there are quite a few other funding opportunities to consider:

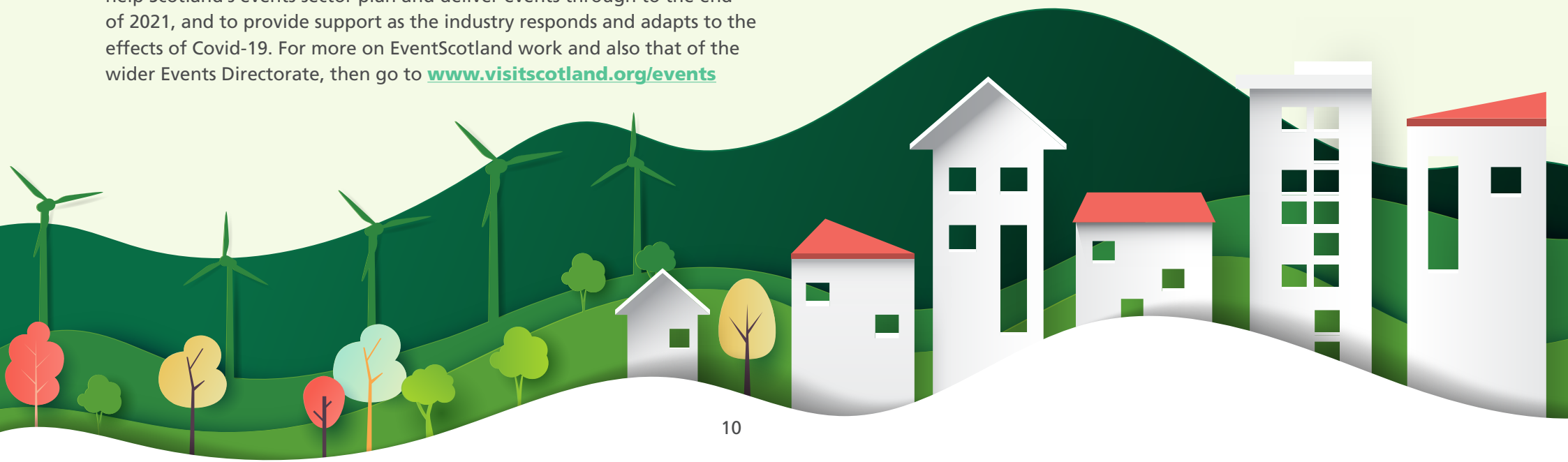
EventScotland is part of VisitScotland's Events Directorate
Its aim is to raise Scotland's reputation as the perfect stage by supporting and securing a portfolio of events and developing the industry. EventScotland provides advice and guidance, resources and funding opportunities; including the Scotland's Events Recovery Fund, created to help Scotland's events sector plan and deliver events through to the end of 2021, and to provide support as the industry responds and adapts to the effects of Covid-19. For more on EventScotland work and also that of the wider Events Directorate, then go to **www.visitscotland.org/events**

Creative Scotland supports arts and culture in Scotland
Creative Scotland distributes funding for the arts, screen and creative industries from two primary sources, the Scottish Government and the National Lottery. It does occasionally fund festivals and events projects if they have a wider artistic purpose. Do check out their funding information pages **www.creativescotland.com/funding**

Funding Search Tool
There's a free funding search tool at **funding.scot** that can help community and events organisations find additional potential sources of funding for their projects.

Third Sector Dumfries and Galloway
A good source of help and advice on voluntary sector project funding is Third Sector Dumfries and Galloway. Their staff are helpful and knowledgeable. Do contact them if you need further advice and support. Their contact details are: Telephone: 0300 303 8558 / Email: **info@tsdg.org.uk**

There are also some National Lottery funding sources that may be adapted to supporting events projects and events organisations.



Community Benefit Funding in Dumfries and Galloway

Community Benefit funds linked to windfarms have become a valuable source of local funding in recent years, and could make a significant contribution to making your event happen – and its longer term sustainability. See below for information and links to Community Benefit funding sources across Dumfries and Galloway you may be able to bid into, depending upon your location;

The Region Wide Community Fund
Annual fund around £100k, administered by D&G Council. Opens January each year **https://www.dumgal.gov.uk/article/20249/Dumfriesand-Galloway-Regionwide-Community-Fund**

Dumfries and Galloway Regionwide Coastal Benefit Fund (Not Windfarm related funding)
Over £500k available annually. Administered by D&G Council. Open at the start of each year **https://dumgal.gov.uk/article/20354/**

Harestanes windfarm (Annandale and Eskdale and Nithsdale)
Annual fund approximately £300k administered through the ANCBC (Annandale & Nithsdale Community Benefit Company). Multiple funding rounds per year **www.ancbc.co.uk**

Beck Burn (Annandale and Eskdale – benefits within 10k of windfarm)
Annual fund approximately £90k administered by CCF (Cumbria Community Foundation), with benefits to be demonstrable within a 10 km radius of the windfarm. **Cumbria Community Foundation - Connecting People Who Care With Causes That Matter (cumbriafoundation.org)**

Blackcraig (Area surrounding Corsock)
Over £200k for distribution annually **https://www.foundationscotland.org.uk/programmes/blackcraig/**

Ewe Hill (Dumfriesshire East Community Benefit Group)
Annual fund approximately £190k administered by Southern Uplands Partnership **The Ewe Hill 16 Fund | Dumfriesshire East Community Benefit Group (DECBG)**

Kilgallioch Community Fund (West of Creetown & parts of South Ayrshire)
£475k annually administered by Foundation Scotland. This fund is to distribute part of the community benefits from Kilgallioch Windfarm. Multiple funding rounds per year **https://www.kilgallioch.co.uk/**

SSE Clyde (Upper Nithsdale)
Around £180k annually **https://www.foundationscotland.org.uk/programmes/clyde-dumfries-and-galloway**

Robin Rigg (Stewartry Coast)
Around £65k annually for Communities along the surrounding coast **https://www.solwayfirthpartnership.co.uk/robin-rigg-community-fund/**



Budget Planner

When planning a festival or event, it is very helpful to prepare and set out an income and expenditure budget at an early stage. The budget template below has been designed as a guide to assist you. You can add in your organisation's specific costs and income streams too.

Event budget template

Income	Amount	*In-kind	Total
Public Funding	0	0	0
Private Funding	0	0	0
Sponsorship	0	0	0
Ticket Sales	0	0	0
Other Income	0	0	0
Total Income	**0**	**0**	**0**



Expenditure	Amount	*In-Kind	Total
Staff costs			
Staffing	0	0	0
Office costs	0	0	0
Other admin costs	0	0	0
Sub-total	**0**	**0**	**0**
Event delivery costs			
Facility/venue costs	0	0	0
Production costs	0	0	0
Performer costs	0	0	0
Performer travel & accommodation	0	0	0
Health & Safety	0	0	0
Event insurance	0	0	0
Road closures and licences	0	0	0
Hospitality	0	0	0
Other travel	0	0	0
Sub-total	**0**	**0**	**0**
Marketing Costs			
Advertising	0	0	0
Website	0	0	0
Design & print	0	0	0
Online	0	0	0
PR costs	0	0	0
Sub-total	**0**	**0**	**0**
Budget Contingency at 5%	**0**	**0**	**0**
Expenditure sub-totals			
Staff Costs	0	0	0
Event Delivery Costs	0	0	0
Marketing Costs	0	0	0
Contingency	0	0	0
Total Expenditure	**0**	**0**	**0**

This is available as an Excel template by clicking **here**

Marketing Planning

Marketing is how you communicate with your visitors and stakeholders to promote the benefits of your festival or event.

Marketing begins by thinking about your customers and visitors; how do they access information on your event, what experience are you offering to your visitors and what are you doing to encourage them to purchase tickets/sign up to your event?

A helpful introductory concept to work with is that of the 4 Ps. The four Ps stands for Product, Price, Place and Promotion. These are derived from a business planning tool known as the marketing mix. You may find it useful to employ this tool to plan the advertising and marketing aspects of your event more effectively, in order to appeal to your target market.

One of the first questions you should be asking yourself is, **'Who are our target visitor groups for this event?'** e.g. families, over 25s etc.

Figure 1



Source: http://www.dr4ward.com

Product - What is your event? What are its key elements? What experiences will it deliver?

Price - What is the admission cost to attend your event? Is everything included in your ticket price, or are there separate activities that are charged for too? Do you need to set a range of prices to attract different audiences and maximise your visitor numbers? e.g family tickets and concessions such as disability and student rates. Do the prices make the contribution you want towards recovering your costs?

Place - Where does your event take place? How do you get to the event? Can you promote local accommodation options, other local events and activities when communicating information to your potential visitors? Is it accessible? Is there parking and good links to public transport available?

Promotion - How do you promote your event? What advertising, e.g. websites, press release, local papers, radio, social media etc., activities will you undertake to ensure the word is spread to your target audience?

To build upon the 4 Ps model do think about key customer service questions. Questions you may wish to consider include:

- How can we make it as easy as possible for visitors to attend our event, purchase tickets and access information?
- How do we look after performers/service providers to show their contributions are valued?
- What types of facilities should be provided for visitors throughout the event? For example:
  - first aid visibility, designated stations and stewards
  - visitor information, maps on arrival for larger events, an information stall/staff in the event area
  - toilet facilities, are they accessible for everyone? How many do you need for the number of visitors expected? Who will be ensuring standards are kept high in these facilities?
  - do you need safety/security stewards? If so should these be volunteers or a professional company hire?

Social Media Marketing

It is relatively straightforward to establish an online presence for your event, that is easy to maintain for you and easy to access for your audience.

The four main channels of social media used to generate interest through followers are Facebook, Twitter, YouTube and Instagram. However, if you're running events that are targeting certain audiences you may also wish to consider other channels such as TikTok, Snapchat and LinkedIn.

There are many online resources to assist you with setting up social media pages, however gaining a large following on your events page takes more thought, time and effort to achieve. The larger the following you have the more widely known your event will be, for example on Facebook if one of your followers 'likes' your post this will potentially appear on all of their own friends newsfeeds. Asking pages who already have a well-developed following in your area to like and share your page is also an effective way of spreading the word.



The Strategy Objectives

To deliver the Dumfries and Galloway Events Strategy 2023-2026 Investment Programme – to act as a catalyst for investment across Dumfries and Galloway.

To promote collaboration, cooperation and shared knowledge in the regional events sector.

To work in partnership with events organisers to reduce the carbon footprint of festivals and events in Dumfries

Events Calendars

Scotland Starts Here is the destination marketing campaign for the South of Scotland, inspiring visitors to explore everything that is on offer in our region. To list events on Scotland Starts Here, please head to this link on the SSDA website: **https://www.ssdalliance.com/events-submissions/** It is completely free to submit events to Scotland Starts Here, and sharing your event information enables the SSDA team to include it in suitable promotions throughout the year such as newsletters, blog posts and on social media. For advice on listing your event, you can also contact the SSDA team at **info@ssdalliance.com**

Our Council works closely with **VisitScotland** amongst other tourism agencies to help ensure events in Dumfries and Galloway are easily available for everyone to view information on.

You can reach thousands of people by uploading your event information to the VisitScotland website via this link: **http://www.visitscotland.com/submit-event**. If you wish to advertise numerous events, dates or edit your event listing contact EventScotland on: **contentevents@visitscotland.com**.

Dumfries and Galloway, What's Going On? is a great way to advertise your local event, see their website here: **http://www.dgwgo.com** You can also access the **http://www.visitscotland.org/** website for advice and information or contact your local VisitScotland information center where a member of staff may be able to offer guidance on advertising your event through their page.

You can also use this website to look at other events happening in the region which you may wish to avoid clashing with, or consider collaboration in advertising and marketing.

Monitoring and Evaluation

Is your organisation able to collate and capture the benefits your event has delivered?

Monitoring is checking the progress and actual delivery of your festival or event, and evaluation refers to a review of how your project went overall.

Properly collating how your event has been delivered and the outcomes it generates allows you to build a good foundation for the future planning and development of your events. As well as this, effective monitoring and evaluation of your project will undoubtedly help if you decide to apply for funding and sponsorships. Determine in advance what monitoring and evaluation of your event you want to undertake.

Guidance on monitoring and evaluation is detailed within this section. All the information below may not be relevant or necessary depending on the scale of your event, but the boxes below should provide food for thought! At all times ask yourself the question, **'have we made a difference'?**

Useful Resource: The Home | Event Impacts toolkit provides a practical way to measure and report the economic, social and environmental impacts of your event, helping to inform future planning and demonstrate value to funders and sponsors.
www.eventimpacts.com

Organisational Impacts and Outcomes

Some monitoring aspects in this area to consider are:

- Has the final event budget been produced?
- Was the event's full programme delivered?
- Did the contractors effectively carry out work?

Then evaluate areas such as:

- Did the event meet its purpose?
- Was the event delivered within budget?
- What management lessons were learned?
- Think about what could be improved for future events to help planning stages run more smoothly.
- Was the date suitable for your visitors and volunteers

Audience/Visitor Impacts and Outcomes

Think of monitoring things like:

- Do you know how many attended the event?
- Do you know where your visitors travelled from?
- Did you earn what you forecast from ticket sales?

To evaluate this category look at:

- Did you/will you be asking your audience to complete surveys?
- This could include thoughts such as ticket cost, location, entertainment, food and drink etc.
- Does feedback have influence over future events?
- Did your event deliver in line with your marketing and advertising?
- Were you able to measure visitors satisfaction levels with your event?

Social Impacts and Outcomes

Monitor:

- How many volunteers were part of your team?
- Did you involve any community groups?
- Did the event promote new opportunities in your community?

Then Evaluate if your event:

- Developed community working and involvement
- Received positive feedback from voluntary workers - do they feel their involvement was worthwhile? Have they learned any new skills?

Environmental Impacts and Outcomes

Consider monitoring:

- Are the resources you are using sustainable? Are you using recycled/reusable materials in planning and delivery?
- What impact have you had on the physical environment?

To evaluate this area look at:

- How attendees are travelling to your event?
- Can you minimise car usage for future years by adding shuttle services?
- Are sustainability and environmental impacts considered by you and other event stakeholders?
- Refer back to Section 3 of this toolkit to help your evaluation work.





The importance of social and community benefits

In the aftermath of the Covid-19 pandemic, and as a result of the cost of living crisis, there is more attention now being paid by funding agencies, to the social and community benefits generated by festivals and events. Dumfries and Galloway Council requests that the grant supported organisations funded by the Community Events Fund reports on the following social benefits of local events:

1. The social impacts of events in combatting loneliness and contributing to wellbeing and happiness
2. Events and volunteers skills – pre and post event evaluation
3. The inter-generational value of events
4. Festivals and events and do they contribute to affinity with local communities
5. Attendance at events and whether it inspires behaviour change e.g., deciding to volunteer for a particular project or cause, or take more exercise, or take up a creative or sporting activity
6. The common sense proposal to ask events organisers, which social impacts do they feel their event has generated.

The Council views these potential benefits from events as highly desirable and is keen for events organisations to monitor and report upon if they have occurred as fully as possible.

For every

£100

spent by Dumfries and Galloway Council, it spends less than

7p

on the Events Strategy

CASE STUDY - **RAIDERS GRAVEL**

Raiders Gravel is a truly Scottish gravel cycling adventure ride held over four days in the heart of the Galloway and Southern Ayrshire UNESCO Biosphere, in South-West Scotland.

The event takes riders on three challenging routes though the Galloway Forest Park, witnessing its stunning beauty and wildlife. With a social ride the day before the action begins, and the accompanying festival, Raiders Gravel has the optimal mix of adventure, exertion, culture and relaxation making for an unforgettable cycling event in one of Scotland's unspoilt gems.

From its inception, the destination and unspoilt beauty of the region was at the heart of the Raiders Gravel brand. With both the organisers' own values around creating sustainable events and the increased importance the outdoor adventure target market places on sustainability, a concise and effective approach to sustainability was required.

Organisers worked closely with the Galloway and Southern Ayrshire UNESCO Biosphere on a creating a sustainable events charter to both guide the Raiders Gravel event plans and those of future events in the region.

The focal points of the Raiders Gravel approach (and select elements of the Sustainable Events Charter) to sustainability were:

- Conserving the natural resources of the region and ensuring the nature, wildlife and biodiversity is not impacted by the event.
- Supporting the economy to benefit local people and nature and further promotion of cultural heritage and local products
- Contribution to the health and wellbeing of the community

In developing and delivering the event' the environmental management was naturally the crucial element to address first. The event organisers identified single use plastics, littering and waste management as key areas that needed addressing. A commitment to reducing and working towards complete elimination of single-use plastics was made. To achieve this, clear communication with all event suppliers and contractors was required as organisers need to recognise their responsibility for the environmental impacts of the various third-parties involved in the delivery of an event.

Throughout the further process of planning and delivering Raiders Gravel it did become apparent that the reduction of plastics and waste management are difficult challenges to master and the optimal sustainable solutions can also have severe cost implications. An adequate recycling process as part of the waste management process is not typical for the services provided by waste management contractors and thus needs to be carefully planned and arranged.

Littering along the route and the conservation of natural resources was mitigated through detailed and thorough litter picking and sweep teams to ensure the route was left in equal or better condition than the event and its riders had found it.

The work at Raiders Gravel has also shown the extreme positive impact the work with local suppliers, community and engagement with cultural heritage and local products can have in building a solid foundation for an event in its host region. Organisers can only encourage other events organisers to embrace the region, its people, business and all it has to offer.











Licensing

Licensing Overview

You must check whether your event needs a licence or not. Regardless of the position regarding licences, all events are required to notify the emergency services with information detailing what your festival or event will entail.

Licensing requirements most likely to apply to your event, if any, include those associated with the sale of alcohol, public entertainment and public performance.

Dumfries and Galloway Council's Licensing Team are very approachable and are a highly useful source of information and advice. Licensing can be very complex, it is constantly changing, renewing and updating policies which affect the public. The Licensing Team welcome and recommend that you contact them directly for guidance and assistance on any licensing aspects of your event. Our contact details are at the end of this section on page 19.

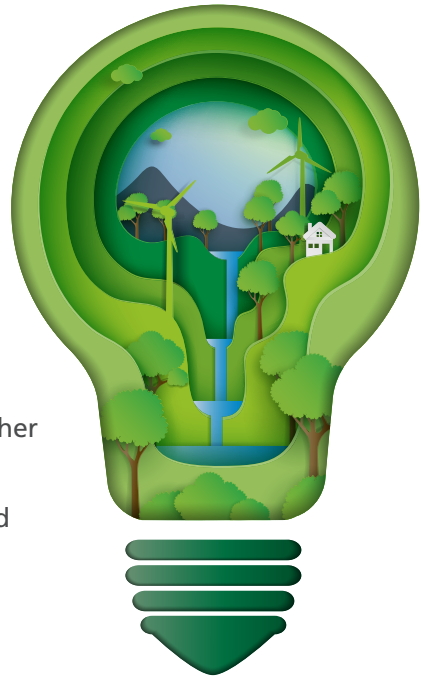
Any application process takes time. The Licensing Team have recommended that organisers should contact the Licensing Team at least six months prior to the event, and that completed applications be submitted at least 2 months prior to the event. The team are happy to meet and discuss any aspect of your proposed event and offer guidance on the application process. The preparation and submission of your application is key. Earlier submissions allow for any alterations which may be required and will also allow for better planning of your budget.

Licensing of Public Entertainment

Dumfries and Galloway Council licence many forms of public entertainment, the nature and requirements of events can vary greatly and as such Licences may fall into a number of categories, e.g. an outdoor music festival may also contain a firework display, thus an overlap may occur.

An important condition of a public entertainment licence to be aware of, is that of the Licence holder appointing a 'suitably qualified and experienced person to act as the Event Safety Co-ordinator'. This individual will be responsible for:

- Liaising with lead sub-contractors and any self-employed persons to be employed at the venue
- Assisting the Licensing Authority in the inspection of the venue aspects before, during and after the event
- Obtaining and checking all relevant risk assessments and safety policies
- Ensuring safe systems of work are being carried out and halted if not
- The Licence holder's own risk assessment



The responsibility of ensuring the venue is licensed for your event lies with both the organiser and the venue owner. In particular these include events where:

- The sale of alcohol occurs
- Any event open to the general public, whether free of charge or not
- Functions where ticket admission is used and alcohol is included in the price
- A late night event

Licensing under the Licensing (Scotland) Act 2005 - Occasional Licences

If you plan to serve alcohol at your event, you can apply for an Occasional Licence. An application for an Occasional Licence should be made by a nominated representative from your group's committee or from within the event group.

The Occasional Licence application will take time to process, an application in respect of an Occasional Licence requires to be lodged at least 28 days prior to the event. A voluntary organisation cannot apply for a licence for a birthday party, wedding or similar occasions. Please contact us for details. Information on a number of Licences and the application forms can be found at:
www.dumgal.gov.uk/licensing

Remember: Failure to apply for and be granted a Public Entertainment Licence (PEL) is a serious offence.

Holding Raffles, Lotteries and Prize Draws

Fundraising activities that can be defined as lotteries - put quite simply, anything which is chance and not skill - come under the Gambling Act 2005 and are regulated both by local authorities and the Gambling Commission. Here is a link to their webpage where information can be found on 'lotteries and fundraising', such as prize competitions and race nights etc:
www.gamblingcommission.gov.uk/home.aspx

All events of this nature require a licence.

Hypnotism Licences

Any hypnotism performance requires a licence from Dumfries and Galloway Council.

The Hypnotism Act 1952 states that no person shall give an exhibition, demonstration or performance of hypnotism on any living person, at or in connection with entertainment to which the public are admitted, whether on payment or otherwise, at any place unless the controlling authority that exhibition, demonstration or performance. Application forms are available on the Council website **www.dumgal.gov.uk/article/15854/Public-entertainment-licences**

Public Charitable Collection Licence

The most commonly used form of Public Charitable collection is that of bucket collections.

If you wish to bucket collect at your event you should ensure you have applied for a licence to do so. The application form and guidance notes are available in the accompanying document (found in the toolkit appendices). Please contact the Licensing Team if you have and queries on this.



Cinema Licences

The occupier of the premises where the screening is to take place should ensure that you have a cinema licence or an exemption in place. It is also important to note that whilst the Cinemas Act 1985 does not require venues to have a cinema licence in place for "occasional and exceptional" screenings, there is still a requirement for the occupier of the premises to give the licensing authority, the fire authority and the chief officer of police no less than seven days' notice in writing of your intention to use the premises for this purpose. You can access the application form and conditions here:

www.dumgal.gov.uk/article/15854/Public-entertainment-licences

Please feel free to contact Dumfries and Galloway Council's Licensing Team for further help or information.

Telephone: 01387 245922 or 01387 245903 or 01776 888428

Email: **Licensing@dumgal.gov.uk**

Use of Roads, Car Parks and Public Processions

Where an event will use/occupy part of a road or car park and/or have an effect on traffic and/or parking then the organiser must contact Dumfries and Galloway Council's Road Network Team (Our contact details are at the end of this section). Whilst this guidance is principally concerned with public roads it may also be applicable to other roads (private or Trunk).

At an early stage in the event planning process the organiser should liaise with the Road Network Team to consider the following factors, as appropriate:

- Road safety
- Requirement for a Temporary Road closure or Car Park closure
- Occupation permit for the road and / or car park
- Preparation of a Traffic Management Plan
- Diversion routes for all modes of travel/traffic
- Signing requirements for diversion routes
- Parking / Suspension of parking bays
- Planned road works that may affect the event
- Public Transport
- Timing of the event, which is critical to safety; i.e. times which clash with peak traffic periods should be avoided.
- Direction signage to event.



The Road Network Team can give further advice on these matters. Full consultation with the Emergency Services needs to take place and this can be co-ordinated by the Road Network Team.

Any requirement for an occupation permit or a Temporary Traffic Management Order can be requested using the application forms on the Council's website **http://www.dumgal.gov.uk** or by application in writing using the form available from your local Customer Services Office. The cost of the permit and/or Order, any signing etc will be met by the event organiser.



Use of Roads for Events Planning Timeline

6 - 12 months in advance
Initial discussions, and site meeting, to take place to ascertain the likelihood of road closures
3 - 6 months in advance
Application for occupation permit / Temporary Traffic Management Order to be made. Book any barriers that are required.
1 month in advance
Agreement to be made on temporary signing arrangements.
2 - 4 weeks in advance
Event organiser to inform affected businesses / residences etc. of proposal and any access arrangements that may be required.
Day of event
In advance - all road / diversion signs and barriers erected. Following event - all signage and barriers should be removed immediately / as soon as practicable

It should be noted that the timescale for the promotion of a Temporary Traffic Regulation Order can take a minimum of 4-6 weeks. Should the closure involve a Trunk Road this period may extend to 6-8 weeks. Early contact with the Road Network Team is recommended, ideally 3-6 months in advance



Public Processions

From 1st April 2007 the organisers of all public processions require to give at least 28 days written notice of their event to both the Council and Police. Public processions include the full range of moving events that occur in any public place in Scotland. The legal requirements will therefore apply to all cavalcades, demonstrations, festivals, kirkins, marches, parades, protests, rallies, remembrance parades, ridings and walks. Funeral processions are the only exemption from this process. Application and risk assessment forms can be found at: **http://www.dumgal.gov.uk/licensing**. The Councils Road Network Team will be able to offer further advice and guidance on this process with you, should you need it.

A risk assessment is only required where animals or vehicles are involved in your planned procession. There is no fee payable for this.

Public Procession applications should be submitted at the earliest opportunity to the Council, as should consultation with partners on the application resulting in the requirement for a Temporary Traffic Regulation Order (TTRO). Should a TTRO be required, this will take 4-6 weeks to process.

For any further enquiries please contact:
Dumfries and Galloway's Road Network Team.

Telephone: 01387 271100 **Email: RoadNetworkTeam@dumgal.gov.uk**

Additional Resources

Dumfries and Galloway Council hopes that the contents of this toolkit provide a helpful succinct guide for organising your community event. If you want to undertake wider research and reading, there are additional resources available to support your work.

The national events agency, EventScotland, has many helpful events planning guides and information on their website, EventScotland.org

In 2019 they published with Zero Waste Scotland 'How to Plan and Deliver Environmentally Sustainable Events'. This is worth referring to in tandem with this Toolkit.

VisitScotland is taking forward work and information to support responsible tourism. Full details can be found at;

Sustainable & Responsible Tourism in Scotland | VisitScotland

A new community tourism network has recently been established, that is sure to be of interest to 100s of community organisations in Dumfries and Galloway.

Scottish Community Tourism aims to enable communities to plan and get involved more effectively in tourism promotion and delivery, in a sustainable manner. Their website is **www.scoto..co.uk**

Creative Carbon Scotland works to put culture at the heart of a sustainable Scotland. Arts and sustainability for climate change in Scotland. Their website is a treasure trove of resources and information, including the Green Arts Initiative and advice on carbon reduction measures for arts organisations.

Connecting arts and sustainability | Creative Carbon Scotland

The **Galloway and Southern Ayrshire UNESCO Biosphere** champions the outstanding and rare habitats of Galloway and Southern Ayrshire, and you can find out more about them here: **https://www.gsabiosphere.org.uk/natureandwildlife/**

Festivals and Events are a great way to showcase Fairtrade

The Fairtrade Foundation have produced a **National Fairtrade Purchasing Guide 2022** that supports the purchase of Fairtrade products for events.

Our **Council's Fairtrade webpage** is a good source of information about Fairtrade in the region and includes links to our 'Fairtrade in Dumfries and Galloway' newsletters. Local and national contacts are listed on the final page of each newsletter, including a **Fairtrade Dumfries and Galloway Facebook page**.



Additionally, the **Scottish Fair Trade Forum has a webpage** which lists suppliers of the Fairtrade Mark, WFTO guaranteed and fairly traded products across Scotland. They're also working on a **directory of shops, cafes and restaurants** which sell Fair Trade goods in Scotland.