



ASDA
Community Life



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fields in trust

Supporting

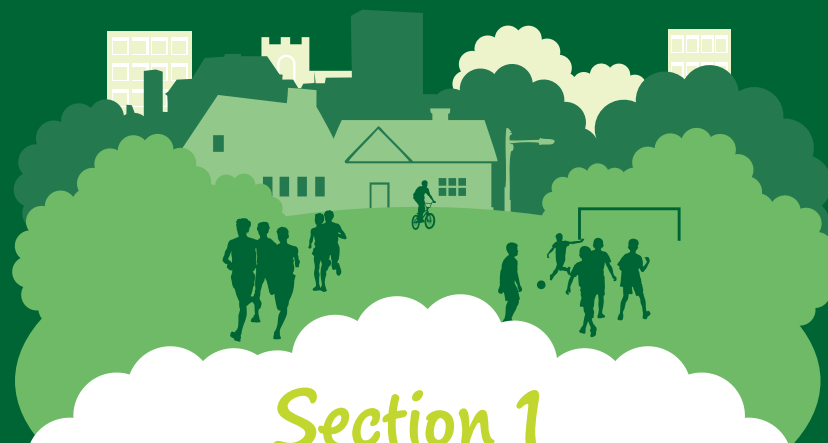
Have a Field Day

Celebrating the Summer of 2012

ASDA FOUNDATION
'Supporting Your Local Community'

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Section 1

**Foreword -
HRH The Duke of Cambridge, KG**

HRH The Duke of Cambridge, KG



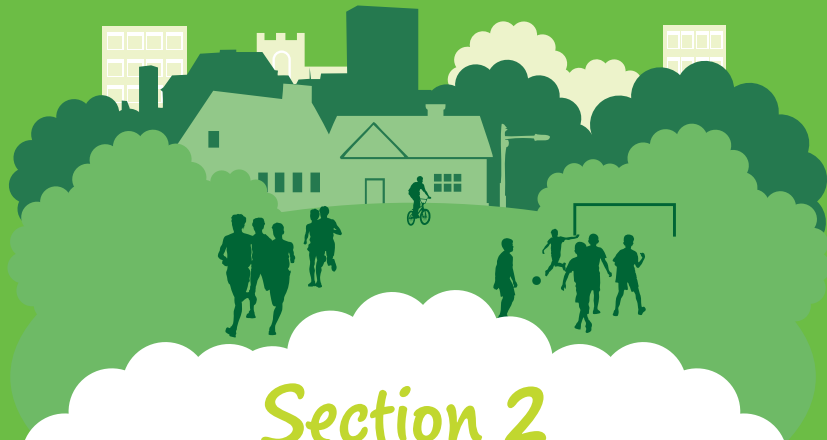
2012 is set to be a year of celebration for the United Kingdom: we will be rejoicing in Her Majesty The Queen's Diamond Jubilee as well as the return of the Olympic and Paralympic Games to British shores. I see no fitter way to commemorate these momentous occasions than with the opportunity for communities to come together.

As Patron of The Queen Elizabeth II Fields Challenge, I am delighted that so many people have shown such enthusiasm for our campaign. The importance of safeguarding 2012 outdoor recreational spaces cannot be underestimated, and I am enormously proud to be a part of the programme. The Challenge has also helped to bring much needed attention to the importance of sport, play and the recreational activities that bind communities together. It is now your opportunity to celebrate by hosting *Have a Field Day* on a Queen Elizabeth II Field.

This toolkit provides a wealth of practical information and suggestions to help you organise a day in which everyone in your local area can participate and enjoy.

Thank you for supporting *Have a Field Day* and the Queen Elizabeth II Fields Challenge and I hope you have a wonderful time.





Section 2

What is Have a Field Day ?

What is 'Have A Field Day'?

Open spaces are the green heart of communities up and down the land. As the natural home for sport, play and recreation, this makes them the perfect place for you to 'Have a Field Day' for your community. Reading this toolkit is the first step towards organising a great day for everyone to enjoy, and we hope it inspires you!

'Have a Field Day' is an opportunity for your community to get together and celebrate The Queen's Diamond Jubilee, as well as the Olympic and Paralympic Games.



As the organiser, this is your chance to create an enjoyable event full of activities that local people remember for years to come. It might even result in 'Have a Field Day' becoming an annual event.

It could be sport, games, cake-baking competitions, dance performances or lots of other fun activities. (The activity ideas later in this pack should help with some thoughts to get you started.) If your green space is being protected as a Queen Elizabeth II Field, then why not include a ceremony to unveil the new plaque at your 'Have a Field Day' event?

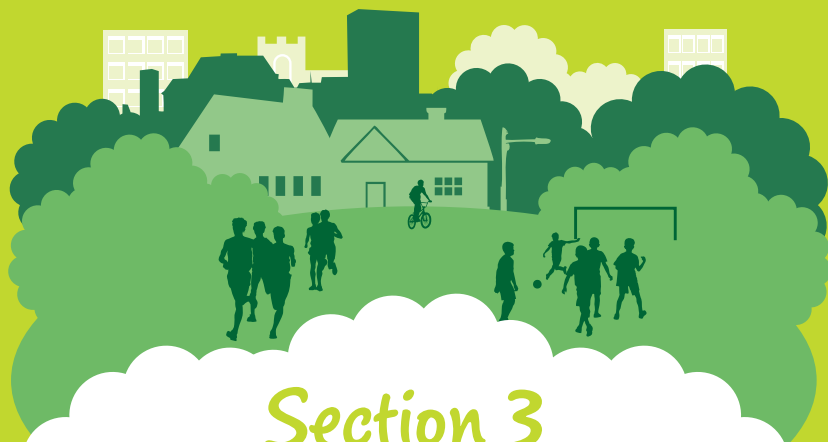
'Have a Field Day' is supported by Fields in Trust's principal partner, Asda, and if your event is being held on a Queen Elizabeth II Field, there may be opportunities for you to work with your nearest Asda store's Community Life Champion to help bring the day alive.

Hopefully this guide will help you with all aspects of arranging your event.

Thank you for deciding to organise an event for your community to enjoy.

Notes

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Section 3

Introduction

Introduction from Fields in Trust and Asda

Fields in Trust

Fields in Trust is the only national charity working to safeguard and support outdoor recreational spaces – since we were founded in 1925 we've protected over 8700 acres across the UK.

To mark the Diamond Jubilee and 2012 Olympic and Paralympic Games, Fields in Trust, supported by Asda, is protecting 2012 outdoor recreational spaces in communities across the UK – The Queen Elizabeth II Fields (known in Scotland as The Queen Elizabeth Fields).

With sites ranging from bicycle trails and woodlands to playgrounds and sports pitches, this living legacy will offer something for everyone and ensure that communities have the opportunity to live healthy and active lives for generations to come.

Have a Field Day is your chance to celebrate these sites and all the great activities that take place on them. We want as many communities as possible to get involved and this toolkit is designed to help you with every aspect of planning a great event.

The Diamond Jubilee and the 2012 Olympics are once-in-a-lifetime events, and what better way of celebrating than by local people gathering together to join in sports, fun activities and games on their permanently-protected Queen Elizabeth II Field.

Alison Moore-Gwyn, Chief Executive, Fields in Trust

Asda

At Asda, we're committed to helping both our customers and colleagues lead active and healthy lives, and creating a community grassroots legacy from the Diamond Jubilee and London 2012 Olympic and Paralympic Games.

Through our partnership with Fields in Trust, Asda and the Asda Foundation are now ensuring that local people have access to outdoor recreational spaces – to be enjoyed now and forever – by protecting a Queen Elizabeth II Field in communities across the UK.

These outdoor spaces are at the heart of Asda's community initiatives, such as Sporting Chance and Kwik Cricket. Without these spaces there would be limited opportunities for parents and children to get outside and get active.

Have a Field Day is a great way for us all to come together to celebrate The Queen's Diamond Jubilee in June 2012 by staging a community event on our local Queen Elizabeth II Fields. Asda stores and Community Life Champions can choose to get involved in their local Have a Field Day event by promoting it in-store on the Community Life Boards, working with the organiser, involving local clubs and societies, or even volunteering on the day.

Paul Kelly, External Affairs Director, Asda



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The Asda Community Life Champion

Most Asda stores have a Community Life Champion, whose job it is to build key relationships with their local community.

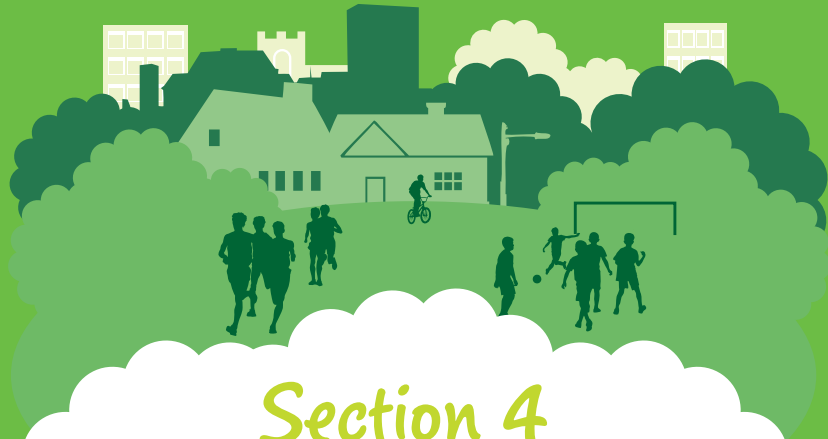
He or she will know what's important locally, both to customers and colleagues. They plan, co-ordinate and deliver community and fundraising initiatives with local charities, organisations, schools and media etc.

So when it comes to your Have a Field Day event, they're a handy person to know!

The Asda Community Life Board

In 2012, Asda will be rolling out new Community Life Boards across all their stores. These can be used for you to advertise your community events - so the one nearest you will be a great place to advertise your Have a Field Day event. Ask your Community Life Champion for information about how to go about this. As the face of Community Life for Asda stores, they have a great understanding of what is important to your local community and will help to provide support from Asda for your event. They will be keen to help and advise you, so feel free to visit your local Asda store to discuss your plans.

For more information online go to <http://charities.asda.com/fields-in-trust>



Section 4
Getting Started

Who?

What?

Where?

When?

Why?

How?



Checklist

- If you're not the landowner, have you got their permission to hold your event?
- Have you registered your event with Fields in Trust?
- Have you registered for your fun pack?
- Have you organised your committee?
Who's going to be on it?
- Have you scheduled your committee meetings?
- Have you decided on the activities for your event?

See our [Activities](#) section for some inspiration.



Notes

Getting started – What, where, when, who and how?

How can I get started?



Once you have decided to hold your event, tell us about it using the registration form which you will find later in this pack and, in Spring 2012 we will send you a free 'fun pack' of materials and goodies to help make your day a success. If your Have a Field Day is taking place on a Queen Elizabeth II Field it can feature on the Queen Elizabeth II Fields Challenge and Asda websites so that more people will be able to find your event. Planning your community's 'Have a Field Day' event is easy. All you need is a little research into the following:

What does your community want from this celebration?

'Have a Field Day' is a chance to mark the Diamond Jubilee and 2012 Olympic and Paralympic Games by celebrating the benefits that the Queen Elizabeth II Challenge has brought for your community through preserving open space for sport, play and recreation. So, tailor your event to what your community enjoys doing, and that way everybody can participate and be a part of the celebrations!



Where should you hold your event?



If you are celebrating the protection of your open space as a Queen Elizabeth II Field, then where better to hold your event? Just consider some key factors before making any decisions:

- Is the site big enough to hold a public event?
- How many people are expected to attend?
- Is there safe access to and from the site?
- Are there suitable facilities for the types of activities you might wish to hold?
- How easy will it be to secure the venue – will you need to obtain permission and any licences?

When should your event take place?

Have a Field Day is the celebration of the Diamond Jubilee legacy programme to secure outdoor spaces, so the Diamond Jubilee and Spring Bank Holiday weekend 2-5 June 2012 would be an ideal time to participate in this nationwide celebration. But, there's no reason why you shouldn't plan your event to coincide with other dates such as the 2012 Olympic and Paralympic Games, or local annual events like a village fete or festival.

It's important to note that the size and scope of your event will impact on how long will be needed to organise everything, so bear this in mind when deciding when to hold your event.

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Who can you ask to help?

You may already be used to organising similar events and have an established protocol. If you are starting from scratch you could think about asking people you know if they want to get involved. In a small group, it is important to establish a leader who will drive it forward.



Forming a committee to plan and organise the event will lessen the burden on individuals and it could be useful to think about how other people can get involved such as:

- Neighbours
- Local volunteer groups, companies and other organisations
- Local sports clubs

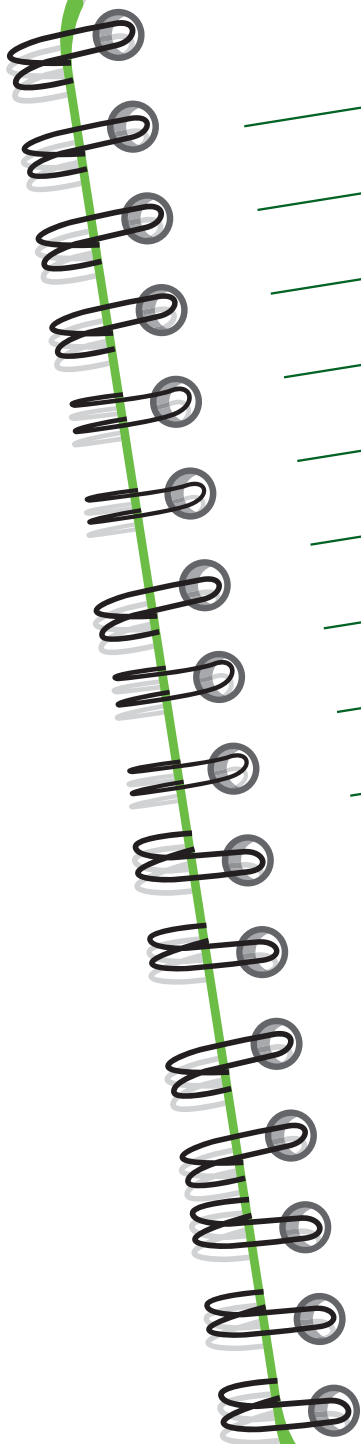
We're also working in partnership with several organisations to provide ideas for activities for your Have a Field Day event. (More information can be found in the activity ideas section or at www.qe2fields.com).

Head to your local Asda and speak to the friendly Community Life Champion. It's their job to build key relationships in the community and support local causes. So, basically, helping organise a Have a Field Day event will be right up their street!

How can I get started?

Start thinking about the points mentioned above and raise the idea locally. One of the best ways to get started is to enlist volunteers as early as possible; they are often positive and highly motivated – it's a great way to build momentum.

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Section 5

Activity Ideas

Dedication
Ceremony

Sports

Culture

Fun

The Big
Jubilee
Lunch

Activity ideas

One of the great things about Have a Field Day is that it can feature whatever activities your participants and spectators enjoy best.

While there are no limits to your options, you might want to consider some of the following suggestions:

Dedication ceremony

If your venue is a Queen Elizabeth II Field then you could hold a dedication ceremony to unveil your Queen Elizabeth II Field plaque. You could also:

- invite a special guest for the ceremony
- invite local press along.



Has your field received SITA Trust UK funding?

If it has, you might like to have a ceremony where you open up the new equipment, or freshly-planted area - or whatever it might be!

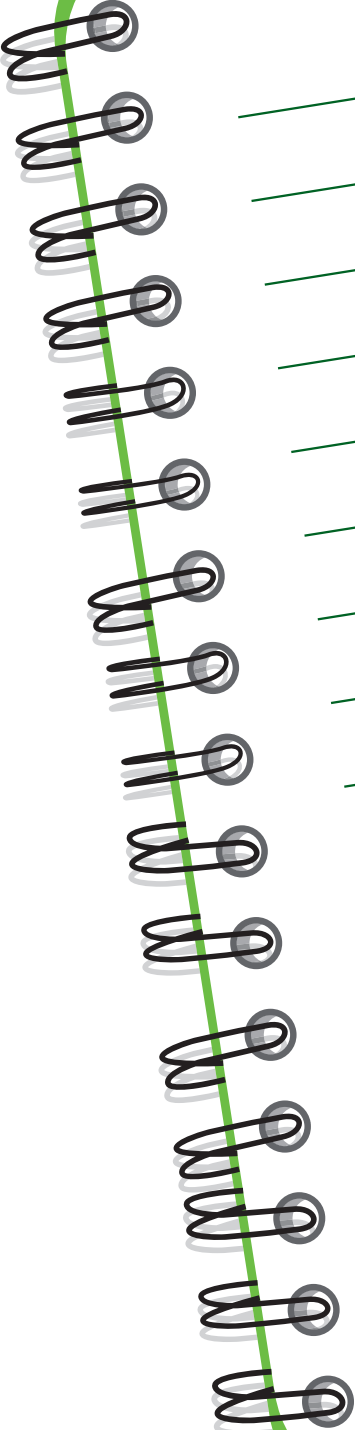
Sports

This year a nation of sports fans will support and cheer on the talent of our élite sportsmen and women. But it doesn't have to be Olympic-standard sport for people to have fun!

Sport at all levels is a key community activity which brings people together (whether they are supporters or participants) and this is your chance to put sport at the heart of your community celebrations.

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So, why not run a community competition, a skills session or maybe a taster session to encourage people to try a new sport? You could consider inviting local sports clubs to help organise sports related activities – they would usually have expertise in running these kinds of activities and could also be a good way to attract new volunteers. When you make your approach, explain the benefits that Have a Field Day can bring to them, i.e:

- showcasing their club to the community
- acting as a platform to promote their sport
- encouraging new members.

Here are some suggestions of sports that you could include:



There are some things to consider when deciding which types of events you include:

- Do you plan to run taster sessions, skills sessions or competitions – or all three?
- Do you have/can you obtain the necessary equipment e.g. goals, bats, rackets, balls, kits etc?
- Do you have enough space, volunteers and time?

If you decide to run a competition, you might also think about:

- How many categories of competitor do you expect there to be?
- Do you want to establish winners? If so, how many?
- Which type of competition is most suitable e.g. knockout, round-robin, winner stays on?
- Keeping a record of the results of each match/event and how and when you will announce the winner(s) and present any awards – perhaps at the closing ceremony if you are holding one.



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Don't forget to ensure that:


- you have a clear set of rules for each activity or competition
- all participants are fully briefed before the start
- the officials are easily recognised by each participant.

If you are unable to get help from a local sports club, you could still run a sports activity yourself. All you need is some volunteers who have an understanding of the sport and who are willing to help out. The Community Life Champion at your local Asda would be a good person to talk to about this.

You can find more information and useful links on the Have a Field Day page of the Challenge website at www.qe2fields.com

Kwik cricket

Asda has been title sponsor of the ECB's National Kwik Cricket competition for the past 7 years, helping an incredible total of 740,000 primary school children to get healthy and active through cricket. Kwik Cricket is a really inclusive and fun way to get people of all ages into sport as it uses a soft ball, simpler rules and everyone gets a go. Why not set up your own Kwik Cricket match as part of your Have a Field Day activity?

 In order to help get you started, Asda will be running lots of exciting competitions on our website www.asda-kiwickcricket.co.uk, including the chance to win free Kwik Cricket sets to use at your event!



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Culture



Get your community's creative juices flowing! Cultural interests bind communities together and can be easy to organise. Here are some examples you could consider, including:

Art & craft

Classes or demonstrations e.g. painting, drawing, pottery, design or even an exhibition featuring work from local artists and craftsmen and women? Set up face painting/caricatures/painting by numbers for the kids. Or get everyone involved by contributing to a huge mural!

Dance classes or show

These could be run by a local dance class or instructor e.g. street dance, breakdance, zumba.

Fashion

Invite local schools and community groups to make costumes for an event or fashion show. You could add a 'Royal' or 'Olympian' theme!

Food

This is an opportunity to showcase locally-produced food, or why not invite everybody to eat together at a Big Lunch? (See 'The Big Lunch' later in this section for more ideas.) Or get local restaurants involved (a good boost for local economies) and/or set up a farmers' market. Why not arrange a cooking competition, using locally-sourced food?

Local heritage

Think about any historical associations or landmarks that are important to your community – perhaps you could create a big map of the area and ask people to add in what they know about local history and heritage.

Music

Invite local musicians and groups to attend and maybe give a performance to open or close the event.

Poetry

Why not advertise a poetry competition with recitals on the day?



Notes

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Flower show

You could invite the community to enter their prized plants and flowers to see which are the best and offer prizes to the winners. Perhaps the flowers could be donated for sale to raise funds for the field... or planted by local children to bring added summer colour for everyone. Tree planting is another great activity for everyone to enjoy.

Inter-community challenges

Split your community into teams and set them either sporting-based challenges e.g. games of soft ball/rounders or even dance-offs/singing competitions!

Multicultural events

If you have a diverse community you could celebrate events that are particularly important to your community.



Fun activities



No event is complete without some good, old-fashioned fun! Informal games, contests and competitions are simple but a great laugh... for children as well as for the more mature kids amongst us!

Here are some suggestions of things that are easy to run:

Beat the goalie

Set up a goal and get somebody to act as goalie – maybe a local celebrity? Allow three kicks per contestant and award prizes for each goal scored past the goalie.

Welly wanging

An old favourite, and all you need is an old Wellington boot and a field – it couldn't be easier! Pit your contestants against each other to see who can throw the welly the furthest. Or you could mark out some circles on the field with the challenge of landing the wellies into them.

Tug of war

Another old classic. Two teams go head-to-head in a battle of strength, willpower and team co-ordination. 1, 2, 3... heave!

Tub of water coin drop

Fill a large tub with water and place coins on the bottom. The contestant drops coins into the water and if they completely cover a coin on the bottom they win a prize.

Notes



Diamond Jubilee cupcake competition

Challenge residents to bake and donate a Royal themed cake – a prize could go to the winner and the cakes could be sold or auctioned as a fundraiser.

Coconut shy

Set up coconuts on stands and allow three throws of a ball per contestant. The contestants win any coconuts they knock off the stands. Use netting (a football goal works well) to capture the thrown balls.

Duck racing

Each contestant buys a numbered toy bath duck. The ducks are dropped into a stream to start the race and the first duck past the winning line is the winner. Don't forget to collect the ducks up so they can be reused or given to the contestants as souvenirs.

Egg and spoon race

This can be great fun! Give each contestant a spoon and a hard-boiled egg. The egg must be carried, on the spoon, as fast as possible along the course. For extra amusement, the race could be over an obstacle course. No glue allowed!

Bunting

Challenge your community to make the longest and most colourful bunting to decorate your Have a Field Day venue.

In the stocks

A kids' favourite! Seek volunteers from the community – a schoolteacher is always a good choice – to face their comeuppance with wet sponges. Easy to organise and definitely a good fundraiser!

Hula-hoop circle

A group of participants stands in a big circle then slips a hoop on to one participant's arm. They must then all join hands. The challenge is to move the hula-hoop all the way around the circle without letting go of each other's hands – will they manage it?

Dog shows

Dogs and their owners are regular users of green spaces so you might decide to run a dog show. This can be as formal or informal as you like. You could include a 'scruffy dog' class or even a pet beauty pageant. Why should humans have all the fun?



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Break a Guinness world record!

Why not try to get your community to break a world record? You could fly the most kites on a given a day or bake the largest scone/tower of cup cakes. Or perhaps invite everyone to create, and bring along, a piece of bunting or section of a quilt that could then all be tied together as one, record-breaking piece. (You could even set this as a challenge across the country – and see which community creates the longest!)

Treasure hunt

Parents could organise this for the kids. Or, moving with today's technology, try Geocaching – a treasure hunting game where you use a GPS to try to find hidden containers.

Crown-making competition

Celebrate the Diamond Jubilee by setting a crown-making competition for the kids.

We've got talent!

Get your local children to showcase their talents to your community audience.

Teddy bears' picnic

Another one for the kids, or very enthusiastic adults!

The Great British...

Organise a tea party, strawberries and cream, scones, fish 'n' chips, hog roast, bake-off (locals to make and bring their favourite British dishes).

Fancy dress fun run

Set up a course and award prizes for best fancy dress, with bonus points for anyone who dresses up as a member of the royal family!

Car boot sale

Maybe a proportion of the entry fee or money raised could go to a local community initiative?

Puppet shows

Know a local puppeteer? From Punch & Judy to Mr. Crocodile, kids of all ages love a classic puppet show.

Sponsored car wash

Why not get a local scouts group to organise one?

Fireworks

Fireworks are great to watch all year round so save them until it goes dark and watch the skies explode with colour. Safety is essential when hosting a firework display. Please ensure that necessary precautions are in place for spectators and event staff alike.



Notes



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The Big Jubilee Lunch – Sunday 3rd June 2012

Make a Big Lunch part of your Have a Field Day to celebrate the Jubilee.



The Big Lunch is a very simple idea from the Eden Project - encouraging as many of the 62 million people in the UK as possible to get together with their neighbours for a few hours of community, friendship and fun, once a year. In 2012 the event will proudly support The Queen's Diamond Jubilee celebrations and will be called The Big Jubilee Lunch.

So why not have a Big Jubilee Lunch as part of your Have a Field Day? It's a great way to bring people together by simply sitting down and sharing food and conversation. You could use it as a chance to showcase local delicacies or entries into any baking competitions you've held as part of the day!

Big Lunches can be big or small and how you organise your event is entirely up to you. Check out the website to read stories from previous years and for all the ideas, information and inspiration you need to start planning your own Big Jubilee Lunch.

Combining Have a Field Day and The Big Jubilee Lunch is a great opportunity for you to come together with your community to celebrate your local area, as well as The Queen's Diamond Jubilee.

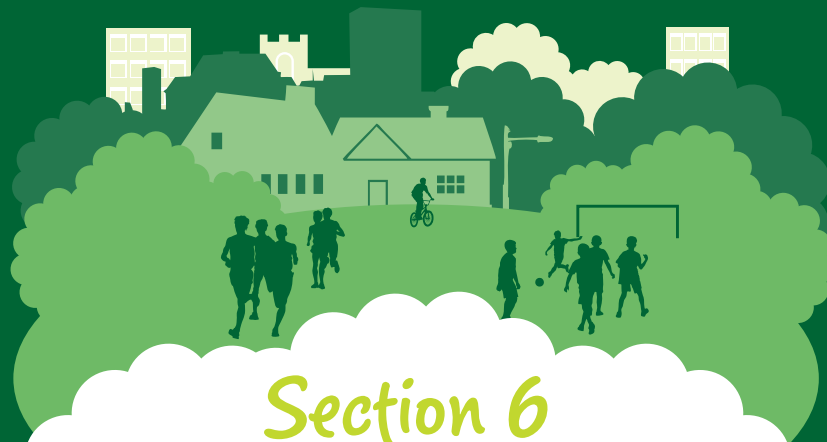


To find out more, and to get your FREE Big Jubilee Lunch Pack, with a wall planner, invitations, posters, seeds and much more, visit www.thebiglunch.com or call 0845 850 8181.



Notes





Section 6

Promotion and Marketing

Promoting
your event

Marketing to
volunteers

Reaching
your
audience

Press
releases

Producing a
marketing
plan



Checklist

- Have you produced a marketing plan?
- Have you designed and distributed some flyers?
- Have you made some posters? Maybe speak to some local shops and schools about putting them up.
- Spread the word to as many people as possible - is there a local newsletter you could advertise in?
- Don't forget to advertise online too.
Some websites you could consider are:
 - 1) www.qe2fields.com
 - 2) Asda store locator
 - 3) Local council and community websites
- Have you written a press release?
- Have you emailed the press release to local journalists and followed up with a phone call?
- Have you set up social media pages to keep people updated? Facebook, Twitter, Flickr?

Promotion and marketing

Once your Have a Field Day event is taking shape, and you have a programme of activities lined up for the day, you can start to promote it.

You'll want to promote your event to potential participants, and maybe also to people who might want to volunteer to help out on the day.



Marketing is all about matching what you have on offer at your Have a Field Day to what your target market or audience (i.e. participants or volunteers) wants.

Promoting your event

If you're not experienced in promoting or marketing, why not liaise with the Community Life Champion at Asda? Being in charge of fundraising at the store, they'll have a wealth of knowledge to draw upon. And, in the meantime, here's some handy information to get you started:

Websites

Don't forget... more people will be able to find you. Why not start with the local council website, and then try other community sites or forums in your area where you can promote your Have a Field Day event.



Marketing to participants

The following are some of the reasons why people might come along to a Have a Field Day event:

- To do something with friends/family
- To take part in an event connected with the Diamond Jubilee or Olympics/Paralympics
- To celebrate the Diamond Jubilee or Olympics/Paralympics with family/friends
- To try a new activity
- To try something they have not done for a long time - maybe not since school
- To get to know local people or find out what is going on locally
- To do something that sounds exciting.

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Marketing to volunteers

The following are some of the reasons why people might volunteer at a Have a Field Day event:

- To be a part of an event connected with the Diamond Jubilee or Olympics/Paralympics
- Because they are interested in volunteering but do not have the time for a regular commitment
- To gain some experience of events because they are interested in working in that area
- To get to know local people or find out what is going on locally
- To put something back into their local community

Maybe you could organise a preliminary Volunteering Day to get local people on board early and see who would be available and willing to give up their services on the big day? Meeting at the local Asda store could be a good place to start.



These reasons give you the basis from which to develop your promotional materials. It's a good idea to also look at other successful local events. How have they been publicised? What do you think works well, and what less so? Don't be afraid to 'borrow' other people's ideas - they probably got them from someone else as well!

If you send in examples, Fields in Trust can add them to an ideas page on www.qe2fields.com

Reaching your audience

Flyers

These are a relatively inexpensive way of promoting your Have a Field Day event. They should be eye-catching (if possible get them designed by someone who has trained or worked in graphic design) and include all the important information about your event. A5 is probably the best size as it's a standard size for printing and therefore better value for money per print run.

The key thing with flyers is where you distribute them. Think of where people go locally e.g.

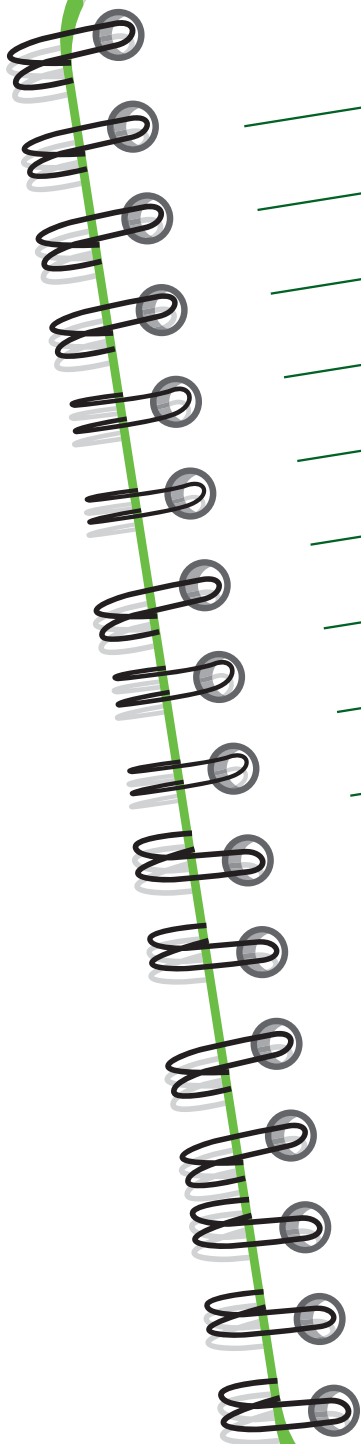


Posters

Again, like flyers, posters are a relatively low-cost promotional method. They should also:

- be eye-catching (again, using a graphic designer, if possible), be legible from a distance, contain all the important information, but using far fewer words than a flyer
- you may find that local shops and businesses are happy to display a poster, and your local council may have community notice boards you can use.

Notes



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Press releases



Getting press coverage in your local paper is a great way to get free publicity. Remember that you will not always be able to control what is printed. The fact that interest in the Diamond Jubilee will be high will be to your advantage, and it is worth taking the time to get to know the news editor at the paper, so he or she is more likely to feature your event.

Some papers may have a 'What's On' section where you could also get a regular listing in the lead up to your Have a Field Day event.

It's also worth researching any local publications; your council may have a newsletter that's distributed to all residents, for example, and will hopefully be happy to feature your event.

The following information is a guide to writing a good press release.

The header

Head up your release as applicable with:

FOR IMMEDIATE RELEASE, or

NOT FOR RELEASE UNTIL 00:00 hours on (date month)

The headline

Keep it factual, it will quite likely be changed before publication anyway.

The first paragraph

This should immediately engage the reader. If press releases get cut, they are usually cut from the bottom, so get the important information in early!

Think about:

- Why are you organising a Have a Field Day event?
- What is the best thing about your event?
- Why would people want to take part/volunteer?

The details

This is where you should provide the rest of the important details. Outline the programme for the day. Keep your release to one side of A4 preferably, or two sides maximum.

Quotes

Quotes will add interest to your release. Try to incorporate one from a local dignitary or personality.

Contact details

Ensure you include your name, number and email so that the journalist can get hold of you if they want more information. If they do contact you, try to respond as quickly as possible – they may want to make a special feature of your event and will have a tight deadline to meet.

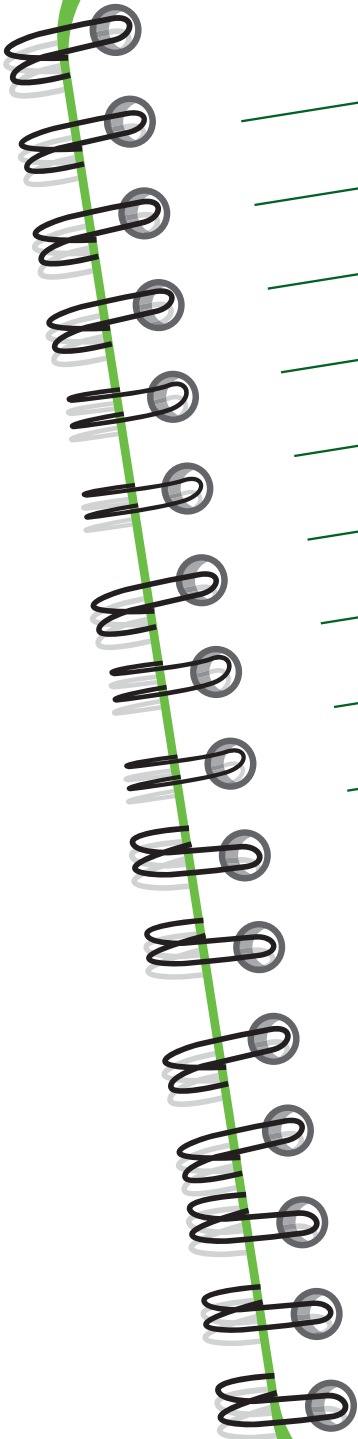
Notes to editors

This is where you can provide any relevant background information.

For an example of a press release please see the Appendix.

Notes

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Advertising

Unless you are very lucky and have a good contact, advertising will cost money. The advantage of an advert in a local paper over sending a press release is that once you have paid, you can say exactly what you want in the advert, within reason, and you know that it will be printed. A press release may be cut at the last minute if a bigger story comes in, but a local paper will always want their advertising revenue.

Word of mouth

This method can be very powerful, and is definitely the cheapest! Get chatting to as many people as possible about your Have a Field Day event, and encourage them to talk about it to others.

Websites

Start with the local council website, and then on to other 'community' sites or forums in your area where you can promote your Have a Field Day event.

Social media



This growing area can be a very effective means of promotion. If it's something you're not that knowledgeable about, then start small. The following will give you some ideas:

Facebook

You could create a page for your event, and then encourage all your contacts to 'like' it. Ask people to spread the word through their networks. Also, post status updates about the event.

Twitter

You could tweet about your event using a relevant hashtag and encourage other people connected with your event to use the same hashtag in their tweets. If your local council has a Twitter account you could contact them and ask them to tweet on your behalf.

Flickr

This is not so much about promotion in advance of the event but more a great forum to share photos with everyone involved. The photos could then be used to promote the next time you Have a Field Day.

After the event, why not encourage people to upload their photos on to the photo-sharing forum, Flickr? Sharing the photos will help promote your event and any follow-up activities. You could also get them to tweet about their activities/achievements on Twitter and share their experiences on Facebook.



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Notes

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Promotions tick list

Have you:



Associated events

This summer is likely to be a great celebration, with the Diamond Jubilee and the Olympic and Paralympic Games. Seek out other events and see if you can promote your Have a Field Day at them. Similarly offer to promote later events at yours.

Whatever ways you choose to promote your Have a Field Day, there is some essential information to include. Use the following checklist:

- The selling points of your event - why people will want to come along
- The important details, such as when, where and how much (if applicable)
- A clear call to action - what you want people to do - this could be visiting a website for more information, calling a number for more information, registering their interest, etc.
- A defined time limit - when you want people to respond by - the end of the week, a certain date, etc.

Notes

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Producing a marketing plan



The plan need not be long and complicated, maybe one side of A4, but it will help you work out what you want to achieve, how to do it and how much it will cost. Also, once you have drawn up the plan, it will make it easier to delegate some of the tasks to other people. Lastly, and perhaps most importantly, it will enable you to see which of your marketing methods were most successful, ready for when you organise next year's Have a Field Day!

The first step in putting together a marketing plan is to agree what your objectives are. They could include the following:

- To recruit x volunteers
- To attract x participants
- To attract x spectators
- To achieve x level of media coverage (press, local radio, regional TV)

Then you need to work through the following process to complete your plan:

- Note the objective
- List all the tasks that would be involved in completing it (in any order)
- Roughly order the tasks into time-based sequence
- Identify who will lead and when each task will need to be done by (some tasks can be performed concurrently)
- Assign some resources if appropriate
- Add in success measures
- Schedule them as accurately as possible to fit with the overall Have a Field Day project plan.

The following is a template you could copy:

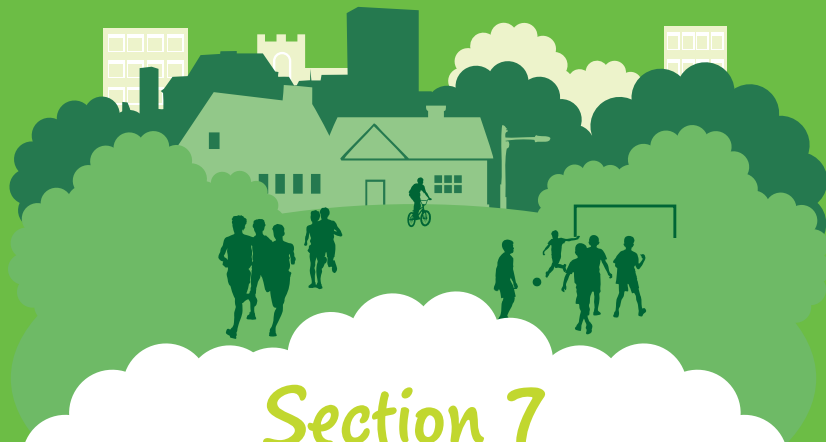
Objective:

| Task | Who | When | Resources | Success factors |
|------|-----|------|-----------|-----------------|
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Some template promotional materials can be downloaded from www.qe2fields.com/fieldday and some will be included in your events box.

Notes

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Section 7
Volunteers

**Sports
Makers**

**Volunteer
Bureaux**

**Guidance
on activities**

**School
Leaders**

**Local Clubs
and Groups**

Volunteers

With every community-based event comes a challenge – to get people to participate!

To do this, volunteers are key, both in developing the event from its early stages, to potentially leading on the day. This can be done by either recruiting a dedicated team to drive the planning, development and delivery, or by working with a greater number of volunteers working across specific areas (and therefore taking up less of their time).

If you are reading this, the chances are you are one of the key volunteers driving Have a Field Day. This section is designed to help you in identifying the support of individuals and/or groups and providing ideas on how to make the most of their assistance. However, you know your communities much better than we do! So, hopefully this section will provide initial ideas to ensure that your Have a Field Day event is enjoyable for as much of your community as possible.

Who you contact is largely dependent on what activities you plan to run during your event. We would suggest that you find out about the local groups within your community and contact them directly – this is, after all, your event.



Don't forget that Asda are fully behind the Have a Field Day events that are taking place throughout the country, so they may be able to help with volunteering ideas.

The following may also be useful areas to recruit volunteers, should you wish to provide a wider range of activities.

Sports Makers



Try to speak to the Volunteer Development Officer at your local County Council's sports and leisure department. They are in charge of overseeing the development of volunteers within the county, in a wide range of areas.

Sports Makers is a programme delivered through Sport England's Places People Play strategy www.sportengland.org. They aim to recruit, train and deploy 40,000 new sports volunteers aged 16+ by summer 2012.

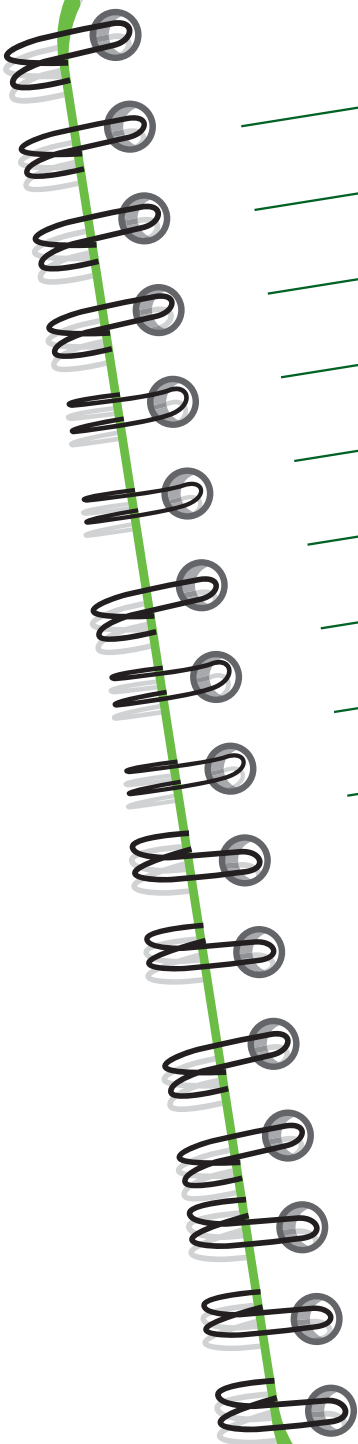
If you are planning to include sporting activities, such as local club(s), school festivals or competitions, coaching or sports demonstrations, Sports Makers is the ideal programme to supply volunteers for your Have a Field Day event.

Volunteer Bureaux

Local Volunteer Bureaux (VB) provide a much wider-reaching volunteer skill set. Would-be volunteers contact their local VB, usually located in towns, to register their interest in volunteering. These volunteers are checked for their suitability and are able to be contacted through your local VB.



Notes



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Local clubs and groups

The good news is that you already have numerous experienced volunteers on hand within your community; individuals who give up hours of their own time, purely for the love of their activity! The areas your local clubs and volunteers cover could shape your Have a Field Day activities – even if you only consult with these local volunteers, they will be able to provide invaluable advice on local interests, contacts and potential attendees.

Local kids groups e.g. Scouts and Boys' Brigade

Why not get your local group involved?

School leaders

Your local secondary/upper school will have numerous trained, passionate, enthusiastic and, most importantly, available young volunteers in the form of school sports leaders. These leaders will be completing leadership and volunteering BTEC, GCSE or A-Level qualifications and are required to complete a certain amount of hours of volunteering, within schools or their communities.

Volunteering opportunities will be increasingly scarce for them so they'll probably jump at the chance to volunteer and use their leadership skills, for example, officiating at Have a Field Day sports activities.

To learn more, please contact Jamie Leeson on jamie.leeson@fieldsintrust.org who will be able to provide you with the necessary contact information.

Local Authority

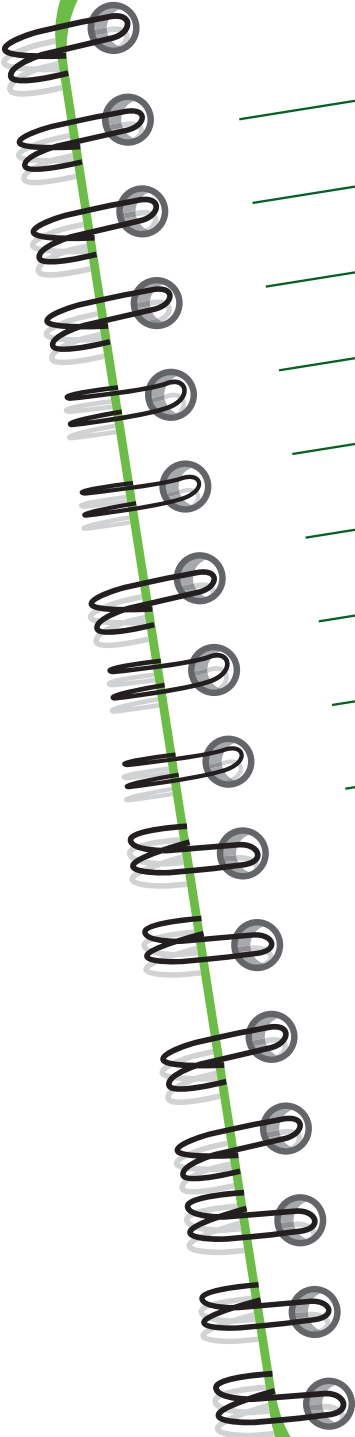
By liaising with relevant departments at your Local Authority, you are not only gaining access to their expertise, in areas such as event management, contacts for suppliers and local networking opportunities, you are also opening up the possibility of accessing further volunteers used by them.

Many departments, in particular the sports, leisure and recreation departments, will have their own individual targets that could be met by supporting your event.



Notes

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Guidance on choosing activities

This can be determined through many means: local preference, local availability, volunteer experience, local contacts and general availability to name a few.

We would suggest that when you finalise your activity list, you consider the following:

- Get planning early. Events can take months of planning; the sooner you start and have the plan in place, the sooner you can polish the planning for the day
- Use the Fields in Trust planning timeline
- Maximise community involvement
- Promote one-off volunteering – if you have potential volunteers, who are somewhat reluctant, use the American model of volunteering; where they volunteer for the day only, or for part of the day (e.g. help out on a fete stall for half a day)
- Playing to your volunteers' strengths (e.g. local martial arts instructor = 15-20 minute rolling activities; an emergency services professional = demonstrations)
- Exploring the opportunities community professionals can provide
- The size of your host site; speak to your volunteers and contacts about space required, time to set up, time for the event, and safety implications
- Quality not quantity – strike a balance between providing a range of activities and ensuring your event is safe, enjoyable and able to be delivered
- Ensure your volunteers have the appropriate qualifications, are Criminal Records Bureau (CRB) checked (if working with children) and, if using equipment, are working to your and their governing body's safety guidelines. It makes sense to ask for their relevant qualifications up front.

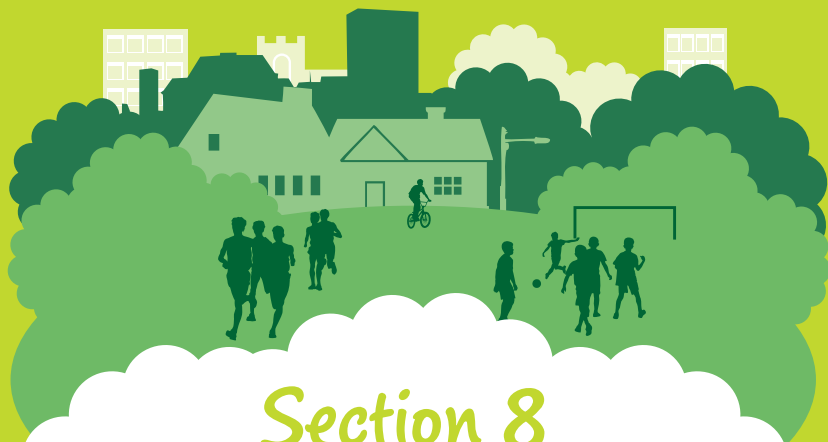


Organising your volunteers and events can be a 'chicken and egg' scenario, depending on what activities you decide for your event. If you already have a good idea of your activities, it may be an idea to start identifying your volunteers and where you will recruit them from now. Similarly, you may wish to approach individuals and base activities around their skill sets.

Either way, we suggest you look to do this sooner rather than later. That way, you're able to focus on making sure your event is a success for the local community, knowing that you have the necessary workforce beside you.



Notes



Section 8
Community

Community

Getting your community to join in is essential to making your Have a Field Day event a success.

Asda will be focusing their Community Life Champion support on Queen Elizabeth II Fields, so, working with the Community Life Champion at your local Asda (and based on your numbers of volunteers, safety requirements and space available), try to plan an event that appeals to as many age groups as possible.

A good place to start is with your local volunteer groups. This gives you a good idea of what the community's interests are and how many people take part in the area. It may be that your local community groups, as well as providing volunteers and activities, host a recruitment area. It is, after all, an event to engage the entire community.

As you will have already seen in the Volunteer section, there are numerous groups to make sure you have enough support to develop and deliver your Have a Field Day event.

Your local community residents may also have a lot to offer. In a similar way that Fields in Trust has promoted community involvement in selecting sites for the Queen Elizabeth II Fields Challenge, could local communities be engaged by voting on which activities take place on your event's big day?

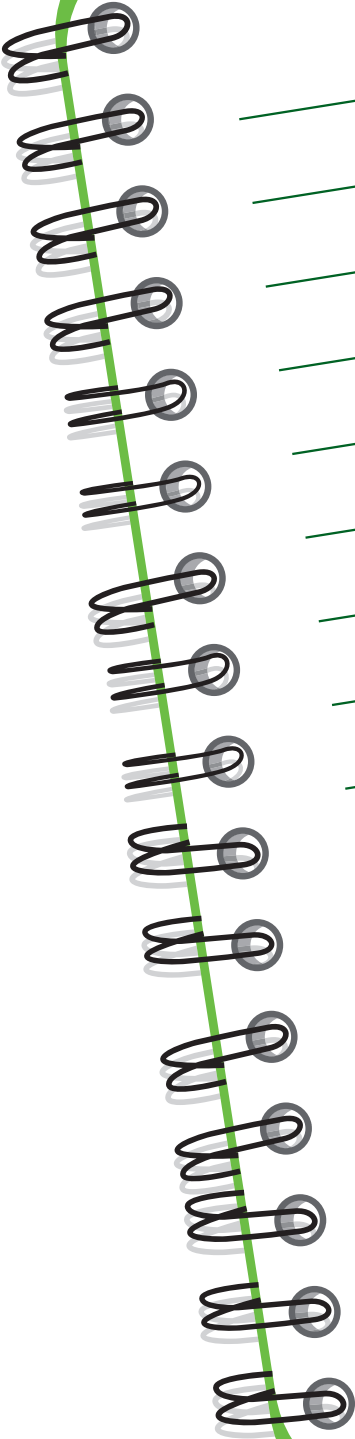
Fields in Trust has been promoting Have a Field Day with local groups as the chance for a community-led celebration. There is no right or wrong way to Have a Field Day, just try to engage as many local people as possible.

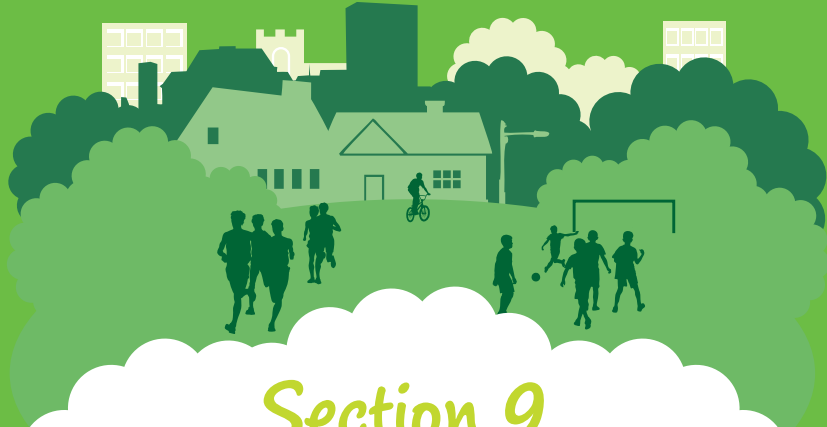


Community Life

Notes

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Section 9

Health and Safety

Risk
assessment

Emergency/
Safety
Procedures

Site
Plans

Communication

Licensing

Liability
Insurance



Checklist

- Have you appointed a Health & Safety Officer?
- Have you conducted risk assessments?
- Draw a detailed site plan for the event day
- Make a list of local emergency contacts and liaise with them, e.g. St. John Ambulance, Police, Fire Service
- Have you got your event licence from the local authority?
- Do you need to organise any contractors or other service providers?
- Have you arranged public liability insurance?

Health and Safety

This Health and Safety section has been prepared in order to provide information on what needs to happen in order for your event to run safely. Health and safety is a major part of the event planning process. The health, safety and welfare of the public, staff, volunteers and attendees need to be considered at all times.

Health and Safety officer



One of the first key decisions to make is the appointment of a designated Health and Safety Officer for the event. The officer should have a detailed understanding of the event. It is preferable that he/she has some management experience of similar types of events and some relevant training – for example, undertaking risk assessments.

The role of the officer will be to ensure that Health and Safety processes and emergency procedures that have been agreed are being undertaken, and also that the actions of any contractor or performer on site meets necessary requirements.

The Health and Safety Officer will also be the main point of contact if there are any issues or incidents during the event. They will be responsible for making decisions in regards to the allocation of volunteers and also any actions taken to resolve any issues that may arise during the event.

Risk assessment



A major requirement that will need to be undertaken is to complete a risk assessment. The aim of this risk assessment will be to identify hazards, assess the risks that are identified and provide suitable measures in order to eliminate or control the risk to an acceptable level. Most Health and Safety legislation is underpinned by the duty of the responsible party to take action 'so far as reasonably practicable' which means that any risks identified have to be controlled by 'reasonably practical measures' so that the measures employed to control the hazard are realistic and deliverable.

There are various important things to consider when completing a risk assessment including:

- Construction and de-rigging of the event
- Specific venue risks e.g. roads and open water
- Slips, trips and falls
- Fire exits
- Crowd management
- Transport management
- Contractors and sub-contractors
- Staff and volunteers
- Weather
- Electricity and other supplies
- Waste management

Emergency/safety procedures

There are a number of key elements to any event. These are:

- **Set-up and dismantling of the event** – the timings will need to be considered, along with security of any property that may be constructed or any equipment left at the venue overnight is kept safe.
- **Access to the venue** – the safety of those at the venue who may not be part of the event, and the timings of deliveries including equipment also need to be considered.



Notes

- **Crowd management** – the distribution and roles of the volunteers and staff will need to be identified and agreed, ensuring that the attendees of the event are aware of any hazards and are moving around the venue safely. The volunteers and staff will also need to be briefed and it is vital that the content of these briefings is in place, and that it includes details of any agreed procedures that may be necessary. They will also need to be advised who they are to report any incidents to e.g. police, security or the Health and Safety Officer.
- **First Aid** – it is important that for events with significant attendances that there are trained first aiders present. The recommendation is that there should be a ratio of 2 first aiders for every 1000 attendees at an event. It's always good practice to have at least 2 qualified first aiders in case one is unavailable at the time of an incident or injury.
- **Missing children** – a procedure needs to be put in place for the event in case a child goes missing; a designated meeting place should be established where children can be taken until they are collected. It is essential that staff looking after any missing children are CRB checked to an enhanced level.
- **Venue evacuations** – you must make sure that clear escape routes are identified and that these are not being compromised or blocked by any equipment or items from the event. These exits should be clearly marked. In the case of a major incident or evacuation, responsibility is passed to the police.

All of these emergency procedures should be prepared as a plan and distributed to the relevant parties e.g. the police, ambulance, fire service, volunteers and any contractors employed at the event.

Venue/site suitability



It is important to make sure that the venue or site where your event is being held does not compromise Health and Safety. Visits to, and inspections of, the venue during the planning stage will need to be undertaken. It is important to consider factors such as ground conditions, public/emergency access, and location in terms of the road network, services and public transport. Natural risks will also have to be considered, such as rivers and lakes, as well as other risks such as overhead power lines and railway lines.

Site plans



It is important, for any event, to prepare a detailed site plan so that it can be established where all the structures and buildings will be positioned. Preparing a plan will also help identify any risks that may arise from the layout of the event with escape routes/emergency access.

Liaising with the police and St John Ambulance



Depending on the size and type of the event, it may be necessary to include the police, and a first aid provider such as St John Ambulance, in your planning. They may have an interest in the event or wish to attend planning meetings to identify any safety issues that could arise, as well as agreeing their involvement in the event. Please note there may be a cost involved in providing appropriate levels of first aid cover at an event. To contact St John Ambulance, email event-cover@nhq.sja.org.uk

Notes

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Communication



During both the planning and running of the event, it is important to establish a clear communication structure. For some events it may be appropriate to use radios, or mobile phones of the key people who may need to be contacted during the event. It is necessary that the contact numbers for these people are displayed and are accessible to people who may need to contact them.

During the event, it is important that volunteers and staff are aware of to whom they report any incidents; this would include the police or security. All incidents should be reported to the Health and Safety Officer who will then make decisions on how, or if, to act, and be responsible for implementation.

Event licensing



There are several different types of activities at events that may require licensing. Any provision of regulated entertainment, music or sale of alcohol covered by the Licensing Act 2003 will require a temporary event notice (TEN) from the local authority. It is important to start applying for these as early as possible as they can take time to be processed.

The purpose of a licence is to ensure that an event is carried out in a safe and hygienic manner as well as ensuring the impact of the event is minimal for the local residents and surrounding areas, particularly in terms of disruption and noise. The licence will need to be obtained through the relevant local authority.

The process of obtaining a licence is likely to involve consultation with the police and fire services. They may impose terms, conditions or restrictions which will then apply to your event. These focus on safeguarding the people who may attend or work or volunteer at the event, ensuring there is reasonable access for the police and other rescue services and also to minimise disruption to the local neighbourhood.

Contractors

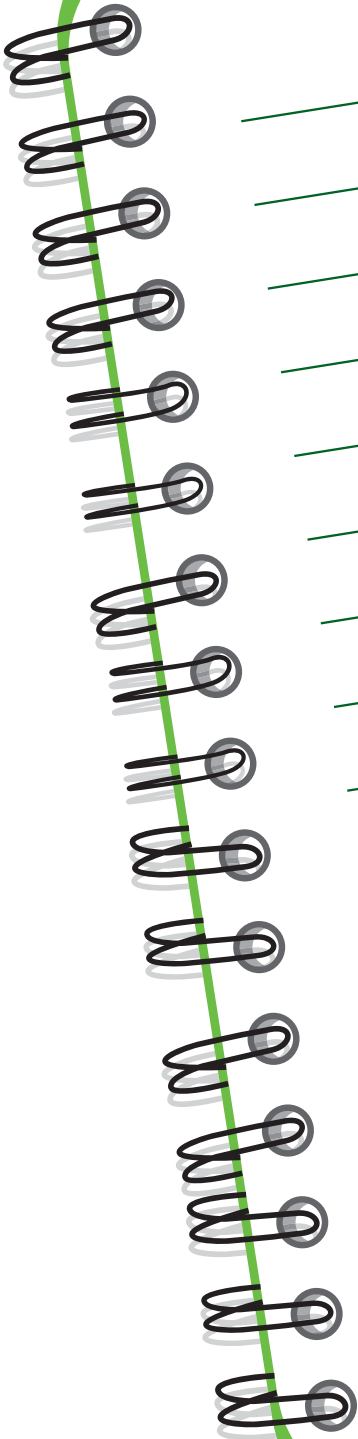
When employing contractors at events it is necessary to consider all risks that may occur. It's important that the contractors are competent and are aware of Health and Safety arrangements that are in place. Before using a contractor it is necessary to:

- Obtain copies of their risk assessments
- Get a copy of any inspections or service reports
- Obtain a copy of their liability insurance
- Find out the background of what experience they have in the type of work you need done
- Check if they have relevant trade or professional qualifications
- Check similar documents from any sub-contractors.

Getting these details will lead to a safer event. It may be advisable to ask for references from other events they have provided services in order to check their performance.

Notes

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Liability insurance



You must make sure that your Have a Field Day event is covered by relevant liability insurance. The details of this insurance should be considered in particular detail. It is important to check that the insurance covers the activity of the event and that any terms of the insurance are fully met.

Consideration should be given to how much liability insurance should be taken out; a standard low-risk event will be to the value of around £5m, whereas an event with higher potential risks should have £10m to £20m of cover.

Further information

For a detailed guide on event safety, The Event Safety Guide from the Health and Safety Executive (HSE) provides detailed information for event organisers.

See also the Useful Contacts section on the Have a Field Day page at www.qe2fields.com.

Fields in Trust and Asda hope that this toolkit proves helpful to you and wish you every success with your event.



Notes



Section 10

Appendix

Example of a press release

Press Release

FOR IMMEDIATE RELEASE

Barber's Field set to celebrate The Queen's Jubilee.

The people of south Sheffield are set to Have A Field Day and celebrate The Queen's Diamond Jubilee with a party on Barber's Field from 12 noon on Saturday 2nd June.

There'll be activities for all the family, including welly wanging, beat the goalie and egg and spoon races, not to mention cake-baking competitions, street dance classes and lots more.

Have a Field Day is an opportunity for local communities to hold an event on open spaces. It's supported by Fields in Trust, the only national charity working to safeguard and support outdoor recreational spaces, and Asda, who are committed to helping people lead active and healthy lives.

Asda Woodseats' Community Life Champion, Ann Dawes said, "This is a great chance for local people to come to Barber's Field and get involved. There's something for everyone, and we're always looking for volunteers to help out. Find out more at www.barbersfieldday.co.uk and come and join in!"

Ends

Notes for editors

* This is the first Have A Field Day event to be held on Barber's Field.

* We are hoping to confirm that a couple of star players from the local football team will be attending on the day.

Organiser Contact Details:

Keith Smith (Tel: 07757 126452)

Barber's Field Have A Field Day Event,
165 Woodseats Road, Sheffield, S8 0GT

Email: barbersfieldday@googlemail.com

Website: www.barbersfieldday.co.uk

Twitter: @barbersfieldday

Notes





Have a Field Day - Register your event

If you are going to hold a Have a Field Day event for your community, you can register to receive a 'fun pack' of goodies and materials to help make your day a success. Events taking place on Queen Elizabeth II Fields will be listed, together with the organiser's contact details on the Queen Elizabeth II Fields Challenge and Asda websites so that people can search for the nearest Have a Field Day in their area.

All you have to do is complete and return this form to:

**Have a Field Day
Fields in Trust
15 Crinan Street
London
N1 9SQ**

or email it to: Haveafieldday@fieldsintrust.org

I/We are organising a Have a Field Day event:

Name:

Organisation:.....

Postal address:
.....

Post code Telephone.....

Email

Our event will be held:

On 2012

At:

Post code

Starting at: Finishing at:.....

I/We would like to receive a free Have a Field Day fun pack (available from April 2012)

If your field has not been entered for protection as a Queen Elizabeth II Field and you do not wish to be contacted with more information please tick here

If your event is taking place on a Queen Elizabeth II Field but you do not wish for it to be listed on the Queen Elizabeth II Fields Challenge and Asda websites please tick here

Notes

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Legal Notice

Fields in Trust and Asda (together, we) hope that this toolkit proves helpful to you and wish you every success with your event.

While we have endeavoured to ensure that the information on the toolkit is correct, it has been written as a general guide to offer ideas and suggestions for organising an event. It is not intended to provide specific commercial, legal or financial advice or to cover every eventuality. We do not warrant the accuracy and completeness of the material. The material in the toolkit may be out of date, and we make no commitment to update such material.

The material in the toolkit is provided “as is”, without any conditions, warranties or other terms of any kind. Accordingly, to the maximum extent permitted by law, we provide you with the toolkit on the basis that we exclude all representations, warranties, conditions and other terms (including, without limitation, any conditions implied by law which, but for this legal notice, might have effect in relation to the toolkit).

We, any other party (whether or not involved in creating, producing, maintaining or delivering the toolkit), and any of our group companies and the officers, directors, employees, shareholders or agents of any of them, exclude all liability and responsibility for any amount or kind of loss or damage that may result to you or a third party (including without limitation, any direct, indirect, punitive or consequential loss or damages, or any loss of income, profits, goodwill, data, contracts, use of money, or loss or damages arising from or connected in any way to business interruption, and whether in tort (including without limitation negligence), contract or otherwise in connection with the toolkit in any way or in connection with the use, inability to use or the results of use of the toolkit, including but not limited to loss or damage due to viruses that may infect your computer equipment, software, data or other property on account of your downloading the toolkit or any materials referred to therein.

Nothing in this legal notice shall exclude or limit our liability for death or personal injury caused by negligence, fraud, misrepresentation as to a fundamental matter or any other liability which cannot be excluded or limited under applicable law.

If your use of material referred to in the toolkit results in the need for servicing, repair or correction of equipment, software or data, you assume all costs thereof.

Notes

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