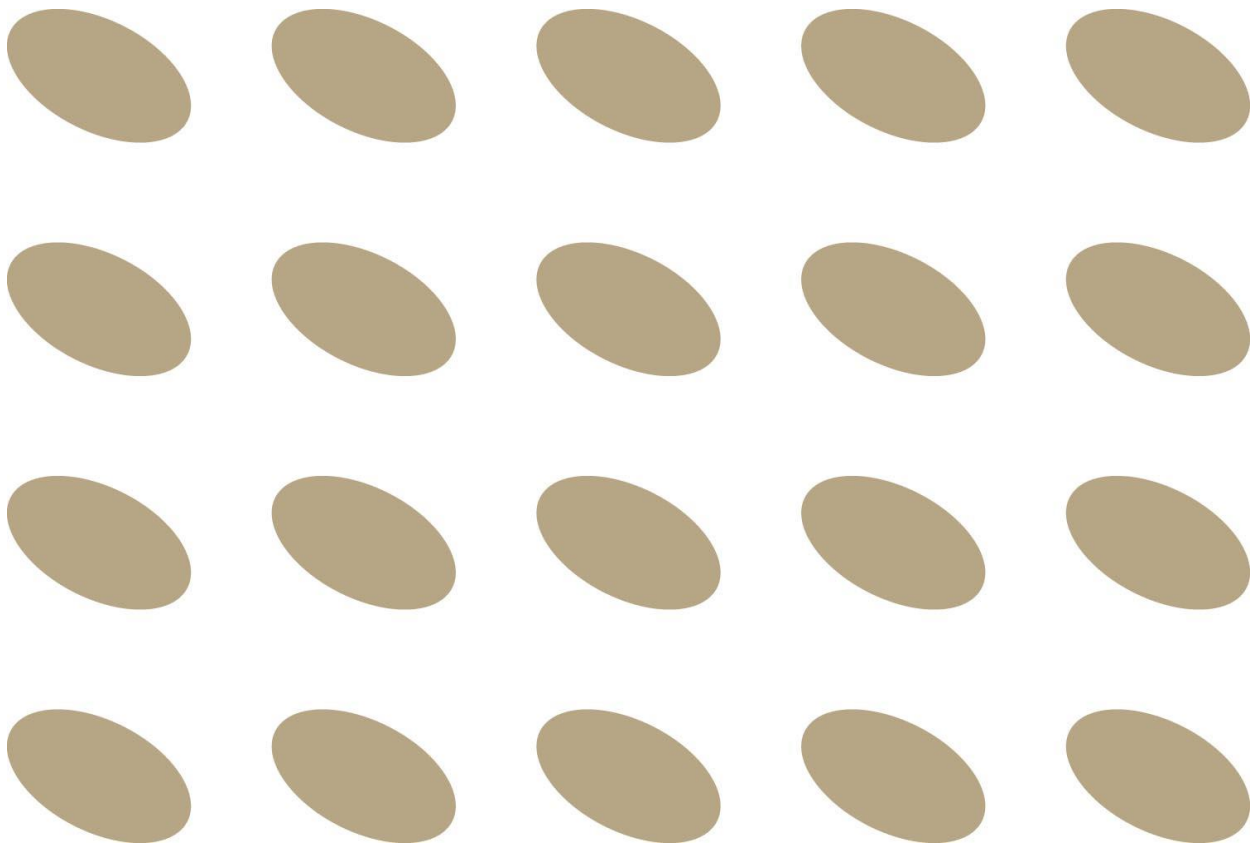


Managing events in parks and open spaces

29 October 2018, Manchester

28 January 2019, Belfast

11 March 2019, Birmingham



Managing events in parks and open spaces

Introduction

APSE is pleased to announce the creation of a course to help local authority parks managers, staff, and community groups to develop their skills on event management in parks and open spaces.

This training and development day is designed to provide delegates with an understanding of what is involved in the process and also the wider issues associated with the task.

The course will concentrate on forward planning, the interaction required with other duty holders, and the practical steps involved.

These working sessions will be highly interactive and delegates will be encouraged to take advantage of the networking opportunities from the day and discuss current challenges facing organisations undertaking catering and event management.

The objectives of the course are:

- To understand the “bigger picture” of event management in parks and open spaces and what it entails
- Responsibilities of events management
- Planning and co-ordination
- Processes and procedures
- Marketing, promotion and sponsorship
- Types of events e.g. festivals, sports events, etc
- Managing the task – a project approach
- Health and safety, risks and liability

Who will benefit from attending?

The course will be relevant to those involved in organising events in parks and open spaces and managing a wide range of outdoor public events in the role of ‘event manager’ and who wish to develop their skills in this sector.

Trainers

The sessions will be delivered by Sue Finnigan supported by Jan Kennedy from APSE.

Sue Finnigan – APSE Associate

Sue is a successful leisure and cultural services manager with expertise in multi-disciplinary events such as arts, sports conferences, festivals and outdoor events.

She has robust project management skills and a successful track record of running both large and small scale events. Sue has managed bars and catering in both the public and private sector in support of numerous types of outdoor events.

Sue also has experience of managing events from a voluntary sector perspective as well as from the public sector and has also worked alongside the voluntary sector organising events in the community. She also has facility management experience and experience of hiring out facilities to organisations to stage their own events with support and service provision provided by an in house team.

Sue is fully trained to IOSH Health and Safety standards, has held Licenses, is experienced in Financial and Project Management, Marketing, Bars and Catering and has developed event management guidelines for local authorities and voluntary groups.

Sue is currently an APSE Associate consultant and interim manager, has been Assistant Director of Community and Cultural Services, Head of Leisure and Culture at 3 local authorities, and voluntary sector trustees in both arts and sports organisations.

Throughout her career she has managed events including outdoor Summer Shows and Festivals, International Classical Concert programs, Folk Festivals, Sports events, Xmas lights events, Circuses, Corporate Conferences, Weddings for up to 1500 people, charity dinners and more.

Jan Kennedy

Jan Kennedy is Head of Training and has responsibility for apse training, skills and development. Jan has a background in training and development, firstly as an executive training officer in central government where she gained her CIPD in Training & Development.

She moved to local government in 1999 where she joined Liverpool City Council as a member of the corporate training team. Jan has experience of managing and delivering a wide range of training and development including Liverpool's One Stop Shop training programme.

Prior to joining APSE Jan managed the Lifelong Learning Employability curriculum in Adult and Community Education. Jan holds a Certificate in Post 16 Education and a CLAIT Advanced in ICT.

Jan is also qualified in level A and level B psychometric testing.

Since joining APSE Jan regularly delivers training on a range of topics including Project Management, Leadership, Supervisory skills (across service sectors), Managing Change, Negotiation Skills, Time Management, Marketing and Service Level Agreements. Jan works in partnership with the ICCM to deliver training modules on the bereavement journey. Jan has also co-delivered on the current Master Classes on Health and Safety Issues.

Jan can be contacted at e-mail address at: jkennedy@apse.org.uk or by telephoning her on either 0161-772-1810(Office) or 07764-252-107

What's included?

Course fees include delegates' documentation and course material including case studies, suggested practices and appropriate toolkits and templates, lunch and refreshments.

Duration

1 day event: Start time: **9.30 am** Finish time: **4.30 pm**

Association for public service excellence (APSE)

APSE (Association for Public Service Excellence) is a not for profit local government body working with over 300 councils throughout the UK. Promoting excellence in public services, APSE is the foremost specialist in local authority front line services, hosting a network for front line service providers in areas such as waste and refuse collection, parks and environmental services, leisure, school meals, cleaning, housing and building maintenance.

APSE is an important information source for keeping its members informed of developments in best practice and innovations in direct public service delivery. Through our regular journal, apse direct, advice is given on competition, developments and direct service issues.

APSE commissions and generates in-house market research and produces a wide range of publications and briefing papers on matters affecting direct public services. APSE also runs a seminar programme and holds an annual conference which attracts high calibre speakers.

APSE training develops and provides courses delivering skills and continuous learning across a range of front line services.

For further details of APSE please look at our website at www.apse.org.uk; or contact Jan Kennedy on 0161-772-1810

Programme

09.00 – 09.30	Registration and refreshments
	Introduction Course Objectives Background to event Ice breaker
09.45 – 10.45	Parks and open spaces event management <ul style="list-style-type: none"> • What does it mean? • Types of events • Why do it? Public events <ul style="list-style-type: none"> • Issues to consider
10.45 – 11.00	Morning Break
11.00 – 12.30	Methodology <ul style="list-style-type: none"> • Event Planning • Event Planning from a parks perspective • Infrastructure • Event Manager or parks Manager? – the role • Emergency Planning • Exit Strategy and evaluation
12.30 – 13.30	Lunch
13.30 – 14.30	Staffing <ul style="list-style-type: none"> • Roles • Training requirements Promotion <ul style="list-style-type: none"> • Fundraising and Sponsorship • Marketing the services and events
14.30 – 14.45	Afternoon Break
14.45 – 16.15	Health and safety <ul style="list-style-type: none"> • Legal requirements and obligations • Managing the risks and hazards • Safety Management Plan • Licences • Insurance and liability Go Live <ul style="list-style-type: none"> • Organisation • Managing the event • Exit Strategy/Sustainability Final Questions
16.15 – 16.30	Certificates, evaluations and Close

Managing events in parks and open spaces - booking form

For official use:

Del No:
Date:
Database: Y / N
Confirmation: Y / N

Contact name: _____ Employer: _____

Address: _____

Post code: _____ Telephone: _____

Email: _____

Delegate name	Job title	Email address

Please state if delegates have any special requirements (dietary/access/information in alternate formats):

Booking information: APSE will take bookings up to 24 hrs prior to the course, subject to availability. You are however advised to book early to secure your place and avoid disappointment.

Please note: places on the sessions will be strictly limited to a first come first served basis.

Provisional reservations for places are not accepted on this form.

Please tick all relevant boxes:

☐ 29 October 2018, Manchester ☐ 28 January 2019, Belfast ☐ 11 March 2019, Birmingham

☐ Please confirm that you agree to APSE's GDPR policy which includes APSE retaining your details so that we can send you information relevant to your area of interest. If you are making a booking on behalf of other delegates please confirm that you have their permission to be included on our database.

[The full APSE GDPR policy is available at the APSE website www.apse.org.uk](http://www.apse.org.uk)

APSE members: ☐ 1 delegate: £159 + VAT per delegate per course
☐ 3 or more delegates £139+ VAT per delegate per course
(Discount only applies to delegates attending same date.)

Non-members: ☐ per delegate £259 + VAT

I found out about the event via: email ☐ website ☐ seminar ☐ advisory group ☐ manager/colleague ☐ other ☐

Please quote your purchase order number (if appropriate):

☐ I am paying in advance ☐ I am paying by cheque ☐ I am paying by bacs ☐

Booking confirmation: APSE issues a written confirmation letter to the 'contact name' for all delegate bookings received. We **will not** send confirmation to each delegate named on the booking form, unless this has been requested in writing. Should the 'contact name' not receive a confirmation letter **by post within 10 working days** of sending the booking form, then please contact APSE on telephone: 0161 772 1810.

Payment: APSE will issue an invoice after the event to delegates attending from Local Authorities, public sector and local government organisations or APSE approved partners unless we are notified otherwise.

In the event of any delegates not being invoiced through the organisations stated above APSE will require payment in advance before the event. Payment must be submitted within 10 working days of making the booking.

Advance payment must be made either by cheque payable to: APSE or by bacs (details can be provided on request at jkennedy@apse.org.uk A receipt will be provided on request.

All delegate fees are subject to vat, the rates quoted are exclusive of vat. Please ensure you include this in your payment.

Cancellation charges: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to jkennedy@apse.org.uk or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event and will incur a £55 administration fee. The full delegate fee will be payable for cancellations received less than 10 working days before the event or for non-attendance. All fees are non-refundable after the cancellation period.

Booking transfers will only be acceptable, if there is availability on another date for the same course, and will incur a £55 administration fee. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. APSE regrets we cannot accept any liability for associated transport or hotel costs in the event of course cancellations made by us. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Please return completed form to: Jan Kennedy, APSE – 2nd Floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester, M32 0FP.

Tel 0161 772 1810 – Fax 0161 772 1811 - Email: jkennedy@apse.org.uk - Web: www.apse.org.uk



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