



OUTDOOR EVENT PLANNING



TOOLKIT TO RESPONSIBLE AND SUSTAINABLE OUTDOOR CHALLENGE EVENTS

Enjoying Northern Ireland's Outdoors Responsibly and Sustainably



INTRODUCTION

Northern Ireland is an outdoor enthusiast's paradise. From the wild landscape of the Sperrin Mountains and the lapping waters of the Fermanagh Lakelands, to the dramatic and spectacular Mourne Mountains and the historical and unique landscape of Strangford Lough and Lecale, it has all the right ingredients for those seeking adventure and breathtaking exhilaration.

Such is the nature and variety of the Northern Ireland countryside that it is becoming increasingly popular for organised outdoor challenge events.

By their very nature, outdoor challenge events are generally held 'off the beaten track' within areas that do not have purpose built facilities; areas that comprise a diverse collection of plants and animals set within sensitive landscapes, which are managed and, in some cases, protected by statutory designations. It is therefore important that consideration is given to the impact of events and activities on these sensitive areas.

AIMS

This toolkit is designed to provide you with a holistic and consistent approach to outdoor challenge event planning and help you create a successful and enjoyable event which is also responsible and sustainable:

Responsible – It will assist you in giving due consideration to the safety of all those involved in the event as well as creating a positive impact on participants and developing strong relationships with land managers.

Sustainable – It aims to create positive impacts away from your event, by helping you consider environmental, social and economic impacts and benefits to the local area and community.

This toolkit has been compiled by Outdoor Recreation Northern Ireland in partnership with Sport Northern Ireland and the assistance and knowledge from a variety of experts from different perspectives and disciplines within outdoor recreation. This toolkit endorses the ethos of Leave No Trace. More information can be found at leavenotraceireland.org.

BENEFITS

Creating a successful outdoor challenge event is important to you, the organiser, as well as the participant. Where events are well planned and managed, any impact on the environment, wildlife, local residents, other users and land managers will be minimised. This toolkit will help you:

- **Save time and money** – help to make the organisation process efficient and streamlined
- **Consider all impacts** – successfully consider and manage all event impacts
- **Create a positive experience** – ensures all involved will be part of an enjoyable event
- **Promote your event** – assists you in promoting your event
- **Educate** – inspire those involved in using the outdoors responsibly

Whilst this toolkit is aimed primarily at those planning outdoor challenge events, its principles can be used to inform any outdoor event you may be carrying out; whether it is a charity balloon launch or a city centre park run.



WELCOME



Mike McClure from Sport Northern Ireland is a member of the steering group for this project. He highlights that Sport NI is committed to increasing participation in sport and physical recreation and outdoor challenge events can be a great way to encourage people to be more active. However, it is essential that we look after the 'pitch' which is the natural environment that we use. Managing participant numbers and the impact of events is extremely important to ensure that such events can be run in the longer term. Following the recommendations and processes in this toolkit is a great way to ensure that events are appropriately managed to be responsible, sustainable and create positive experiences for the participants and local communities as well as having a minimal impact on the natural environment.

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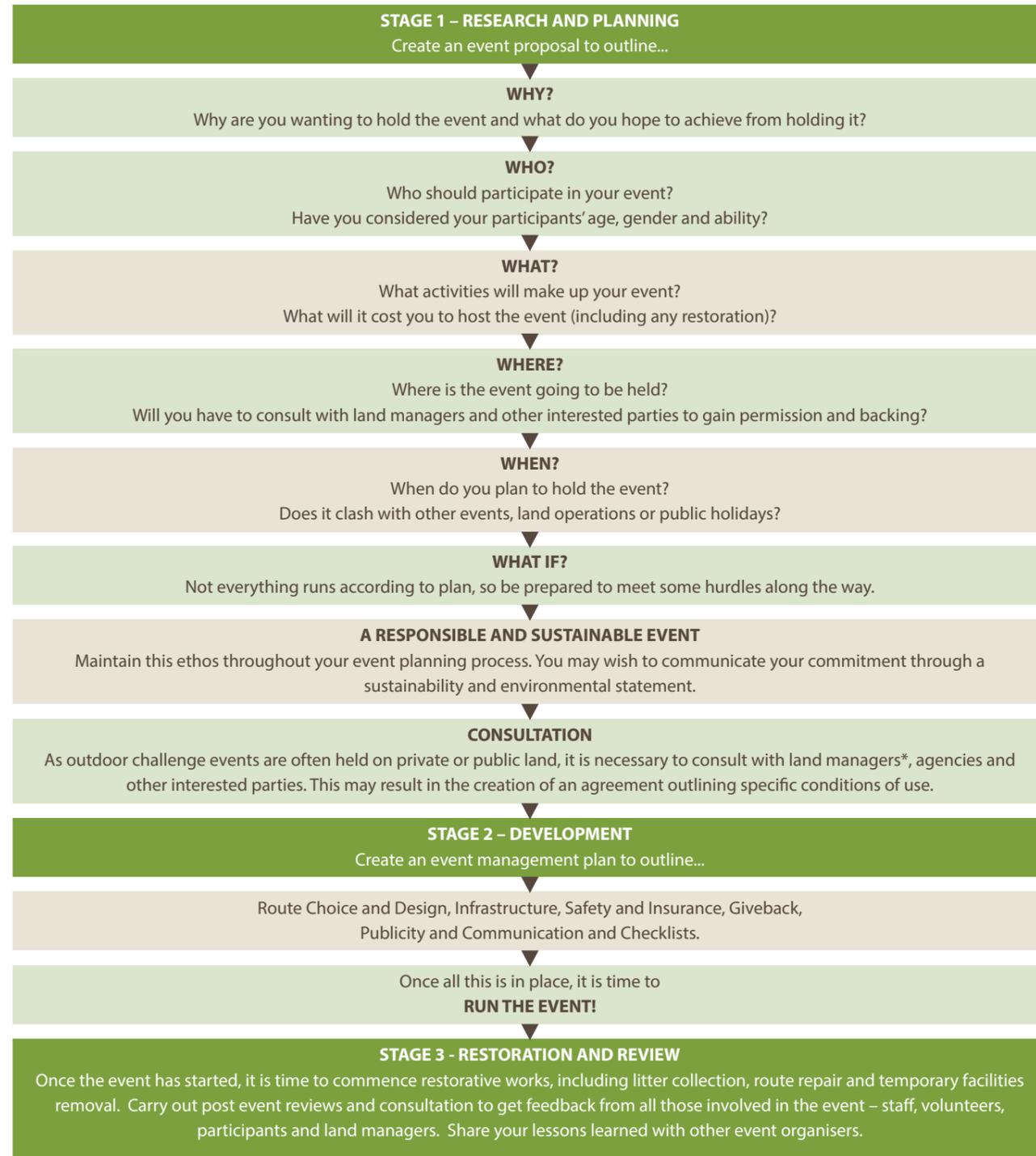
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EVENT PLANNING FLOWCHART

The following flowchart shows the main steps needed to plan a successful, responsible and sustainable outdoor challenge event. Each stage is described in greater detail throughout this toolkit.



** Please note that the term 'land manager' is used throughout this toolkit to refer to those who manage and/or own land which is used for outdoor challenge events. Due to the complexities of land ownership in Northern Ireland, land used for such events often has multiple managers. Therefore, in some areas of Northern Ireland, bodies such as the Mourne Heritage Trust have a management role for land owned by third parties such as NI Water and District Councils. In many cases these bodies will act as intermediaries between the event organiser and the actual land owner throughout the organisation process. However, you may need to contact the land owner separately in some cases.*

OVERVIEW

This toolkit uses three key stages which, when followed, will help you work towards creating a responsible and sustainable outdoor challenge event in Northern Ireland's natural environment. Whether your idea is a triathlon on and around Lough Erne, or summiting Slieve Donard for charity, the steps are the same. Whilst the toolkit presents each stage as an individual element, be aware that there will be significant overlap between the stages as you develop your event:



STAGE 1 – RESEARCH AND PLANNING

The first stage of the process is Research and Planning and involves the creation of an event proposal, outlining your overall ambitions for your event as determined by the '5 W's': 'WHY? WHAT? WHO? WHERE? and WHEN?'. These will help you to gather the foundation information for your event. An additional 'WHAT IF?' ensures that any potential problems are considered. Further details on how to apply these principles can be found in the event proposal section on pages 7 and 8.

CONSULTATION

Outdoor challenge events are often held on privately or publicly owned land. As a result, permission is often required before an event can take place. Consultation ensures that land managers* are informed about the activities proposed to take place on their land and will make you aware of potential sensitivities and conflicts relating to your event. Where practicable, this consultation may result in the creation of an agreement between the event organiser and the land manager setting out particular conditions of use. You may also wish to discuss the event with other relevant interested parties and agencies. The Consultation section on page 9 has further information on initiating contact with land managers and creating agreements.

STAGE 2 - DEVELOPMENT

Stage 2 is the 'HOW?' of the event planning process. This involves developing an event management plan based on your event proposal to outline how you will carry out each aspect of your event. It is important that you adhere to the principles of creating a responsible and sustainable event and meet any access conditions imposed by land managers and others. Stage 2 is detailed further from page 11 to 15.

RUN THE EVENT!

Ensuring that your event management plan is followed and that all conditions for access have been met, then you are ready to go! If you follow your checklists you will ensure that nothing is left to chance, and you will run a successful and enjoyable event.

STAGE 3 – RESTORATION AND REVIEW

Information on restoration and review is described in further detail on page 16. Restoration ensures that the land you are using is left as you found it. Following Stages 1 and 2 will ensure that the need for restoration will be minimal. However, elements will always be required. Preparation for Stage 3 should commence even before the event has started and includes many aspects such as litter collection, temporary structure removal and path repair. Post event reviews, feedback and debriefings from participants, volunteers and staff are important ways of realising the successes and failures of the event from those involved. In addition, a post event consultation with land managers and other interested parties and agencies previously consulted, will ensure that any agreed conditions of use have been met.





SET REALISTIC TIMESCALES

'By failing to prepare, you are preparing to fail'

- Benjamin Franklin

It is true that things always take longer than you think. Starting your planning early will ensure that all those involved in the event, both directly and indirectly, will have sufficient time to prepare and plan. The table below outlines an estimation of timescales for event planning, based on the type of event activity proposed and the event size. If you are anticipating a large number of spectators, consider them amongst your event size as they will have an impact on your preparation time. Remember that when it is done correctly, it will be a fulfilling and rewarding experience.

SCALES OF EVENTS FOR DIFFERENT ACTIVITIES AND ASSOCIATED TIMESCALES

EVENT ACTIVITY	EVENT SIZE		
	SMALL	MEDIUM	LARGE
Walking	Less than 50	50-100	100+
Orienteering	Less than 50	50-100	100+
Mountain Biking	Less than 20	20-40	40+
Coasteering / Wet Bouldering	Less than 20	20-40	40+
Equestrian	Less than 20	20-40	40+
Paddle Sports	Less than 30	30-60	60+
Fell Running	Less than 50	50-100	100+
Multi Activity Events	As per the lowest activity	As per the lowest activity	As per the lowest activity

EVENT SIZE	PLANNING TIME	
	STAGES 1&2	STAGE 3
Small	2-4 months	Within 2 months
Medium	4-8 months	Within 2 months
Large	12-24 months	Within 2 months

STAGE 1 - RESEARCH & PLANNING



The Research and Planning stage will set out the foundations for your outdoor challenge event and should be carried out before you start your promotion. Creating an event proposal that outlines WHY? WHAT? WHO? WHERE? WHEN? and WHAT IF? is a good way to help you understand what you hope to achieve from holding the event and will dictate how the event develops.

Keep in mind that it may be necessary to use other event formats as your event proposal develops. Responsibility and sustainability should be maintained as the core values of everything that you do when planning your outdoor challenge event so keep these values in mind throughout each step of the process. For more information on what to consider, visit the responsible and sustainable link at outdooreventplanning.com/toolkit.

Create a sustainability and environmental statement which states how you plan to reduce your environmental and community impacts (such as additional traffic, disruption to the local area and excessive litter) and not detract from the area in which the event is taking place.

The statement should act as an important tool to help focus your efforts on an end goal and be a reference document for all those involved in the event. Remember that it is only as good as the paper it is written on if it is not put into action. Guidance on creating a sustainability and environmental statement can be found at outdooreventplanning.com/toolkit.

Before you tackle your event proposal, depending on the size of your event or if you feel it to be helpful, you may want to create a 'development team', comprised of those you wish to be involved in planning the event, or to employ an accredited outdoor event professional to work alongside you throughout the process of developing and running your event.

Employing an accredited outdoor event professional is often the preferred way to deliver an event of this nature. As this is an area many specialise in, you will be able to benefit from their expertise, established systems and local contacts, therefore allowing you to focus on other areas (such as managing fundraising, staffing, participant queries and promotion).

A comprehensive list of accredited outdoor event professionals within Northern Ireland is available at outdooreventplanning.com/organisers - these providers have all signed up to an Outdoor Event Planning Code of Practice, providing assurance that they follow these good practice guidelines for running outdoor challenge events. It is also recommended that you use accredited activity providers that are externally inspected to demonstrate that they are compliant with the Health & Safety at Work legislation. Adventuremark provides assurance that the provider has been inspected to nationally recognised standards. For more information, visit adventuremark.co.uk.



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EVENT PROPOSAL

WHY?

- Why do you want to hold the event and what are your goals? This is the question that will define your event and will help to outline your aims and objectives for what you hope to achieve from holding the event. You should have a rationale for carrying out the event. This may be to raise money for charity, for education, private sector enterprise or to increase participation.

WHO?

- Having determined why, it is important to look at whom you want to target your event. Think of the age, gender, background, experience and ability of your participants.
- In addition you should think about whom you will need to help run the event including paid staff, trained and skilled volunteers and stewards and service providers (transport, catering, music etc.).

WHAT?

- What type of event and activities do you want to organise? You may wish to organise a single activity event along a short, simple route, or a multi activity event covering a long distance and using a multitude of terrains. Either way, think carefully as your activity choice will have an impact on whom you aim your event, as well as the amount of work that needs to be done and where your event is held.
- Consider the nature of the event – is it important to have a competitive element, or can it simply be a challenge event? Think about the impacts on safety and environment when making this decision.
- What will it cost to run the event? Although your intention should be to get a return on your basic outgoings, the initial outlay for the event should remain affordable. It is also important to consider any potential restorative works and any giveback schemes you wish to implement within your cost.
- What are the potential environmental impacts of holding such an event in a sensitive area?

WHERE?

- Consider the venue's 'capacity', that is its ability to hold your event without suffering any negative impacts, as this will have a bearing on the number of participants that can take part. This will involve looking at all of the following aspects relating to its infrastructure and environment:
 - The presence of existing or well established trails and paths
 - Proximity to sensitive habitats and landscapes
 - Accessibility to, and space for, changing facilities, car parks, jetties, toilets, bins and public transport links, as required
 - Local facilities such as accommodation, shops and eateries
- If your original proposed location seems unsuitable, be prepared to consider other locations. Once you have established the suitability of the venue, you can start to create a provisional route for the event.

Think about providing a coach to collect participants from central hubs like a city or nearby town to take them to the venue.

WHEN?

There are many considerations for deciding the best time to hold your event:

- Have you sufficient time to develop your idea into a successful event? The table on page 4 outlines the recommended planning time depending on your event type and size. Whilst this is only a guide, it is important to recognise that there is a lot involved in planning an outdoor challenge event.
- Make sure your event does not clash with other events held on the same date and in the same area - this will help to avoid the cumulative effect on the environment and local community. To find out when other events are being held in a particular area, visit outdooreventplanning.com/events.
- Remember that the countryside is open to the general public at all times, so consider other users by avoiding popular trails at busy times such as bank, school and public holidays.
- The timing of your event will also have an impact on local businesses as it will drive trade to the area – hosting your event outside busy periods will reduce pressure on local businesses and give an additional boost during quiet periods.
- With the change in season comes a change in wildlife and land management activity - your event should not impact land management operations nor disturb wildlife breeding seasons, so avoid areas that are particularly vulnerable at certain times of the year. Further information on the best time to hold your event without disturbing these activities can be found at outdooreventplanning.com/toolkit.

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- Don't forget the weather! Potentially this can have the greatest impact on your event both on the day and during the build up to your event taking place, think about: your route's sensitivity to erosion during wet weather periods, fire hazards during very dry periods or if additional rest stops are required during warm weather periods. Your choice of venue and route, as well as any contingencies should reflect this. Although a difficult call to make, cancellation of your event should be considered as a last, but possible resort in order to preserve the sensitivity of the natural environment in the event of adverse weather conditions and the safety of your participants.

WHAT IF?

Ask yourself:

- What will happen in the event of an emergency?
- How will bad weather affect the route?
- What if more than you expected turn up on the day?

Even the most meticulously planned events rarely go according to plan. What ifs? will come in all shapes and sizes, so having as many contingency plans in place for a wide range of eventualities is essential.

WWF Pandathlon Case Study

World Wildlife Fund France works to protect the natural environment and cultural heritage of the French Alps through its WWF European Alpine Programme. This programme seeks to manage threats to the nature of the alpine area through urbanisation, traffic, tourism, agriculture, freshwater supply and climate change.

Since 2010, WWF France has organised the 'Pandathlon' which is held in Saint Gervais, Mont Blanc, one of the last large areas of wilderness in Europe. This is an untimed, uncompetitive walking event held over two days. It comprises a strict number of teams of three participants, with each team pledging to raise at least €900 to go towards the area in which the event is held. The Pandathlon has two main aims, notably: raising funds for the preservation of the biodiversity of the Mont Blanc region and increasing participation in sport. It is marketed as:

- providing a commitment to help preserve the Alps
- a unique, eco-friendly, festive and friendly event
- a sporting challenge at the heart of Mont Blanc
- a way of discovering the biodiversity of the alpine region not just through participation, but also by workshops and presentations

The event maintains its credentials as a responsible and sustainable event through a number of simple, yet effective methods:

- a detailed website connected to social media
- the use of public transport and shuttle connections from nearby 'hubs' to the start / finish area
- the promotion of car pooling
- the use of existing camp sites
- provision of each participant with a reusable water bottle
- disqualification of participants if they are found to be damaging the environment or carrying out antisocial behaviour
- using existing facilities including paths and local accommodation

Visit pandathlon.fr for more information.



Photo courtesy of Clotilde Richalet



Photo courtesy of Jerome Lardat



Photo courtesy of Perrine Méric

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CONSULTATION

Did you know that significant areas of land used for outdoor challenge events is privately farmed and managed?

Once you have prepared your event proposal and drafted your provisional route, the next stage is consultation with land managers. As most land used for outdoor activities is in private or public ownership, access to this land depends on the goodwill and tolerance of the land managers. Therefore, it is not only necessary, but polite, courteous and considerate to discuss with them your intentions to hold an event on or through their land. In return, they may provide you with useful, local knowledge and experience to assist you in planning and holding your event; such as the location of sensitive habitats or species and assessing the carrying capacity of the potential route and venue. Events held on public land (that owned by NI Water, local councils or Forest Service) may require a permit or a license. The land manager can advise you on the correct method for obtaining permission.

A list of first points of contact for the area or areas you wish to use can be found at outdooreventplanning.com/toolkit. The first point of contact will act as an intermediary between you and the land managers, or direct you to the correct land managers. If you have employed an accredited outdoor event professional, they will be able to contact the correct land managers directly.

Some areas where outdoor challenge events are held have special designations, such as European designated Natura sites like Special Areas of Conservation (SACs) Special Protection Area (SPA) and Ramsar sites. If your event is being held in or through part of one of these designated areas, you may be directed by the land managers to complete an Event Scoping Form. This form ensures that they receive sufficient information to determine any conditions for agreements on using the area.

The majority of areas protected by SAC and SPA designations are also protected by national legislation as ASSI's (Area of Special Scientific Interest). If your event is to be held within an ASSI, not designated as an SAC and SPA, the land manager should seek advice and consent from Northern Ireland Environment Agency. The land manager will be able to advise you about this at the time of consultation.

If the area or areas you wish to use are not defined by the Event Scoping Form, you can download a copy in order to provide sufficient detail to the land managers you are contacting. Visit outdooreventplanning.com/toolkit to complete or download an Event Scoping Form. Completing an Event Scoping Form will also be a suitable template for your event management plan as part of Stage 2.

Speak to land managers to discuss the most appropriate point for crossing between lands, in order to avoid creating bottle necks and damage to fences and stiles.

In addition to consulting with land managers, you may wish to discuss your event proposal with other interested parties including official agencies, the local community, local community groups and local recreation forums or clubs, as they may wish to collaborate with you or assist you.

AGREEMENT

Dialogue should be started early, as consulting with land managers will result in some kind of agreement on how to proceed as well as any specific conditions of use and potentially any required post event restoration. Most land managers prefer the simplicity of a verbal or 'gentleman's' agreement instead of a written and signed agreement, as this avoids the need for lengthy discussions and, in some cases, the need to seek legal advice. It is important to make sure that misunderstandings and inaccuracies are cleared up and that clarity exists amongst the event organiser and the land managers when agreeing on conditions of use. For more advice on consulting with land managers, visit the consultation and agreement page at outdooreventplanning.com/toolkit.

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Photo courtesy of David Doyle

STAGE 2 – DEVELOPMENT

With your event proposal completed and consultation underway, Stage 2 - Development can commence. Through creating an event management plan, this stage will outline how to carry out each aspect of your responsible and sustainable event, whilst adhering to agreed conditions.

Your event management plan should detail information on all organisational aspects of your event. There is a lot to consider when creating your plan, so make sure you have left sufficient time for this stage of the event planning process - it may help to use the event scoping form as a template for your event management plan when completing this stage.

ROUTE CHOICE AND DESIGN

The first step is to finalise your route choice and design. Up to this point you will have decided on a provisional route. However, this may have been changed throughout the consultation process to meet any agreed conditions of use.

As you begin to finalise your route choice and design, keep it appropriate to the aims and objectives of the event as well as your participants' abilities as outlined in your event proposal. Remember, that it should not act as a barrier to those wishing to participate, nor should it create any negative environmental impacts. It is important to:

- think about your participants' abilities and the activity type
- use robust, existing trails and avoid sensitive landscapes and wildlife
- consider other land users
- consult with land managers
- look at provisions for facilities and services
- think about contingency plans, and
- determine waymarking and stewarding requirements

For further considerations when choosing and designing your route, visit [outdooreventplanning.com/toolkit](https://www.outdooreventplanning.com/toolkit)



Photo courtesy of Ronnie Irvine

INFRASTRUCTURE

Infrastructure requirements are important when deciding where to start and finish your event and when finalising your route. It is helpful to have your meeting and/or start/finish areas in the same location. As a minimum, they should have a car park and basic services such as toilets and changing facilities.

If you do need to provide temporary facilities, consider how the existing space can be used and how this will impact the overall landscape – remember that other users may not wish to have their peaceful recreation impacted by loud PA systems or large, intrusive marquees. What you choose to provide is very much dependant on the event activities and the atmosphere that you wish to create around it.

Think carefully about the use of non-obtrusive and yet visible waymarking, if required, that will not spoil other peoples appreciation of areas of natural beauty. Any waymarking used must not be permanent and must be removed at the end of the event. The use of permanent spray paint is not deemed to be acceptable for events in the outdoors.

Find further guidance on infrastructure at [outdooreventplanning.com/toolkit](https://www.outdooreventplanning.com/toolkit).

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Photo courtesy of Mike Armstrong

SAFETY AND INSURANCE

A responsible event will consider the health and safety of those involved in the event and those that could be affected by it (including spectators, general public and third parties). Employing an accredited outdoor event professional will assist you to consider all aspects of safety and insurance:

- **Risk Overview:** A risk overview should be carried out when planning the event to make sure that you are prepared for all eventualities. A template risk overview, alongside direction on how to complete it can be found at outdooreventplanning.com/toolkit. It is vitally important that you keep a record of your risk overview and ensure all control measures are implemented.
- **Liability and Insurance:** Speak to an insurance provider or broker to get advice and put in place appropriate public liability insurance to cover staff, volunteers, participants, spectators and third parties as necessary. Make sure the provider or broker is fully aware of what is involved with your event so you can meet with their requirements. You should also notify your participants of their own insurance requirements if recommended.
- **Staff, Volunteers and Participants:** It is vital that all staff and volunteers are aware of and have the required knowledge and skills to meet their role and responsibilities on the day. This is likely to require individual training, separate from the event briefing. If you require staff and volunteers with special qualifications or training, be sure to check with your insurance provider or broker if they require evidence such as certificates or letters. This is also important when staff, volunteers and participants complete any medical declaration, permission and disclaimers forms. You may wish to consult the Health and Safety at Work Act at hse.gov.uk for more information.
- **Access NI:** Remember that you may require Access NI checks if you plan to have participants and staff or volunteers that are under the age of 18. Further information can be found at outdooreventplanning.com/toolkit.
- **Emergency Services:** Depending on the type of activities carried out in your event, you should advise the appropriate emergency services (PSNI, NI Fire and Rescue Service, Ambulance Service and Coastguard) of your intentions on the day. In addition, think carefully about how the emergency services can access points along the route should there be an emergency.
- **Incident Reporting:** In the event of an incident, no matter how small and quick the recovery, it is important to complete an incident report form and have it signed by at least one witness. You should retain this form for your own records and/or should your insurance require a copy. A template incident report form can be found at outdooreventplanning.com/toolkit.

GIVE BACK

All land is owned and managed by somebody and is used at the goodwill of the owner and generally free of charge. Incorporating a giveback scheme as part of your event entry requirements provides your participants with a simple method to give something back and as a way of showing gratitude. There are a number of options available to you for a giveback scheme. It is advisable to speak with the benefactors to determine if they have any preference on the type of giveback scheme as well as the best way for it to be implemented and publicised:

- A **financial** contribution as a donation collected as part of or on top of the entry fee to the land manager, a local community group or local charity. This option is preferred by most participants given the ease with which it can be implemented and applied by the benefactor.

You may wish to:

- contribute part of the entry fee as a donation
- offer an opt in/out donation as an extra during the entry stage - allowing the participant to decide on the amount they wish to donate
- ask participants to collect sponsorship prior to taking part in the event

- A **volunteering** scheme which provides the participants with the opportunity to give up their free time to carry out voluntary work such as restorative works or administrative works at the area or venue. Some participants may prefer to volunteer their time, as they may consider the skills they have as being more valuable. You should liaise with land managers to work within their existing volunteering schemes meaning you will only have to provide them with contact details for those interested.

Whichever scheme you choose to implement, make sure you provide sufficient information to participants before and after the event so they are aware of what they are being asked to contribute towards or volunteer for and how these funds or volunteer hours will assist the beneficiary.

National Trust Case Study

The National Trust (Mournes) has worked with event organisers on a number of occasions to assist in restorative works on the pitch path on Slieve Donard. A number of events have asked participants to carry a kilo of grass seed or fertiliser to a drop off point on the mountain, where it is stored for works being carried out in the future. Up to 100 kilos of materials have been carried up during a single event, enabling valuable volunteer time to be spared for other projects.

Visit nationaltrust.org.uk for more information.



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Photo courtesy of Fix the Fells



Nurture Lakeland Case Study

Nurture Lakeland is an organisation that works towards protecting Cumbria and the Lake District's natural environment, through improving the sustainable practices of those planning outdoor recreation events and other visitor businesses in the area.

One aspect of its work is the 'Visit Give Protect' program which allows event organisers to fundraise for vital funds to support a whole host of local conservation projects across Cumbria and the Lake District, including Fix the Fells, Red Squirrel Conservation and the Nurture Small Grants Fund.

Visit Give Protect acts as a single method for collecting and distributing funds raised from donations from many different events. It offers a variety of fundraising methods to choose from, to ensure that the selected method matches the ethos, brand and image of the event.

The fundraising method most used by event organisers is either a voluntary or compulsory entry fee donation – for example £1 or £2 - which is added to the price of each participant's entry fee. More than two thirds of participants are happy to make a voluntary donation of £2. This money is then donated via the Visitor Give Protect scheme to the selected project, allowing them to continue their work. As Visitor Giving is a charitable donation, any money raised is therefore not liable for any Tax or VAT.

Due to the success of Visit Give Protect within Cumbria and the Lake District, the program is being implemented outside the area to help raise funds for local projects in those areas.

Visit nurturelakeland.org for more information.

PUBLICITY AND COMMUNICATION

A strong promotional campaign is key to raising the profile of your event and ensuring you recruit a sufficient number of participants so that all your hard work is not wasted:

- **Message** – you should ensure that all promotional material contains a clear and concise message. Be sure to include the following:
 - Who should take part
 - Where the event is taking place
 - Why the event is being carried out
 - What is the nature of the event – activities involved, previous experience required
 - When it is happening, including any registration deadlines
 - How they can register or find out more information
 - Why not include Sport NI's 'Enjoy the Great Outdoors' leaflets - 'A Guide for Responsible Users' and 'A Guide for Responsible Dog Owners' - available from outdooreventplanning.com/toolkit.
- **Outlets** – The outlets you use will depend on the budget available. Advertising and targeted direct mail can be effective but also expensive. Regardless of budget, creative PR and strong social media interaction provide excellent promotional platforms.
 - Where physical printing is required, use double sided, recycled paper or card with non-gloss and vegetable based inks
 - Don't forget about signage for participants and spectators travelling to and from the event: use reusable signage, particularly if you are considering doing the event again.
- **Communication** – Ongoing communication to staff, volunteers, participants and spectators is key throughout the lead up to the event.
 - Staff and volunteers with the appropriate skills and knowledge should be provided with a pre-event briefing to adequately inform them as to their roles so they can assist with participant queries.
 - There should also be a participants' briefing before the start of the event to reinforce your environmental and sustainability message.
 - Participants and spectators should have a central source for information – if budget does not permit a website, then a Facebook page or similar can be just as effective.

CHECKLISTS

A checklist is a useful tool to make sure that all steps in your event management plan are followed. This is particularly important to make sure that specific agreements and conditions set out by land managers and others, as well as your own sustainability and environmental statement pledges are met. Your checklists should cover all pre, during and post event elements. It's up to you how extensive each check list is. Examples of checklists can be found at outdooreventplanning.com/toolkit.

RUN THE EVENT!

The big day has arrived. You have completed the Research and Planning, Consultation and Development Stages – access permissions have been granted, participants have registered, the route has been waymarked and stewards and volunteers are in place - now it is just a matter of waiting for the start.

Following your checklists and event management plan rigidly will ensure an enjoyable and successful event.



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