

How to write an Event Management Plan (EMP)



A step by step guide



**EVENT
OVERVIEW**



**SITE
PLAN**



**HEALTH &
SAFETY**



INSURANCE



**MARKETING &
COMMUNICATIONS**



SUSTAINABILITY



**ORGANISER
DETAILS**



**AUDIENCE &
CAPACITY**



**LICENSING &
PERMISSIONS**



ACCESSIBILITY



**WASTE
MANAGEMENT**



APPENDICES



Event Overview

- Event Name
- Date & Time
- Location
- Type of Event: Eg festival, music performance, family fun day etc
- Purpose & Objective: What are you hoping to achieve from the event?



Organiser Details

- Name of Organisation or Group
- Main Contact Person
- Phone & Email
- Website & Social Media (if applicable)



Site Plan

Include a map or layout showing:

- Entrances & exits
- Stages or activity areas
- Toilets
- First Aid
- Emergency access routes



Audience & Capacity

- Expected number of attendees
- Target audience (families, young people, general public)
- Ticketing or free entry?

Health & Safety

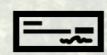
- Risk Assessment (identify hazards and how you'll manage them)
- First Aid provision
- Emergency procedures
- Security/stewards
- Lost children procedure



Licensing & Permissions

Do you need:

- A Temporary Event Notice (TEN)?
- A road closure?
- Permission to use public land?
- Include copies or references to applications made



Insurance

- Public Liability Insurance is usually required
- Include provider name, policy number and coverage amount



Accessibility

- How will your event be inclusive and accessible?
- Step-free access
- Accessible toilets
- Quiet spaces
- Signage and communication support



Marketing & Communications

How will you promote the event?

- Posters, flyers, social media, local press
- Who is your audience and how will you reach them?



Waste Management & Sustainability

How will you manage:

- Litter and recycling
- Toilets and sanitation
- Noise and environmental impact



Appendices

- Site map
- Risk Assessment
- Insurance certificate
- Licenses or permissions
- Contact list

Helpful Resources

Bringing your event to Sunderland:

[My Sunderland - Bring Your Event](#)

Funding Opportunities:

[Link to Festival & Event Grant information](#)

Contact Us

Sunderland City Council Events Team:

events@sunderland.gov.uk

Bring Your Event To Sunderland:

[Visit our website](#)