



Events Liaison: David Smith. Email: depchair@lymmfestival.org.uk Phone: 07941 794121

Application postal address: Lymm Festival Event Applications, 5 Hunts Field Close,
Lymm WA13 0SS

A guide to making an application and organising your event

1. Lymm Festival is a charity with the objectives of promoting the arts and heritage in Lymm for the public benefit. This guide is intended to help you through the process of completing an Event Application Form. Hopefully, it will also help you to have a successful event.
2. Please complete and submit the [Event Application Form](#) by **28th February 2019**. You may submit your application by email or by post to the respective address shown above.
3. The form asks you to provide **two descriptions** that we can use to promote your event: a short version (up to 35 words) for the printed Event Guide and an expanded version (up to 100 words) for the website. The information that you supply may have to be edited to fit the space available. You are also asked to provide up to **two photos** or other relevant artwork. These must be in a JPEG format and high resolution - at least 300 pixels per inch (ppi). Please also provide any website details for the act involved or your own organisation, if that is relevant; we will include these on our website page. It would be appreciated if you would then include details of your event on your website together with a link to the Festival website, thereby promoting mutual publicity of the event through each other's websites.
4. Please read the requirements for [liability insurance](#) and [health and safety](#) at paragraphs 11 and 12 below and follow the instructions shown.
5. Once your application has been accepted, the information you have provided will be used to compile the printed Event Guide and website content and an invoice for the **registration fee** will be sent to the email address you provide on the form.

6. **Registration Fees.** The registration fee is a contribution towards the cost of Event Guide publication, publicity, website costs, administrative charges for providing an online and Box Office ticket service and Insurance. Registration fees for 2019 are as follows:

(i) For an event with an attendance of up to 250 people:

Standard Registration Fee (including ticket sales by the Festival) £70 per event

Reduced Registration Fee (excluding ticket sales by the Festival) £35 per event

(ii) For an event with an attendance greater than 250 people:

A **Special Registration Fee** will apply for any event where the attendance is likely to exceed **250** people. If you believe that your event falls into this category then please contact us (at either of the addresses at the top of this document) to discuss your situation further.

(iii) For an event operated by a registered/limited company on a 'for profit' basis where an admission fee is charged:

Standard Registration Fee (with/without ticket sales by the Festival) £70 per event

(iv) For an event operated by a registered/limited company on a 'for profit' basis where admission is free:

Standard Registration Fee £35 per event

(v) Other events

Where you, as Event Organiser, donate ALL proceeds to charity or you are, yourself, a registered charity **Free Registration**

Please ensure that the fee is paid promptly on receipt of the invoice to confirm your booking.

What Lymm Festival will do for you

7. We will help you publicise your event

(i) You will have an entry in 10,000 printed Event Guides. These are distributed to every household in Lymm and made available in various shops and businesses around the village.

(ii) We will also distribute publicity material across a wider area.

(iii) We will set up a web page for your event on the Festival website. We will make poster space available to you on special Festival noticeboards.

(iv) You will potentially benefit from the wider publicity that we will produce – such as press releases about the Festival in general, mailshots, general Festival posters, Facebook postings and tweets.

(v) However, you must market your own event. Don't just rely on the Festival to produce your whole audience. On our website (www.lymmfestival.org.uk), there is a separate advice sheet on [marketing and promoting](#) your event.

(vi) If you produce your own publicity, you must include the "Lymm Festival Summer 2019" logo, which will be available on our website at www.lymmfestival.org.uk/media-centre/ from 1st March 2019.

(vii) If you have social media, please inform us of your Facebook page name. The Festival Facebook page is [@lymmfestival](#). Please then ensure that you "follow" or "like" the Festival pages and we will reciprocate, thus enabling mutual publicity to extend the reach of the social media accounts.

8. **We will manage ticket sales for you**

(i) For us to do this, you must send us all the printed tickets for your event by **30th April 2019**.

(ii) Tickets are sold through the application form in the printed Event Guide, through the Box Office and through online sales at the Festival website. We will keep you regularly posted on sales.

(iii) Tickets do not need to be professionally produced. We can help you produce them for a charge. If you would like us to produce the tickets on your behalf, please use the box on your application form to let us know.

(iv) Consider carefully all the costs your event may incur before setting the ticket price and going ahead. The Festival cannot be responsible for, or underwrite in any way, any loss you may incur in staging your event (see also Shared Revenue Option below).

(v) We will make a single cheque payment of the value of your ticket sales to the name and address you supply on the application form. This includes both online sales and those from the Box Office or other outlets in the village. The cost of producing tickets, if you ask us to do this for you, will also be deducted at this point. We will aim to send the cheque to you as soon as possible but please allow at least 28 days after the end of the Festival.

9. **We will manage any Performing Rights Society obligations you may have**

If you are using musical compositions that are still in copyright, we will manage the payment of any necessary fees to the Performing Rights Society and invoice you for the amount later. Within **14** days of the end of the Festival, you will need to send details of each musical composition used during the event and audience numbers to peterm@lymmfestival.org.uk. If you are performing a play or written word, it is your responsibility to pay any fees that may be required to the owner of any copyright.

10. **We can help you find a suitable venue**

In addition to the above we can offer advice on practical issues such as helping to find a suitable venue. There is no recommended list of venues but we have experience we can call upon to help link you up with somewhere suitable. It is for you, however, to liaise with the venue to make all necessary arrangements. For further details, please see the [venue checklist](#) on our website (www.lymmfestival.org.uk).

11. We can help with the necessary insurance for your event

(i) We can provide advice and can, in some circumstances, arrange cover at no extra cost to yourselves or your event. Requirements will vary according to the nature of the event. We strongly recommend and suggest that you have your own cover in case you are held responsible for any third party injury, property damage or bodily injury as a result of your negligence.

(ii) Ideally, you or the performer(s) at the event will have Public Liability Insurance cover for **at least £5m**. If you plan to use volunteers for stewards, you may need Employers' Liability Insurance to cover them.

(iii) If you do have your own cover please complete the [Liability Insurance Declaration](#) attached to this email with your details, your insurance company, policy number, renewal date and limit of indemnity and return it with the application.

(iv) If you do not have any cover, if it is only partial or if you need advice, please request it on your application form. The contact address for advice is treasurer@lymmfestival.org.uk. We will then seek more details of your event so that we can approach the Festival's insurance company for assistance.

12. We can help you ensure that your event meets health and safety requirements

(i) Lymm Festival take the matters of Health and Safety and Risk Assessments very seriously and expect Event Organisers to do the same. You share the responsibility for the health and safety of people at your event. **All events must have a risk assessment covering this event/venue to be accepted for inclusion in Lymm Festival Summer 2019.** This is because people attending and participating at your event have the right to have their health and safety actively considered and safeguarded. Additionally, our public liability insurers require it.

(ii) Health and safety requirements must be built into your event planning and a risk assessment completed. The assessment must be available for inspection by either the Festival or our insurance company at any time. The HSE Government website (www.hse.gov.uk/simple-health-safety/index.htm) is a useful starting point if you don't have one of your own.

13. We can help with event stewarding

In special circumstances the Festival may be able to provide some volunteers to assist but essentially this is your event. At minimum, you are likely to need someone on the door collecting tickets, selling more tickets etc. You may need additional stewarding – to manage a car park, for example, depending on the size of the event. Contact [**volunteer@lymmfestival.org.uk**](mailto:volunteer@lymmfestival.org.uk).

And when it's all over ...

14.please give us feedback. We will need to know numbers at your event including performers and stewards, etc. as well as those attending. We'd also like to know what went well, what if anything didn't and how things could be improved. If appropriate, please also tell us how much you raised for your charity and what that charity is; this will enable us to publicise the success of the Festival and your contribution in particular. Please send your feedback to [**depchair@lymmfestival.org.uk**](mailto:depchair@lymmfestival.org.uk).

Shared revenue option

15. The Festival itself will run a number of events, typically larger ones such as the FoodFest or hired in "headline acts". If you would like the Festival to take over the management of your event then we may be able to consider doing this on a shared revenue basis. You would receive a portion of the takings but in return the Festival would provide resources and be able to underwrite any possible loss. We would look at these on a case-by-case basis and reach a written agreement with you.

DECEMBER 2018