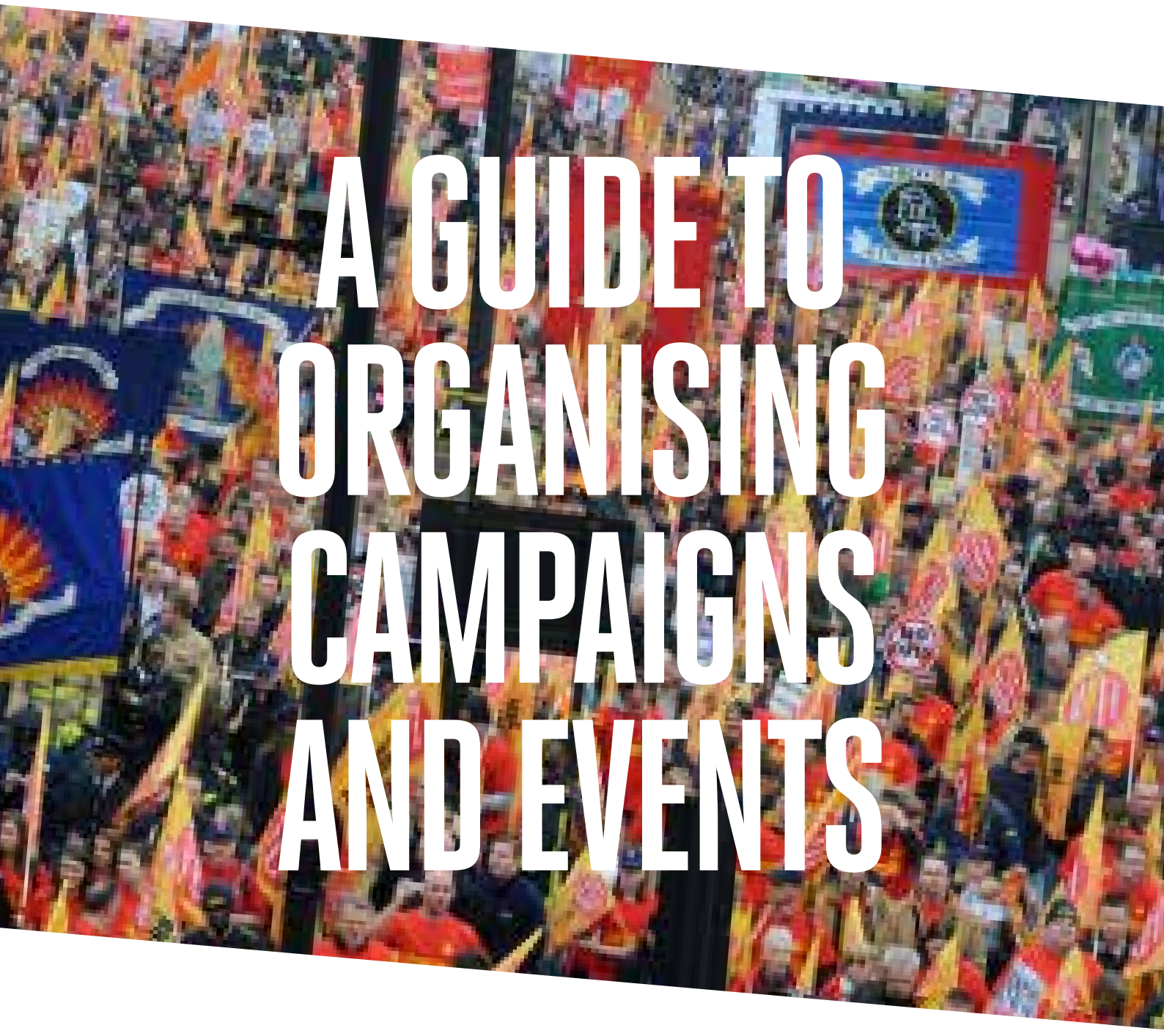
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A GUIDE TO ORGANISING CAMPAIGNS AND EVENTS

WHERE TO START?

Before embarking on a campaign you should always consider:

What are you trying to change? (The issue)

Who do you need to convince? (The audience)

How are you going to convince them? (The argument)

What are the best methods to do this? (The campaign)

THE ISSUE

The main issues must be able to motivate people to get involved. It has to be a powerful topic that members/supporters are able to connect with, otherwise the campaign won't get off the ground.

After you have decided on your campaign issue (s), the next step is to decide who has the power to bring about the change.

THE TARGET

Who is the primary target: Government? Fire minister? Fire authority? Principal management team? Chief fire officer? Members? Other?

Is there a secondary target? For example, can the public join the campaign and add pressure to the primary target? Active members are always a key resource, but often you need to engage with them first.

You then need to decide which of the targets you are going to invest the most resources into.

Who you target will affect how you pitch your argument. A campaign targeting MPs will be framed differently to one targeting the chief fire officer. The use of fire service or political jargon and acronyms may not be understood by some. Always consider what is your target audience's starting point is too before building your argument.

THE ARGUMENT

Make sure the issues that form the essence of your argument are emotive, strong and coherent. Boil them down to their bones so they can be expressed in a few short succinct sentences. Make sure you can get it down to one sentence- like a leaflet, petition or newspaper headline.

Think critically and consider how you will respond to difficult questions. Identify the most challenging question and be confident that you can answer it easily.

THE CAMPAIGN

You are now ready to plan your strategy and tactics, and write your campaign plan. It is never the case that just one method alone will work. Different tactics will be necessary throughout the various stages of the campaign.

At this point you may consider going back a stage. If you decide, for example, that building a larger movement is necessary then you would have to go back to the start and think about how you are going to build that too.

Set a timescale and work backwards from the end of the campaign, add key dates in too. Set goals and

THE TEAM

Delegation and teamwork is the key to a successful campaign. There should be a main organiser who is responsible for overseeing the entire project from start to finish. They must ensure that everyone involved has their own specific responsibilities, remits and tasks.

There are many aspects of the campaign to consider: logistics of events, press, social media, resources, advertising, speakers, websites, public activity, petitions and leaflets.

The main organiser should keep track of who is doing what and follow up everyone's action points.

Details of who is responsible for what and any deadlines set should be added into the campaign plan.





THE CAMPAIGN

BUILDING FOR EVENTS AND CAMPAIGNS

Campaigns are only successful if people get involved and engage with them.

Market research suggests that passing people need to see a message as many as seven times before they fully digest it- so make sure you use a wide range of platforms to get your message out.

Some useful ways are:

- Posters for stations and/or public displays
- Leafletting sessions
- Circulars to local members
- Social media
- Distribute a local press release
- Make sure it's on the agenda for branch meetings and is continuously raised
- Invite other brigades and regions of the union to get involved
- Invite other local trade unionists to get involved (for example via the local trades council)
- Write to your MP's and councillors and ask them to support the campaign

It's a marathon, not a sprint so avoid burning out your activists or dwindling your resources early on. It would be futile, for example, to spend lots of time, money and resources on a leaflet to build for an event at the start of the campaign, if there was no follow up work done on the back of that.

CAMPAIGN STALLS

Even if only a few people are available, a campaign stall can be an effective way to get your message to the public and build support in the community.

All you need is a few people, a table, a petition and some leaflets. Pick a thriving city centre spot at a busy time- Saturday lunchtimes are usually best. You can use these stalls to build for a big event towards the end of your campaign such as a march or a lobby.

The public respect firefighters- so if you are engaged in public activity make sure you are recognisable as firefighters. Where possible, wear tunics or have fire service equipment on your stall. This will help the stall stand out from the crowd and tap into the emotional link the public have with firefighters.





CAMPAIGN RESOURCES

Consider what resources you have at your disposal. Then ask your regional office if they can assist with some of the things you need rather than buying new ones straight away. Regions can then assess how much financial support they can give the campaign.

Some highly successful events have blown the budget and exhausted the organisers to such an extent that it won't be done again and follow-up work is prevented. Bold ideas will work and help win support, but they can be expensive. The cost of these ideas have to be considered and weighed up.

Head office can assist with locating, sourcing and distributing some resources they may have at their disposal. Flags, placards and banners all help to increase the visibility

T-shirts, stickers, balloons, caps, hats and other merchandise can also be useful at these events to help raise our profile or ones specifically made up for the campaign to promote the campaigns profile.

The FBU fire appliance has a stage, a mini sound system and a certain amount of resources (gazebos, tables etc…) on board that may be useful for events. This can be used to assist local demonstrations.

The FBU Blimp is also available for major local events. Requests for this should always be made at least **ONE MONTH** before the event.

CAMPAIGN MATERIALS

Your leaflet must be well designed, clear and coherent. Make sure it is eye catching and promotes the issue. Test it on your family, friends or neighbours.

Consider your audience: the issues should be clearly outlined to them. The details of the campaign and more importantly how they can get involved should be very clear.





PETITIONS

A paper petition is a great way to attract members of the public towards a campaign stall. You can then use the time to discuss the issues and explain how they can support the campaign. It is the best way to stop someone and get them to engage with the issues.

Make sure your petition is addressed to your target and includes the few key points that you would like to see addressed.

This can be supported by an online petition on sites such as Change.org, 38 Degrees, Ipetition, Campaign Central, Care2 and others.

Many councils have thresholds set so that if a petition has a certain number of signatures they must respond to ordebate the issue. Nationally there is also a similar threshold for government, however this is

only for online signatures. A number of councils will accept paper petitions. This is a good way of raising the issue to your local council.

RESOURCES

Think about other resources you may need such as stalls, gazebos, pens, clipboards and the like. Again, speak to your regional office to see if they have anything before buying new ones.

NB) Head office can provide assistance with sourcing and where possible providing a wide range of resources. Requests for this should be made through your region's EC member.

LOBBYING

The contact information for all elected representatives are available at: **https://www.writetothem.com/.**

This site has a facility for people to find their representatives by entering their postcode. You can then target councillors, MPs and others via this system.

Alternatively you could meet MPs at their constituency surgeries or in parliament.

Full contact details for MPs can be seen here: **http://www.parliament.uk/mps-lords-and-offices/mps/.**

Head office keeps an up to date list of MPs and all their contact details- regional secretaries should be able to provide you with a copy of this.

If you are meeting your MP in parliament you can either arrange a meeting in advance with them or 'greencard' them on the day.



You will need to enter parliament via the Cromwell Green visitor's entrance. A good place to congregate for a photo-call before lobbying is the grass area opposite Old Palace Yard, SW1P 3JY.

Further guidance from the FBU about lobbying your MP is available via: **http://bit.ly/FBUlobby**

Many councillors also hold surgeries that you can turn up to.

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SOCIAL MEDIA

Social media is a great way of getting your message into the public domain. It can be used to update your network of supporters very quickly. Reach can sometime be limited though. It is a great tool, but it shouldn't be seen as a replacement for more traditional ways of building support. It must be used as part of a wider campaign that includes other activities (such as those mentioned above).

Don't rush to make separate social media accounts for your campaign: building a base takes time and it is often better to use an existing account, particularly if your campaigns will only last a few months.

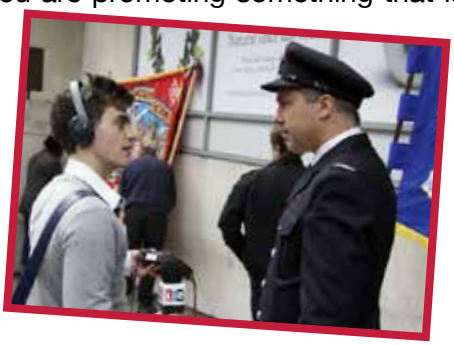
If hashtags, handles, events, pages and profiles have been set up locally then inform head office so they can promote them too.

Always use social media with caution. Several members have been disciplined for their comments on social media. Things can spiral out of control and turn from debate into personal abuse. The 2014 November/December issue of *'Firefighter'* outlines these issues and explains how to avoid them: **http://www.fbu.org.uk/resources/firefighter-nov-2014-magazine/**

MEDIA

In order to mount a successful campaign it is essential to ensure that the campaign gets as much positive publicity as possible. Organisers have to be ready to assist the media with their requests throughout the campaign. Try and think of what you can do for the journalist rather than the other way around. They need a story and won't necessarily care about your agenda.

You will need to be responsive to a journalists deadlines- they won't wait. There is often a very small window of opportunity, and you don't want to miss it especially if you are promoting something that is time sensitive such as a lobby or a march.



A media brief should be drafted up with the main points you want to communicate, evidence to support these points and answers to any difficult questions that may be posed. Keep it simple and relevant- don't outline points of argument going back months between councillors and officials for example. Be mindful of the public as a key audience- not just members and activists.

The brief should then be circulated to everyone who is leading on the campaign. It should be shared with the communications team at head office too, as early as possible, to assist with media requests that come via the FBU press office.

The main organiser should make sure during the campaign that there is a main spokesperson who is happy to give interviews on request. Others involved in the campaign should also be briefed and ready to engage with the media too.

If you are distributing a press release for an event make sure it is issued at least two days before. Do not to distribute it too early however, as it will slip off the radar. If you need it to read after a particular time or day, it must say embargoed until the time and date clearly at the top.

As a general rule press releases should be no longer than a side of A4. Journalists need to be able to pick it up, immediately know what it's about. They should be able to do this from the title, which needs to be engaging and brief. Encapsulate the story in a few words.

The main body of text should be a description of what the story is about with a pithy quote from your spokesperson that conveys the sense of the story. Human interest is essential here such as the safety of firefighters or the public. Stories about more cuts without any example of why they matter make it meaningless. Illustrate what impact they will have and what it will mean for those who are reading the paper and/or watching the news.

If you haven't had any contact with local journalists before try and make contact with them. Sell to them why this campaign or event is newsworthy and why they should report on it. Tell them why it matters to their readers- remember they are merely a conduit to reach local or national populations.

Journalists, photographers and camera operators have a job to do. That can sometimes interfere with how you have planned an event. Consider the needs of journalists in advance and planning how to help them- you may have to delay speakers or turn background music down to assist them. Assign someone on the day to work as an agent between the media and the main event organiser to ensure things run smoothly.

Time of day is key- events before or at lunchtime are best for newspapers going to print at 6pm.

The communications department at head office can assist with:

- Briefing members who have never done media work
- Writing and distributing press releases
- Drafting media briefings
- Offering advice on dealing with tricky journalists

NB) Requests for support from the communications department should be made via your EC member.

VIDEOS/ PHOTOGRAPHERS

Digital media means now more than ever it is easier to share what is happening in your campaign. Videos, live streams, photos and infographics all help to build momentum.

Videos are a great way of communicating your message, but they can be very expensive.

When producing a video- identify the audience and work out how to reach them. It is essential to answer this point before you start production.



The best videos will get media attention and have a much wider 'reach'. Two notable examples are the Ross Kemp video in London and the Lucy Morgan video in North Yorkshire. This is because they painted an emotive story and made hard hitting political points too.

Recording what is happening at one of your events helps to keep those who couldn't make it involved in the wider campaign. Videos and photos of successful events will also help boost the morale of members and may trigger a wider layer of people to engage with the campaign.



Always arrange a photographer for an event. If you have hired a professional make sure someone is delegated to assisting with their needs and that they are briefed in exactly what you want pictures of and what mood you are trying to capture.

NB) Make sure you share your digital media plans with head office, who can they assist in promoting it on the FBU website and social media.

ORGANISING AN EVENT OR DEMONSTRATION

When organising events, marches and static demonstrations there is much to consider and it is important that everything is covered.

The key things to think about are: where is it being held? What you are going to do? Who are you aiming to reach? What do you hope to get out of it?

ESTIMATING THE NUMBERS

Estimating beforehand how many people will attend can be difficult but it is probably one of the most important things to do. If a large space is booked and only 50 people turn up then the event will look like a damp squib, which could then have a negative effect. On the other hand it's important not too set sites too low.

The key to estimating numbers is by doing solid building work on the ground. Build a network from branch to brigade level- the face to face work done at each branch can then be collated to give an accurate estimate on numbers.



Effectively estimating numbers early on in the planning stage helps to make sure that a suitable venue is chosen. It will also help in negotiations with local authorities, where applicable.

RISK ASSESSMENT

Organisers should identify all hazards that may occur at an event. You must assess all the risks which may arise and decide on suitable measures to eliminate or control them. See the example below which was used for the static demonstrations on the Ring of Fire Tour (2014):

HAZARD	WHO IS AT RISK	LEVEL	CONTROL	WHO
vehicle movement	production crew & public	M	before moving; ensure people are warned; driver turns on hazard lights; one delegated crew member ensures the path is clear when reversing.	drivers & crew
gazebo	production crew & public	L	only production crew will erect gazebo; ensure gazebo is wieghted and lashed to counter inclement weather.	production manager & crew
sound system volume	production crew & public	L	only skilled production crew to control volume; the sound system maintained at safe levels; hearing protection provided for the crew.	production manager & crew
generator fumes	production crew	L	ensure it is placed in a safe dry place that is ventilated and away from public/crew.	production manager & crew
equipment falling	production crew	L	equipment must be erected and positioned safely.	production manager & crew
trip, fall or slip	production crew	L	ensure cables, stands etc are tidy and trip hazards are clearly marked.	production manager & crew
electrocution from wet equipment	production crew	L	no water, drinks or fluids are allowed near eletrical equipment; if raining ensure eletrical equipment is protected; if rain is severe, turn all eletrical equipment off.	production manager & crew

INSURANCE

As an organiser of an event, even a small one, you may need public liability insurance. For some events the local authority may ask to see evidence of this. The FBU has public liability insurance. A copy of the certificate is available from head office on request.

Some local authorities will ask for a risk assessment to ensure that public safety is on the minds of event organisers.

It is also important that a sitemap and full production inventory is listed alongside the risk assessment. This ensures that:

1. All risks are analysed and contingencies put in place
2. The event will run smoothly
3. The event space is big enough for your event
4. The local authority are aware of the full plans

CONTINGENCY PLANNING

Organisers should consider all possible scenarios, such as unexpected incidents during the event, opposition to the event and unofficial protests. This process will form part of the risk assessment and may need to be shared with the police. In most circumstances the situation is best controlled and eliminated by union stewards rather than police intervention.

TRANSPORT LOGISTICS

Think how are most people are going to come to the event and then work around that. You may need to consider this before you choose your venue.



If your event is a march ensure that the assembly and end points are in close proximity to public transport links, and promote this in your communication with members/supporters.

If coaches are being organised to get people to the event from other areas you need to consider where they will be parked whilst the demonstration takes place. Local coach parks will sometimes allow this for a small fee. Details can often be found on your council's website.

Event organisers should make it clear to those who are traveling from other areas:

- How to get to the assembly point from public transport stations?
- Where coaches can park?
- Where coaches can drop off and pick up? (this should be as close to the assembly and rally points as possible)

If you are organising coaches to an event make sure each coach should has its own organiser responsible for booking and liaising with the coach company. They need to consider where to pick up/ drop off and what time. They will also have responsibilities for making sure everyone is on the coach.

DISABLED ACCESS

Organisers must think about access requirements that participants may have. The march route and event venues should be fully accessible.

It is important to consider the availability of accessible toilets and that an accessible viewing area is available for disabled participants at rallies.

Large events should assess whether they need a sign language interpreter for speeches.

Recent TUC marches in London often include a shorter ‘feeder’ march for those with reduced mobility and a ‘static demonstration’ for disabled supporters. This could be considered for larger events.

FIRST AID

It is recommended for events under 2000 people that you have two qualified first aiders available.

Event stewards should not undertake any first aid unless they are qualified and have the right materials. They should do their best to calm and reassure anyone in distress and contact a first aider immediately.

SPEAKERS

If you are holding a rally you must have a master of ceremony (MC) to chair and introduce the rally. Choose someone confident and friendly.

Have a maximum of 4 or 5 speakers, and give them a set time limit of around 5 minutes. If speakers go on for too long, the crowd can get bored, so make sure they know that they only have a limited amount of time.

Try to arrange in advance what people are going to speak on so that they are not covering the same thing. Try to get a copy of their speech, or at least some notes for distribution to the media.

Have a range of speakers. Some examples of people you could invite are:

- National officials
- EC members and regional officials
- Supportive MPs and other sympathetic elected representatives
- Trades council speakers
- Other local campaigns/disputes
- Local/brigade officials







ENTERTAINMENT

Music and entertainment help to make marches, rallies and static events lively.

Pipe and brass bands often play at major demonstrations. Other trade union branches in your area may have a marching band that could support your event.

Local musicians and comedians will sometimes be willing to support local trade union events too.

If you are having entertainment and speakers appoint a ‘stage manager’ to make sure everything runs smoothly.



SOUND SYSTEMS

A good PA system for addressing the audience is essential for a rally or event.

For some events this will just be a megaphone. Many indoor venues will provide a sound system- or in some cases, due to the acoustics and size, it won’t be necessary.

The FBU fire appliance has a sound system. This can be used to speakers for outdoor rallies with numbers up to around 150. It is not effective for events larger than that.

If you are organising a large event with speakers and bands it is worth contacting a local contractor to supply you with a PA system and generator. This will free up your own time at the event itself.

If you plan to have live music, make sure you have technical spec in advance from musicians and give it to the contractor. The contractor will then know what to bring, ensuring they provide an accurate estimate quote for the job.

ORGANISING A MARCH

Public bodies are under a duty to facilitate peaceful protests and such bodies will have a simple process to follow.

The Public Order Act requires that at least six clear days' written notice has to be given to the police before public processions, including details of the intended time and route, and giving the name and address of the person proposing to organise it. It is an offence if organisers of a procession don't give sufficient notice, or if the procession diverges from the notified time or route.

If you are holding a march you should contact the authorities as soon as possible in order to plan and liaise on a route.

Trade unions often support or organise protest and lobbies of councils and employers. These can be a reaction to fast- moving events. Authorities will often understand this and be helpful.

NB) In two-tier authority areas, the district council is responsible for entertainment, food and alcohol, markets and street trading licenses; the county council is responsible for highways and will deal with road closures.

STATIC DEMONSTRATIONS

Some 'public' spaces are actually privately owned: some shopping centres for example. The laws of trespass are complex. Whilst it may be a civil matter, the police can intervene if there is or is likely to be a breach of the peace. Demonstrators who prevent others from undertaking their lawful business (going to work, shopping, etc) can fall foul of wide-ranging laws of 'aggravated trespass'. Obtaining permission from the local authority or private landowner is key to helping avoid these issues occurring- with prior notice most will be willing to cooperate.

While there is no legal requirement to let the police know your intention to hold a static protest, informing them can often be helpful as they can provide advice and assistance. They can offer advice on clashes with other events, logistical problems with the location and other useful information.



ROUTE

An appropriate route needs to be selected; the best routes ensure maximum publicity and go down busy streets and shopping areas. This needs to balance with safety and streets the police/ local authorities are happy for you to use.

Try not to plan too long a route otherwise people get bored and wander off before the finishing point. For small local march of a few hundred 30 minutes is more than enough. A short effective march down a busy shopping area will be better than a longer one down less prominent roads. Of course the more people you expect at the event- the longer the route will need to be.

The route will also largely be determined where your assembly and rally points are.

An assembly point needs to be big enough for the numbers to congregate and accessible so you can drop off resources, flags, placards and the like.

A rally point similarly needs to be big enough to hold the numbers you are expecting safely, with minimum disruption to the public. You must also think logistically where you are going to place everything - you want everyone to be able to hear and see the speeches.

You must make sure that your route, rally and assembly points are all accessible.

Organisers should consider traffic management issues such as how to cross busy roads and junctions and any potential hazards. This should then be incorporated into the risk assessment.

The best routes take all of these factors into consideration.







ROAD CLOSURES AND TRAFFIC MANAGEMENT

For most small marches and static events formal road closures will not be required and the situation can be managed in a relatively informal manner between the organisers and the local police.

In most cases, once the march route has been agreed, the police will help deal with traffic management. Only the police or someone under their direction can legally undertake traffic regulation on the public highway. In most cases that will be one of the demonstration stewards.

Organisers need to consider the implications for other road users including the emergency services. For some events there may need to be provision for the removal of vehicles that cause and obstruction to the event.

In order to close roads the police must issue ‘traffic regulation orders’- they will want to serve these as quickly as possible often weeks and even months in advance. Although there is some leeway for political events, as opposed to annual street festivals for example, organisers should let the police know as soon as they possibly can their intentions.

Due to budget cuts police presence on demonstrations has generally been reduced. In most cases the police will have informal chats with the organisers and facilitate the demonstration with a smaller force and request that stewards take a leading role.

The Metropolitan Police stated in February 2015 that they would no longer police any public processions. Organisations would be expected to submit a traffic management plan and stewards to be ‘chapter eight’ trained (in reference to chapter eight of the traffic safety measures and signs for road works and temporary situations). Whilst they have backtracked on this on a number of occasions due to public

pressure, if any officials are confronted with this approach from any police service they should seek advice from head office immediately.

Most police forces view peaceful protest as part of the life of the community and will assist with holding back traffic for the short duration of a demonstration. They will take a pragmatic view of such events and seek to facilitate demonstrations by working with the organisers. This will be the case for the overwhelming majority of locally organised demonstrations and there is no need for officials to get too worried about traffic management. Police forces will normally deal with this themselves and not except organisers to have a wealth of experience.

STEWARDING

It is best to organise and steward the demonstration yourself. In an event of an exceptional nature the police may step in and overrule this, this shouldn't be the case for most trade union demonstrations.

Stewards are responsible for making sure the march passes in good time and more importantly safely. Most activists will have walked many a march and unions are well used to sorting themselves out under their own banners. Some annual processions have taken place successfully and peacefully for decades with marchers' 'self-stewarding'.

Issues to be taken into account will include the nature of the route, entrances and exits, hazards along the way, road crossings, key communication points, stage management, etc. Different demonstrations will require a different number of stewards. The risk assessment and estimate of numbers will help establish the number of stewards necessary.

Generally it is always worth having a least half a dozen stewards on hand, in addition to the chief steward/ main organiser. The chief steward should be the main point of contact for the police/authorities.

The TUC recommends one steward to 250 demonstrators for large demonstrations. Larger events also require a stewarding structure to be set up, with a chief steward responsible for overseeing the whole event, then a team overseeing sections of the march, and a team of stewards below them.

Stewards must be clearly identified and visible with high-viz tabards. They need to wear appropriate clothing and good footwear.



Stewards should:

- Ensure the safety of the event's supporters
- Ensure that the march is effectively supervised and monitored
- Report major incident to a senior steward/ police
- Know the march route and be able to inform supporters of it
- Be approachable and cooperative
- Be an effective communicator
- Be committed to staying in place and on task throughout the demonstration
- Be able to conduct themselves in a friendly and diplomatic manner
- Never intervene in dangerous situations on a demonstration (always refer these to the police)

All stewards should be given a briefing in advance of the event. The timing and nature of the briefing will depend upon the size and nature of the event.

Stewards must be aware of the organisers' intentions and directions, contingency plans and the method of communication in the event of emergencies. It may be appropriate for stewards of a small march to

meet an hour before hand to run-through the route and duties. A more significant event may require stewards (especially senior stewards) to meet in advance of the event to help plan it.

Have a clear plan of the day ready to distribute to stewards at the briefing including:

- What is happening at what time?
- Who is supposed to be where? At and what time?
- Who are the speakers/ entertainment? And in what order?
- Who are the main points of contacts for each of the issues highlighted above?

MARCH SAFETY

The duty of care is on the organisers and the safety of those attending must be of paramount importance.

Senior stewards will be needed to marshal both ends of a march. The media will want a clear view of the front but they need to be safe from traffic and may prove a hazard themselves. The use of vehicles in any procession can increase the risk of injury but it may be a good idea to position a 'safety vehicle' at the rear of the march if approaching traffic is considered a hazard.

The more crowded the march, the slower it will move. It is important to keep the march moving and close any natural gaps that form. For most outdoor events there will be a low risk of crushing but gates, entrances and exits need to be assessed for their risk.

Thought should also be given to dispersal and access to transport links after the event and how best to steward this.

Whilst a lost child policy will not be necessary for most small demonstrations, stewards should bear the point in mind.

Stewards specifically involved in organising a lost children support should not need a Disclosure and Barring Service (DBS) check, formerly known as a CRB check. The role should be arranged so that it does not involve an individual caring for, supervising, or being in sole charge of, persons aged under 18. A role like this is only necessary on a mass organised demonstration.

If a steward finds a lost child they should stay with them, with another steward preferably of the opposite sex, until their parent or guardian arrives. Ask the child if they have the mobile number of their parent or guardian - and phone it. Get the child's name, age and a description, in case details are needed later. Ask a senior steward to contact the whole event team.

Stewards should also notify the police as soon as possible and seek further guidance and assistance from them.

COMMUNICATIONS

Most small events will rely on direct contacts between stewards on the ground or mobile phone contact, but phones cannot always be relied upon. For larger events, organisers should consider radio communications. Radios are also the best way of notifying all stewards of an issue quickly.

Demonstrations tend to be noisy, with bands, drums, music and whistles. Stewards near marching bands and those on the stage may not hear mobile phones or hand-held radios. Consider suitable ear-pieces for such situations.

Organisers should consider how they will communicate with supporters throughout the duration of the event. The route may need to be changed unexpectedly or rumours dispelled. Loud hailers may be needed so make sure they are in good working order. Maps of the march route should be distributed to all stewards.

POLICE



You should inform the police:

- The date and time of the event
- If it's a static demonstration or march
- The proposed route and plans for the event
- An estimate on numbers
- The findings of your risk assessment
- Who the main contact is

Some police authorities have set forms to fill in. For example in London the Metropolitan Police normally expect organisers to fill in:

3175 Form- for public processions
3175A Form- for static demonstrations and events.

Details of how and who to contact at each local police force are usually available on their websites.

There is huge benefit in establishing a good relationship with the police from an early stage in the planning of a significant event.

The police have two duties:

- Not to prevent, hinder or impose unreasonable restrictions on peaceful protests
- To take reasonable and appropriate measures to protect peaceful protests

The police may take reasonable measures to prevent and detect crime and disorder. They may also take reasonable measures to reduce disruption whilst balancing the rights of the community and protestors.

Due to negative images of the police on demonstrations a lot has been done to try and harmonise relations. The police have tried to improved communications with protest groups before, during and after events. 'police liaison officers' are now used for most demonstrations. Their role is to act as a point of contact between the police and the event organiser/participants ensuring that the event runs smoothly and safely. The police also follow a 'no surprises' approach so that organisers know how they will react given certain circumstances.

Encourage all participants to behave in a responsible civil manner. Overly aggressive behaviour will attract unwanted police attention.

The police may intervene if they think there is a threat to public order. They have three main methods of doing this:

Dispersal: often associated with rushing into a crowd to scatter it. Can be violent and can spread trouble through a wider area.

Arrest: police can move into the crowd to make arrests. Sometimes this will be done at the request of organisers, but can also inflame the crowd if the police are felt to be seeking to 'snatch' a demonstrator no real reason.

Containment: This is where the police surround a crowd. It has been used to hold a crowd until passions have calmed or arrests have been made. This is dubbed 'kettling' and is often very controversial. Police are required to differentiate between those who are not causing any threat and those who may face arrest.

It is best to have direct communication links with the police and assign someone who will be the key contact to liaise with them.

CLEAR UP AND WASTE

Protests can generate a lot of waste. Placards and leaflets will be discarded along the route.

Organisers should have volunteers ready to clear up. Large events should also organise re-cycling and disposal facilities. A local authority may charge the organisers after the event for any clear-up they have to undertake.

Local authorities are always keen to re-open the roads where there have been closures. Where this is the case they will be putting pressure on organisers to get the streets cleared of rubbish as fast as possible.

If you are organising a large event you will need to consider this. Where road closures have been agreed, local authorities will expect you to have this in your event plan.

AFTER EVENTS

Highlight the success of your event on social media. Make sure you have lots of pictures to share with journalists, head office and with your supporters.

Have a carefully balanced de-brief that takes into accounts what works, what doesn't, what you would do differently? Share the results with head office so that everyone can learn from your event and campaign.

APPENDIX ONE

Organising an event checklist - *NB) not all will be neccessary for every event*

- Date, place and time decided ☐
- Event committee formed ☐
- Roles decided ☐

PROMOTION

- Inform head office ☐
- Advertising campaign planned ☐
- Communication with local members ☐
- Social media page set up ☐
- Facebook event made ☐
- Promotion on social media ☐
- Leaflet to publicise event ☐
- Invite to other brigades ☐
- Invite to local MP's/Councillors ☐
- Invite to local trades council ☐
- Groundwork done to build event ☐
- Press release sent to local media ☐
- Contact made with local media ☐

PREPARATION FOR EVENT

- Leaflets designed and printed ☐
- Petition written and printed ☐
- T-shirts, Flags, Banners and other resources ordered or located ☐
- Blimp ordered ☐
- Speakers and entertainment booked ☐
- Sound system for rally booked ☐
- Power for sound system arranged ☐
- Photography/ video organised ☐
- Other resources for the campaign stall arranged ☐
- Running order of speakers drafted ☐

LOGISTICS

- Numbers estimated ☐
- Risk assessment and siteplans made ☐
- Contingency plans made ☐
- Disabled access considered ☐
- Local authority contacted ☐
- Police contacted ☐
- Route Planned ☐
- Route checked for suitability ☐
- Route confirmed and approved ☐
- First Aiders arranged ☐
- Toilets facilities considered ☐
- Waste disposal considered ☐
- Select stewards/ chief steward ☐
- Stewarding communication decided and in place ☐
- Maps printed for stewards ☐
- Final contingency plans decided ☐
- Stewards briefing drafted ☐

AFTER THE EVENT

- Photos sent to head office ☐
- De-brief with the event team and written notes to share with head office ☐
- Report written for local FBU website ☐
- Follow up work planned ☐

APPENDIX TWO

A step by step guide to requesting support from regions/ head office

