

**community  
games**

**inspired  
by 2012**

# **Community Games toolkit**

**Inspired by London 2012  
Celebrating your Community**



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# Foreword by David Moorcroft



Community Games was created to give everyone up and down the country the chance to celebrate the London 2012 Olympic and Paralympic Games. Inspired by the Games, Community Games was Legacy Trust UK's idea, to encourage communities to come together and take part in sports and arts activities, and started as a programme in the West Midlands back in 2010.

Community Games offer something for everyone. You don't need to be sporty to take part – they are just as much about celebrating cultural achievement as sporting endeavour.

Pierre de Coubertin's vision for the modern Olympic movement, as inspired by William Penny Brookes' Wenlock Olympian Games, in Shropshire, was as a marriage of sport and the arts, and we hope that your Community Games will embody this spirit.

We are thrilled that Community Games is now recognised as a programme contributing to the Legacy from London 2012 and are grateful to Legacy Trust UK for their support of this programme and to the Cabinet Office for their £3 million of Big Society funding.

As well as this toolkit, the Community Games programme provides e-learning, workshops and support for organisers, giving you the information and skills that you need to organise your own Community Games. As for the activities you run, you know your community best! You might want to stick to traditional activities or challenge people with something new.

Either way, have fun, and enjoy your Community Games!

David Moorcroft OBE  
*Olympian and Community Games Ambassador*



# Introduction to Community Games

## What are Community Games?

The Community Games programme was launched in June 2010, as one of the West Midlands' main programmes of activity to celebrate the London 2012 Olympic and Paralympic Games. The programme was inspired by the unique Olympic heritage of the West Midlands, the Wenlock Olympian Games, which have been held annually since 1850 and were the inspiration behind the modern Olympic movement.

Because of the success of the programme in the region, the County Sports Partnership Network and the YMCA, supported by Legacy Trust UK, made a successful application to the Cabinet Office's Social Action Fund to roll out the programme across the country, and were awarded £2 million. The achievements of the programme in 2012 led to a further £1 million for the Social Action Fund for 2013.

## In 2013

Community Games gained momentum – touching more communities, inspiring more people to volunteer at events, and stimulating more people to be more active after attending events – than in 2012. It is taking the London 2012 Legacy into the heart of local communities, and making a positive impact. 75% of Games Organisers said that they intended to repeat their event in the future.

We had some great feedback from the 2013 events – the following are just a few comments we received:

## Achievements since January 2012

**3,551**

communities have engaged with, and staged Community Games

**80,130**

volunteers have contributed over £4 million of volunteer effort

**2,566,675**

participants have enjoyed their local Community Games and shared memories with their families, friends and neighbours

**£1.4m**

has been raised at a local level to stage events and fund community projects

“ This is a superb programme. If the positive outcomes we have seen are replicated across the country, then this will be a wonderful legacy from the Olympics!

– Community Games Organiser, 2013

Volunteering at the Community Games has helped me feel more confident, and eager to try new things.

– Community Games Volunteer, 2013

My daughter was able to use a wheelchair hand bike, which she has always wanted to do. She has also found out that she can do this each month, and is going to have a go at kayaking in July.

– Community Games Participant, 2013 ”

In 2014, Community Games is aiming to reach more than 500,000 people through 1,000 events across England.



## Wenlock Olympian Games

Community Games are inspired by the Wenlock Olympian Games held annually in Shropshire, which are themselves the inspiration behind the modern Olympic Games.

Founded by Dr William Penny Brookes in 1850, the annual Games were established to “promote the moral, physical and intellectual improvement of the inhabitants of the town and neighbourhood by the encouragement of outdoor recreation and by the award of prizes annually at public meetings for skill in athletic exercises.” For Brookes, there was the Borough town of Wenlock – and the world was its neighbour. In 1860, the Olympian Class was renamed ‘Wenlock Olympian Society’ as it is known today.

The Games opened with a grand procession through Much Wenlock to the stadium where classical events like distance running and discus were staged alongside country sports such as football and cricket. The early Games had a ‘fun’ event – once an old women’s race for a pound of tea, and another year a pig-catching contest! Cultural competitions included poetry, prose and art for the adults with spelling, arithmetic and handicrafts for children.

The National Olympian Games, instigated by Brookes in 1865, premiered at Crystal Palace,

London. It was an astonishing success, attracting 10,000 spectators and competitors. Like his earlier Shropshire Olympian Games, the Nationals were held annually in a different location around the country – a new innovation!

Brookes tried but failed to persuade the Greek Government to revive the Ancient Games as an international competition, his life-long dream. Then, in 1890, young Pierre de Coubertin came to stay with octogenarian Brookes. The agenda was physical education, and Coubertin heard about Brookes’ ideas and achievements, saw the Wenlock Olympian Games and so was inspired to change course. Sadly, Brookes died in 1895 and four months later, Coubertin’s International Olympics (modelled on Brookes’ Olympian ideals) were staged in Athens.

Coubertin’s obituary to Brookes read: “If the Olympic Games that Modern Greece has not been able to revive still survives today, it is due, not to a Greek, but to Dr William Penny Brookes.”

The Wenlock Olympian Society is pleased to support Community Games, and hopes the programme continues to spread the vision of Dr William Penny Brookes and inspires many more communities to stage their own great events.

For more information about the Wenlock Olympian Society, visit [www.wenlock-olympian-society.org.uk](http://www.wenlock-olympian-society.org.uk)

The Wenlock Olympian Games also inspired the name of the London 2012 mascot





# What do Community Games look like?

Community Games should be organised by a community, for the community, and communities of all shapes and sizes can stage Community Games. A community is defined by people in lots of different ways; as the organiser, you know what the community is that you want to engage and celebrate! Your Community Games might involve people in your street, regular users of a park or other public space, or people involved in a shared interest group or who have a shared cultural heritage.

The original Wenlock Olympian Games differed from the Olympic Games today though in that they were a celebration of both sporting and cultural achievement. It's this spirit that we hope your Community Games will embrace.

It's up to you to organise your Games in a way that works for you and celebrates the uniqueness of your community. This is from the setting – activity might take place in a park or inside a community centre – to the time of year and the type of activities run.

Some communities may focus on contests to give the event a competitive element, others may want to focus on giving people the opportunity to try something new, from archery to climbing. Whatever the focus of your Community Games, you should provide an opportunity for everyone in your community to participate.

Holding a ceremony is a great way of opening or closing your event and celebrating the hard work that has gone into your Community Games. It's also a great opportunity to showcase some of the cultural activity that goes on in your community or at the event.



## Farnham Community Games 2013

Building on the success of its inaugural event last year, Farnham opened its doors to sports clubs and the local community once more this summer for the Farnham Community Games.

Opened by local MP, the Rt Hon. Jeremy Hunt, alongside World Champion and Paralympic Hand Cyclist Rachel Morris, the Games aimed, as organiser David Gill explained, “to create more of a community, with more active lifestyles”. During the games, participants were able to try out an exciting variety of sports ranging from Boccia to Taekwondo. There was even a mechanical horse called Henry in attendance, who turned out to be extremely popular with both adults and children alike!

The organisers really succeeded in making it easy for the local community to try out new sports in a fun, relaxed environment. Best of all, though, was the event’s clear message: there is a sport out there for everyone – old or young, disabled or able-bodied.

Once again, the Farnham Community Games truly brought a sporting spirit to Farnham and a great day was had by all. Since then, many local sports clubs have reported an increase in members and have had lots of enquiries from



people wanting to get involved. Amy – from Aldershot and Farnham Hockey Club – delightedly reported how the Games “helped to really promote the club” to members of the local community.

In fact, Farnham’s 2013 Community Games was even more successful than last year’s, with 35 local sports clubs and with more volunteers and participants. With many people already looking ahead to the Farnham Community Games 2014, local Olympic torchbearer Gail can see it, “carrying on for years to come”.



# Who is involved in delivering Community Games?

## The County Sports Partnership Network

County Sports Partnerships (CSPs) are networks of local agencies committed to working together to increase participation in sport and physical activity. Our partners include; National Governing Bodies of Sport and their clubs, School Sport Partnerships, local authorities, sport and leisure facilities, Primary Care Trusts and many other sporting and non-sporting organisations. There are 49 CSPs across the country.

The County Sports Partnership Network (CSPN) brings together the 49 CSPs from across England and is responsible for supporting the delivery of national sports policy at a local level by shaping it to meet the needs of local communities.

The CSPN is very pleased to be continuing its partnership with the YMCA to deliver the Community Games programme and is looking forward to continuing to work together to help communities up and down the country to stage their Community Games.

For more information about CSPs, please visit [www.cspnetwork.org](http://www.cspnetwork.org)

## YMCA

Founded 166 years ago, the YMCA is the largest and oldest youth charity in the world, operating in over 250 communities in England with 135 local representations.

In England, the YMCA offers accommodation and vital support that enables a young person to live independently, grow, achieve and contribute to their community.

Its work covers four key areas:

- Offering a safe place to stay – every night, over 7,200 young people stay at a YMCA.
- Giving young people a fresh start – the YMCA gives young people the support they need to get their lives back on track.
- Vital support – the YMCA offers a variety of services that help to promote positive family relationships.
- Helping communities to get active – the YMCA is also the leading provider of industry training in physical activity with over 67,000 people receiving YMCA fitness industry qualifications.

Some of the local YMCAs are working in partnership with their local CSP to deliver Community Games. Local YMCAs may choose to target a particular group such as 16-25 year olds or disabled groups or they may choose to link their Community Games offer with a pre-existing project they are delivering such as YMCA On Side.

The YMCA is pleased to be building on the success of 2012 and 2013, and again working with the CSPN to deliver Community Games across the country.



# About this toolkit

## Introduction

This toolkit has been designed to help you organise your own Community Games. It provides you with information about how to get started, getting other people involved, and running an event. It also gives you some ideas for activities to run, and some guidance around important issues such as health and safety and working with children. Finally, the toolkit also gives some pointers as to how to recruit and work with volunteers and methods of obtaining funds should you require them.

Although this toolkit has been designed to work on its own, the Community Games programme also offers an e-learning package for anyone who would like to organise a Community Games, or volunteer at one but feel that they would like to develop their skills in order to do so.

Based on this toolkit, the e-learning also features case studies from real-life Community Games organisers who have been there and done it, and are able to offer some really useful advice. Along the way there are small tasks to complete to aid your learning and there are also downloadable templates for you to use when planning your event.

It will generally take between two and three hours to complete the training, and you do not have to do it all in one go – you can save it and return to it later.

Thanks to a Social Action Fund award from the Cabinet Office, we are able to offer the training completely free in 2013, and everyone that completes the e-learning package will receive a certificate.

You can access the e-learning package at [www.communitygames.org.uk/elearning](http://www.communitygames.org.uk/elearning)

There are also two free workshops – *Organising Your Community Games* and *Promoting and Marketing Your Community Games* – please contact your local Lead Officer for more information.

Our website [www.communitygames.org.uk](http://www.communitygames.org.uk) also has plenty of information and we will be sending out regular newsletters with tips and advice.

Lastly and very importantly, don't be put off organising a Community Games if you were not planning on doing everything that is recommended within this toolkit. Some sections are more relevant if you are organising a large scale event – which you may not be planning. Remember – it's your Community Games!

## How to use this toolkit

This toolkit has been written and designed to assist you in planning and delivering your Community Games. It offers guidelines on event management and ideas for your Community Games, and incorporates the following:

- Key questions and 'Top tips' displayed in bullet point format
- Links to useful websites and suggested contacts where appropriate
- An online appendix containing documents referred to throughout this pack. You will receive a link to the appendix when you register your Community Games.

Good luck in planning your Community Games!



# Getting started

## Your community... your Community Games

Every Community Games will be different, because every community is unique. There are no set rules about what should be included in the event, because you need to create an event that is right for your community. Your event might focus on competitions, or could just be about giving people the opportunity to try something new. The only things that your Community Games must include are both cultural and sporting activities, and the opportunity for people to participate.

The first section of this toolkit, *Planning your Community Games*, includes suggestions on how you should put together the programme for your Community Games. This is a key thing to think about at this stage however, as it will have an impact on how many people are needed to assist you and also if you will require any funds.

### Consider:

- Who makes up my community?
- Where you want to hold the Community Games – is there an obvious location or will research need to be carried out in order to identify one?
- When you want the Community Games to take place. The further in advance that you set a date, the more time you have to organise your Community Games.

In addition, our research showed that the best Community Games in 2012 shared certain characteristics:

### The best kind of Community Games

- **The best size...** medium size, 200–600 people, so that it feels like you are part of something successful but it's not too large – you can still find friends to talk to.
- **The best setting...** in the local community, visible, open space
- **The best infrastructure...** green space with parking, toilets and an indoor hall

- Existing voluntary set-up, to run the event
- Access to some free resources, such as marquees, tables and chairs
- Local organisations to help, such as church, school, playgroups, pub, WI, Scouts/Guides, and local businesses
- **Best run by...** volunteers
- **The best 'audience'...** all ages, not just for children – something for all generations in a family
- **Best kind of funding...** some grants, and some help 'in kind'
- **The best weather!** ... sunny and warm, but if the event is good enough (and has a wet weather plan!) it can survive the rain!
- **The best PR...** word of mouth, visible banners/posters, and Twitter/Facebook for the teenagers and young adults
- **The best activities...** a variety – something for everyone – sports, arts, entertainment, competitions, refreshments and a picnic

AND

**The best ways to make it special** – help to create community spirit, by giving the event a theme to make it special for the community, structure it so that it brings people together, and make it memorable with an opening or closing ceremony. Closing ceremonies, or a finale, help to leave people with a lasting positive memory of the day.



## Impact of the Community Games

The following diagram illustrates the common characteristics of Community Games that have the most impact locally.



Some of the Community Games held in the summer of 2012 are also featured within this toolkit; look at them for ideas and inspiration.

## How much time will the planning and organisation really take?

The Community Games programme is about giving communities the tools and support that they need to organise events and activities. Most people who organise Community Games will be volunteers, and many won't have organised something like this before. Whilst it can seem daunting having to organise an event like this when you haven't done it before, don't let that put you off! The programme offers a range of support, including this toolkit and free e-learning and workshops.

The size and scope of your Community Games will dictate the amount of time that you will need to put in to ensure that it is a success. Our research indicates that this time ranges from 50 – 150 hours. However, 60% of Community Games Organisers in 2012 said they were planning an event in 2013, illustrating that lots of people feel that it is worth the time spent.

One of the ways of making sure the event is a success and managing your time, is to involve other people as early as possible in the planning process. Being surrounded by other enthusiastic people when organising things is very motivational, and you can split the responsibilities so that the call on one person's time isn't too great.

## Who else can you involve in the organising?

You will almost certainly know of other enthusiastic people in your community who would be more than happy to get involved in organising and give you a hand. But it is a good idea to try and involve more than the 'usual suspects' if possible. For example, it would be really great to involve a few young people in the organisation of the event. It helps ensure that the event will be of interest to other young people, and will give valuable experience to the community leaders of tomorrow! You might also want to consider people in your community who have a relevant job, who may be interested in getting involved in the organising and can then contribute the professional skills that they have.

## How much will it cost and where can I access funds?

Community Games can be organised for very little cost. By bringing your community together and drawing on the skills and networks of different community members, as well as the time of volunteers, you should be able to put on some activities. Having access to some funds will almost certainly help you to put on a larger scale event, but don't be put off if you don't have any money to run the event initially.

Finance is covered in more detail in section 2 of this toolkit, and further guidance on generating more funding for your Community Games is provided as part of the training that the programme offers.



# Three stages to Community Games success...

## 1 Research what your community wants

This should be the starting point for your Community Games as part of its success will depend on your ability to deliver what your community wants. The following questions are useful to consider:

### Key questions:

- What are your community's interests? E.g. is there a local sports team that is supported passionately? If so, you could ask them to be involved on the day.
- What is the age and ethnic make-up of your community? This could influence what activities you include.
- Can you link your Community Games into another event? E.g. the opening of a new sports facility.
- How can you ensure that activities are staged for all ages and abilities – including those with disabilities?

## 2 Develop the ideas and programme that you will deliver

This stage should be used to help design the programme of sports and cultural activities for your Community Games. The event should provide an outlet for your community to pursue their interests, but importantly also give them new things to try and experience.

Documents that you can produce which may assist you at this stage include:

- Timeline document
- Event delivery plan

These documents are explained later in this toolkit.

## 3 Put the plan into action!

This is where you need to begin the actual organisation and implement the delivery of the Community Games.

### Top tip:

Discuss these three stages in your group planning meetings.





## Date

As you will be organising this event for your own community, you need to make sure that the date you pick does not clash with any large events in your area, or even religious holidays that could affect the attendance. There is one big milestone in 2013, namely the 60th Anniversary of the Queen's Coronation on the 2nd June, and Join In, the Olympic and Paralympic Games Legacy Campaign is happening again this year, between July 27th and September 9th. You might want to hold your Community Games to coincide with one of these.

Make use of calendars, regional websites and newspapers to compile a complete list of dates to consider.

Other important things to consider are the amount of time you will need to plan and organise your Community Games, the licences needed and availability of venues.

### Top tip:

Once you have agreed on a date for your Community Games, inform all relevant people immediately.

## Venue considerations

The venue used is the most important aspect of your Community Games. There may be an obvious space within your community such as a park or school playing fields that lends itself naturally to the type of sports and activities that are planned, or you may need to research other options.

Leisure centres are excellent for multi-sports competitions and have ready to use facilities that require little or no set up. However, find out at an early stage if there is a cost involved, and details of any existing bookings.

## A list of venues that could be considered includes:

Venue	Pros	Cons
<b>Leisure centre</b>	Facilities already set up	Expensive to hire
<b>Local school playground/playing fields</b>	Possibility of no hire charge	Any pitches etc may need marking
<b>Local park</b>	Possibility of no hire charge	Any pitches etc may need marking
<b>Community/arts centre</b>	Integral community venue	Possibly only indoor space
<b>Youth clubs</b>	Integral community venue	Possibly only indoor space

When thinking about venues, ask yourself the following questions:

### Key questions:

- How many people are attending?
- Can I hold the events indoors or outdoors?
- Does it need to be on grass or hard standing ground?
- Accessibility – is the venue near transport links? Is the venue accessible to people with disabilities?
- How much space do I need?
- Parking facilities – do you envisage that most participants will travel to the venue on foot or by bus, bicycle etc.





# Key timelines

## First steps

When planning an event of any size one of the first things that must be considered are the timescales that you have to work with. Some of the key questions that you need to ask yourself are:

### Key questions:

- What is the date of the Community Games?
- How much time do I need to prepare?
- Which individual tasks need to be completed and by when?
- Which tasks need to be completed first?

It can be difficult identifying the most important tasks. As a guide it is important to consider the following as these are most relevant at the beginning:

- Forming an organising team and allocating tasks
- If required, creating and agreeing a budget for the event (see Section 2)

- Identifying and agreeing a date for the Community Games
- Researching and booking a venue for the event
- Liaising with local authorities to ensure that any necessary licences are applied for and received (detailed later in this section)

Should you wish to use it, the online appendix contains a timeline document which you can adapt for your Community Games. The timeline document is designed so it is easy to use – tasks are listed vertically and dates for completion are listed horizontally. You can then shade in sections of the spreadsheet when the relevant tasks need to be completed by. Use the headings of this toolkit to create sections within this timeline document – an example looks like this:

### Top tip:

Use the timeline document throughout your planning and update it regularly.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	<b>Community Games</b>																					
2	<b>Timeline</b>																					
3	Area	Resp.	Completed?	Date	07-Jun	14-Jun	21-Jun	28-Jun	05-Jul	12-Jul	19-Jul	26-Jul	02-Aug	09-Aug	16-Aug	23-Aug	30-Aug					
4	<b>Key contacts and finance</b>																					
5	Identify stakeholders and key contacts	ALL	Complete	3																		
6	Open bank account	NT	Complete	3																		
7	Research where to access/apply for funds	NT	Complete	3																		
8	Research local sponsorship	NT	On track																			
9	Set event budget	NT	On track																			
10	Obtain quotes for venues and equipment if necessary	ALL	On track																			
11	Create monitoring budget template	NT	On track																			
12	Area	Resp.	Completed?	Date	07-Jun	14-Jun	21-Jun	28-Jun	05-Jul	12-Jul	19-Jul	26-Jul	02-Aug	09-Aug	16-Aug	23-Aug	30-Aug					
13	<b>Planning your Community Games</b>																					
14	Produce timeline document	NT	Complete	3																		
15	Research dates for Community Games	NT	Complete	3																		
16	Set date for Community Games	NT	On track																			
17	Research venues	NT	On track																			
18	Book venue	NT	On track																			
19	Check event licences required	NT	On track																			
20	Apply for licences required	NT	On track																			
21	Write event delivery plan	NT	On track																			
22	Ensure sustainable practices are adopted	ALL	On track																			
23	Area	Resp.	Completed?	Date	07-Jun	14-Jun	21-Jun	28-Jun	05-Jul	12-Jul	19-Jul	26-Jul	02-Aug	09-Aug	16-Aug	23-Aug	30-Aug					
24	<b>Sports Activities</b>																					
25	Research Sports Clubs in your community	NT	On track																			
26	Invite local sports clubs to offer taster sessions	NT	On track																			



# Event delivery plan

An event delivery plan outlines what you want your Community Games to look like and how you will achieve it. You may find it useful to base this around the headings and contents of this toolkit. The purpose of writing this plan is so that:

- Your organising team is able to agree on the format and structure of your Community Games
- It informs your organising team, any funders/ sponsors and volunteers how your Community Games will be managed

## What?

Write an overview of what the event is. What activities and sports will form part of the Community Games and how this reflects the community in which it is taking place.

## Why?

You can include your reasons for putting on your Community Games in this section and what you hope to achieve.

## Where?

This should detail the venue, venue contacts and other related information. It would also be helpful to include some maps detailing where particular activities will take place.

## When?

Detail exactly when your Community Games is happening and what the key timelines are.

## How?

This section should detail all of the processes you will adopt to stage your Community Games. Detail such as where any funds (if required) are coming from, who your suppliers are, and a schedule of the day should be included. Also, details about how you will attract participants and recruit volunteers should be included.

## Who?

Who is your Community Games aimed at? This should also outline who is responsible for what, and detail who has a specific interest in the event.



# Top tips to make your Community Games inclusive for everybody

This section has been provided by the English Federation of Disability Sport (EFDS), the national sports body for disabled people throughout England. EFDS and their partners, including the National Disability Sports Organisations (NDSOs), deliver a wide range of programmes to increase participation of disabled people in sport. Successful EFDS programmes include Disability Sport Events, the Active Kids for All Community and Inclusive PE training programmes as well as the Inclusive Fitness Initiative.

It's generally accepted that the incredible success of the London 2012 Paralympic Games has led to changing perceptions about disability and sport, and with the Commonwealth Games in 2014 aiming to be fully integrated in terms of able bodied and disability sport, it would be great if as many Community Games events as possible could 'go the extra mile' to enable disabled people to fully take part.

Sharing great ideas and better practices ensures disabled people have access to a wide range of inclusive opportunities. You can find out the contacts for the NDSOs and more about EFDS's great work on their website [www.efds.co.uk](http://www.efds.co.uk).

## Providing an inclusive offer

Here are a few tips to think about in your planning:

### *Involve disabled people*

Include a disabled person as part of your planning group. Perhaps you could share your ideas with local groups and organisations who work with disabled people. Run your plans passed them and see what they think.

### *Get advice from others*

Seek advice and opinions from the providers who have done it before. They may have great tips on attracting disabled people, which you could use in your plans. Once developed, let others read your plans and provide their input.

### *Think different roles*

Disabled people can be participants and volunteers too, so do not restrict your plans to one element.

### *Shout about your success*

Your plans could help others to do the same for disabled people somewhere else. EFDS and other partners would love to hear your stories.

### *Things change*

As our environment changes, disabled people change too. Regularly assess and monitor disabled people's needs in relation to your Games.

**EFDS's Inclusion Club Hub** can provide some great support and advice. Created for clubs, other providers can gain handy hints and ideas to ensure your games are inclusive. [www.inclusion-club-hub.co.uk](http://www.inclusion-club-hub.co.uk)

Please see Section 5 for advice on how to promote and market your Community Games to disabled people.





# Licences and permits

The size and location of your Community Games will determine if any licences or permits will be required. Don't be put off by this list – you may not require any of them.

## Council permits

Council permits that may be required depending on the size and scale of your event are listed below. You need to check with your local authority whether you need to have these.

### ■ Temporary structures licence

If you are erecting any large structures, such as marquees, a temporary structures licence may be required.

### ■ Loudspeaker consent

If Public Address (PA) systems will be playing music, it is advisable to check with your council if any form of consent licence is required.

### ■ Event licence

An actual licence for your event may be required. Some local authorities ask that this is applied for when a public event is staged.

### ■ Merchandise licence

If anything is going to be sold to participants and members of the public, this licence may be required.

### ■ Alcohol licence

Licences are only required if alcohol is sold. If you do want to sell alcohol, you will need to contact your council for a Temporary Events Notice form. This form costs £21.

### ■ Food licence

You do not need a licence to sell food. If you are planning on including concession units, then health and safety and hygiene licences will be required.

### ■ Public Collection Licence

If you are planning to have a public collection to raise funds for a charity or other organisation you will need this licence.

### ■ Tombolas/Raffles

If the tombola/raffle tickets are sold on the day of the Community Games and the prizes are not worth more than £500 in total then it will be exempt from gambling regulations. However, if tickets are sold in advance of the event, you will need a lottery registration but do speak to your local council first. Any proceeds from the tombola/raffle must go to a good cause such as a charity or towards covering the costs of your event.

### ■ Music licence

It is important that you ascertain if these music licences are required at your venue. If you are intending to play pre-recorded music you need to contact the Performing Rights Society (PRS) at [www.prs.co.uk](http://www.prs.co.uk) and the Phonographic Performance Limited (PPL) at [www.ppluk.com](http://www.ppluk.com). An estimated cost for them should be under £60.00 dependent on the anticipated audience size.

If using an existing facility or venue it would be worthwhile checking with the venue manager what licences they already have as these may be included in the hire of a facility.

## Top tip:

Even if you ascertain that council licences are not required, it would be advisable to officially inform the council or local authority anyway.



# Think green

## Introduction

As London was the first summer host city to make sustainability a key part of the planning for the 2012 Olympic and Paralympic Games from the outset, it would be good for you to do the same!

Your Community Games is small in comparison to events such as the London 2012 Olympic and Paralympic Games, however it will always be worthwhile thinking about how you can contribute to sustainability. Every person is responsible for doing their bit.

## How you can help

Sustainability is often thought of as just about recycling materials – which is an element of a sustainable event – but there is a lot more to think about. Try to think about how your event can be sustainable in the following areas:

## Economic

Think about supporting local businesses in your community if purchasing/hiring items for your Community Games.

## Social

Ensure that your event is completely inclusive to all groups within your community.

## Environmental

Encourage people to walk or cycle to your Community Games, provide free tap water at the event and provide recycling facilities for waste.

Below is a table of ideas to get you started, which could help you manage your event in a more sustainable way.

Issue	Think about...
Transport	Holding the event somewhere easy to access by walking/cycling or public transport – so people don't have to drive
Suppliers	Where possible use local suppliers – you should support your local community as much as possible. Try to borrow equipment wherever you can!
Food/drink	Use local suppliers and locally sourced food and drink if/when looking at concession units
Water	Use standpipes where possible rather than bottled water – ensure they are always turned off after use
Natural habitats	If using parks/open spaces for your events, consider the wildlife that may be living in that space
Energy	How much power you require and how you can minimise its usage
Accessibility	Whether everyone can participate in the event. Are there any services you need to offer to ensure everyone can take part?





### Tipton BMX Community Games

One example of the lasting positive effect holding a Community Games can bring to communities is the Tipton BMX Community Games. First held in 2011 with a follow up Games in 2012, this event has drawn praise from residents, councillors and local police force for its wide-reaching achievements.

The Games centred on Tipton Skate Park located in the Sandwell area, a space which had become associated with anti-social behaviour, and there was tension between some of the communities in the area. Inspired by the London 2012 Olympic & Paralympics Games, requests were made by several young people in Sandwell for an opportunity to use the space in a positive way, suggesting some BMX coaching activity in the newly developed skate park.

Facilitated by the Black Country Be Active Partnership, (CSP) in partnership with the young people, Sandwell MBC Parks and Youth Services, Friends of Victoria Park, South Tipton Extended Partnership, Streetgames and West Midlands Police, the first event was held towards the end of summer of 2011. Two days of BMX coaching activity was provided before the one day Community Games for those wishing to take part.

Organisers prioritised making the event accessible to all, ensuring that those with no experience were still able to participate. A positive activity was needed, and was offered, within a safe environment. Alongside the training sessions, urban art sessions revamped the skate ramps and DJ and MC workshops were on hand. By offering activities not traditionally delivered in the area, the organisers were able to engage participants who often felt excluded by the wider community.



Over 100 young people attended the event, supported by 10 volunteers. Following this success, the event was expanded in 2012 to incorporate a further three venues. A representative from West Midlands Police commented: "The event has proved to be an extremely valuable initiative which has engaged local youths in the community... providing them with safe awareness in the use of cycles and made good use of a public space, which in turn, assists in providing community reassurance to all members of the public using the area."

Pinpointing what made the Games so successful, Community Games Lead Officer Jo Taylor stated, "It is important to engage with the community you are working with prior to putting on the event. By hosting an event that meets their needs, it should be a success and provide them with the motivation to continue their involvement in sport participation, cultural activities or get involved in volunteering. Getting a wide variety of partners together is crucial for securing funding for an event. It will also bring in additional expertise in areas the event organiser may not be confident in. It is important to have good marketing and advertising, and the Community Games branding is important for this purpose."

# Key contacts and finance

## Introduction

Community Games are a great opportunity to bring together people from across your community. As mentioned before, as well as involving existing, energetic members of your community in the organising of your Community Games, it's a great opportunity to encourage other people to take an active involvement in their community.

Organising an event like Community Games is only possible with a team of people, and the more enthusiastic and passionate they are about making the event work, the better your Community Games will be. Organising an event like this is more manageable if you divide up the responsibilities. The different roles you may want to consider giving to people include:

- A person to take overall responsibility for driving the event forward (you!)
- A person responsible for sports activities
- A person responsible for cultural activities
- A person responsible for recruiting/training volunteers
- A person responsible for ensuring disability access and inclusion (this person could come from a local disability focus group)
- If required, you may wish to appoint someone in charge of finance

Think of people's backgrounds and skills as they may naturally fit the above roles. Entire groups may also take on one of the above roles – a scout group for example could be tasked with looking after the cultural activities – though you will still need one lead person to come to planning meetings.



## Key contacts

As well as the people who will be working with you to deliver your Community Games, there are other groups who should be told about the event, and also those who will have a specific interest in it.

### Who might they be?

- Local councils
- Community group leaders (e.g. scout groups, faith groups etc)
- Venue/facility managers
- Public authorities – local police/ambulance/fire brigade
- Any person or organisation that has donated funds to the Community Games
- Local sports groups
- Local schools

### Key questions:

- Can you involve any of these other interested groups in the organisation of your Community Games?
- Where do you want to hold your Community Games and who is in charge of the land or facility?
- Can local authorities give you facilities free of charge or offer you in-kind support?
- Can any individuals or organisations make financial contributions to the Community Games, and if so are they expecting anything in return?

### Top tip:

Arrange a meeting with everyone who is involved or has an interest in your Community Games to ensure that interests are taken into account and concerns are addressed.



**Key contacts**

Below is a more detailed list of people that you should consider contacting, to make your planning process smoother:

**Top tip:**

Compile a list of all key contacts including their contact details. You can then add to and amend as you go along.

Who	Email	Telephone	Contacted?
<b>Council contacts</b>			
Events/parks department			
Licences department			
Highways department			
<b>Emergency services</b>			
Police			
Local ambulance service			
Local fire department			
First Aid providers, e.g. St John Ambulance			
<b>Local clubs/groups</b>			
Youth clubs			
Sports clubs			
Dance groups			
Faith groups			
Disability focus groups			
Community groups – scouts/guides			
Arts centres			
<b>Local contacts</b>			
Leisure centre managers			
Volunteer coordinators			
Partnership development managers			
<b>Other</b>			
Local shops/dentists/ community centres			
National governing bodies (sports)			
Community associations			



# Finance

## Introduction

Whilst you may be able to run your Community Games for minimal expense, relying on in-kind donations and volunteers, you may have some expenditure involved.

In order to identify the scale of your Community Games and what it will include, you need to know how much money you have to spend. You may have funds available that are able to get you started; or you may be starting with nothing.

Don't despair – there are lots of different ways of obtaining funds if they are required. Many of the County Sports Partnerships have small funds that you can apply to – contact your local Community Games Lead Officer for more guidance on this. It is one of the topics covered in the Community Games E-Learning Package and also in 'Organising Your Community Games' workshop. Your Lead Officer will have information on organisations that may offer grants or funding for community events, and some will provide

guidance on how to apply, and what to include in applications.

There are other creative ways of raising funds to support your Community Games, and these provide another good opportunity to engage the community. For example, you could try:

- Holding raffles (with donated prizes)
- Holding a car boot sale
- Staging pantomimes or plays
- Charging stall holder fees at your Community Games
- Hosting a quiz night

## Bank account

If possible, it would be a good idea to open a specific account to use for your Community Games. Running the event through your own personal account can become confusing and is not recommended. Also, if you are receiving funding for your Games some funders will also not pay into personal accounts.





### Setting your budget

Ultimately the amount of funds you have at your disposal will determine the type and scale of event that you can deliver.

The key items that you may need to budget for include the following:

- Venue hire costs
- First Aid provision
- Insurance
- Event equipment (marquees, chairs, tables etc)
- Promoting your Community Games
- Licences
- Sports equipment (balls, cones, marking tape etc)
- Competition/activity fees
- Volunteer catering

Compile a draft budget at the outset; you can then identify any major shortfall in funds at an early stage.

### Top tip:

Set aside an emergency/reserve amount when setting the budget. This will give you the ability to deal with any unexpected payments.

### Requesting quotes

You should ask suppliers to provide you with a quote or estimate before you agree to order or buy the item.

### Managing your budget

If and when you have identified and secured funds that will enable you to stage your Community Games, this amount should be allocated to the various items you will need to purchase/hire. Once quotes have been received you should record them.

An example of a budget document you can use can be found in the online appendix.





# Ideas for sports activities and competitions

Sport will probably be one of the main focuses of activity at your Community Games. The main thing is to provide lots of opportunities for people to participate, either in a taster session where they get to try something new, or in a competition.

## Taster sessions

Taster sessions are about giving people the opportunity to just have a go at an activity and try something that they haven't tried before. Experiencing an activity, rather than simply spectating, can be hugely effective in encouraging people to participate on a regular basis.

Community Games provide a great opportunity to involve local sports and activity clubs. It can offer a 'shop window' for clubs – in 2012 more than 3,500 local partnerships were established across the country, with by far the largest number (1 in 5) being with sports clubs/organisations/groups.

Community Games create a positive, fun and can do atmosphere amongst volunteers and participants with 54% of participants in 2012 saying they tried a new sport or activity. And 50% of participants said they were more motivated to do more sport after attending a Community Games, so it is a real opportunity for clubs to attract new members.

## Below are some things to consider:

- Conduct some research on what local sports clubs you have – your organisational network will probably have members or links to some of them
- Speak to them and outline the benefits to them of attending
- Think about a mix of traditional and non-traditional sports but the links with local clubs and organisations are important, there would be nothing worse than somebody really enjoying an activity at your Community Games and then finding that there is nowhere within 100 miles for them to continue participating in it!



## Top tip:

Begin discussions with local sports clubs by pointing out the fact that Community Games represent a fantastic opportunity for them to attract new members and to promote their sport/club. These clubs will also have the expertise in running the sports competitions so could be a good source of volunteers.



### Competition formats

If you decide to have competitions as part of your Community Games, there are a variety of different ways of structuring them. Before deciding which structure/format to adopt, there are factors to consider, including; the sport (also whether individual or team sport), the level of competition, the venue, time available, expected number and the age and level, of participants.

#### Key questions:

- Do you want to establish a winner at the end of the tournament?
- Do you want as many opportunities to play as possible?
- Which competition format best suits your activity?
- How long is your venue booking?

Your answers to these questions will determine which competition format you will want to consider. The main ones are:

- Straight knockout tournament (e.g. Wimbledon tennis championships)
- Round robin tournament (e.g. Fifa football world cup)
- Double elimination knockout tournament
- Winner stays on
- Team placing in an individual event

These are detailed fully in the online appendix.

Whichever competition format you use, you will need to consider the time that you have available. Build into all competition formats a set 'game/play time' and a 'turnover time'.

The 'game time' is how long each activity will take and the 'turnover time' is the approximate length of time it takes to change over the participants.

You will also need to consider whether you can allow 'rest time'. In some competition formats it may be required to allow rest time for a team to recover between games. For example the final will follow immediately after the second semi final in a straight knockout tournament. It may be fair to allow the winning team in the second semi final a few minutes rest before the final.

When your game, turnover and rest times have been agreed, you will need to check that the overall tournament time can be contained within your venue booking time. If not, consider whether every round is necessary or if you could allocate a volunteer to help speed up the turnaround time.

#### Top tip:

Even with organisation and preparation, it can take at least one minute to change teams over in a 5-a-side tournament... build in more time than you think you will need.

Many of the national sports organisations are very keen to be involved in Community Games and the following pages provide a guide. In addition, some of the sports organisations have provided versions of their rules and these can be accessed in the online appendix.



### Rules and officials

Whether your Community Games are for fun, include competitive events or are a mixture of the two, it is important to make arrangements for, and communicate information about, the rules and officials.

#### Key questions:

- Is it relevant to have a set of rules for each of your activities?
- Have you decided on the rules for your competition/event?
- Have you communicated the rules to the officials and participants?
- Have you decided on how to separate teams that are tied?
- Do you have copies of the rules ready for participants to read on the day?

### Officials

You will need well briefed officials to run your sporting activities, including setting up on the day and explaining to participants how to take part. Officials will also need to be made aware of the suitability of the activity for people of different ages and abilities, so as to prevent any potential accidents.

If relevant, the officials will need to be provided with the rules, competition format, tournament structure and documentation, before the day of your event – ideally a week before so they have time to digest the information.

#### Top tip:

Arrange a pre-Community Games meeting for all your officials. This will help them understand the requirements for the event and familiarise themselves with the venue and the tournament. This will save you considerable time on the day of your event.

### Results

You should make a note of the results of any sporting competitions you run during the day. You may want to announce these results in your closing ceremony, if you're having one, or just display them in a prominent place at the event. You may also want to keep a record of these results for the future, particularly if you think that your Community Games may become an annual activity – that way, you can create a 'wall of fame' of the winners of different sporting competitions which you can refer to in future years.





# Athletics



## General information

Ever since the first Olympic Games were held many centuries ago, man has strived to jump further, run faster and throw longer. We have strived to understand more about what it takes to excel and to better ourselves, and each other, in the most challenging of sports.

All athletics activity should be fun, fast, friendly and aimed at a basic all round introduction to the core principles of the sport, remember it's ... R, J, T – Running, Jumping and Throwing! Activity should always strive to be welcoming and be delivered in a safe environment.

Athletics is ideal for a Community Games in a formal, safe and enjoyable way!

## Come and Try/taster sessions

Our online resources include top tips for setting up basic informal athletics activity and short form competitions, particularly for those with limited experience and for those working with minimal equipment and in restricted facilities – our competitions and resources can be used with all ages, all abilities and experiences. For further information please visit [www.englandathletics.org](http://www.englandathletics.org)

You can use our resources to learn more about warm-ups, cool-downs, running, jumping, throwing and relays. This will support you in planning and developing activity, including set-up, top tips for managing groups and the use of equipment. Further contacts are provided which can help to develop your technical knowledge and skills further.

## Fun competitions

A family Quadrathlon competition involves teams of 8 each competing in jumping, running and throwing events that can all be completed in under 2 hours? If the weather doesn't allow for outdoors competition then why not consider running a family, junior or adult mixed team Sportshall Athletics competition instead? Both these styles of competition can be delivered in the most formal of surroundings such as a school/community field or indoor hall with modified equipment.

Set up a Run England 3–2–1 Race. Run England 3–2–1 is essentially marked routes or running trails in the community around which families and members of the community can run weekly, monthly or all the year round. Why not establish a 3k–2k–1k route as part of your Community Games programme around your field, park or neighbourhood?

Run England sells route markers and maps to help you get started. Visit [www.runengland.org/3-2-1](http://www.runengland.org/3-2-1)

## For more information...

Why not work with your local athletics club or "Athletics Network" to enlist help from trained officials who can get you started in preparation for the Community Games? A list of Athletics Clubs can be found at [www.englandathletics.org/clubs](http://www.englandathletics.org/clubs)

To learn more about our endorsed short format athletics competitions, rules, scoring and timetabling please visit [www.englandathletics.org](http://www.englandathletics.org), [www.quadkids.org](http://www.quadkids.org) or [www.sportshall.org](http://www.sportshall.org)



# Basketball



## General information

Basketball was invented by Dr. James Naismith at the International YMCA Training School, Springfield, USA in 1891.

At the time there was a need for an activity to offset low interest in conventional exercise during the winter months; other team sports proved difficult to run in the confined space of the Springfield YMCA gymnasium. Naismith took different elements from these sports to organise the first-ever game of basketball, the goals for which were peach baskets fixed to the balcony at each end of the gymnasium.

Basketball has now become one of the most popular games in the world with an estimated 100 million people playing regularly worldwide. Accessible to players of any gender, age, ability, size or ethnic background, the sport is equally at home in the inner city, the suburbs, deprived areas or small villages.

## Fun competitions

Basketball competitions can be organised indoors or outdoors for juniors or seniors, male, female or mixed. Typically, participant enjoyment is highest when games involve players of similar age and/or ability. Games can be played on a half-court or full-court. No prior experience of the sport is required, whether organising or participating in the game.

For Community Games Organisers, England Basketball offers a free, flexible, easy to use resource, *IM Basketball*, which provides all the tools needed to include basketball as part of the Community Games. In addition to being able to organise anything from games in the 2v2 format of the game all the way through to a full-sided, 5v5 tournament, the resource offers sign up posters, a promotional poster and a self-updating league creator. Simply visit **[www.imbasketball.co.uk](http://www.imbasketball.co.uk)** to watch the *IM Basketball* video which explains in detail exactly how to receive the resource and how to run *IM Basketball*.

England Basketball also offers a Club Finder function to enable you to make contact with your local club at **<http://www.EnglandBasketball.co.uk/findAclub/>**.

## To find out more...

Support is available from your local or regional basketball development officer, contact details for whom can be found at **[www.EnglandBasketball.co.uk](http://www.EnglandBasketball.co.uk)**. For more information please contact the *IM Basketball* team at England Basketball at either **[imbasketball@EnglandBasketball.co.uk](mailto:imbasketball@EnglandBasketball.co.uk)** or on 0114 284 1085.





# Canoeing



## General information

Canoeing offers a wide range of activities, some based on competition and others, less formalised, based on journeying and adventuring. Starter sessions are suitable for everyone from eight to 80 years old! Canoeing (or paddling as some people call it) is a great activity for everyone. You can relax in a boat and view nature in the surrounding area or you can make it a real challenge and use it as a work out.

## Go Canoeing Starter Sessions

Firstly the venue would need to be near/next to a sheltered water environment that has legal access or have access to a swimming pool.

We would recommend contacting a local club or centre that offers canoeing to enquire if they would be interested in helping organise/run a Go Canoeing 'Starter' event. To find your local provider visit the [gocanoeing.org.uk](http://www.gocanoeing.org.uk) website and use the postcode search.

A range of different size boats, paddles and buoyancy aids suitable for the participants would be required. We recommended a minimum level 2 BCU coach to be overseeing the taster sessions.

These sessions will allow people to have a go and enjoy the experience of being on the water and provide a great introduction to canoeing.

To add a fun competitive aspect, mini versions of Olympic events such as Sprint and Slalom could be incorporated. Races can be generally designed to suit any location with a bit of imagination! Canoe Polo is also a popular aspect of the sport which can be adapted to suit location and competition needs.

## Dry Competitions on Kayak Ergos

If you are holding your Community Games in a venue that does not have access to water but are lucky enough to be near a local canoe club you may want to contact them to enquire if they have a kayak ergo and would like to be involved in your event.

A Kayak Ergo has a digital screen which measures how far a paddler travels within a certain time. 100m

or 200m sprint challenges could be set up with prizes going to the quickest participants. It is recommended that you have prizes for the best times for different age ranges.

The kayak ergos are suitable for an age range from five to 80 years old. If participants can sit on the machine and can pull the paddle they can have a go! The Ergos provide a great opportunity for a range of ages and abilities to try Canoeing on dry land. It is recommended that an ergo is supervised by a BCU coach or a member from a local club.

## To find out more...

For more information please visit:  
<http://www.gocanoeing.org.uk/go/>

For a full list of contacts please view the online appendix.



# Cricket



## General Information

There are opportunities for everyone to play cricket, whatever their age, gender, ability, culture or background.

It's not just about cricket whites, a hard ball and carefully prepared wickets. There are many different forms of cricket which can involve everyone. From fun, informal versions played with soft balls which require minimal time, space and equipment through to hard ball 50 over games which could be played at a local club. Don't forget you can even play indoors with a soft ball making cricket a year-round sport.

## Come and Try/taster Sessions

The ECB have produced simple demonstration cards which enable players of all ages and abilities to have a look and pick up the basics of how to hold the bat, how to throw/catch and bowl. There are then a number of fun and inclusive game ideas which will enable everyone to get involved in either a come and try session or a mini tournament.

## Fun competitions

Depending on where the Community Games are going to be held you can use cones to mark out the boundary within the space available, this may allow for a number of games to happen at the same time and produce a round robin type format.

For further information about cricket clubs close to your community visit [www.play-cricket.com](http://www.play-cricket.com)

## To find out more...

For more information please visit [www.ecb.co.uk/easycricket](http://www.ecb.co.uk/easycricket) or contact your local county cricket board, details of all can be found at [www.ecb.co.uk/development](http://www.ecb.co.uk/development)



# Exercise Movement and Dance

## General information

EMDP are a National Umbrella Organisation and Governing Body that work with many partners who offer different dance disciplines across the UK. EMDP work closely with these partners to achieve the goal of 'More people enjoying lifelong good health & wellbeing through exercise, movement & dance (EMD)'. EMDP are also recognised and invested in by Sport England to increase participation in EMD (in a sporting and physical activity context), EMDP develop activity by supporting partners, affiliated teachers, local organisations and being a training provider.

Exercise Movement and Dance (EMD) provides excellent opportunities for people to take part in a competition who may not normally participate in competitive sport. Any age range and background can take part in movement and dance competitions as there are many different categories.

## Come and Try/taster sessions

Lots of EMD providers often organise free taster sessions and classes to attract new participants. These taster sessions can also include a demonstration or performance of the particular dance style.

Dance classes should take place on a sprung floor and generally just need music for accompaniment, although some classes may use small apparatus such as balls or hoops. Qualified coaches should be used, and these can be accessed through EMDP.

## Fun competitions

EMD competitions can take several formats depending on the EMD style. The most common format is where several groups of individuals perform their work and then judges mark them on set criteria. These criteria could include choreography, costume, effort, narrative (if relevant), use of space, musicality and creativity.

Theatres or large sports halls make good venues and allow an audience to watch the competition.

Competitions can be for any age range, although it is good to group similar ages together (e.g. 5–6 year olds, 18–24s etc)

## To find out more...

For more information please email Emily Williams, EMDP National Development Officer on [emily@emdp.org](mailto:emily@emdp.org).





# Fencing



## General information

Fencing is one of few sports to have featured at every single modern Olympic and Paralympic Games. There are three different weapons in fencing; foil, épée, and sabre, each of which has its own rules and conventions. Men and women compete separately, both individually and in teams.

Fencing is a fun and exciting sport that anyone of any age can have a go at. It's not necessary to be particularly fit or active when trying the sport for the first time, although after participating in a few fencing sessions, fitness levels certainly improve! *GO/FENCE*, British Fencing's programme that introduces the sport using plastic and foam fencing equipment, makes it quick and easy to try fencing. All you need is a mask, sword and a few minutes of basic instruction and you're ready to go.

## Come and Try/taster sessions

Flexible Come and Try and Taster Sessions can be easily organised to suit your Community Games. After a few minutes of basic instruction, it's perfectly possible to have a proper, competitive fencing fight. If you're looking for something a bit more in-depth, class lessons of between 30 minutes and one hour (or longer if you're really keen!) can be organised to give a more detailed understanding of the sport.

If you're in touch with a local club, a demonstration of metal fencing can easily be incorporated. Most clubs should be able to provide all the equipment that they need to put on an exciting demonstration, so all you should need is a sports hall space the size of at least one badminton court.

In order to ensure that sessions are fun and safe for all, a space no smaller than one badminton court is required for a group of twelve. Ideally, fencing sessions should take place indoors under a high ceiling, although sessions can be run outdoors if the ground is dry and firm.

If a club, coach or leader is delivering your session for you, they may well be able to provide their own equipment. If not, all you'll need is a set of *GO/FENCE* equipment.

Although there are resources available to enable those with no experience of the sport to deliver simple *GO/FENCE* sessions, it is recommended that a qualified fencing coach or *GO/FENCE* leader is used to deliver all fencing activity.

## Fun competitions

Competitions can take a number of formats: a ladder or league system, a round-robin "poule unique," a Champions' League-style tournament with group and knockout matches or a team competition; teams of three with each fencer in each team fighting each fencer in each of the other teams. The format of the competition can be altered depending on what it is that you're looking for.

Although formal competitions that use metal equipment do have age restrictions, when using *GO/FENCE*, it's perfectly possible for grandpa and grandson to fight it out. As well as a set of *GO/FENCE* equipment, a flip chart or clip boards with pens and paper will be useful to keep score.

Fencers can referee amongst themselves or a local club might be able to provide some officials.

## To find out more...

Visit [www.gofence.com](http://www.gofence.com) for more information on *GO/FENCE*. You can find your local metal fencing club at <http://www.britishfencing.com/clubs/> or contact [headoffice@britishfencing.com](mailto:headoffice@britishfencing.com) for further assistance. British Fencing will try to put you in touch with a club, coach or leader that might be able to help provide some coaching and/or run a competition at your Community Games.





# Football

## General information

There are opportunities for everyone to play the national game, whatever their age, gender, ability, culture or background.

There are many different forms of football, including Mini Soccer for young children taking their first steps in the game, Futsal and the hugely popular five-a-side, the more traditional eleven-a-side game and our new programme Just Play which allows players aged 16+ to simply turn up and have a kickabout.

No matter what your audience then football can play a part in making your Community Games a success.

## Come and Try/taster sessions

Football lends itself well to taster sessions, or you could run a skills or training session followed by fun games. Or you could add another dimension to your Community Games by inviting your local Just Play centre to come and deliver a kickabout which will focus on fun and participation rather than competition.

## Fun competitions

You could run a Football tournament for any age group for either children or adults. You could organise any format of competition depending on whether you are inviting teams or inviting people to just turn up and play. We have resources and contacts available who can support you with this element of your event to ensure it runs smoothly.

For a tournament you will need plenty of helpers – if you are asking for entries in advance you could see if some parents might be willing to help out. You'll also need someone to look after each team.

In terms of equipment you will need good quality pitches and goalposts, as well as the appropriate size footballs for the age group.

## To find out more...

We have a menu of opportunities available for your Community Games. If you would like football to be a part of your Games, either as a competition or simply for a bit of fun then contact [justplay@thefa.com](mailto:justplay@thefa.com) quoting 'Community Games' in the subject and we will put you in touch with someone from your local area who can make this happen.



# Golf

## General information

Golf will be an Olympic sport in Brazil in 2016. It is a sport that can be played for life from the age of 5 to 75, and at all levels.

Using Tri-Golf and Golf Xtreme initiatives that have been successful in primary and secondary schools respectively, the England Golf Partnership has developed new formats that will cater for a variety of age groups at a Community Games event. Furthermore, families of all ages can play together in a fun and safe environment using these formats. The big advantage of Tri-Golf and Golf Xtreme is that they use specially adapted golf balls that are safe to use on a playing field, indoors or on a concrete yard. These activities can also be adapted to any space available.

## Fun Competitions and Challenges

If you have half a football pitch, why not design and layout a 4 or 6 hole golf course using the marker cones and flags found in the Tri-Golf or Golf Xtreme bag. Encourage young people to do this and use their imagination to create bunkers from yellow cones, ponds from blue cones and a putting green from ... (you've guessed it!) ... green cones. You can then use our Super Sixes format to put an adult and child in pairs. They can play their own ball each time, take alternate shots, or pick up their worst positioned ball and play the best positioned ball each time. Visit [www.golf-foundation.org](http://www.golf-foundation.org) and click on School Games to find out more about the Super Sixes format.

If you have less space, why not create three or four challenges for families to play using the marker cones again and the game cards or activity manual that you will find within the Tri-Golf and Golf Xtreme bags. If you want to be really adventurous, you could create your own challenges aiming for trees, chipping over benches or putting down ramps to hit sticky Velcro targets found in the Golf Xtreme bag. Involve young people in the design of these challenges as they love to be creative and Golf Xtreme has been designed to encourage new ways of playing golf. Video footage of these ideas is available at <http://www.youtube.com/user/GolfFoundationTV>. On a safety note,

please follow the instructions on the game cards in the bags and ensure that you lay out red cones as safety lines for people watching and waiting to stand behind.

## To find out more...

Your County Golf Partnership has the mission of 'Growing the Game' and attracting more people of all ages into golf. They may be willing to support your event including with free loan equipment. To find your local County Golf Partnership, please visit: [www.Englandgolf.org/cgps](http://www.Englandgolf.org/cgps)

Support may also be available by contacting your local golf club. Junior and community friendly golf facilities are available via HSBC Golf Roots Centres [www.golf-foundation.org](http://www.golf-foundation.org) and GolfMark facilities [www.golfmark.org](http://www.golfmark.org)



# Judo



## General information

Judo is an ideal sport for all ages, male and females alike and also attracts very many disability groups. This Olympic sport instils confidence and self-esteem as a player progresses through the ranks and the very nature of the grading system ensures that the next goal is always realistic and achievable. The grading system also ensures that regardless of their skill level all Judo players can actively compete with players of similar ability.

Judo is an ideal sport to teach and develop the fundamental movement skills including improving agility, balance and co-ordination. The sport develops footwork and body movement that can be used across many sports and also teaches discipline, respect and sportsmanship amongst many other things.

## Come and Try/taster sessions

Come and Try and taster sessions are easy to organise. Your first point of contact would be your Regional Development Officer who could then work with you to organise the sessions. In order for the session to be a success you would need a decent venue of a minimum of a badminton court size. In order to run a safe and successful session you would need an 8x8m judo mat area minimum. You would also need a qualified judo coach, which your Regional Development Officer can support you with.

Equipment is vital and the minimum you would need would be a set of judo mats. This enables you to do a variety of moves and to ensure the best quality session is created. Judogis (suits) are also recommended but not essential and once again your Regional Development Officer and local clubs can help with that.

Taster sessions offer a fun introduction to judo covering basic techniques on how to fall and introducing some basic ground work techniques, simple throws and many game based routines which aids participants learning and at the same time keeping them interested and engaged. This would allow people to get a taste of the sport safely.

## Fun Festivals/Competitions

The best way to experience judo as a beginner is in a festival. Festivals allow people of all ages, sexes and sizes to take part in the sport and work with each other to try and develop in the sport. Running festivals means all players get to work with and train with different people. Through 'randori' players can work with a number of partners to have a judo contest whilst at the same time getting quality time practising the techniques. There are no overall winners but players get to 'compete' through practice. There are many competitions which can be accessed at various levels. An Introductory competition whereby participants compete in pools with people of similar size, weight, grade and sex can be organised and run at a local club or alternative venue quite easily.

## To find out more...

For more information please contact your Regional Development Manager by going to <http://www.britishjudo.org.uk/development-staff>





# Nordic Walking



## General information

Nordic Walking is an activity suitable for anyone of any age or fitness level – the ideal way to ensure that everyone can join in your Community Games.

Nordic Walking is still relatively new to the UK and is growing rapidly in popularity. Its “secret weapon” as a form of exercise is that you don’t feel as though you have worked as hard as you have, making it particularly appealing to people who don’t feel that exercise is for them. But it has its origins as a form of training for cross country skiing so it’s great for more sporty people too.

Nordic Walking is a sociable activity that gets people talking – a fun way to get everyone involved in your Community Games.

## Come and Try It/taster sessions

Nordic Walking is different to walking with hiking poles – it has a special technique using Nordic Walking poles. The technique is easy to learn and a taster session with an experienced British Nordic Walking instructor will be enough to get people taking part in your fun competitions.

Your British Nordic Walking instructor will bring a set of poles of different lengths for people of different heights so everyone will be able to enjoy a taster session.

There is no special clothing required – if participants are dressed for sporting activity or a walk in the park that will be fine. Trainers or walking shoes are all that is needed for footwear; flip flops or heels should be avoided.

## Fun Competitions

British Nordic Walking has developed a pack for our instructors to use with ideas to help them tailor Nordic Walking to your event, depending on the location, timing, space available and expected audience. They can choose from a number of different ideas – from Nordic Scrabble to Nordic relay races – or put a “Nordic Nockout” package together for even more Nordic Walking fun. Some of the competitions will need additional equipment such as bean bags or balloons – nothing expensive or difficult to get hold of.

If it suits your Games better to simply take a Nordic Walking tour around your area that can work well too.

We’d suggest that everyone who joins in gets a Nordic Walking certificate to reward them for trying something new and our instructors will be given a template to use. Other rewards can be devised according to the format of your Community Games.

## To find out more...

For more information please contact Catherine Hughes of British Nordic Walking at [catherine@britishnordicwalking.org.uk](mailto:catherine@britishnordicwalking.org.uk). Catherine will be able to match you up with a local, qualified British Nordic Walking instructor.





# Rounders

## General information

Rounders is an informal activity that everyone can enjoy within a friendly, relaxed environment. It is SOCIAL, FUN and ACTIVE and caters for all abilities; beginner to expert. It is accessible for anyone interested in meeting new people, escaping from a routine to have some personal time or spending quality time with the family.

Rounders can be played by any all ages from young children to grandparents and can be played in the outdoor during the summer and indoor during the winter.

## Fun competitions

Rounders is a non-contact sport and could be organised in any format of competition depending on whether you are inviting teams, inviting people to just turn up and play etc. There is guidance on the various competition formats in the online appendix.

Rounders has been a successful addition to Corporate Tournaments and fun team building days as mixed teams can play against each other.

A game can be set up with four bats and a ball and you can use jumpers for bases to mark out the pitch. The skills you need to play are to chuck it, whack it and leg it. Simplified rules of Rounders can also be found in the online appendix.

## To find out more...

Go to [www.roundersengland.co.uk](http://www.roundersengland.co.uk) and use the Club Finder to see what clubs are available near you. There will also be information about current taster sessions and the Return to Rounders programme for your area.

For more information, contact Dan Newton, Development and Competition Director at [dan.newton@roundersengland.co.uk](mailto:dan.newton@roundersengland.co.uk).



# Softball



## General information

Softball is a striking and fielding game similar to baseball. All players will get their chance to hit the ball and try to score runs by rounding the 4 bases. Softball is a recreational, social and enjoyable game that's easy to learn and play, even for people who are not "athletes" or don't have much experience of team sports. Softball is a fun sport where men, women and family members can all play equally alongside each other. Softball can be played on any flat open space and requires little specialist equipment to play making it perfect for inclusion in your Community Games. Softball is a great way to bring people together and can be used in a variety of ways to support community activities, including fund-raising and community cohesion.

## Come and Try/taster sessions

Come and try sessions will be most helpful in supporting players new to softball. Community Games organisers are encouraged to make contact with BaseballSoftballUK development staff for information regarding support in these sessions. We can support these sessions directly in some cases with coaches and umpires and also link into the local softball playing community to ensure a genuine Community Games experience is offered to the participants.

To play softball you will need a large, flat open space making it suitable for inclusion in most Community Games settings. Organisers will need bats, balls and gloves for play – please ask us as we may be able to support provision of this equipment.

## Fun competitions

Softball is great fun to play and players of all ages, abilities and backgrounds can play together making it a great family and community event. There are usually 10 players per team with a mix of men and women in each team. Timed games are usually the easiest to organise so that schedules can be formed and timings guaranteed. A round robin of games between the teams will give the participants lots of opportunities to play. If space permits you can run several games simultaneously. Having a coach and/or

umpires at the games will really help the event run smoothly and ensure that players get maximum enjoyment from their involvement. Introductory guides to playing and organising softball events and matches are available to download from our website, [www.bsuk.com](http://www.bsuk.com)

## To find out more...

For more information please contact Chris Rawlings, National Development Manager at BaseballSoftballUK. He will be able to put you in touch with Regional Development Staff from BaseballSoftballUK where appropriate and local clubs, leagues and associations in other areas to support your Community Games event.

**Chris.Rawlings@bsuk.com** 07875 569267



# Volleyball



## General information

Volleyball is loads of fun and a very social game. It's the only hi-energy, zero body contact, mixed team sport you can play indoors and outdoors - whatever your ability. It doesn't matter how old you are, how fit you are or whether you're able bodied or disabled.

Grass volleyball in England has widespread appeal and a history of major success in delivering large scale, mass participation events for recreational and serious participants alike. The social nature and flexible format of the sport gives it a unique appeal and makes it ideally suited to an outdoor, recreational environment, such as a Community Games.

## Come and Try/taster sessions

A taster session will give people the opportunity to have a go and enjoy the experience and provide a great fun introduction to volleyball. This could be indoors or on grass or sand.

What is more this fits in line with Volleyball England's campaign 'Go Spike' which aims to get more people (16+) playing volleyball regularly. The Go Spike website ([www.gospike.net](http://www.gospike.net)) promotes volleyball activity that is open for passers by to 'Come & Try' either for free or at minimal cost. Volleyball England can provide promotional Go Spike resources to help promote any Come & Try/taster sessions as well as advertise the sessions on the website.

## Fun Competitions

Fun competitions can vary depending on the number and age of people playing. Competitions could be based on the following formats:

- Team that wins the most number of points in a certain time
- The first team to reach a set amount of points (usually 25 points or 21 for beach)
- King & Queen of the court – quick fire, winners stay on

Teams could be based on the following set up:

- Grand Prix style – give each person a number and create random teams on the day based on the numbers drawn out.
- Family against family
- Father and son or mother and daughter teams

## Playing Guidelines

Suggested guidelines for the measurements for all types volleyball courts based on age are below:

- 2v2 under 11 – 7mx3m
- 3v3 12+13 years – 12mx6m
- 4v4 14+15 years – 14mx7m
- 6v6 16+ – 18mx9m
- 2v2 Adult beach court – 16mx8m
- 6v6 sitting court – 10mx6m

However, if you do not have the space you can make the court however big or small you like. Volleyball equipment can be purchased from Sportset <http://www.sportset.com/acatalog/VOLLEYBALL.html> or you could look to speak to a local club in the area to see if they have equipment available. If you are unable to get the equipment you can always make your own court by using a washing line tied between two trees and using a soft play ball! Go Spike has used this concept to create a very simple volleyball 'Game In A Bag' <http://www.volleyballengland.org/shop/product/39/go-spike-game-in-a-bag>

## To find out more...

We would recommend contacting a local club or Leisure centre that offers Volleyball to enquire if they would be interested in helping organise/run the taster sessions. These can be found at [www.volleyballengland.org/Volleyball\\_Search.php](http://www.volleyballengland.org/Volleyball_Search.php). Clubs already running recreational sessions can be found via the postcode session finder option on the Go Spike website, [www.gospike.net](http://www.gospike.net)

For more information please contact Samantha Harding, Adult Participation Manager, [s.harding@volleyballengland.org](mailto:s.harding@volleyballengland.org) or on 01509 227742.



# StreetGames



## Who We Are?

StreetGames is the leading youth sports charity working exclusively for severely deprived areas of the UK. We do it by supporting a national network of projects which give sports and volunteering opportunities to young people in disadvantaged communities across the UK. 'Doorstep Sport' is StreetGames' delivery method, bringing sport to disadvantaged communities at the:

- right time
- right price
- right place
- right style.

## How can we Support Community Games in your area?

If you are organising a Community Games in a disadvantaged area then we can help. Streetgames offers support in a variety of ways – for example, we can help you:

- Develop your organisation – get support from a Doorstep Sport Advisor
- Develop your young volunteers – link to our Co-Operative Volunteering Programme
- Develop your retention of participants – StreetGames is able to support one off multi-sport tournaments through our Football Pools Fives programme
- Develop your work with Girls – link to one of our US Girls Projects?
- Develop your staff/volunteers and partners – through our Coca Cola Training Academy – <http://www.streetgames.org/www/training/content/training-academy>



## To find out more...

Contact your local regional manager –

**<http://www.streetgames.org/www/content/nations-and-regions>**

Contact StreetGames centrally:

Tel: 0845 1 300 849

Email – [info@streetgames.org](mailto:info@streetgames.org)





# Ideas for cultural activities

## Introduction

Community Games are about celebrating cultural as much as sporting achievement – an ethos that goes back to the early modern Olympics.

This provides an opportunity for you to really explore the cultural heritage, diversity and strengths of your community, and you should encourage members of your community to share their skills and experience.

## Your contacts

Your Community Games is a great opportunity to involve local cultural organisations in your community, if you don't have links with them already. Not only can these organisations assist you in arranging activities for your Community Games, but they are also valuable partnerships to develop for the future!

## Top tips:

Most local authorities will have contact with the many arts and cultural groups in your area and in some cases they would be able to email or post out information to help you recruit people or advertise your Community Games.

## Cultural activities

Dance is probably one of the most obvious cultural activities to include in your Community Games, because it crosses over so well from 'art' to physical activity. Dance can be very spectacular to watch, but it's also fun to take part in!

Useful questions to ask at this stage are:

## Key questions:

- Who forms the community or group? Include everyone.
- Is there something that the area is famous for? E.g. food/drink?
- Has something of historical importance occurred in our area that could be highlighted?
- What are the key industries in our area that we could get involved? Is it famous for textiles, engineering, cars etc?
- Are there any traditional activities that take place in the area that you would like to focus on?



## Ideas

To give you an idea of the areas that you may want to think about including, please see the below:

### Architecture

Basing your Community Games around particular buildings of interest in the community.

### Education/skills

Local colleges/companies may wish to exhibit to attract potential students or employees.

### Design

Showcase local designers – enable spectators and participants to try out aspects of design themselves.

### Photography

Young photographer competitions – recruit a local newspaper to be the partner or find local photographers through Flickr.

### Media

Opportunity for local schools/colleges to screen films. Also interview participants on camera.

### Visual arts

Pottery, drawing, painting, sculpture classes available for all to come and try.

### Heritage

Highlight local monuments and artifacts or involve local History societies to be part of your event.

### Fashion

Highlight the different national dress found within your community.

### Food

Showcase different local food producers or involve your local Farmers market by inviting a few stall holders to your event.

### Poetry

Local poets/schoolchildren could recite poems. Poetry or poetry performance workshops.

### Music

Local music groups/schools choirs or bands could attend – possibly to perform at an opening or closing ceremony.

### Theatre

Opportunities for local groups to put on excerpts of plays and shows – this could be an opportunity to highlight forthcoming productions.

### Crafts

Involve groups in making costumes for an opening/closing ceremony. Craft workshops for children and families are a simple way of involving those who attend and you can use Olympic themes as inspiration. Craft Club might be able to help – see below.

### Dance

Creating space for local dance groups – potentially performing at the opening/closing ceremony/ arranging a dance workshop or contacting local schools or colleges an opportunity to showcase any Design/Technology projects they have done with their students.

### Literature

Stage young journalist competitions at the Community Games. Encourage local schools to write articles on the event or make links with your local authority's library services.



There are lots of ways that you can include cultural activity in your Community Games, and you may want to think about the following:

### Performances

There will almost certainly be lots of opportunities for performances throughout your Community Games, for example from dance or music locals, or amateur dramatics societies. These performances could be during the event, or you might like to make them a focus of your opening or closing ceremony.

### Taster sessions

As with sporting activity, you should try and provide the opportunity for people to get involved and try something new. This could be anything from learning a few dance moves to getting stuck in creating a carnival costume for the closing ceremony.

### Exhibits

Your Community Games event is a great opportunity to showcase creative talent within your community – both professional and amateur. There may be local artists or poets who would like to exhibit their work, or it might be a good opportunity budding photographers to share their pictures with the rest of the community. You might even decide to run a competition...

### Competitions

You could set your community a creative challenge at your Community Games. Photography competitions are one popular example, where participants would be told a theme at the beginning of the day and the best submission in that theme by the end of the day would win a prize. Such a competition may be a good way of involving a local radio station or newspaper in your Community Games.

### Craft Club

is a national campaign that champions craft in schools and other educational centres. Get your school, gallery or library crafting for the Community Games!

The Crafts Council believe that all young people deserve access to a full range of fun and rewarding craft projects as part of their cultural learning. We can help by uniting skilled and enthusiastic volunteers with schools and venues in order to get the next generation of geniuses crafting! See if any of your volunteers are crafty and would like to get involved in running craft activity at your event.

Craft Club works through the matching of trained volunteers with local schools, and community spaces, which provides a great inter-generational way to pass on skills, benefit cohesion with the local community and encourage parents to participate in an accessible way.

- Sign up to the Craft Club interactive website [www.craftclub.org.uk](http://www.craftclub.org.uk) – there are many more ideas on this website that you can use for your Community Games, that the public can make for example making felt flowers or note books or Scoobydoo's. Downloads are on the Learners' Page.
- Learn to Finger Knit – a quick and easy skill to learn and to teach at your Community Games. Why not use your finger knitting to make a group picture (see below)
- Modular projects work well with a large group or that different groups and individuals can add to throughout the day: create a giant spider's web and make some insects to go in it; or make squares to use for some yarn graffiti.
- A simple idea for very young children is to 'Draw with Yarn'. You simply need coloured paper, odds and ends of wool/yarn and glue to create a picture – set an Olympic theme to fire their imaginations...





## The opening ceremony

An opening ceremony is a great way to start your Community Games, and to enthuse and excite participants. The opening ceremony of the Olympic Games traditionally includes activities such as a parade of the athletes, the raising of a flag and a ceremonial lighting of the Olympic Flame.

The Olympic Flame itself symbolises “the light of spirit, knowledge and life” and was first introduced into the modern Olympics in 1928.

Think of ways you could replicate this spirit as part of your own opening ceremony.

Should you decide to incorporate an opening ceremony, it is helpful to put together a running order. This may look something like the below:

<b>09:50</b>	Band starts to play
<b>10:00</b>	Players and audience start to arrive
<b>10:30</b>	MC welcomes everybody to the Community Games
<b>10:35</b>	Teams to be introduced onto the stage
<b>10:45</b>	Torch lighter invited (mayor or local dignitary) to the stage
<b>10:46</b>	Torch lighter speech
<b>10:50</b>	Lighting of the torch
<b>10:51</b>	Play motivational music and raise the flag (local community emblem?)

## Master of Ceremonies

The Master of Ceremonies is the person who can introduce performers to the stage (or podium) and provide the audience with information about activities throughout the day.

## The closing ceremony

A closing ceremony is a good way to officially close your Community Games. This would take place after all your sporting and cultural activities and events have finished and is a great opportunity to celebrate all the hard work that everyone has put into your Community Games and the sporting and cultural achievements of the participants.

Once you have decided what you want the ceremony to include, you may want to ask the following questions.

### Key questions:

- How long do you want the ceremony to last for?
- Will there be awards given?
- Will there be speeches?
- Who would you like to publicly thank?

## Food and drink

Community Games are a great opportunity to celebrate locally produced food and drink. If there are producers in your local community, they may wish to have a stall or marquee where they can sell or sample their goods.

You will also need to check that they have the relevant paperwork to legally be able to trade at your event. This can differ between councils and you will need to check with your local authority's Environmental Health department as to what is required.

Generally you will need a copy of the following:

- Food hygiene certificates from all the staff that will be working on the day
- Public liability Insurance
- Certificate of registration

If suppliers wish to sell items at your events, think about how you may be able to use this to contribute to the costs of your Community Games. You could charge fees for the right to have a stall at the event, or you could ask for a percentage of the takings on the day – perhaps 10%.



### Bournville Community Games Duck Derby

This fun event was organised by Bournville Infant and Junior School and in particular, dad David Roberts who lives in the village. For him, organising a Community Games was the perfect way to help develop community life in his village and support local cultural initiatives.

David, a Business Director, decided to organise the event after hearing about the nation-wide Community Games programme. Specifically, he was keen to use the event to help support the work of film maker Guy Browning and his movie, 'Tortoise In Love' after hearing that the project was struggling to get funding. Recognising an opportunity to engage the local public, David decided to organise a Community Games, enlisting the support of the village in return for shares in the movie.

Community Games-goers were invited to adopt a duck for the day in a bid to win top-notch prizes if their duck won the Derby, which resulted in hundreds of rubber ducks paddling their way to the finishing line at the Bournville Community Games.

As a Dad to five-year-old James who attends the local school, David approached Bournville's Infant and Junior School, offering to combine his idea with the school's Picnic in the Park, after identifying that Community Games offered support that would help both events, whilst remaining flexible enough that there were no limits on the breadth of activities that could be offered.

Assisted by Debbie Deane, Physical Activity Lead at Birmingham Sport and Physical Activity Partnership, the day was a great success, with David observing that "anything is possible when a community comes together."



### The Badminton Community Games

The Badminton Community Games, which took place on Sunday 10th June 2012 at the Hermitage Leisure Centre near Leicester, aimed to embrace the spirit of the Olympic Games.

In the opening ceremony, the 100 participants all representing various nations – some with their nation's flag painted on their faces – marched out with flags waving, music blasting in the background, amidst cheers erupting from an excited crowd and the Games had begun!

The day was a symphony of sport with many people trying their hand at Badminton for the first time. There was also some competition, which was fierce with all participants desperate for their

nation to succeed, but ultimately there could only be a few medals awarded.

At the end of the day, in true Olympic style the medal winners stood on a podium and basked in the glory that came with winning at the Badminton Community Games.

Everyone involved felt that it truly was a memorable day, which really brought the community together and enabled all the participants to enjoy their 'Olympic moment'.

A massive 'thank you' goes to the 20 volunteers that helped on the day, everyone who was involved in organising it and those who donated towards it because without them it would not have been possible.

### Walkers Heath Community Games

After years of neglect, Walkers Heath Park, Birmingham, has been transformed from a forgotten wasteland to a thriving part of the community. Back in the 1960s it boasted such facilities as a long jump, rugby pitch, basketball and tennis courts, agility equipment and even a miniature Golf course, but by the 2000s these facilities had disappeared, and the Park was used merely by dog walkers or as a cut through.

The Friends of Walkers Heath Park was formed in November 2011 and they organised a Community Games in May 2012 to help to reconnect local

people with their great recreational asset. Activities included archery, football, rounders, netball, tug-of-war, volleyball and tennis. Netball proved to be one of the popular activities on the day, with 17 people signing up for ongoing 'Back to Netball' sessions.

There is a real buzz around Walkers Heath now with everyone already talking about this year's Community Games, and the City Council have included the park in their portfolio for Fields in Trust's Queen Elizabeth II Challenge, which will ensure it is protected for the community forever.

# Promoting your event

## Getting started

Whatever the size of your Community Games, promoting your event effectively is essential to encourage people to attend and participate. Promotion is not only about telling people the time, date and venue for the event but also an opportunity to tell them about the benefits they can get from getting involved. It will be these benefits that get people most excited and encourage them to recommend the event to their family and friends.

The starting point in promoting your event is to decide WHO you would like to see attending. For example, your Community Games may offer a family fun day out and you may decide to target busy mums who have the responsibility for planning the family diary. This would require a very different approach to promotion compared to one targeting for example, teenagers.

Remember that disabled people represent a large market within your community. You may have an inclusive offer but the way in which you communicate it may not necessarily attract disabled people. Often with simple considerations to the way you promote opportunities, the channels you use, or the messages you convey can make the activity more accessible and desirable for disabled people.

From the start, ensure your marketing and communications plans identify disabled people as part of your target audience (e.g. disabled women, disabled young people and people with different impairments). Additionally, ensure any plans take in to consideration the type and content of messages you want to use in relation to each of the identified target audiences.

DotComUnity, an English Federation of Disability Sport partner, is a web-based tool which can help promote your Games to reach all areas of your community [www.dotcommunity.co.uk](http://www.dotcommunity.co.uk)

Targeting is the best way for you to ensure that you use your time effectively, to deliver promotional messages where it will have the greatest impact.



Once you've decided WHO you are targeting you should spend time thinking about WHAT benefits your event will give to this group of people and what you will say to describe these benefits.

Some examples of the benefits of your Community Games could be:

- A chance to meet neighbours
- A fun family day out with the whole family
- An opportunity to try something new
- A chance for the community to come together to celebrate something special

Once you have the WHO and WHAT you can move onto deciding HOW and WHERE you want to tell people. There are many options and the key to success will be to pick the approaches that work for you. Bear in mind that you can adapt communication tools to maximise the impact of communication and marketing to disabled people.

The following pages provide you with some hints and tips to get you started.





# Hints and Tips

## Promoting your event checklist:

- Who is your target audience?
- What key benefits are you going to draw their attention to?
- How do you want to communicate the benefits?
- Where are you going to reach your potential participants?

One of the workshops available, free of charge, to Community Games Organisers is '*Promoting and Marketing Your Community Games*'. Details of these workshops can be found on the Community Games website.

## Word of mouth

In 2012, Community Games organisers reported that one of the best ways of promoting their event was via word of mouth. For example, if you have ten people on your committee and they each tell ten people about your event, you will already have 100 people in the know!

There is much that you can do to make word of mouth easier and more effective including:

- Ask people to tell friends and family (sounds silly but often people will not realise that you need or would appreciate their help).
- Create an email that can easily be forwarded to work colleagues and friends with all the information about the event.
- Ask your sponsors and local partners if there is a good way of telling their contacts about the event such as at their events, within their newsletters and mailers.
- Post a tweet about the event so that people can retweet to their followers.
- Ask local companies if they can post details on their intranet to inform employees.
- Why not allocate each member of your committee a responsibility to target key locations within the community with information about your event e.g. school gates, workplaces, sports clubs and local shops.

## Flyers and Posters

Flyers and posters are a great way to advertise your Community Games.

- Contact local schools, community groups, libraries and leisure centres. Enquire if you can put a poster on their notice boards or send letters out to parents.
- Ask local businesses to place your flyers in their reception
- Ask local shops and businesses to display your event poster in their window.

## Online marketing

Another way of marketing your Community Games is using digital or social media, for example:

- Create a *Facebook* event page and invite all your friends to join. Live feeds will automatically show the event page to their contacts creating an electronic way of promoting the event. Include a link to your event *Facebook* page on all emails
- Create a *Twitter* account so you can 'tweet' about the event and encourage local users to follow and pass on the message. Tweet the national Community Games account (@\_CommunityGames) for help in advertising your event on Twitter. Follow disability groups through *Twitter* and ensure your "tweets" include messaging for disabled people too.



- When sending emails add your own Community Games email 'banner' to the signature. This will ensure that as many people are exposed to the event and its key information as early as possible.
- Contact local community organisations to ask if they could put your event's details on their website.
- Check out your local council's website, they often have a free event listings section. Upload your event details there.
- If you organised the event in 2012, and have a contact list – why not run some fun competitions to get people talking about the event. For example ask them to upload their best photograph onto flickr or tweet you their favourite moment. This will not only give you profile but access to an array of materials for your PR.

### Community Games Website

You will have your own page on **www.communitygames.org.uk**, which will be created by your local CSP Lead Officer, so please make sure they know all the details of your Games. There is a search function on the website, so people can find their local Community Games event – you want to make sure that they can find yours! This page will have its own unique URL, and when you receive your resources, they will include a banner and a QR code based on this page, that you can affix to the banner, and use it to promote your event in advance. And if your Games falls within the 'Join In' period of 27th July – 9th September, your Games will benefit from additional publicity on the 'Join In' website.

### Advertising

If you have a small budget available you may decide that you would like to place an advert. Pick opportunities that reach your audience and don't rely on the person selling you the space to be entirely honest about circulation figures. Ask around and get recommendations from others as to good publications to target.

Some options could include:

- Local community paper
- Parish newsletter
- School magazine
- Local workplace magazine
- Facebook – don't forget to set a maximum limit and a geographical boundary so that you keep it local!

You should make it very clear within your advert where people need to go for further information and if possible give them a variety of contact details – web, phone, email to provide flexible ways for them to contact you.

### PR – Getting your event in the paper or on the news

Generating media coverage is extremely beneficial in attracting participants to your Community Games. PR can be time consuming but hugely rewarding and the secret to its success is in planning ahead and following the steps below.

#### 1) Compile a 'media list'

Compile a list of local newspapers, magazines (especially those with 'What's On' sections), radio and television stations. Ring the main switchboard number to identify the best person to speak to regarding the event – this will most likely be the arts, community or sports editors.

#### 2) Inform your local media

- Many local journalists are now picking up news via Twitter. Follow your local TV and radio presenters and send them tweets asking the best way to contact them, with links to your event online.
- DIY press releases can be found in the online Appendix. Fill in your Community Games details into these press releases and email them out to your local media. Follow up your emails with a telephone call to check the journalists have all the information they require or if they have any suggestions of angles they would like to see from you.



- As soon as you know the exact programme and times for your Community Games, call your local newspaper and radio station and ask them to publicise these details for you. The sooner your local community knows about your Community Games, the more likely they are to want to enter or take part.
- Increase media awareness of disabled people engaging in your games. If you do promote participants stories – remember to include disabled participants too.

### 3) Make your Community Games an attractive prospect for your local media

Building strong relationships with your local media is a great way of increasing your chances of gaining coverage of your Community Games. Here are some suggestions of how to achieve this:

- Encourage a local reporter to take part in one of the events or activities – suggest they write a diary-style piece of their experience on the day.
- Organise a photo shoot, making it as exciting and colourful as possible (e.g. local men and women competing, community groups, fancy dress, carnival atmosphere etc).
- Offer to visit a newspaper's office or radio station to talk about your Community Games and discuss what is happening e.g. human-interest stories, community challenges, celebrity visits etc. You could also arrange an over-the-phone interview with the local radio station.

### 4) 'Launch' your Community Games

A period of around six weeks prior to your Community Games is a good time to really announce the event through the local media. This is an optimum time to do this as it is not too far in advance and not too close to the event, meaning that interest should be high.

### 5) Human interest stories

Local media rely on hearing about stories involving local residents. The fact that you are organising a Community Games for your own community on its own is a great story, but add some colour by profiling people with a special angle of their own to make the

story more interesting. For example, has someone on your committee overcome a personal challenge (e.g. losing weight) or tragedy to get involved? Do you have any national or local celebrities coming to the event? Are there any special elements associated with the site you have selected to run the games at? Are you passionately championing a worthwhile community cause through your community games that you can profile in human terms? Have you got any case studies of disabled people that are going to take part in your games who could encourage other disabled people to do so?

### 6) Take your own photographs to send to media

- Try to take professional photos that can be used by your local newspaper. You may have local residents who are photographers – ensure you investigate this possibility.
- Don't forget to include a description with the photo and rename the file with the names of the people in the photo. Also don't forget the date it was taken, the venue and a contact name and number of someone who can talk about the photo and the event.
- Contact the papers you have sent photos to, making sure that the correct person has received them and to see if and when it will be used.
- Building up a stock of photos is also useful should any be required for the Community Games website.
- Share your Community Games photographs on Facebook (search CommunityGamesUK) and encourage others to post pictures of your event.

#### Top tips:

Don't forget that you need to obtain permission to take and use people's photographs. If you are going to be sending photographs to local media, then you should get a signed permission form from the person in the photograph. If the photograph is of a child, then you need the permission of their parent/guardian.

# Volunteers

## Event day volunteers

Volunteers play a key role in the successful delivery of any Community Games. Many organisers will not have the capacity to organise and host events without additional help and support, particularly when delivering the event on the day.

Volunteers can bring a huge amount of energy and enthusiasm to your event. Most people will volunteer because they want to make a difference and contribute to their local community. Your Community Games can give the volunteers this opportunity.

### Key questions:

- How many volunteers do you need?
- Do any of your jobs require specific skills or qualifications?
- How many hours will they need to be available?
- Do you need to train your volunteers in any way?
- Will your volunteers be distinguishable from competitors/spectators? If not, how could you do this?

## Volunteer recruitment

A large number of people volunteer because they were asked to volunteer. Generally people like to help out and as this event is for them and their community you may find that the number of people willing to volunteer is high. Ask around for those who might be able to offer some time to the event. Try not to take on too much yourself as you will be needed to organise and manage the events.

### Key questions:

- What experience will the volunteers have?
- Which jobs would be most suitable for volunteers?
- How will you recruit and communicate with your volunteers?
- How will volunteers be supported/supervised on the day?

Volunteers want to make a difference and see the impact they can have on your event and upon your local community as a whole. They should be provided with well defined information regarding their role on the day.





Volunteers get involved for many different reasons, and you should try to get a feel for why they want to volunteer. Some may just want to help out, but others may be looking specifically to work with young people for example, or to gain or use certain skills. This should be encouraged as the ethos behind volunteering is integral to the success of Community Games.

In the independent evaluation of Community Games in 2012...

- Many volunteers said they felt a sense of pride in their local community, and were also proud that they had contributed to something worthwhile
- 97% of volunteers said they would look to volunteer again
- 80% of participants said they would or maybe consider volunteering

“I’ve done other volunteering but this is the first time I’ve volunteered in my own community rather than for others, and it was really great! I felt like I belong to the community, and now, in the Post Office, people will say ‘hello’ to me. We all know each other now.”

*Community Games Volunteer, September 2012*

“I hadn’t volunteered before but now I have seen what has come out of the day, I would volunteer again and recommend volunteering to others.”

*Community Games Volunteer, September 2012*

You may find that there are some volunteers who are particularly skilled – take the time to empower them as much as possible by allocating extra responsibility. You will most likely benefit in the long run; as will the volunteer.

Offering interesting, enjoyable tasks which are clearly beneficial to all those involved will aid in your recruitment.

Volunteer recruitment forms are an effective way of obtaining the essential information that you need from each volunteer prior to your event. An informal chat/interview with groups of prospective volunteers may also be feasible for you, so you can get a feel of what roles may suit certain people.

Ensure you have given yourself plenty of time to recruit staff and volunteers for your event, because finding volunteers can sometimes be a challenge. For example it is unlikely that every confirmed volunteer will attend on the day, therefore the number of volunteers you are looking to recruit should slightly higher than the actual number you require to ensure that all key roles will be filled on the day, regardless of any drop-outs.

There are, however, many recruitment opportunities and places to go for advice and support.



# Ways to recruit volunteers

As part of the Legacy from London 2012 many regions are helping organisations and individuals to recruit and support volunteers. Ask your local Community Games Lead Officer for advice.

## Volunteer centres

Volunteer centres are locally based charities that may help you to find volunteers – find out more at [www.volunteering.org.uk](http://www.volunteering.org.uk)

## V Inspired

[www.vinspired.com](http://www.vinspired.com) is another useful website to visit. An arm of this website – Vinvolved – is dedicated to getting young people more involved in their local communities. One of the key aims of Vinvolved as stated on the website is:

*“Working with community and voluntary organisations to create more high-quality, diverse volunteering opportunities for young people in their local area”*

## Connexions

[www.connexions-direct.com](http://www.connexions-direct.com) – This is an information and advice resource for young people. Contacting your local branch may be a good exercise as the young people involved may be enthusiastic and willing to help you with your Community Games. They may also have links to a local youth forum in your area, where people can start to discuss the events and how they could help.

## Disability Discrimination Act

This act promotes civil rights for disabled people and also protects them from discrimination. Take this into account when recruiting volunteers as Community Games events should be completely inclusive when it comes to both potential participants and volunteers. Encourage those with disabilities to volunteer at your Community Games. Further information is available at [www.direct.gov.uk](http://www.direct.gov.uk).



# Sport Makers



With almost 50,000 skilled and inspired people ready to make sport happen in their communities, Sport Makers could be an essential part of your Community Games. It's quick and easy to have access to your local Sport Makers so read on to find out how...

## What is Sport Makers?

Sport Makers is Sport England's Olympic legacy programme which encourages people aged 16+ to make sport happen in their communities. So far, over 70,000 people have signed up as Sport Makers, with nearly 50,000 of them attending a two-hour event where they've learnt all they need to know about organising sport locally. To complete the programme, Sport Makers must complete 10 hours of volunteering activity, which they record online. Whilst volunteering activity is intended to support 16+ participation, this may be part of an event that includes younger people.

## What do Sport Makers do?

Sport Makers can make sport happen in one of the following ways:

- Organise sport with their friends.
- Help others improve their sporting ability.
- Organise mini-leagues or regular sessions.
- Help a local club or event attract new members/ participants or help out during events.

## How can Sport Makers help Community Games?

To help Sport Makers find opportunities to volunteer, sporting organisations and events are able to sign up to Sport Makers as 'opportunity providers'. This gives those organisations and events the power to upload volunteering opportunities to the online system, which Sport Makers can find when looking for ways to complete their hours.

As there are now almost 50,000 skilled and inspired Sport Makers looking for ways to record their 10 hours, this represents a huge opportunity to Community Games.

## How do I find some Sport Makers for my event?

If you need volunteers to help run your Community Games event, Sport Makers may be what you're looking for. All you have to do is:

- Go to [www.sportmakers.co.uk/become-a-provider](http://www.sportmakers.co.uk/become-a-provider).
- Enter your details to sign up as a Sport Makers opportunity provider.
- Post your volunteering opportunity using the online system.

Sport Makers will then be able to find your opportunity on their newsfeed when they log in to the system or by searching for it. They are then able to contact you to arrange details of the placement.



# Volunteers' information



## Briefings and training

At all times, your volunteers will be representing you and your event, interacting with participants, spectators and the local community and therefore it is essential that they are as knowledgeable about the event as possible.

Once you have recruited your volunteers make sure they are fully aware of dates, locations, start and finish times and have a good understanding of the event in general. One method of ensuring such information is provided is by creating an information sheet, given to each volunteer a number of days prior to the event.

Detail to be covered in the sheet should include:

- Key facts of the event – date, time, location (including map and details of local transport links)
- Meeting point – reporting time, location and the contact details of who they are meeting
- Event overview – event details, how the day will run, the event format, key timings to be aware of and contact details for their team leader
- FAQs – frequently asked questions that your volunteers are likely to be asked by both participants and spectators, e.g. the location of the nearest toilet, start times of events etc. – along with the answers most importantly!

- Uniform – any specific items of clothing that volunteers will be required to wear. Providing an event staff t-shirt is a great way to help distinguish your volunteers from participants and spectators, and acts as a memento for those have given their time to help
- Emergency procedures – this includes medical emergencies, lost children, fire and lost/found property (more information on emergency procedures is provided in section 9). Information must be provided as to how volunteers should react in these situations and a clear line of reporting must be outlined

These documents can be generic for all volunteers on the day, with additional role-specific information provided separately once tasks are assigned to each volunteer.

A thorough briefing manages volunteers' expectations of the day of the event, which is important.

The briefing should take place prior to the day of the event, providing the opportunity for you to meet your team and cover what the main responsibilities are. It will also provide the volunteers with the opportunity to become familiar with the venue and area in which they will be working.

Rather than an individual being responsible for all volunteers, team leaders working in specific areas on the day could be assigned small groups to work with. These team leaders can be responsible for meeting and briefing their group of volunteers, and can then supervise them throughout the day.

Briefings should be clear and give concise instructions as to what is required of each volunteer on the day. Team leaders can be met in the days before the event and each team leader can then be given the responsibility of briefing their team before the start of the event.





# Look after your volunteers

## Ensure your volunteers have a good experience

Some of your volunteers may be required to work for a full day, or for a significant amount of time. You must take into consideration refreshments for all of the volunteers. This could be a hot drink on arrival and then a packed lunch or snack (if budget allows) should their allocated role require them to work throughout the afternoon. Contact local suppliers to see if you can obtain free packed lunches for volunteers.

Schedule breaks for your volunteers, particularly if their task is active. Ensure you have enough volunteers who are able to cover certain roles when others are taking a lunch break.

Communication with your volunteers prior to the event is important. Event manuals or briefing sheets are a good way of informing your volunteers about the event. You could also include additional information to help them on the day, for example to check the weather forecast and advise them to pack accordingly e.g. sun screen and waterproof clothing etc.

## Top tips:

Where possible try and give your volunteers fun and challenging roles at your event, although there will of course be roles that are not so interesting.

Most importantly, remember to say THANK YOU!!

## Recognition

Recognition is extremely important and all volunteers should be thanked for their efforts on the day, along with a follow up email/letter if possible. Your communication with your volunteers post-event is just as important as pre-event, as you may need their assistance for future Community Games events; you will then have the opportunity to build up a contact base of volunteers within your local community.

After a hard day's work, your volunteers will be tired and may not wish to stay on after the event. If you can, have some sort of party/de-brief at a date after the event as a formal thank you. Providing them with some pictures of the day as a memento of their experience would be greatly appreciated.

[Next section](#)[Contents](#)

# Production and logistics

Following the hard work and preparation that has gone into organising your Community Games the focus now turns to ensuring a smooth set up during the critical last few days and hours.

## Site plans

An overall event site plan is useful to communicate the layout of any marquees, pitch markings and access routes etc for your event.

### Key questions:

- What should be included in your plans?
- Who needs to see the plans?

An alternative option is to produce a hand-sketched site drawing site plan created from a photo image downloaded from website maps.

Traditional measuring and marking out of a site is required in conjunction with producing plans.

An example drawing such as this is detailed below.

### Top tip:

Site plans are extremely useful for suppliers and also volunteers during briefings



### Example drawing

Highlighted in the park opposite are examples of how a map could be drawn from an image downloaded onto your computer. The large red area could be the main activity area, with the smaller areas infrastructure such as pop up marquees and stalls. It is also important to include access information for people with disabilities.

- |                     |                         |
|---------------------|-------------------------|
| 1 FOOD STALLS       | 4 FOOTBALL AREA         |
| 2 INFORMATION POINT | 5 STAGE                 |
| 3 SKILLS AREA       | 6 DISABLED ACCESS POINT |





# Equipment

## Equipment suppliers

You may wish to hire equipment or contract in services. The following details will help you select and communicate with these companies.

### Key questions:

- Who can I approach for equipment hire and supply?
- How much will it cost?
- Will contractors provide their own risk assessments?
- Can existing infrastructure be used?

Investigate contacts within your own network, or talk to the manager of your Community Games venue as they may be able to recommend trusted or preferred suppliers.

You will want to ensure the best possible deal from your contractor(s) considering price and terms. Consider also your contractors' experience, health & safety policy, quality and standard of equipment and references and testimonials.

When requesting quotes for any equipment, be sure to provide the company with the following information:

- Event overview
- Dates and times
- Location
- Delivery details
- Equipment specification

You can also include a checklist of items you wish your contractor to include within the response i.e. risk assessments and copies of insurance certificates/licences.

### Top tip:

Obtain quotes from more than one supplier to compare costs.



## Marquees

If you are staging an outdoor event you might consider providing marquees for information points, participant registration, participant bases and general weather cover. It will be useful to understand the types of marquees available to hire and general considerations.

### Key questions:

- What type and what size do I need?
- How do you secure a marquee to concrete or hard-standing ground?
- Do I need permission or licences for marquees?

A marquee contractor will be able to advise you on the type of marquee and size required calculating the required capacity or the activity.

An alternative option would be to consider purchasing gazebo type units which can be found at garden centres or large supermarkets. These will be cheaper than hiring in marquees as they are more lightweight, but generally not as hard wearing as pop-up marquee structures. When hiring equipment, always take into account the delivery costs that may be applicable.

Liaise closely with your venue contact to determine where your marquees will be located. Where possible, try to opt for grass areas but ensure permission is granted to secure marquees down with pins and stakes.

Where stakes or pins are not permitted, or for structures located on a hard standing ground, weights are used to anchor the structure securely.

### Top tip:

Consider the hardness of the ground if fixing marquees. You may need extra equipment such as a sledgehammer.

If you think it is appropriate, consider inviting the company to a site visit to discuss marquee positions, anchoring and delivery vehicle access.

### Examples of marquees:



Example of a purchased gazebo. (£20.00 guide price).



Example of a pop-up marquee. Typical sizes are 3m x 3m and 3m x 6m (£200.00 guide price for weekend hire).





# Audio-visual equipment and staging



Consider hiring a public address system (PA) and a small stage, particularly if you are organising an opening and closing ceremony or have a requirement to play music or stage cultural events/shows. PA systems are also useful to communicate messages and instructions to participants and members of the public.

Discuss your requirement with the venue managers as they might be able to provide you with contact details for recommended local or approved suppliers or, in some cases, may be able to provide equipment themselves.

## Key questions:

- What equipment is required?
- What size stage is needed?
- Can someone help install or operate the equipment?
- Where will the electrical power come from to activate the equipment?
- Is insurance required?
- When will the equipment be tested?

## Top tip:

If holding your event in a park, investigate if there is a natural area to act as a stage – such as an elevated area or a bandstand. This will save you money.

An audio-visual contractor/supplier will be able to advise the type of system you require considering the audience size and number of microphones required.

Audio-visual equipment may require an electrical supply and your contractor will advise, supply cabling and in some cases may be able to additionally supply a generator for outdoor events.

You may only require a small PA system, ideal for court-side announcements or speeches, for which a self-powered speaker system is sufficient. The contractor should be able to provide this also.

**Staging companies can advise what size stage you require, if they have all the relevant information, such as what activities will be taking place.**



# Communications

## Communications

It is possible that you and your volunteers will be located across a large area on the day of the event – however you still need to ensure that you are able to communicate to everyone effectively.

Communication is important, not just to run the events to time, but also in emergency situations.

Answering the following questions will help you create a useful and effective means of communication.

### Key questions:

- Is the size of the venue large enough to warrant radio communication?
- Do we require two-way radios or are mobile phones sufficient?
- How do I contact the right person and how do they contact me?
- Who should be included in the communication plan?

If your Community Games venue is large, it may be advantageous to use two-way radios. The benefits are:

- Quick and easy to contact other people at other areas of the event site
- No cost attached to making calls
- Do not rely on mobile phone networks for coverage
- Simple to use
- Others using the same radio channel can hear and understand messages at the same time. There is no need to relay the messages

Simple to operate with a range of dedicated radio channels, you can allocate a radio to:

- Team leaders
- Key volunteers
- Competition officials
- Venue representative
- First Aid

Relying on mobile phones to keep in contact is an adequate alternative but do consider the frequency of calling, call costs and how busy a single main event mobile phone may become.

Publishing allocated radio channels or mobile telephone numbers, and ensuring all event staff receive a copy, is key to ensuring clear lines of communication. For example:

Team leader	Ch 3
First aid	Ch 4
Officials	Ch 5

Event manager	0770 123456
Venue manager	0771 123456
Car park	0772 123456

## Production schedules

This schedule details every single movement and action on the event site from the moment that the event manager arrives at the venue, to the moment that they leave site at the end of the event and after all of the equipment has been cleared away.

The reason for the production schedule is so that copies can be printed and given to anyone helping to set up the event is able to know exactly what is happening and when. Details such as arrival times of suppliers making deliveries, volunteer arrival times and key event timings, such as opening ceremony and competition start times are examples of the type of detail that should be included.



### Jigsaw Community Games

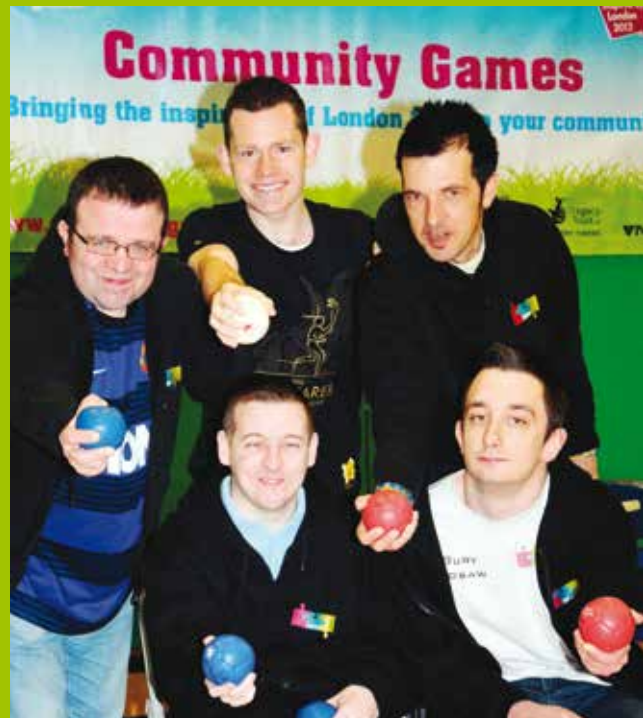
YMCA Manchester wanted to promote disability sport in Bury, building on the enthusiasm generated by the fantastic performances from Great Britain's athletes in the London 2012 Paralympic Games.

It was also an opportunity for local providers to come together and provide free sport for local disabled people who may not get the as many chances to participate in sport compared with able bodied people.

More than thirty disabled people went along to the Community Games, held at the Castle Leisure Centre, with the Opening Ceremony led by local Olympic and Paralympic torchbearers, followed by a wide variety of activities for people to try.

Attracting the attention of the local press, the Games was also praised by the participants, most of whom stayed for the whole event making the most of the sport on offer.

With the Games being YMCA Manchester's first event to focus on disability sport, they were impressed by the commitment, enthusiasm and dedication shown by 12 new volunteers who helped out, all of whom have said they are interested in volunteering again at future events.



With local groups now having come together to stage the Games, the hope is that more sporting opportunities will be provided for disabled people. And YMCA Manchester has a programme of events planned for the rest of the year to build on the success of the Jigsaw Community Games.

# Safeguarding children and vulnerable adults

As the Community Games organiser, you have overall responsibility for the safety and welfare of everyone attending your event. Whilst we don't like to imagine that anyone attending your Community Games may be suffering abuse at home, school or elsewhere, it is a sad fact of life that abuse does occur. Situations do occasionally occur and it is best to be prepared to deal with them rather than simply ignoring them or being too scared to get involved.

Key considerations in relation to children and vulnerable adults when planning your Community Games include:

- Having a procedure to deal with missing children
- Putting appropriate safeguards in place to protect children with regard to video and photography

A template Safeguarding Plan for you to use for your Community Games is available in the online appendix.

## Missing children

It is important to note that at events such as this any lost children reported are usually found again within 15 minutes.

- Ensure that full and comprehensive details are recorded of the child, including a complete description (hair colour, clothing etc)
- Ensure that volunteers act in a calm manner and ask questions such as where was the last place they were seen and if they had contacted home to see if the child had returned
- If you are using two-way radios it would be good to communicate the description to all radio users so that can scan their areas – but don't mention the child's name
- Utilise PA systems if available to send out messages – but don't mention the child's name
- As a guide if the child remains lost for more than 20 minutes, then the police should be notified

## Found children

Volunteers or members of the public may come across children who have been separated from their parents or responsible adult. Again, it is highly likely that they will be reunited again soon, especially if your Community Games site is not particularly big.

- Inform volunteers that it would be best not to be alone with a child – where possible two volunteers should wait with them
- Try to establish the name, age and where they last saw their parents, and if they know their telephone number
- The volunteer should inform the event manager or person responsible for lost children
- Ensure any information points and supervisors are informed
- Coordinate announcements if possible through PA points and stage if necessary
- Refrain from mentioning the child's name over any public announcements





**Guidelines on photography/video recording**

Publicity and pictures (including video footage) of people enjoying your Community Games can be an essential part of promoting your event for the future and as a keepsake or memento for those that have attended. When children, young people or vulnerable adults are involved here are a few things to consider ensuring you are adequately protecting them and yourself:

- If you plan to have a professional photographer visit you should make the public aware of this, for example by putting a notice up at the entrance to your Community Games and give them an option to not be included in any of the photos/video footage? Simple wrist bands to identify those people who don't wish to appear in any photos/footage are a cheap and easy way to manage this.
- Ensure that all participants are appropriately dressed for the activities they are going to take part in.
- Have you thought about how any images will be used in the future? Are the images going to be publicised or posted on social networking sites? Avoid attaching personal details to images/recordings which might make a vulnerable person identifiable, such as their name, age, address, email, and telephone numbers. Also ensure that you store images safely and securely where they can't be accessed, modified and forwarded on.
- If you have suspicions about someone taking inappropriate images at your Community Games contact your local police force for advice.

**Contacts for further advice**

When planning your local Community Games, if you would like any advice and assistance regarding Child & Vulnerable Adult Safeguarding please contact your local Community Games Lead Officer.

# Health and safety

## Responsibilities

As the Community Games organiser, you have overall responsibility for the safety and welfare of everyone attending your event; from participants and spectators through to your volunteers and suppliers. Things can and do go wrong so it is best to be prepared for all eventualities.

## First aid

The size of your Community Games may determine whether you need to secure the services of a first aid provider.

Recognisable organisations, such as St. John Ambulance ([www.sja.org.uk](http://www.sja.org.uk)) and The British Red Cross ([www.redcross.org.uk](http://www.redcross.org.uk)), can cover events and will work alongside you to develop a medical plan to establish what level of cover is required.

They can advise on the level of cover suitable for your event, taking into account numbers of participants, their level of competence, the event activity, numbers of expected spectators and the size and access throughout your event site.

Some organisations provide cover on a voluntary basis

## Key questions:

- How many participants are expected?
- How many first aiders do I need?
- What level of cover is required?
- Will there be any cost?
- How do I report and record an incident?

As you may be staging your event in a community centre, school, park or leisure centre, it is recommended that you check with the venue regarding what insurance they hold already. It may be that all the policies you require are covered through them.

The key policies are listed below, but you should also check with your local council to see what their requirements are for events:

## Public liability insurance

This covers any award of damages given to a member of the public because of an injury or damage to their



# Insurance

property caused by you or your event. It also covers legal fees and any medical fees.

## **Employer's liability insurance**

This covers the costs and fees for employees (volunteers) injured or taken ill during the event through the fault of the organiser.

## **Equipment hired in insurance**

This covers the costs of replacement equipment or items provided by your hire contractors in the event that equipment is either damaged or stolen during your event.

Some hire companies include a charge for insurance

## **Top tip:**

Always check with your venue first, as they may already hold all necessary insurance – this will save you a lot of time and money. Ensure you get any confirmation in writing from them.

on their quotations.

Arranging an insurance policy is straight forward and commonly starts with a policy application detailing every aspect of your event. You might be asked to provide additional or supporting detail if any part of your application is unclear.

A typical insurance premium cost for an event of around 100 people with a policy cover level of around £1 million is between £50 and £100.

BIBA, the insurance brokers' trade body has a database of brokers which you can search by postcode or area – [www.biba.org.uk](http://www.biba.org.uk).





# Emergency planning

## Emergency plan

It is always good practice to have plans in place should unforeseen circumstances or events affect your event.

An emergency plan is critical due to the following reasons:

- Highlights the most likely scenarios
- Lays out a communication plan
- Highlights an evacuation point
- Highlights medical facilities and location
- Details locations of nearby hospitals



It would be worthwhile seeking advice from the emergency services to help you develop an emergency plan. The local police, ambulance and fire service are good places to start, however you may also want to talk to a first aid provider.

You should try to include as many emergency scenarios as possible in your plan – though only those that realistically may occur at your Community Games.

These could be:

- Cancellation due to bad weather
- Medical emergencies
- Lost/found children – see section 8
- Lost/found property
- Unexpected crowd movements in a certain area of the event
- Stolen equipment

### Top tip:

As part of volunteer training, ensure that part of the briefing mentions the emergency plan and the key things to remember for certain scenarios.

Listed below are some key things to consider for emergency scenarios:

### Cancellation due to bad weather

- Bad weather could include heavy rain, snow, hail and high winds.
- Check the weather forecast in the days leading up to the event, especially if you are holding your Community Games outdoors.
- It is unlikely you will be able to make a final decision until the morning of the event, but the safety of participants, spectators and volunteers should always come first in the event of bad weather.





# Risk assessments

## Medical emergencies

- If witnessing or informed of an incident ensure that volunteers know who to report it to
- The volunteer should remain with the injured person until medical assistance arrives
- If the person is transferred to hospital ensure that, if possible, relatives are informed straight away
- Keep a record of the incident



## Unexpected crowd movements

This is a fairly unlikely occurrence at your Community Games due to the fact that the actual attendance probably won't be in the thousands. However, there are some common sense things to watch out for:

- Volunteers should be alert for warning signals within the crowd at key areas and entry/exit points
- Use PA systems to communicate messages to members of public if necessary

## Risk assessments

A risk assessment is a document which allows you to determine the likelihood of certain events occurring. All elements of an event require a risk assessment. Highlighting the risks associated with an event and putting in place the necessary control measures, eliminates or reduces the risk of injury to everyone involved.

Without experience, compiling an event risk assessment can seem intimidating. However, guidance and advice is available from the Health & Safety Executive at [www.hse.gov.uk](http://www.hse.gov.uk).

If hiring in equipment (marquees etc), the suppliers are responsible for compiling their own risk assessments and accompanying method statement – a document describing in detail the step by step installation and operation process including any supporting documentation, for example:

- Maintenance certificates
- Electrical testing certificates
- Staff training certificates.

Further information is available from the Health & Safety Executive (HSE) both online ([www.hse.gov.uk](http://www.hse.gov.uk)) and through published leaflets.

# Fundraising

## Introduction

Community Games offer a valuable opportunity for you to raise some much needed cash, either to ensure you can continue to stage future Community Games or to support local causes.

Here you will find information on how to ensure your Community Games event stays within the fundraising codes of practice and some helpful tips on how you can maximise the amount of money you raise.

An event fundraising committee, made up of volunteers with the right combination of skills and experience, may take a while to emerge but is something to aim for in the long term. At the outset however, you need to involve sufficient people with lots of energy and enthusiasm to see your event succeed. Fundraising is best viewed as an investment; you have to spend a bit in order to raise some more. So it's good to have a small pot of money to start with, an idea of how much you want to raise and a plan of how you are going to raise it.

## What's your story?

To get the most out of fundraising events you need to tell people about the cause you are supporting and why you are asking them to donate to it.

People don't give to organisations or buildings; they give to causes that move them and things they can see will make a bad situation better. It's up to you to present your story in a compelling way so people can understand the benefits that will result from their support and be enthused. They will then want to give a bit more or go that extra mile. This story is your "case for support" and it has to be convincing and compelling. Try to sum it up in just a couple of sentences and, if possible, be able to say what £100, £250 or £1000 could buy and the difference it would make.

Example: For a scared and abused 16 year old on the streets it takes more than just a room for one night to make things better. At the YMCA £100 can give them a place of safety for the first few nights, while £250 can provide extended support and training to develop skills to live independently and confidence to face the world again.

Make sure the marketing and publicity materials for the event all consistently tell your story and, if appropriate, that the registration number of the charity that you are raising funds for is shown on all of them.

More information can be found in the Institute of Fundraising (IOF) code of fundraising practice section 5.0 on Fundraising Communications and Techniques.

See <http://www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/fundraising-communications-and-techniques/>



### The fundraising task

The fundraising opportunities will vary depending on the type of event you have chosen but the main ones will be: sponsorship for challenge events; entry fees; raffles; and collections. You might also want to generate further income by selling branded event merchandise, such as t-shirts, beanie hats (good for photos) or hoodies. Depending on the venue you might also invite local traders to rent a stand or a pitch to promote or sell their wares. If there is an event programme, include a couple of pages of advertising space and sell this to local traders or offer free space to event sponsors.

### Fundraising Dos and Don'ts

**Don't** be afraid to charge an entry fee for the fundraising element of your event; people expect to pay this and it helps to cover costs, taking pressure off the budget.

**Don't** be over-generous with free stuff; the point of a fundraising event is to raise as much profit as possible. Freebies, unless donated, eat into profits.

**Do** choose activities that give you the best return for your time and money.

**Do** play to your strengths when choosing an event; make use of the assets and resources you already have. If you have access to a gym, consider gym based or "virtual" events rather than incurring the costs of taking to the great outdoors.

**Do** involve as many people as possible. If you are a charitable organisation your Trustees, senior staff, suppliers, service delivery staff, partners, suppliers, customers, members, service users and volunteers should all know about your event so they can support it if they choose to.

**Do** make it as easy as possible to take part. Offer online registration and payment if you can; it's easier than filling in forms. Online fundraising is popular. It has associated costs but reduces your administration considerably, gift aid is collected for you, participants don't have to chase up donations after the event and the average online donation is higher than with paper forms. See [www.virginmoneygiving.com](http://www.virginmoneygiving.com), [www.justgiving.com](http://www.justgiving.com), [www.btplc.com/mydonate](http://www.btplc.com/mydonate) to weigh up the options.

**Do** promote text donations on the day by signing up to [www.justgiving.com/justtextgiving](http://www.justgiving.com/justtextgiving).





Spectators can text their donation by keying in your unique charity code followed by the amount they want to donate (£1-£5 or £10). For static events, you could display banners prompting them to do so or have it printed on the back of a t-shirt for more mobile events.

**Do** ensure you collect Gift Aid on all qualifying donations. Information about Gift Aid can be found at [http://www.hmrc.gov.uk/charities/gift\\_aid/basics.htm](http://www.hmrc.gov.uk/charities/gift_aid/basics.htm)

**Do** encourage people to enter a team for your event; that way they involve their friends and you raise more money.

**Do** make sure everyone knows the date all monies should reach the charity by.

**Don't** be afraid to chase up outstanding monies; it is legally yours and holding onto it is fraudulent.

**Do** keep to the rules and follow the fundraising code of practice.

**Don't** forget to enjoy yourself; it's meant to be fun!

**Do** let donors know how their money will be used and keep them involved until next time.

### Codes of Fundraising Practice

To avoid any bad press and protect the Community Games, charity and corporate brands you should ensure that your event conforms to the IOF code of fundraising practice, now just one single code that can be found at <http://www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/>







# Event day

Having followed the guidelines detailed in this toolkit you should be approaching the day of the event confident about delivering a successful Community Games.

There are some key things to think about prior to the event day and on the morning itself:

- Some deliveries and set-up may need to take place the day prior to the event, so take this into account.
- Ensure that you are the first person to arrive at the venue and that you are there before any volunteers or suppliers. Arrival times should be detailed on the schedule for the day.
- Ensure that you have multiple copies of the build schedule and site maps along with any other key documents on event day.
- Create a folder with forms in such as lost/found property, missing/found persons. This should be kept at an information point throughout the day.
- Ensure that you have stationery supplies available for the information points.
- If utilising two-way radios, the controller of these should also be based here.
- If possible arrange a briefing session for key managers and volunteers early in the day – running through the key timings and responsibilities of the day for a last time.
- Ensure volunteers know where to meet on the day of the event and create some signs directing them and participants where to go.
- Ensure that you have the venue set up ready for participants and spectators to arrive at least 90 minutes prior than the publicised event start time.
- Never allow activities to commence without a recognised first aider in attendance.
- If using two-way radios conduct communications checks with all relevant volunteers prior to the event starting. Ensure that there is radio coverage throughout all points of the venue.

If you follow these guidelines and advice in the period just prior to the event, then you will be in a good position to deliver a very successful Community Games.

## Top tip:

Get a good night's sleep the night before the event!

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# Evaluating your Community Games

Congratulations on delivering your Community Games! Now is the time to reflect, and try and learn from your experience – and make it even better next time!

## Participant feedback

To help evaluate the experiences of participants, an online Participant Survey has been developed, to be completed by participants after Community Games have taken place. It should take no longer than 15 minutes to complete.

The link to the participant questionnaire is as follows:

**<https://www.surveymonkey.com/s/ParticipantYear3>**

The results of the Survey will provide a valuable insight into the impact of your event, including key information about participants – such as age; ethnicity, and their experiences on the day, etc.

To ensure as many participants complete the Survey as possible, it would be greatly appreciated if you could:

## 1) Collect email addresses

Collect participants' email addresses on the day – perhaps through the use of cards or 'Stick It' notes, and then do a mass email out of the web link to the Participant Survey as soon as possible after the event.

## 2) Advertise the Survey web link as widely as possible

A simple way to publicise the web link is to include it in all event material you produce – for example, on the event programme. If you have an announcer at the event, you could also get him/her to remind participants to complete the Survey.

This Survey will help to develop the programme for the future, and the results will be published on the Community Games website at the end of the year.





### Volunteer feedback

The ability of Community Games events to attract volunteers, including many first time volunteers, into community action has been one of the success stories of the programme. We can learn a great deal from our volunteers about their Community Games experience, which will not only help us improve the programme, but will be useful to volunteering in many other areas.

Therefore, it would be fantastic if you could encourage your volunteers to complete the Volunteer Survey **within a month of your Games** please. It should take no more than 15 minutes to complete.

The link to the Volunteer Survey is as follows:

<https://www.surveymonkey.com/s/VolunteersYear3>

### Your feedback

As the main organiser of the Community Games, your feedback is vital to the future development of the programme. Therefore, it is important that you complete the Games Organiser Survey **within a month of your Games**.

If you can, have some sort of de-brief with your volunteers, perhaps a few days after the event, when it's all fresh in everyone's minds. This will be a good opportunity for people to say what they thought worked well, and what you could improve on for next time, and could inform your views for when you complete your survey.

The link to the Games Organiser Survey is as follows:

<https://www.surveymonkey.com/s/GamesOrganiserYear3>

Your answers will be invaluable in helping us identify which aspects of the Community Games programme worked well/need to be improved, and also evaluate the impact of the event on your community. The Survey should only take around 20 minutes of your time.

All the questionnaires can be found in the online Appendix.

If completing hard copies, then please return to your local Community Games Lead Officer.

