



Organising a Community Event ?

At a glance

Community & town councils in Wales can play a vital role in supporting local residents through the cost-of-living crisis by hosting community projects & events.

Councils are well-placed to understand local needs and provide practical support, strengthen community bonds, and alleviate financial pressures in various ways.

What can you organise?

- Free or low cost food events such as luncheon clubs and food workshops where residents can come together to enjoy nutritious food for free or at a minimal cost
- Partner with 3rd sector organisations and advice agencies to deliver financial advice and support; energy efficiency workshops and mental health and wellbeing events
- Open local halls and community centres as "warm hubs" during colder months, offering a place for people to stay warm, socialise and save on home heating costs.
- Shared resource hubs where residents can borrow equipment, swap books or toys, school uniform and clothing rails can all reduce costs and alleviate financial strain.
- Organise community events around holidays with a focus on low-cost fun, free activities, and gift donations to families in need.
- Hosting community get togethers such as film clubs, coffee mornings, wellbeing walks which all help to build social connections and reduce isolation.

Why should you do it?

Holding events specifically designed to **address the cost of living crisis** can provide multiple benefits for local communities. Community events **bring people together** to create memorable experiences, **enhancing their connection** to the place where they live. Events can **celebrate their culture**, traditions and community identity; **encourage participation** in local issues; **provide resources, support and information** that directly benefit people and contribute to the **overall well-being and happiness** of residents.

Challenges

Organising a community project or event can feel overwhelming, with challenges like red tape, health and safety, funding, budgeting, insurance and marketing. Innovative ideas or modernizing traditions may face resistance.

Barriers include reaching remote communities, limited availability, transportation, apathy, accessible venues & budget constraints. Small councils often work with limited budgets from precepts, and while grants are available, the application process can be complex and competitive.



You can search for grants and funding opportunities at [Funding Wales](#)

Top Tips

- 1 Why are you doing it?**
Determine the main purpose of the event or project and set clear goals on what the council wishes to achieve. Be clear about why you are running the event. and how you will measure its success. What? Why? Who? When? Where?
- 2 Make a plan**
Start with a spreadsheet, list your tasks, add in timelines and allocate those jobs. Maybe start at the event and work backwards to help identify what needs to be done – don't forget to include shut down and tidy up afterwards.
- 3 Check legal requirements**
Research and obtain any necessary licences for the event, such as those for alcohol sales, music, or road closures. Consider liability insurance to protect against potential risks and complete a risk assessment for the project and associated activities.
- 4 Set your budget**
List all potential expenses, including venue, marketing, licences, entertainment, and refreshments. Identify potential sources of funding, such as sponsorships, ticket sales, or grants. Set aside a portion of the budget for unexpected costs.
- 5 Event marketing**
Use a mix of ways to reach your target audience including social media, local press, flyers, and word of mouth. Create a consistent theme or brand for the event. Engage with other local organisations and businesses to help promote your event or project.

Useful Information



Conduct a comprehensive risk assessment to identify and mitigate potential issues that could arise during the event. This process should include evaluating safety hazards, planning for emergencies, ensuring compliance with regulations, and preparing contingency plans to address any unforeseen challenges.

[Example Risk Assessment](#)

[Event Wales - Best Practice Guide](#)

[Organising a voluntary event: a "can do" guide -GOV UK](#)

[Community Planning Forms](#)

[HSE Guide to event planning](#)

Powers

- Power to provide premises for the use of clubs or societies having athletic, social or recreational objectives - Local Government (Miscellaneous Provisions) Act 1976 s19.
- Power to provide a wide range of recreational facilities - Local Government (Miscellaneous Provisions) Act 1976 s19
- Power to encourage visitors and provide conference and other facilities - Local Government Act 1972, Section 144)
- Power to Provide Markets (Food Act 1984)
- Power to Provide Entertainment (Local Government Act 1972, Section 145)

Powers & justifications can differ, councils should consider their specific circumstances.

For advice & guidance, councils may wish to contact their One Voice Wales Development Officer.

admin@onevoicewales.wales

Existing Services & Projects



Cwmaman Town Council Community Fridays provides a central hub for residents to access support services

Abergavenny Town Council witnessed an overwhelming demonstration of community spirit and unity at their Remembrance Sunday events

Barry Town Council celebrated St Davids Day with a day of free or low cost activities and celebrations

Llannon Community Council host a Lunch and Chat Club for their residents age 50+. Community transport provided

Carmarthen Town Council Annual Christmas lights switch on collaborates with organisations and businesses in the town to create Elf Stations where families can access free activities.

Councils across Wales like **Cwarter Bach Community Council** run Summer workshops and activities. These include art, music, film club, sport, breakfast club and fun days.

Prestatyn Town Council Warm Hubs initiative offers daytime respite, social engagement, activities, refreshments, and access to advice services for residents



[Watch our One Voice Wales Case Study with Blaenavon Town Council here](#)

Funding Information & Potential Opportunities



[Community Foundation Wales](#)

[National Lottery Awards for All](#)

[Trusthouse Charitable Foundation](#)

One Voice Wales offer a training module on 'Making effective grant applications'

Want to Find Out More?

For more information on the One Voice Wales Cost-of-Living Crisis project contact the team at:



CoLC@onevoicewales.wales



<https://bit.ly/3KYHftK>