

## Impact on the wider community

Remember that your event will not happen in isolation, but may have a significant effect on other local businesses – either good or bad. Your event will hopefully attract lots of visitors to the area, who then spend money in local bars, restaurants and accommodation, thus boosting the local economy. However, your visitors will also want to park as close to the event as possible which may cause traffic jams, or else temporary road closures may affect business at local shops.

When planning your event, you need to take into consideration the possible effects on the local community, and work with local people to minimise disruption, and ensure their support for your event. You must apply to your local authority for the necessary permissions [See Permissions] and keep them informed of your plans.

### Working with local businesses

Wherever possible, try to use local suppliers such as caterers, and encourage visitors to stay in local accommodation. This will help promote goodwill.

You could run joint promotions – perhaps a local B&B or restaurant would offer good rates for visitors to the event, and you could include this offer in your publicity.

If local pubs see a surge in their takings during your event, they may feel inclined to make a donation towards the event; however this depends very much on the benevolence of the individual landlord!

If you are printing an event programme, you can help to offset the cost of producing it by asking local businesses to advertise in it.

The economic impact of an event on your region can be seen on two levels:

- a) directly through increased spend in the local community, measurable through Economic Impact Studies; and
- b) indirectly through increased tourism with subsequent investment in the region.

### Networking

You should not organise your event in isolation, but rather get the local community involved. Try to attend any local meetings being organised, join local committees and talk to local traders. [See Networking]

### Education projects

You could develop an education project associated with your event, and work with local schools. This will help to raise the profile of your event, and help you build a relationship with the local community.

Remember to make sure that any artists/performers are checked by the Criminal Records Bureau if they are working with children. See [www.crb.gov.uk](http://www.crb.gov.uk) for more information.

See also the Child Protection.

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### The wider perspective

Staging events can deliver a range of lasting benefits, beyond the initial enjoyment:

- Events can enhance people skills through volunteer programmes
- Participation in sports or arts events can raise self-esteem
- Permanent interest groups or classes in the local community may be established as a result of activity in your event.

### Other Related Fact Sheets

Child Protection

Networking

Permissions

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