



DISCOVER 2020

ROCHFORD DISTRICT FESTIVAL

Discover 2020 Festival

Participants' Pack

Discover 2020 Festival - commemorating the spirit of adventure in a voyage around Rochford district's rich heritage.

Welcome!

Thank you for agreeing to take part in the Rochford district Discover 2020 Festival.

Rochford District Council and the RSPB are working together to commemorate the last resting place of HMS Beagle at Paglesham by putting on an event at Wallsea Island on 30th and 31st May 2020.

This event will mark the beginning of the Discover 2020 Festival - a series of locally organised community driven events across Rochford district throughout June 2020 which will celebrate Rochford district's rich and diverse history and heritage.

Did you know, for example, that 2020 is the 1000th anniversary of St Andrew's in Ashingdon; the 540th anniversary of the original Rochford Hall (now Rochford Hundred golf club); the 440th anniversary of the Canewdon Witch Trials; the 50th anniversary of the Rayleigh Windmill opening to the public; the 750th anniversary of the construction of the first parts of The Old House in Rochford and the 950th anniversary of the recording of Rayleigh Mount in the Domesday Book?

We want local groups to design and run their own events which celebrate their parts of the district. That might be a fete, an exhibition, a sporting event or a historical re-enactment!

So spread the word and get friends and colleagues involved!

The festival is being curated and supported by the Rochford District Tourism Forum made up of local people from business, the public sector and community voluntary groups. Advice, support and information relating to the Discover 2020 Festival is

available from the Tourism Forum. Please do come along to these events to update everyone on the progress of your event and share experiences with others.

Whatever your event is, we're delighted that you've chosen to join in. Good luck!

What's in this Pack?

The information contained in this Participants' Pack will help you bring your event to life:

1. **Event Plan** template – this aide memoir will help you to plan your project. We will need you to send us a copy of your Event Plan so that we can add it to the programme of events;
2. **Event Management Plan** template - you will need to complete this document and follow the instructions within it if your planned event has any high risk elements e.g. licencing or road/traffic implications;
3. **Scoring Matrix** – please complete the Scoring Matrix to help you understand whether you need to complete and submit a full Event Management Plan;
4. **Branding Guidelines** – the rules around using the Discover 2020 logo to promote your event;
5. **Discover 2020 Marketing and Audience Plan** – this sets out the audience engagement aspirations for the Discover 2020 Festival and you will need to make sure that your event meets these aspirations;
6. **Feedback Form** – please complete this form at the conclusion of your event and send it to us so that we can measure the success of the Festival;
7. **Using Volunteers Guidance** – essential guidance on your obligations as an event organiser if you are using volunteers; and
8. **List of Potential Funding Streams** – a list of potential funding opportunities to support your event.

What do you need to do?

✓ Complete the Event Plan

In order to be included in the programme of events you will need to complete the Event Plan document which you will find in this pack and send a copy to Angela Hutchings, Strategic Director, Rochford District Council:

By email to angela.hutchings@rochford.gov.uk

Or by post to Council Offices, South Street, Rochford, SS4 1BW

✓ Complete the Scoring Matrix

As part of planning your event, you will need to complete the Scoring Matrix to understand whether you need to complete a full Event Management Plan. If you do need to complete a full Event Management Plan, you can contact the Council's Licensing Team who will be happy to assist you with next steps. Please contact the team using this [online contact form](#)

✓ Keep us up to date with your event as it develops

We will promote your event on our specially designed Discover 2020 website and social media channels. There are 6 themes of the Festival, each with its own branding - arts; heritage; coast & rivers; food & drink; nature & open spaces; guilds, trades & farming. Your event will be grouped with others which share your theme so that visitors to our website can identify the types of events they will be interested in attending. Send us photos and all the exiting details as they emerge. You can use the Discover 2020 branding on your own materials to promote your event but please follow the Branding Guidelines.

If you need further support or have any queries, please do not hesitate to contact Angela Hutchings.

GOOD LUCK!