

Managing your event:

Kirkgate Arts & Heritage is a volunteer led, not for profit, organisation. We have a small team of core staff providing administrative support and day to day management of the centre, our rural touring scheme (Arts Out West) and all related activities and equipment.

The Kirkgate Centre is a licensed premises, available to hire for private and public events, both regular and one off. We have put together this information pack to help anyone who would like to hold a public event at the centre but may not have experience in event organising and management.

There are lots of aspects to consider in planning and running your event to make sure that you get the best results. While we take care of the building, bar, tech (where required) and ticketing (including some marketing) the content of your event and the logistics involved will need your planning. We're happy to support and advise on all aspects, so do get in touch if you have any questions or need a bit of guidance.

We provide:

Space to run your event. Whether that is in our downstairs 'Egremont Room' bar, or upstairs in the auditorium (or both!). We also have kitchen facilities at the centre, if you would like to make use of the kitchen we remind you that anyone preparing food to be served to the public must be trained in food hygiene to level 2 or above. More information on food hygiene can be found on the Food Standards Agency website (<https://www.food.gov.uk/>).

Volunteers to staff your event. If your event is open to the public we provide a **Duty Manager**, **Bar Staff** and **Front of House staff** as standard. The duty manager is responsible for the building and the safety of those inside- you MUST adhere to any instruction given by the duty manager. If they deem any activity in the centre to be unsafe, against our terms and conditions, or in any way unacceptable then they have the authority to stop the event and have the centre vacated. This is for the safety and security of the centre, the volunteers, any performers and customers as well as yourself as the hirer. The Front of House volunteers check tickets, assist customers to their seats and act as stewards in the event of an emergency evacuation.

Ticket administration and marketing. We provide a ticketing system for your event (at a cost of £1 per ticket) which not only enables us (and you) to keep track of ticket sales in the run up to the event, but allows online booking and promotion via our website, social media channels and email listings. We are also happy to display posters for your event, and can help you with design for a small fee.

Technical support and equipment. We have digital cinema equipment available for use in the auditorium, PA equipment in the auditorium and portable PA equipment should you need it for downstairs. The stage lighting and portable LED lighting are also available for use. If you have someone competent to operate the sound and lighting we are happy to work with you to make sure the event goes smoothly, or if you prefer us to provide a technician on the day please let us know at the time of booking.

We do not:

Make any guarantees on the number of attendees. Events will be promoted in line with our usual channels (website, email, social media, cinema advertising) but any directly targeted marketing or sponsored social media posts etc are the hirers responsibility.

Manage your event. We provide the space and the staff to make sure that customers are welcomed, and have refreshments available, but it is the responsibility of the hirer to oversee their event. This is worth thinking about in advance, particularly if you have any unusual plans. It is important everyone involved in facilitating your event is clear on their role- for example an MC to introduce a performance, or an additional front of house person to sell your raffle tickets, a runner to check that performers are ready to go on stage. We are happy to advise if this is something you are not familiar with. If you do require additional event management please contact the operations manager (katie@thekirkgate.com) as soon as possible to discuss your needs, additional staffing will incur an hourly charge.

We ask that you:

Plan your event well in advance. Last minute changes to events are not always possible and can create confusion for customers and volunteers. We can work with you to pin down details in the early planning stages but we are unable to begin promotion or ticket selling for an event if there is not a clear start time, ticket price and description in place. We also ask that you make sure anyone involved in the event (such as performers, volunteers from your organisation etc) is fully informed as to their role and the event timings and logistics. We have produced a handy guide to use if you are not familiar with organising a public event.

Ensure a named contact is present throughout the duration of your event (from the moment the doors open until the last customer has left the building). This can be more than one responsible person, but we ask that you don't leave your event to be managed solely by Kirkgate Arts volunteers (as they may not have the information about your event that could be requested by a customer or artist).

Provide Kirkgate Arts with a list of all people involved in organising the event who you are expecting to attend to assist on the night. This means any performers, anyone coming along to do a presentation or lecture, any technical help you have enlisted etc. This avoids any confusion as customers arrive.

Treat our volunteers with courtesy and respect. If you have any issues during an event your first point of contact should be the duty manager. If the issues remain unresolved you may ring the on-call member of staff for advice on 07749 623463.

Basic event planning guide:

Some events are very straightforward, others are more complicated. If you are unfamiliar with organising a publicly attended event you may find our event planning stages guide and checklist handy.

While we provide **bar staff**, **front of house staff** (to welcome customers, check tickets and provide assistance in an emergency), and **technical staff** (such as a projectionist for a film screening or a technician to operate sound and lights when arranged in advance) if you are planning an event that involves other roles it is important to be clear on the roles you will need filling.

Think about how you want your event to go, and all aspects that need to be planned. From opening times and content (film, live music, exhibition, auction) to refreshments and catering, and not forgetting those little extras (such as a raffle, or a Q&A session). Think about what you might need for each aspect of your event, which space is most appropriate and how the room should be set out. Those details can be fine tuned after the preliminary planning stage but it is much easier to have a clear starting point. Time can soon run out and a poorly run event reflects badly on everyone involved!

Once you are in the preliminary planning stage it is important to be realistic about the income you can generate from your event. Costs vary greatly, from film licences to caterers to performers. Make sure you have thought about the balance between a reasonable ticket price and the costs that you will need to cover. We offer a discount for registered charities seeking to hold a fund-raising event.

There are three clear stages in planning a publicly attended event:

Stage one: preliminary planning

This is when you have an idea for an event you would like to hold and have done a bit of research into the costs that might need to be considered. At this stage you probably have an image in your head of how the event will look, and what the main activity will be. You may have already decided on exactly how the evening will go- a drinks reception followed by a presentation or film, some live music. At this stage you might not have fully costed everything but you have a reasonably clear idea for an event.

Have a look at the checklist for this stage, and if you can tick 'yes' to everything on the list you are ready to look for a venue to hold your event, and a provisional booking can be made with us. To book please contact katie@thekirkgate.com with as much information as possible about the sort of event you are looking to hold and any dates you would be interested in hiring. The tariff is available on our website [here](#). You will then be sent a booking form with a unique reference. The provisional date can be held for up to two weeks*. At the end of this two weeks you need to have completed the booking form and paid a non-refundable deposit to secure the date.

(*at the discretion of the operations manager in exceptional circumstances)

Stage two: Detailed planning

At the detailed planning stage you will be working on accurate costings for your event, you will be developing a title, deciding on timings and have almost certainly booked any performers, licences and caterers. This is where the event really takes shape. Once you are happy the details are in place the event can be made live on our website. We recommend that you allow as much time as possible for the event to be promoted, we would suggest **at least six weeks** before the date of the event for it to be entered onto our booking system. It is during the detailed planning stage that we ask for the balance of the room hire fee to be paid (at least two weeks before your event date)

Stage three: The last weeks lead up to the event

This is when the finishing touches are being pinned down, any lists of people involved with your event, details of exact timings for the event and all access and set up is agreed with the operations manager. If an event has been well organised there should be no surprises in stage three! Everyone involved should know exactly what to expect on the day and everything required to make the event a success should be in place. This is the stage where all thoughts should be on the last big promotional push to make your event a sell out.

And finally...

If you have read this far- well done!

We have put together this guide to try and help ensure that all events at The Kirkgate Centre, including yours, run smoothly and professionally for everyone involved.

You may find that you already have all three stages under your belt within days of booking, it depends on the individual event and the level of organisation involved. No two events are the same, and we work hard to encourage private hire event organisers to get the most out of their experience with us.

Organising an event involves a lot of hard work, and promoting the event takes time and effort. Doing both in a methodical and thoughtful way can make all the difference on the night- we have had many sell out events here and customers often comment on the high standard of our shows, we want to enable you to create the same buzz with your event!

We are also a volunteer organisation, with minimal staff available who are all working above and beyond capacity to keep the centre (and our rural touring scheme- Kirkgate Arts Out West) running smoothly. We do ask that you understand that we are not able to make your event happen for you- the planning and preparation needs your time and effort to make it work.

STAGE ONE: Preliminary planning

DO I HAVE THE FOLLOWING CONFIRMED...	YES	NO	UNSURE
A date for my event			
An approximate start and finish time for my event			
A plan for the type of event it will be (eg film screening, exhibition, live performance)			
An idea of the additional costs of my event (eg licence costs, performer fees)			
An idea of any additional details, such as a raffle or specific refreshments.			
An idea of the number of people I would like to attend			

TIME TO BOOK A DATE AND PAY THE DEPOSIT

STAGE TWO: Detailed planning

DO I HAVE THE FOLLOWING CONFIRMED...	YES	NO	UNSURE
Event title			
Start time			
Duration			
Content agreed (eg film, performers, food, exhibition)			
Event timings (from doors open to start of event, interval, end of event including the times the bar should be open)			
Location and layouts for my event (eg auditorium or bar, seated or standing)			
Ticket price (taking into account the £1 per ticket fee)			
An image to use for promotion (and copyright permissions)			
The maximum number of tickets to be sold			
Any age restrictions			
Any necessary permissions and licences (eg film licence)			
An idea of how many seats /places I need to reserve for my team or for complimentary tickets			

TIME TO PAY THE BALANCE OF YOUR HIRE FEES

STAGE THREE: The last weeks lead up to the event

DO I HAVE THE FOLLOWING CONFIRMED...	YES	NO	UNSURE
The arrival time of any artists or members of my team at the centre			
The details of any preparation I need to do on the day			
Content booked and any recordings, equipment, materials in place			
A list provided to the operations manager of all persons involved in my event who will be attending on the day and their roles			
A plan of what will happen, when and where, and who will be responsible (eg raffle, MC for the event)			
A float if required for a raffle /merch table			
Names of anyone attending on a complimentary ticket			

TIME TO RELAX! AND INVOICE US FOR ANY TICKET INCOME OWED