



Well Newham with Communities Event Support Guide

The Well Newham with Communities Event Support guide is aimed at ensuring a better process for effective collaboration between the Voluntary, Community, and Faith Sector (VCFS), council services, and organisations who are interested in planning a health and wellbeing event and would like support from the Public Health team at Newham Council.

An event something that happens or is regarded as happening; especially one of some importance.

It can be one or more of the following:

- Single occurrence (takes place once) or a multiple occurrence (takes place 2 or more times)
- It can be targeted toward a specific topic e.g. Stoptober (for residents who want to quit smoking) or an open health and wellbeing fair (all topics and ages) e.g. Kick start 2024 with Well Newham.
- It can be targeted toward a specific group of people e.g. mental health and employment support for young adults.
- A one stop shop which is a one-off event that features multiple services either for a specific community or related to a specific topic.

Benefits of a community event

- Enables people to meet with multiple services at one time
- Great opportunity to partner with community groups and service
- Brings services to people
- Can raise awareness of services available / promote work by providers etc
- Allows back and forth conversation which will facilitate engagement
- Allows the option for demonstrations e.g. sports activity
- Helps people to access health and wellbeing support and encourage future engagement

Challenges of a community event

- Time intensive
- Benefit is limited to those in attendance (or people they tell)
- Requires attendees to be able to available during working hours or staff to work outside normal working hours
- Often requires multiple staff
- Often incurs cost to run

What the Newham Council Public Health Team can offer

- Event promotion e.g. advice on and sharing of materials (*Please note: We are unable to design the promotional materials*)
- Collaboration e.g. organisations to partner with
- Resources to share e.g. leaflets, posters, etc.



- Advice e.g. location, refreshments, organisations to attend, data collection
- Basic technical support e.g. Eventbrite, Microsoft forms, calendar invite

Things to consider when planning your event

- The location
- The target audience and age group
- Your reason for hosting an event and the intended outcome
- Date and time of the event
- Staffing and volunteers
- Are refreshments needed? If so, how will they be provided and be healthy?
- Is there a particular topic or community the event is focused on? If so, what is the reason/evidence for that focus?
- Data collection methods
- How the event will be promoted? e.g. via the Well Newham website, leaflets, WhatsApp groups, social media, voluntary sector
- Photos - including consent forms available for people to sign
- How will you share the event outcomes/success afterwards (e.g. 50 steps blog)?

Examples of outreach services / topics that could attend a community event

- Well Newham e.g. Well Newham Hub
- Healthy mind e.g. Good Thinking, Newham Talking Therapies
- Healthy body e.g. BetterPoints Newham (keeping active), Xyla (weight management), Quit Well Newham (smoking cessation)
- Healthy money e.g. Our Newham money (financial support), Our Newham work (employment support)
- Healthy home e.g. Housing services (housing support), Ask SARA (staying independent)

The table below outlines suggested steps from deciding to run an event to post-event activities.

*This is just guidance, and some actions and timelines might not be appropriate to your event.

Initiation				
Step	Task	Who	Additional notes	Time frame
1	Event lead identifies need for and the aim of event	Event lead		12 weeks prior the event
2	Filling in the enquiry form with details of planned event (aim, audience, accessibility, proposed date, budget, marketing, available resources)	Event lead		12 weeks prior the event

3	Meet with the PH team to go through the enquiry form and get some recommendations and insights, e.g. venue	Event lead		11 Weeks prior the event
Planning				
1	Confirm the date and send the calendar invite with 'Hold' message to potential stall holders, colleagues who might be interest to support/ attend the event, etc.	Event lead	Consider hosting your event when there is an international campaign day/ week supporting your initiative, e.g. World Mental Health day.	10 weeks prior the event
2	Choose the venue based on: <ul style="list-style-type: none"> • Audience • Number of services invited • Budget • Accessibility (including transport links to get to the venue) • Event format e.g. speakers, activities. • Resources available at venue (e.g. screen to present, tables, chairs) 	Event lead		10 weeks prior the event
3	Do the site visit and book venue	Event lead		8-10 weeks prior the event
	Identifying the sign-up process for attendees (if registration is useful) e.g. Eventbrite, Microsoft form	Event lead		8 weeks prior the event
4	Invite services to attend – see recommendation doc	Event lead	Give deadline to confirm attendance.	8 weeks prior the event
5	Select and book external suppliers, e.g. catering, equipment, decorations, security, etc.		Always book more food – one of the main attraction elements.	4-6 weeks prior the event
6	Fill in all required documents, e.g. risk assessment, event liability form	Event lead		4-6 weeks prior the event
7	Promote event	Event lead with support with		4-6 weeks prior the event

		marketing team		
8	Volunteers	Event lead	Request for volunteers from Newham council volunteering team: Volunteering in Newham – Newham Council	3-4 weeks prior the event
9	Identify project evaluation approach and information to collect (e.g. questions to ask and deciding if feedback will be collected at the event)	Event lead	If you will decide to have a survey from the residents, make sure you have clear plan and enough people supporting you on the day	2 weeks prior the event
10	Draft floor plan, agenda, and event brief	Event lead		3-5 days prior the event
11	Briefing for stall holders/ speakers	Event lead	Do not forget to include your event evaluation method and how they stall holders can support you on this	3-5 days prior the event
12	Prepare the check list for your event, e.g. stationary needed, photography consent forms, decorations	Event lead		3-5 days prior the event
Post Event Activities				
1	Send thank you message to everyone involved			1 day after the event
2	Feedback forms shared with stall holders (if this is not done on the event day)			1 day after the event
3	Invoices received and paid			1-30 days after

For more information or if you have any questions please email phhealth.promotion@newham.gov.uk