



They're the sleeping giants of the event industry. The councils and community organisations who stage events in this country can be counted in their thousands. They may be staging fundraising events, community regeneration schemes or simply giving their region a great party, but they represent a significant chunk of the UK's events buying power. This Market Focus homes in on some of the key decision-makers in this sector.

Getting their hands dirty

THE HOME Office and event specialists TAO Productions joined forces this summer as emergency planning operatives experienced practical event organisation at first hand. A last minute change of date at the Wiltshire Festival near Swindon this autumn meant that the entire site infrastructure was standing unused for a day before the event. "We had the choice of putting a gig on there," says Festival organiser, Andy Cotton, of TAO Productions, "But I made an offer to [the Home Office training facility at] Easingwold, inviting their lecturers down for a look."

Easingwold accepted and asked if the invitation could be extended to any of the college's trainees who had attended Event Health and Safety courses.

About 60 delegates, ranging from council licensing officials and Ministry of Defence officials to police, fire and ambulance services met key personnel from Wiltshire Festival's production team. Operatives from AP Security, Fineline, Illuminatum, Serious Structures, Showpower, Skan PA and LDI were on hand to provide

advice. "We were very impressed by the high level of multi-agency co-operation that we witnessed," says Julia Fogarty, course director of the Home Office's Emergency Planning College in Easingwold. "We learnt a great deal by seeing [events] in action rather than just talking about them at the college."



Easingwold officials discuss events practicalities with Wiltshire Festival's security team, AP Security.