



## LOCAL AUTHORITY EVENTS ORGANISERS GROUP

**LAEOG** is a not-for-profit membership organisation run by a committee of volunteers who work within local authorities.

### What does LAEOG do for you?

- LAEOG is hugely important as it represents you and your interests at the heart of the industry and gives you a voice in the future of events.
- LAEOG has become a clearly identifiable, recognised and trusted body within the wider events industry with other organisations regularly engaging with us, seeking our advice, engagement and input into significant industry issues that affect us all.
- LAEOG provides personal and professional development opportunities and access to other Local Authority event professionals that directly assist you in your job.
- By engaging with the industry behind the scenes in the ways identified below, this helps you to do your job and makes it easier.
- LAEOG has taken a leading role in the writing of The Events Organisers' Guide to Policing at Events which has gained support of senior police on a national level. This will help organisers know their rights when liaising with the police;
- LAEOG played an influential role in the long running process of the rewrite of the Purple Guide with members also chairing chapter groups and continuing to provide annual updates to the guide. This continues to be the accepted industry guidance for events;
- LAEOG was part of the working group that led to the Live Nation led industry supported letter to the Home Office that stopped the changes to the law on Special Police Services being proposed by the police. This has prevented the police being able to charge for all policing related to an event whether or not it is on the event footprint and requested by the organiser;
- LAEOG gave feedback into the SAG guidance produced by the Emergency Planning College that led to significant changes to the guidance preventing it from becoming a tool of enforcement against organisers;
- LAEOG led the response to proposals to create a Primary Authority for the Purple Guide which would have resulted in significant expense to the industry and given supremacy to one authority for any disputes surrounding events no matter where they were. It would also have resulted in a guidance document becoming an enforcement tool;
- LAEOG engaged with the HSE in relation to the regulations on CDM (Construction and Design Management) helping them to create industry specific guidance simplifying the implications for event organisers as regulations created for the construction industry became relevant to our industry;
- LAEOG gave detailed feedback into the welfare guidance that has become part of the Purple Guide
- LAEOG has given its support along with many other associations to campaigns relating to
  - Performing Rights Society
  - Banning sky lanterns
  - The use of flares at events and festivals
  - Business rates on festival sites.



- In times of national crisis such as acts of terrorism and the pandemic LAEOG has actively supported, advised and helped colleagues when they need a partnership approach to problem solving

## **LAEOG needs you!**

To continue to contribute to the industry moving forward it needs more members and more engagement from existing members. To help us achieve that you should;

### Non Members

- Join today for just £100 per annum for two people from your authority (see member benefits)

### Members

- Renew your membership annually
- Spread the good word about LAEOG
- Encourage authorities that aren't members to join
- Attend LAEOG training conferences / AGM's
- Respond to requests from the Chair / Committee for your views on industry issues
- Contact the Chair / Committee to inform them of matters affecting you
- Share your ideas and experience so that others can benefit
- Offer a venue to host conferences and AGMs showcase your town/city
- Join the committee to add your expertise to the organisation

## **Background to LAEOG**

- Formed in 2004 as an informal networking group, free to join
- Expanded rapidly over the next 6 years
- Following consultation with members it became formally constituted in 2010 to raise the profile and engage with the industry
- Run by a committee with a Chair and Vice Chair
- Administration and support carried out on a contractual basis through ex local authority events staff
- A membership fee was introduced
- Now successfully embedded as a key partner within the industry represented at the Events Industry Forum and Joint Advisory Committee for entertainment
- Currently (February 2023) has 215 members representing 110 separate local authorities

## Benefits of Membership

- Unique focus on local authorities
  - Ensuring relevance to you
  - No commercial interest – no hard selling
  - Quick and easy access to a network of expertise
- Access to the All Party Parliamentary Group for events through the Events Industry Forum
- Regular event professional speakers organised via ‘Teams’ or ‘Zoom’
  - Professional development
- Annual AGM / training day
- Zoom/Team meetings throughout the year to enable members to share good working practise
- Website access – members only area
- Regular industry updates through partner organisations
  - Staying abreast of industry affecting changes
- Ability to ask members for advice and guidance to help solve your problems via LAEOG’s WhatsApp group or email
  - Sharing of best practice
- Ability to carry out quick but meaningful and relevant benchmarking with other authorities
- Ability to share documentation and best practice with other authorities
- Access to other trade associations that can offer support and guidance
- Opportunity to input into and influence future issues affecting the industry
- The opportunity to create your own LAEOG local group to explore new ideas and joint projects
- WhatsApp group which enables members to connect with each other

Interested? Please complete the membership form and supply us with a purchase order number to enable us to invoice you if you wish to make a card payment, we will need a mobile number which we can send a payment link to.

Sue Bull

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Website: [www.laeog.org](http://www.laeog.org) (This website is currently being updated)

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