Event Management Policy

Part of the policy Framework

Our Mission

To promote high standards of Western Equitation

and stimulate the growth of these riding disciplines

Document Metadata

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Contents

1. Purpose

This policy outlines how events affiliated with the Western Equestrian Society (WES) must be planned, submitted, and delivered. It ensures that all events meet consistent standards for safety, transparency, and quality — regardless of who runs them.

The policy supports local innovation and volunteer leadership while protecting the WES brand and participants through basic governance controls.

2. Scope

This policy applies to:

- All events run under the WES name or branding

- Clinics, camps, shows, training days, demos, and society-partnered events. Social type events such as AGMs must also be submitted for approval but do not require the same degree of risk management

- Area Rep, Professional, or Council-led events

- Events published via the WES website or social channels

It covers:

- Submission and approval

- Risk management

- Branding and communication

- Roles and reporting

- Financial accountability

3. Definitions

- **Event Lead**: The person responsible for planning and delivering a specific event

- **Event Co-ordinator**: The Council-appointed Officer who reviews, approves, and supports all WES events

- **WES Event**: Any event delivered under WES branding, advertised through WES channels, or covered by WES insurance

4. Policy Statement

WES encourages a diverse and vibrant calendar of events across the UK. All events must meet minimum safety, governance, and administrative requirements, regardless of size or location.

WES reserves the right to withhold support or branding from events that do not meet these requirements.

5. Roles and Responsibilities

Role	Responsibility
Event Lead	Plans and delivers the event; submits paperwork; ensures safety and standards
Event Co-ordinator	Reviews all event submissions; ensures risk controls and consistency
Secretary	Supports with document templates, record-keeping, and escalation
Treasurer	Provides support on fees, budgeting, and payments if required
Area Reps / Pros	May organise events but must follow submission process
Council	May be consulted for national-scale or strategic events

6. Policy Detail / Procedures

6.1 Event Submission and Approval

All WES events must be submitted via the **WES website** using the official form, including:

- Proposed date(s) and location

- Type of activity (clinic, camp, show, etc.)

- Named Event Lead

- Completed **Risk Assessment** using the current WES template (apart from purely social events such as AGMs where this is not required)

- Details of officials, clinicians, judges, or support staff

- Public messaging / event summary for web listing

Submissions must be received a minimum of 14 days in advance.

The Event Co-ordinator will:

- Review the submission for completeness and appropriateness

- Request amendments or clarification where needed

- Approve the event and publish on the website and the shared western calendar

- Decline or escalate concerns (e.g. safety, duplication, strategic conflict)

6.2 Use of WES Branding and Channels

Once approved:

- Events may be published on the WES website, newsletter, and social media

- WES templates (flyers, social posts) must be used where available

- The WES logo must not be used on non-approved events

- Branded materials must reflect tone and messaging consistent with WES values

6.3 Risk and Safety Management

The Event Lead is responsible for on-the-day risk management.
They must:

- Complete a Risk Assessment and update if conditions change

- Brief volunteers and officials

- Name a Safety Contact for the event

- Ensure incidents are recorded and submitted within 7 days to the WES Health & Safety lead (copied to the Event Co-ordinator)

The Event Co-ordinator may decline future event applications if basic safety processes are ignored or repeatedly incomplete.

6.4 Insurance and Financial Matters

- Events approved through this process may be covered under WES's public liability insurance

- Area or Pro-led events may charge a fee but must not profit under the WES name unless authorised

- Any surpluses or deficits must be reported to the Treasurer if WES funds are involved

- Refund policies must be clear and appropriate

6.5 Quality and Conduct

Event Leads are responsible for:

- Upholding WES's standards of conduct and member experience

- Ensuring appropriate selection of clinicians and officials

- Avoiding discrimination, exclusion, or unsafe practices

- Managing inappropriate behaviour and referring concerns

WES reserves the right to:

- Remove branding or affiliation from any event post-facto if policies are breached

- Decline future applications from individuals who consistently breach this policy

- Escalate misconduct via the Disciplinary Procedure

6.6 Event Debrief and Continuous Improvement

Event Leads should submit a short **post-event review** to the Event Co-Ordinator (template available), including:

- Attendance levels

- Feedback or issues

- Any incidents or actions taken

- Suggestions for improvement

This supports better planning and shared learning across the Society.

7. Related Policies and References

- Health & Safety Policy

- Risk Assessment Template

- Incident Reporting Procedure

- Code of Conduct

- Branding and Digital Asset Policy

- Safeguarding Policy

- Volunteer Management Policy

- Event Submission Form (via WES website)

- Post-Event Review Template (Templates folder)

8. Compliance and Breach Handling

Failure to follow this policy may result in:

- Withdrawal of event support or WES branding

- Ineligibility for WES insurance cover

- Loss of access to official communications

- Referral for disciplinary action where conduct is inappropriate or negligent

The Event Co-ordinator will work constructively with organisers but reserves the right to decline repeat or non-compliant submissions.

9. Review and Version Control

Version	Date	Author	Changes Made
0.1	23/07/2025	DG	Initial policy draft
0.5	08/10/2025	DG	Updated post Chairman's review
1.0	06/11/2025	DG	Updated post Event Co-ordinator feedback

10. Approval Record

Approved By	Date	Notes
Full Council	06/11/2025	Approved for implementation