



Commemorate the  
**80<sup>th</sup> anniversaries**  
of **VE | VJ DAY 2025**





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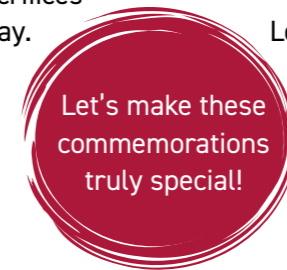
# Welcome to your **VE | VJ DAY**

## Commemorations Event Information Pack

Thank you for joining us in marking VE Day (Victory in Europe) and VJ Day (Victory over Japan) - two historic moments that shaped our world. These commemorations are a time for reflection, gratitude, and community spirit, honouring the bravery and sacrifices made for the freedoms we enjoy today.

Whether you're organising a street party, a community gathering, or a quiet moment of remembrance, you'll find everything you need inside - from guidance on road closures to tips on making your event inclusive and engaging.

This Event Information Pack is here to help you plan a meaningful and successful event.



Let's come together to remember, reflect, and celebrate the resilience of those who came before us. If you have any questions or need further support, we're here to help.

Please let us know what you're planning in your area by emailing the **Communications Team** at [communications@cannockchasedc.gov.uk](mailto:communications@cannockchasedc.gov.uk). We will list your event on our website.

You can also share details of your activity or event on the official VE/VJ Day website and this will feature on an interactive map. Visit [www.ve-vjday80.gov.uk](http://www.ve-vjday80.gov.uk) for more information.

## How this pack can help you...

This pack is here to support you in organising your own community event or street party to mark VE/VJ Day. Inside, you'll find helpful guidance on getting started, running an event, and ideas for activities to make your celebration special. There are also useful links to further resources if you'd like to explore more.

While this pack provides a great starting point, don't feel you have to follow every section - it's your event! Whether you're planning something big or small, the key is bringing people together to honour this important occasion in a way that works for your community.



Good luck with your event and enjoy the celebrations!



## Getting started - Learn the basics...

Every event will be different. There are no set rules about what should be included in each event, because you need to create an event that is right for your community.

The first section of this pack includes suggestions on how you should put together the programme for your event, general guidance around health and safety and licensing issues and how much funding you will require to deliver your event.

The key points to consider in the initial planning stage include:

1. Who is your target audience - this will require a good understanding of your local community.
2. Where you would like to hold your event - is there an obvious location?
3. When do you want your event to take place - the further in advance that you set the date, the more time you have to organise the event.

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### Throwing a street party

Planning a street party for the VE/VJ Day celebrations is a wonderful way to bring your community together and commemorate this historic occasion!

Decorate your street with Union Jacks, bunting, and wartime-inspired memorabilia, and encourage neighbours to dress in vintage or themed attire.

You can organise a picnic with delicious treats, games, music, and even a fun fancy-dress competition! Be sure to obtain any necessary permissions from your local council and consider safety measures.

It's a fantastic opportunity to share stories, enjoy the spirit of togetherness, and create lasting memories with everyone in your community.

You can find out more about holding this type of event at the [Street Party website](#)

## Get planning! (larger events)

A great deal of planning and organisation is required to run an event successfully, safely and in compliance with a wide range of legislation depending on the type of event.

Responsibility for the event can include seeking advice from your local authority, risk assessments and the identification of those measures which will provide a duty of care for both staff and volunteers and those attending on the day. The level of safety measures will differ depending on the size and nature of your event.

**REMEMBER:**  
You are responsible  
for all aspects of  
your event...

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Here are a few useful tips for you to consider when planning your event...

### Time!

The most important part of planning an event is ensuring that you have enough time to organise it properly.

Key questions could include:

- What is the date of my event?
- How much time do I need to prepare?
- Which individual tasks need to be completed and by when?
- Which tasks need to be completed first?

A top tip would  
be to use a timeline  
throughout your  
planning and update  
it regularly.

### Date and Venue:

The date and venue for your event is very important when encouraging people to attend. Make sure that the date you pick does not clash with any other major events in your area. When thinking about the venue consider the numbers attending, whether it is indoor or outdoor, accessibility, parking facilities etc.

However, find out at an early stage if there is a cost involved when booking your venue.

Once you have agreed on a date and venue inform all the relevant people straightaway.

### Road Closures:

When organising your own street party or wider community event, if your event requires a possible road closure you will need to seek permission by informing the Council. The Council makes no charge for road closures for residential street parties that do not affect a classified road, bus route or traffic sensitive route during this period.

Please note the Council  
requires at least  
4 weeks' notice to be  
given when applying  
for a road closure.

To find out more and to request a temporary road closure within Cannock Chase District, visit  
[www.cannockchasedc.gov.uk/temporaryroadclosure](http://www.cannockchasedc.gov.uk/temporaryroadclosure)

## Licenses and Permits:

Under the Licensing Act 2003, events may require a license. It is crucial that you check what license or permit your event will require at the planning stage and make early contact with Cannock Chase Council's Licensing Unit to discuss possible licensing requirements to avoid any delays in your event planning.

Costs will apply for all license applications.

Download a copy of the  
Temporary Events Notice [here](#)>

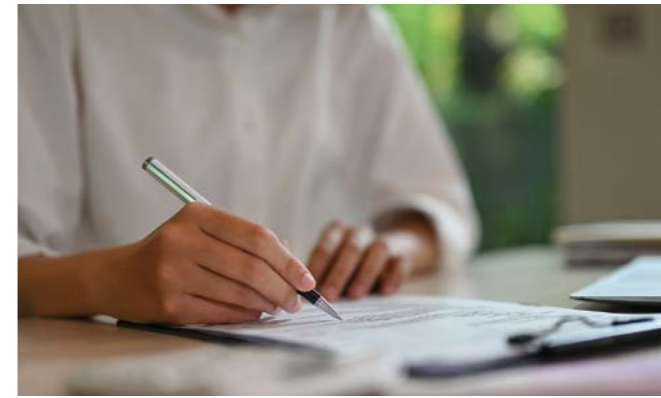


For more information about licensing requirements contact **Cannock Chase Council's Licensing Unit** on **01543 462621** or email [licensingunit@cannockchasedc.gov.uk](mailto:licensingunit@cannockchasedc.gov.uk)

## Public Liability Insurance:

As an event organiser you will be expected to hold up to date and adequate Public Liability Insurance for your event. Not only will you need to be responsible for this, you may also have to ensure that any equipment that you hire is also insured against loss or damage. This will be dependent on what policy and insurance individual providers already have.

Suppliers who attend your event such as entertainers, staging/sound and stallholders should also have their own insurance and it is important that you check these documents before the event.



## Risk Management:

It is important when planning your event that you complete a written risk assessment. The aim of a risk assessment is to identify any hazards to the public, participants and staff attending the event, assess the risks arising from these hazards and then look at appropriate measures to control the risks.

### There are 5 simple steps to follow:

1. Identify the risks - look for risks that could cause harm including slipping, tripping, moving vehicles, water etc.
2. Decide who might be harmed and how - look at groups of people who may be affected.
3. Evaluate the risks and for each risk consider whether or not it can be eliminated completely. If the risk cannot be avoided you will need to decide what must be done to reduce it to an acceptable and safe level.
4. Record your findings and implement them.
5. Review your assessment regularly and update if needed.

Suppliers and performers involved in your event should also supply their own risk assessments and it is important that you keep a copy of these for your records.

For more information about risk assessments visit [www.hse.gov.uk](http://www.hse.gov.uk)

## Budget/sponsorship:

The budget is a crucial part of the event planning process. You may be running your event on a minimal budget or relying on in-kind donations and volunteers. Nevertheless, you need to know how much money you have to spend in order to determine the scale of your event.

You can obtain funds in several creative ways including raffles, sponsorship from local businesses, car boot sales etc.



A top tip would be to produce a budget from the outset; you will then identify any major shortfall in funds at an early stage. It is important to set aside a contingency budget just in case you have to pay for any unexpected items.

**Did you know?**  
Funding maybe available to help you organise your event from the National Lottery Community Fund.

**REMEMBER: The more planning you do, the less you will panic!**

# Promoting your event

Promoting your event effectively is essential to encouraging people to attend and participate, no matter what scale of event it is.

In order to plan how you should promote your event, it is important to consider a number of factors. Consider where your target audience go, what they do and what they might like to see - this will help determine where and how to promote your event.

## Here are just a few ideas to consider:

- Who is your target audience?
- What do you want to say?
- How do you want to communicate it?
- How are you going to reach your potential participants?
- The most important element is to be creative... and this is how you can do it!
  - Create a flyer and poster advertising your event and distribute/display in key locations across the district.
  - Display large outdoor banners in key locations or outside the venue prior to the event. You may need to seek permission from the **Council's Planning Department** - call **01543 462621**.
  - Advertise in local community newsletters and local newspapers.
  - Include a high profile story such as a celebrity attending or a charity you are supporting.
  - Get the local media involved - build a good relationship with your local newspapers and encourage a reporter to come along and attend the event. Organise a photo opportunity, making it as exciting as possible.
  - Create a Facebook event page and invite all your friends to join. Live feeds will automatically show the event page to their contacts which will create an electronic way of promoting the event by word of mouth. Include your Facebook event page on all promotional material including a link from your emails.
  - Create a Twitter account so you can 'tweet' about the event and encourage local users to follow and pass on the message.
  - Add information about the event to your own website if you have one. If you don't, take advantage of other local websites and add your event details.
  - Attend other local events to promote your own!
- VE/VJ Day celebrations and photographs can be shared on social media by using the hashtag **#VE/VJDayChase** and tagging **@CannockChaseDC** on Facebook or Twitter, or indeed Instagram and TikTok.
- The Council is keen for people to let them know what they are planning in their area, by emailing the **Communications Team** at **communications@cannockchasedc.gov.uk**.

The Council will list community events on its website >

# Your event!

Your event is now here. It will be exciting and stressful! All the planning and organisation you have put in will finally pay off.

## Here are a few helpful tips...

### Site Plan:

An overall site plan is useful to communicate the layout for your event. Site plans are extremely useful to suppliers and also staff during briefings.

### Communications:

It is vital that there is effective communication between you, staff and volunteers for your event to run safely and smoothly. You should brief all prior to the event to ensure that all are aware of the event programme.

Effective communication with the public at your event is also very important. In the event of an evacuation, an effective means of communication such as a powerful PA system must be available.



### Information:

You should provide sufficient signage and information at your event. This should include lost/found children, first aid, toilets, exits, entrances, car parks and photography/filming.

All signage should be clearly visible and easy to understand. Consideration should be given to people with additional needs.

### Health and Safety:

You as the event organiser are accountable for the health and safety for all those taking part in, working at or attending your event. You must ensure you have a named person who is responsible for health and safety on the day of your event.

### Food Safety:

You should be aware of the current requirements of the food safety legislation even though you probably won't be running the food stands yourself.

You should ensure that all providers of mobile food outlets are registered with the local authority in the area they are from. All food providers must also have a basic food handling certificate.

For further advice on food safety contact **Cannock Chase Council's Food Safety Team** on **01543 462621**.

If you are preparing homemade food yourself, then seek advice from our Food and Safety Team.

### Alcohol:

It can be a challenge when selling alcohol at events. There are all kinds of pitfalls you need to be aware of. From over-excited guests to under-age drinkers.

Check if you need an alcohol license. People forget to make sure the venue is licensed to sell alcohol. This is a relatively simple thing to check.

But where do you stand if you want to sell it in a venue that does not usually sell alcohol?

For concise advice, you should visit the government guidance on licensing here >

For more information about licensing requirements contact **Cannock Chase Council's Licensing Unit** on **01543 462621** or email **licensingunit@cannockchasedc.gov.uk**

## Entertainment and Noise:

Live entertainment can expose nearby neighbours to excess noise. Therefore, it is vital you check noise levels with the **Council's Environmental Protection Team** by emailing [environmentalhealth@cannockchasedc.gov.uk](mailto:environmentalhealth@cannockchasedc.gov.uk)

Alternatively you can find some useful tips here >



## Bouncy Castles:

If you're buying or hiring an inflatable for private or public use you should make sure it has either a numbered PIPA tag or an ADiPs declaration of compliance (DoC).

It should also have:

- written documentation from a competent inspection body to show it complies with British Standard BS EN 14960
- instructions on how to operate it safely

Here are some simple precautions that can help you avoid serious accidents if you are hiring one for your event >



## Fire Safety:

It is essential that you check with your local Risk Reduction Officer from Staffordshire Fire and Rescue Service about potential fire hazards associated with your event.

For more information about Fire Safety contact **Staffordshire Fire and Rescue Service** on **08451 22 11 55** or visit [www.staffordshirefire.gov.uk](http://www.staffordshirefire.gov.uk)

## Welfare Facilities:

You should provide adequate facilities such as toilets, food, lighting, lost children point etc. Facilities should be reviewed throughout your event.

## First Aid:

First Aid facilities must be available on site during your event. You must provide appropriate equipment and personnel to enable First Aid to be given to anyone who becomes ill or is injured during your event.

During your event, provision must be made for emergency vehicle access and exit from all areas of the site.

## Evacuation Plan:

Where a large group of people gather in one place for an event, an evacuation procedure/plan must be put in place. It is essential that alternate requirements are stated in your plan if those attending suffer with a disability such as impaired hearing, restricted mobility and visually impaired.



To make sure you are ready for your event, we have provided a brief checklist to help you out.

This is more relevant for larger events but you can use it to help with smaller events too.

## Have you done.....?

- Early planning**  
(scope out ideas, funding opportunities, location of event, who to involve)
- Event development**  
(budget setting, toilets, refreshments, suppliers/providers, communications, backup plan!)
- Paperwork**  
(insurance, risk assessments, health and safety, licensing, food safety, fire safety, first aid, emergency plan)
- Site planning**  
(parking access, movement around site, clear site plan)
- Promotions and marketing**  
(press releases, radio/TV, social media, posters, flyers, programme, banners)
- The event**  
(staff/volunteer briefing, equipment logistics, signage for photos/filming)
- Evaluation**  
(surveys, focus group, write it up, share it!)

## Learn from your success

Take time to evaluate your event while details are fresh. You may want to consider having a questionnaire for participants/attendees to fill out.

## Here are some useful tips to help you capture event feedback:

- Did the event achieve its goals and objectives? Why or why not?
- Identify what worked and what needs developing further. Which suppliers/providers would you use again?
- What items were missing from the 'getting started' checklist?
- Was the event well attended?
- Was informal and formal feedback about the event positive?
- Given all the time spent to organise the event – was it worth it?
- Finally, it is important to remember to celebrate your successes and thank all those who contributed.



## Things to do

# VE | VJ DAY

## Activities

There are lots of ways you can take part in these celebrations, whether you are a Town or Parish Council, business, community group, or want to get involved yourself.

Visit the national [VE/VJ Day website](#)

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# VE | VJ DAY

## Toolkit

The VE and VJ Day 80 Toolkit contains brand resources including logos and will grow to incorporate bunting templates, activity sheets and more. It is open to any organisation or individual to use in conjunction with activities or events relating to the VE and VJ Day 80 commemoration. To find out more and request a copy [visit the website](#).

For more information about this Event Information Pack contact **Cannock Chase Council's Communications Team** on **01543 462621** or email [communications@cannockchasedc.gov.uk](mailto:communications@cannockchasedc.gov.uk)