

# Get Creative Outdoors

## Toolkit for event organisers

June 2021



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## Celebrate creativity during Get Creative Outdoors 2021

Get Creative is a campaign and festival run by a group of cultural organisations to celebrate and support the everyday creativity happening in homes and public spaces. From outdoor photography to music workshops in your local library, via pottery, yarn bombing and performing on stage, we're building an actively creative society that caters for everyone of every age, background and ability.

Get Creative aims to inspire people to try something new and to encourage people to share their own examples of everyday creativity. In summer 2021, 'Get Creative Outdoors' is promoting creative activities that you can take part in outdoors by:

- Uploading to our website details of creative activities that people can take part in outdoors by themselves - whether in public places or in their own gardens.
- Running outdoor events in summer 2021 (while complying with any current Coronavirus restrictions) which provide an opportunity for people to take part in some form of creative activity. Then log your events on our website and badge them as part of Get Creative Outdoors.

The Get Creative website at [www.getcreativeuk.com](http://www.getcreativeuk.com) will be a great place to find creative activities and events you can take part in outdoors this summer.

## Why take part in Get Creative Outdoors?

### To feel part of something huge

76% of organisers in the 2019 festival said that being part of such a big national celebration was among their top motivations. Knowing that we're all celebrating creativity together reminds us that we're part of something big and incredibly important. The more groups and individuals taking part in Get Creative Outdoors, the stronger the message about the importance of everyday creativity. So let's make it a big one!

### To grow your group

Keen to attract new members? Get Creative Outdoors is the perfect opportunity to introduce your group or organisation to a new audience as part of an event with national profile. Get yourself on the map, put on your most welcoming smiles and get new people involved in your regular activities or programme.

### To raise your profile

The extra exposure brought about by taking part in Get Creative Outdoors can help raise your group's profile in the local and national media and flag up your activities to potential new audiences, volunteers and other supporters.

### To celebrate your achievements

We know you work hard all year round, both behind the scenes and in front! Taking part in Get Creative Outdoors is a chance to come together once a year and celebrate all that you've achieved. And most importantly, share the fun of being part of a creative group with new people!

## What could you do during Get Creative Outdoors?

There are so many ways to get creative, this could include everything from photography, dance, knitting, drama, and music to baking, gardening and coding. The list goes on! Whatever your art or craft form, you are welcome to be part of Get Creative Outdoors. If you're not sure what kind of event you could host, see if these ideas give you some inspiration...

### Run a workshop

If your visual art or craft group has amassed a set of skills – be it oil painting or flower arranging – don't keep it to yourselves! Run a special themed workshop during the festival to share your abilities with others.

### Open rehearsal

If your drama group, choir, orchestra, dance troupe or band meets for a weekly rehearsal, why not open your doors during the festival and invite people in? An open rehearsal is a relaxed, unpressured way for people to see what you do, and perhaps be inspired to join in.

### Special performance

Maximise the extra publicity that Get Creative Outdoors may bring by putting on a special one-off show and find ways to get your new visitors involved in something hands-on to show them the joy of participating.

### Take your creativity somewhere new

Why not approach a venue you've never used before, such as a library, community centre or school to host your Get Creative Outdoors event? Public venues like museums and shopping centres are especially good for hosting a drop-in workshop, CraftBomb display or Flashmob performance, as they can provide a captive audience with passers-by who can engage with your activity.

Working with a new venue is a great way to break out of your usual meeting space and reach out to new people. The venue may also be able to help you advertise your event, meaning you could benefit from additional publicity.

### Working together

Taking part in the Get Creative Outdoors festival is a great opportunity to get together with other groups and organisations. This could lead to a relationship that lasts year-round and is a way of reaching out to new people that you may not otherwise come into contact with. Get in touch with other groups and local arts organisations in your area to see how you could work together.

#### Already got something planned?

If you're already holding an outdoors event that takes place between 5 July - late September 2021, simply badge it as part of Get Creative Outdoors. As long as your event provides an opportunity for people to get involved, and is either free or cost-recovery, you're welcome to be a part of Get Creative Outdoors!

List your event on the [Get Creative website](#) to benefit from some additional publicity and see our [resources](#) for advice on how to spread the word about your event locally and access free marketing material (including the Get Creative logo and poster templates).

## How to ensure health and safety for your participants

### Mind the latest COVID-19 restrictions

It is crucial to create a safe and welcoming environment for people taking part in your event. Make sure you follow the latest COVID-19 regulations that apply in your local area in order to ensure the health and safety of your participants and collaborators alike. This will help you tailor your event's format according to what is allowed in your local area. Check out [the latest government guidelines in the UK and Ireland](#).

### Get a licence for your event

Depending on the format of your event, you may be required to acquire a licence (e.g. if you are serving alcohol or selling raffle tickets). For more information visit <https://www.gov.uk/temporary-events-notice> for events in England and Wales, <https://www.gov.uk/occasional-licence-northern-ireland> for Northern Ireland, and visit your local authority website for events in Ireland and Scotland.

If your event is aimed at children, the NSPCC has highlighted steps you can take to make sure children and young people are safe while they enjoy themselves at your events and activities. Visit their website for more details: <https://learning.nspcc.org.uk/safeguarding-child-protection/safer-activities-events>

## Promoting your event

### The Map

First things first! Add your event to the Get Creative Festival map on our website by filling in the form. You'll be asked to submit all the essential details for your event and add accessibility information. Once approved, your event will appear to thousands of visitors on our site and you can share the link around your network.

### Press & Publicity

Think about where you usually find out about local events, and how you find out that interesting things are happening. If you are excited by your plans, chances are others will be too. Spread the word locally and online. Eventbrite is a great, free online platform to plan, promote and track registration or bookings for your activities.

Posters displayed all around the area are a great way to let people know about it. Ask your local shops, post offices, pubs and community centres about using their noticeboards. You can download our [Get Creative poster templates](#) and easily customise them with your details. The poster should clearly include:

- the date/s and time/s of your event
- where it's taking place
- contact or booking information
- any restrictions (on ages or otherwise) or materials required
- your website and/or social media details (Facebook/Twitter etc)

To publicise your event and share your story more widely, it is worth contacting local newspapers, radio stations, TV stations and local blogs. In the first instance, email a copy of your press release to the Arts or Culture Editor explaining your Get Creative Festival event, and then follow this up in a few days with a telephone call if you haven't heard back from them.



Use the [Press Release Template](#) to let journalists know about your event and how it's part of a nationwide festival. If you think you've got a really great, inspirational story, you can also get in touch to share it with us. Maybe send a short video and we'll see what we can do to share these as part of the festival promotion.

## Social media

For updates, make sure to follow **@GetCreativeUK** on [Twitter](#), [Facebook](#) and [Instagram](#). Remember to use the hashtag **#GetCreativeOutdoors** in the build up to, and during, the festival to build recognition of this huge event.

## Further info / Contact

Visit [our website](#), or for any further questions or information, please email [info@getcreativeuk.com](mailto:info@getcreativeuk.com)

## Free resources and templates

Creative Lives has an extensive set of [free resources and templates](#) to help groups and organisations plan and promote events. These include:

- How to write a press release
- Events checklist - disability and access
- Risk assessment for event organisers - a beginners guide
- Insurance for voluntary arts groups
- How to write a successful funding application



Picture from the Craft Fest at the Get Creative Festival 2019 in Maidstone, England

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