



AREA ORGANISER GUIDELINES

VERSION 1
21/02/2020

Gay Classic Car Group

Revision Index

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Table of Contents

1.0	Introduction	3
2.0	Important Contact Information	3
3.0	Supporting Documentation.....	3
4.0	Communications.....	4
5.0	Organising Events	5
6.0	Payment for Events	8
7.0	Appendices.....	9

1.0 Introduction

The following document provides guidance and pointers for Area Organisers (AOs). The GCCG relies on AOs to keep the club vibrant and accessible to all members through the events and meetings across the UK.

The contents of this guide are intended to help new and existing AOs with the basics, but if you have any questions, email liaison@gccg.org.uk for further help.

2.0 Important Contact Information

2.1 Committee Members 2020/21

Role	Name	Phone	Email
Chair	Peter Geake	07711 018860	chair@gccg.org.uk
General Secretary	Iain Johncock	020 8299 1670	gensec@gccg.org.uk
Membership Secretary	David Birkett	020 7722 3094	Membership@gccg.org.uk
Treasurer	Jeremy Lindon	020 7278 8250	treasurer@gccg.org.uk
Webmaster	Rob Dewing	07749 797005	webmaster@gccg.org.uk
Press Officer	Darren Mitcham	07899 995287	press@gccg.org.uk
AO Liaison Officer	Rob Gibson	07403 481439	liaison@gccg.org.uk
Big End Editor	Tony Stokoe	07711 204004	editor@gccg.org.uk
All Torque Editor	Stephen Duxbury		news@gccg.org.uk

2.2 Area Organisers

For current AO listings – refer to the GCCG Website or Big End Journal.

3.0 Supporting Documentation

Please would all AOs familiarise themselves fully with the following documentation that is available on the club web site, i.e. Code of Conduct, Protection of Children and Adults at Risk, and Complaint Procedures.

4.0 Communications

The club has several resources available to help you with your role as AO and to arrange and promote events. These include:

4.1 The GCCG Website

The website is the centre point of the club for communications and event organisation. You should have a log in to the website that allows you to add and edit events.

Adding events to the website means that they are visible to all members and more importantly, that events are covered by the club's Public Liability Insurance.

4.2 Big End Journal

The Big End Journal (BEJ) is the longstanding GCCG printed publication. Notice of events, event reports, articles and any relevant content is always welcome. If you want an event advertising or if you have content, please email editor@gccg.org.uk. Copy deadlines are normally 15 February, 17 May, 16 August and 16 November.

4.3 Mail shots (All Torque)

You will also have a log in to the GCCG mailing service account that will let you send All Torque emails to your area. If you'd like to promote an event to the entire club, email news@gccg.org.uk to have it included into a national All Torque email.

Guidelines/Rules for sending All Torque Emails:

- Appearance – try and keep the email in keeping with the club branding
- Spelling – check and check again! Our mail system has a built-in spell checker but it is also important to proofread!
- Beware of spam filters – keep the content relevant to the event and don't include information that could flag the emails as spam.
- Only GCCG events or notice of GCCG attending events (i.e. attending local car shows, NEC Classic Car Shows, Silverstone Classic etc) can be promoted to GCCG Members. Do not use All Torque emails to promote events you may have organised outside of the GCCG.
- If an AO and or club member would like to have a non-GCCG event publicised to the club, please seek advice at first from AO Liaison on all and any occasion. Then with AO Liaison agreement ask for permission from the Chair and or the Committee.

4.4 The GCCG Facebook Group

The GCCG Facebook group is open to members and partners only. It's a useful tool for advertising events and issuing information but remember that a large proportion of members aren't in the group or don't use Facebook. Anything that's advertised on Facebook must also be included in a regional All Torque and put on the website.

As an AO, you are an ambassador to the club, so familiarise yourself with the code of conduct and group rules and make sure you stick to them. If you feel there is a post that has broken the rules, report it to an admin ASAP.

If you are posting on social media, please observe the GCCG's Social Media Policy and Manual and follow the relevant Brand Guidelines. Both documents are available under the 'Documents' tab on the website.

5.0 Organising Events

5.1 General Guidelines:

Below are some guidelines to assist you with organising events.

- **No events should take place if not listed on the Events Page on the GCCG website. This ensures that the event is covered by our insurance.**
- As an AO you are responsible for the events that take place in your locality, even if not organised directly by you.
- All members organising an event in your area should come to you for approval. These events must meet the guidelines outlined in this document.
- You are responsible for getting the event listed on the GCCG Events Page, and if needed getting any publicity sent for All Torque and Big End Journal (BEJ).
- If you are thinking of organising a large event, such as a weekend away, please contact the AO Liaison before setting anything into motion. Others may be working on something for a similar time or year etc that may be well advance but not yet publicised.
- Should an event create a conflict of interest or if you, the organiser/promoter of the event, stand to benefit personally from the event (financially, publicly etc), this **MUST** be declared to the AO Liaison before the event is published.
- All events are subject to the GCCG Behaviour and Culture guidelines as referenced in section 3 above.
- Consider various forms of disability and or special dietary needs. Better for the AO to ask members to indicate whether they have a disability (whether mobility or sensory) and or dietary needs to assist with planning the event.

Here are some things to think about...

- WHAT, WHEN and WHERE is the event
- What is it – country house, museum, boat or train trip, car show, road tour or rally or other place of interest?
- Weekend away?
- When should people arrive?
- Where exactly will you all meet?
- Postcodes for satnavs are useful and will there be marked off parking for GCCG?
- Are you having a “run” with directions? Where will it end up? (Maybe same as start)
- How long is the event expected to last?
- Who will be leading the event on the day?
- What catering (e.g. food and drink) will be available? Or is it a picnic?

Arrangements to be made with the venue

- How much notice will you need to give the venue?
- Do you need to give a deposit to the venue we will be visiting?
- Do you need to guarantee a certain number of attendees?
- Do you need to inform them of food allergies?
- Organisation detail -what will be the cost?
- Is advance booking necessary by the GCCG ?
- Is advance booking necessary by attending members ?
- Is advance payment necessary by the GCCG ? If so, you may use any surplus from previous events accumulated by your region, held by the Treasurer. Otherwise you must seek agreement by the Committee before any commitment is made.
- Is advance payment necessary by the attending members
- If so, who should the bookings be sent to? (SEE SECTION FOR PAYMENTS)
- What is the mobile contact for use on the day?
- What address or email should bookings be sent to?
- When do bookings close?
- Will bookings be acknowledged, and how?

5.2 Publicity

As an AO, you have the communications available to you outlined in section 3, along with their respective contact details.

It's important to ensure that any publicity adheres to all the club's guidelines.

There are some basics that are required for any event:

- When is the event?
- A title for the event, the region and nearest big place and a short (20 words max) paragraph description of the event. This should be designed to entice all the club members to find out more about the event.
- The name, phone number, email address of the organiser for members to register with you. Interested members can then complete or download the booking form from the website or contact you for one.
- The postcode of the meeting place.
- Any other information such as photos of the venue to put on to the website as a link that may entice members to book.

5.3 Booking Forms

Booking forms should include:

- What address or email should booking forms be returned to?
- Closing date?
- Members details:
 - Name, email address, postal address, phone number
 - Number of places they are booking
 - Confirmation that payment has been made (if payment is required)
- Any special dietary requirements Full information sheet about the event This is optional, depending on the size and type of event.

This can either be included on the event details on the booking form if a fairly simple event or be a separate link on the website for members to download separately. Google forms is also very useful.

5.4 Lack of Response

If there is a lack of response following the initial advertising of the event in All Torque, BEJ, or the website, contact news@gccg.org.uk and they can liaise to send out a specific email to generate more interest.

If in any doubt contact the AO Liaison or discuss with other AOs before committing yourself to something and doing a lot of hard work that may not be necessary.

6.0 Payment for Events

If your event is chargeable, payment must be made into the GCCG bank account, by cheque made payable to the GCCG or via the GCCG Paypal account (see below for further information payment methods).

6.1 Odd pence – payment by region.

Payments for events of any amount must end in the following number of pence shown in the first column in the table below, which is unique to your area. Bearing in mind payment is usually for one member or two members/partners so we will always know by easy glance which area the payment relates to, as any surplus in takings for events is assigned to your region for you to use in future events.

Cheques and bank transfers should read as follows: Any amount of pounds but ending in the following pence:

Region	One Member	Two Members
Anglian	01p	02p
Chilterns	03p	06p
East Midlands	04p	08p
London	05p	10p
North West	07p	14p
North East	09p	18p
Northern Ireland	11p	22p
Scotland	12p	24p
South West	13p	26p
South Central	15p	30p
South East	16p	32p
Wales	17p	34p
Wessex	19p	38p
West Midlands	20p	40p

For example, an event in the West Midlands area would be £5.20 for one member, or £10.40 for two.

6.2 Payment by Cheque

As usual all cheques should be made out to GCCG ending in the above first column pence figure appropriate for the area (or multiples thereof) and posted to the AO. AOs should then pay them into their nearest Barclays Branch to our account 90420794 sort code 20-65-90 notifying the Treasurer of the total you have paid in. (Unlike the next two categories of payment, it is not so important to include the above pence if you don't want to because you will receive the cheques and therefore know who has paid you.)

However, for the sake of order you may prefer to keep all payments the same

6.3 Payment by Bank Transfer

GCCG account information:

Account No: 90420794
Sort Code: 20-65-90
Account Name: GCCG

All events for whatever amount must end in the pence as shown in the first column for the appropriate area (or multiples thereof). Members must email AOs that they are paying in this manner. A reference for the bank statement would naturally be useful but the Treasurer need not rely on it with this system.

6.4 Payment by Paypal

For Pay Pal payments the AO must add 3.57% + 20p per charge item. This gross figure will appear on the Pay Pal statement and after taking off the Pay Pal charges of 3.4% and 20p, the Treasurer should theoretically be able to get back to the above figures and work out which area/event the payment relates to. From experience the extra cost puts members off paying this way, so we are not expecting to be overwhelmed with entries. The Treasurer will need to transfer monies from the pay pal account to the GCCG bank account before accounting to AOs but this is more or less instant.

Again, members paying this way need to email/notify you that they are paying in this manner and a reference would be useful but the Treasurer need not rely on it with this system.

6.5 Reconciliation and payments to venues or yourselves

Once you are ready, just send the Treasurer a statement of who you think has paid and how much you/and or the venue is expecting. The Treasurer will do the necessary transfers when the figures are agreed. Copies of receipts must be retained and provided to the Treasurer where possible; photocopies or PDFs will suffice here.

7.0 Appendices

7.1 Website Event Instructions: see Document section on Website

7.2 Advice for members creating events: see Document section on Website