

BRITISH CANOEING EVENT PROMOTION AND ENDORSEMENT GUIDANCE

British Canoeing provides a free service which helps promote canoeing events and those which involve canoeing as part of a multi sport event. This service is only currently available for events happening in England.

We want to help you reach the widest audience through our information and marketing channels. We provide this service to our affiliated clubs, centres and organisations that are part of British Canoeing and we also offer this service to other non affiliated organisations on a discretionary basis by application.

All event organisers simply need to complete a registration form, submit evidence of insurance and a competent risk assessment ideally a minimum of **12 weeks** before the event. Some events may need longer depending on the form of promotion required. Registration forms are available from and should be returned to event.promotion@britishcanoeing.org.uk

We are also keen to see how the sport is developing and would like to get your feedback on how the event went, so after the event we will be in touch to find out how many people participated.

There are two opportunities you can register for: -

1. **PROMOTE** (no charge is made for this service)

This level of support is available to all events which are organised by British Canoeing affiliated or approved organisations. It is also available to non affiliated organisations although you will not be able to use the British Canoeing logo or name to promote your event. British Canoeing will be able to help promote the event by: -

- Featuring on our website. This provides an event listing within Activities and Events and will produce a pin feature on a National map which allows you to promote: -
 - Full event details
 - Promotional images
 - Contact details
 - Website link
- One post on Facebook and Twitter.

2. **ENDORSE AND PROMOTE** (chargeable)

This is a higher level of support and promotion. It includes: -

- Event details included in one edition of a British Canoeing electronic e-news, circulation 24,000 (approximately)
- A feature article on our web site as a news story. (N.B text of no more than 250 words and photos to be supplied by the applicant – British Canoeing to reserve the right to edit).
- Three postings on Facebook and Twitter.
- None affiliated/member organisations to British Canoeing may use the British Canoeing logo and wording to promote and Kite Mark their event.

To make the most of the opportunity above we would ideally need the event to be submitted 12 weeks in advance.

External organisations: Fee £100 inclusive of VAT

Internal/member organisations: Fee £25 inclusive of VAT

There is no charge to Go Canoeing Providers

British Canoeing will only promote or endorse an event which has the satisfactory minimum level of insurance cover listed below and safety procedures including an adequate risk assessment.

INSURANCE CRITERIA

An event must have sufficient levels of insurance to cover the organiser, participants and third parties.

1. British Canoeing Insurance (only applicable for members in England, Scotland & Northern Ireland)

Affiliated clubs, National events, Regional Development Teams and Discipline committees are fully covered for Public, Employer liability and professional indemnity.

N. B. All participants taking part in canoeing/water based activities, other than starter sessions, at such events shall be either an individual, affiliated club member or have day insurance from British Canoeing.

2. Non Affiliated organisations

	Minimum level of insurance cover	Recommended level of insurance cover
Public Liability cover should include bodily injury claims following bad advice or failure to advise/coaching	£5m limit of indemnity	£10m limit of indemnity
Employers Liability	£10m limit of indemnity	£10m limit of indemnity

Our Insurance Brokers advice is that if your Public Liability cover has not been extended to cover bodily injury claims arising out of your advice/coaching/instruction, then a Professional Indemnity policy should be in place to provide you with adequate protection for this risk. In terms of the Limit of Indemnity they recommend a minimum of £1M for this type of Insurance cover.

Please note: the event organiser remains liable for all risks and liability arising from insurance claims.

SAFETY/RISK ASSESSMENT

In all instances those seeking endorsement should ensure that the safety of participants is fully covered within event planning and that full consideration is given to areas of venue, equipment, participants, activity(s), staffing, any safeguarding or child protection measures, first aid and facilities.

Risk assessments must include awareness of hazards and appropriate control measures. Risk Assessments should incorporate all events areas and activities as above -

- For those seeking Endorsement as well as Promotion, evidence of safety management systems must be submitted.

As a point of good practise, the roles and responsibilities of Event Organiser, Event Safety Officer and Event Welfare Officer should be identified and documented.

Cancellation

An event organiser should consider and make available to participants in advance, any information relating to cancellation of the event and refund policy etc. If British Canoeing are endorsing or promoting an event which is cancelled, British Canoeing must be informed as soon as possible. We would encourage all event organisers to take out event cancellation insurance where the event organisers are exposed to risk through cancellation.

NB Affiliated organisations should note that British Canoeing insurance does NOT cover event cancellation.

If you have any queries or to arrange payment please contact event.promotion@britishcanoeing.org.uk