

## Create your own Parklife event

Parklife is the social and recreational sport strand of Sport Brighton's service to the University of Brighton. Designed to engage students and staff into more activity; leagues, drop-in sessions and one-off events so everyone can 'play your way'.

Parklife gives you have the chance to add to its diverse programme by creating your own event. Whether this is part of your course, you are looking to add something to your CV or you just want to follow through with a passion, Sport Brighton is open to help.

The first thing to do if you are interested in running your own Parklife event is to contact Sport Brighton to let them know. The sport development team will be able to provide more information on what is involved and how they can support you along the way.

When contacting Sport Brighton it is best to come prepared with an idea on the following:

**What** sport or activity are you interested in delivering?

*Be sure to check that the activity isn't already a part of the [Parklife programme](#).*

**Who** is going to want to attend the event?

*Are you aiming to attract students, staff, specific schools, year groups or residences and is the activity tailored to their demographics?*

**When** would you like the event to take place?

*At what time and day is most suitable to attract participants to the event?*

**Where** will the event take place?

*Is the location relevant to the participants and is it feasible to deliver the activity?*

**How** do you want Sport Brighton to be able to assist you?

- Facility
- Equipment
- Staffing and/or officiating
- Promotion and marketing
- Registration
- Costing
- Communications
- Health and Safety
- Post-event

### *What's next?*

After delivering your event it doesn't have to stop there. Sport Brighton will review your event with you to assess if there is scope to continue the developed activity as a regular part of the Parklife programme or as an annual event.

Sport Brighton will also credit you with an event-management certificate and reference in recognition of your work and contribution to the programme.