Policies

Swing Events

June 2025

Contents

Coaching and Training Policy

1. Purpose

This policy outlines how Swing Events provides coaching and training support during events using our inflatable golf simulator, ensuring safe, professional, and high-quality experiences for all participants. It distinguishes between formal coaching delivered by our licensed PGA professional and informal guidance offered by other staff.

2. Scope

This policy applies to:

- All employees and representatives providing coaching, training, or participant support.

- All interactions with children, young people, and adults at events, bookings, or coaching sessions.

3. Formal Coaching (PGA Licensed Professional)

- Formal golf coaching and instruction is provided exclusively by our licensed PGA professional staff member(s).

- Coaching sessions are delivered in accordance with PGA standards and best practices.

- Formal coaching may be pre-booked as a separate service or integrated into event activities where appropriate.

- The licensed coach is responsible for assessing skill levels, providing structured lessons, and managing participant progress.

- All formal coaching will follow the highest standards of safety, inclusivity, and child safeguarding.

4. Informal Guidance (Other Staff)

Other staff may provide basic golf guidance such as grip, stance, and swing demonstrations, helping participants use the launch monitor and equipment safely.

This informal coaching is delivered in a supportive, non-technical manner and is intended to enhance participant enjoyment, not to replace formal instruction.

Staff will always maintain appropriate boundaries and avoid offering technical advice beyond their competence.

5. Child Protection & Safeguarding

Both formal and informal coaching activities will follow Swing Events's Child Protection & Safeguarding Policy. Parents or guardians must be present during coaching interactions with minors. One-on-one coaching sessions will only be conducted by the PGA licensed professional and with a responsible adult nearby or consented. Staff working regularly with children will hold relevant DBS checks and safeguarding training.

6. Code of Conduct for All Coaching Staff

Be respectful, patient, and inclusive.

Avoid physical contact unless necessary for safety and always with consent.

Maintain professional boundaries and language at all times.

Refer participants to the licensed coach for any advanced instruction or questions outside their expertise.

7. Staff Training and Qualification

- Licensed PGA coaches will maintain their accreditation and continuous professional development.

- All staff receive induction training on customer service, health & safety, and safeguarding relevant to their role.

- Staff delivering informal coaching will operate within defined limits and escalate concerns to the licensed coach when necessary.

8. Inclusivity and Accessibility

- Coaching and training are adapted to participant needs, ensuring accessibility and enjoyment for all ages and abilities.

- Encouragement and positive reinforcement are priorities to build confidence.

9. Limitations

Only licensed PGA professionals provide formal golf instruction.

Informal coaching is not a substitute for professional lessons and is limited to basic guidance.

Staff must not make unqualified claims or undertake coaching beyond their certification.

10. Policy Review

This policy is reviewed annually or following any coaching-related incident, feedback, or operational changes.

Child Protection & Safeguarding Policy

1. Purpose

The purpose of this policy is to ensure that Swing Events promotes a safe, respectful, and protective environment for all children and young people who interact with our inflatable golf simulator. While we are not a childcare provider, we take our responsibility to act with care and professionalism seriously.

2. Scope

This policy applies to all staff, contractors, and representatives of Swing Events who are involved in the delivery, setup, or supervision of the inflatable golf simulator at any public or private event.

3. Our Commitment

We are committed to:

- Ensuring the safety and wellbeing of all children and young people.
- Always acting in a professional and respectful manner.
- Responding appropriately to any safeguarding concerns or disclosures.
- Operating in a way that reduces risks and promotes a safe experience for all users.

4. Staff Conduct

All staff and representatives must:

- Maintain appropriate professional boundaries.
- Never be alone with a child or young person.
- Avoid any unnecessary physical contact.
- Wear identifiable clothing or company branding while working.
- Report any safeguarding concerns or incidents to the Designated Safeguarding Lead (see section 7.)

5. Supervision

Swing Events does not accept responsibility for supervising children at any event. It is the responsibility of the parent, carer, or event organiser to always supervise children during use of the inflatable simulator. Staff will ensure the equipment is operated safely but will not assume supervisory or disciplinary roles over children.

6. Safe Use of Equipment

We take the following steps to ensure a safe environment:

- All equipment is checked before and after each event.
- Clear safety rules are explained to users before participation.
- The inflatable is always attended by a trained adult from our team.
- Access is restricted to appropriate age groups and numbers of users at a time.
- Unsafe or inappropriate behaviour will result in removal from the simulator area.

7. Responding to Concerns

If a child is seen to be at risk of harm, makes a disclosure, or if staff observe concerning behaviour, we will:

- Report the concern to the Designated Safeguarding Lead (DSL) immediately.
- Record details factually and securely.
- Contact emergency services if a child appears to be in immediate danger (Call 999.)

8. Staff Recruitment and Checks

All staff working at events involving children will undergo an enhanced DBS check (UK.) Staff are trained to understand the basics of child safeguarding and their responsibilities under this policy. This policy is shared with all employees and reviewed annually.

9. Photography and Social Media

We will never photograph, film, or share images of children without written permission from a parent or legal guardian. All approved content will be used respectfully and securely, in line with our Social Media & Content Use Policy

10. Review

This policy will be reviewed once per year or after any serious incident. Updates will reflect changes in legislation, industry standards, or company operations.

Contact:

Designated Safeguarding Lead (DSL):

Name: Stanley McGuinness

Phone: 07462676267

Email: swingevents@outlook.com

Venue & Event Management Policy

1. Purpose

The purpose of this policy is to ensure safe, professional, and efficient setup, operation, and breakdown of Swing Events' inflatable golf simulator at any event venue. It outlines our responsibilities, expectations for clients and hosts, and the procedures we follow to deliver a high-quality experience.

2. Scope

This policy applies to:

- All events attended or hosted by Swing Events.
- Any public, private, indoor, or outdoor venue where the simulator is hired.
- Clients, venue managers, and third-party event organisers involved in the hire.

3. Pre-Event Planning

3.1 Venue Requirements

Before confirming a booking, the client must ensure the venue:

- Has sufficient space for the simulator, including entry/exit clearance.
- Has a flat, clean surface (indoor flooring or outdoor grass/paving).
- Provides access to power (230V socket.) – no more than 40 meters from the socket.

- Is safe and accessible for setup and takedown.
- We will provide the exact footprint and space requirements upon booking confirmation.

3.2 Site Assessment

Where necessary, a pre-event site visit may be arranged to:

- Check access routes for equipment.
- Assess suitability of space and surface.
- Identify hazards (e.g. overhead obstacles, poor lighting, drainage issues.)

4. Setup and Operation

4.1 Arrival and Setup

Our team will arrive at least 60–90 minutes before the event start time. All equipment will be safely transported, installed, and tested. Safety barriers, signage, and electrical checks will be completed before use.

4.2 Operating Conditions

We will:

- Supervise the simulator at all times during operation.
- Monitor usage and enforce safety rules.
- Pause or suspend activity if weather or conditions become unsafe (e.g. high winds, rain for outdoor setups).

5. Client & Venue Responsibilities

Clients and/or venue managers must:

- Ensure clear access for unloading/loading equipment.
- Provide clean, safe space free of trip hazards or obstructions.
- Supervise children using the simulator (our staff do not assume childcare roles).
- Obtain any necessary permissions from the venue owner or landlord.

If outdoor:

- The client must ensure the ground is level and not waterlogged.
- Provide contingency plans (marquee or indoor backup) in case of poor weather, unless otherwise agreed.

6. Event Duration and Breakdown

We will be on-site for the agreed event duration. At the end of the event, all equipment will be dismantled, packed, and removed promptly. The area will be left clean and clear; any concerns with the venue will be reported immediately.

7. Safety & Compliance

- A full risk assessment is completed for each event.
- All equipment is inspected and tested before and after setup.
- Staff hold relevant health & safety and first aid training.

We hold valid Public Liability Insurance, and proof is available on request.

8. Cancellations & Access Issues

If access or space is found to be unsuitable on arrival, we may not be able to complete setup and no refund will be issued. Cancellations due to weather, access, or venue-related issues must follow our cancellation terms in the hire agreement. Please see our Terms and Conditions.

9. Policy Review

This policy is reviewed annually or following any major incident, venue dispute, or operational change.

Swing Events Marketing and Social Media Policy

1. Purpose

This policy outlines how Swing Events may collect, use, and share content and personal data for marketing and social media purposes. It ensures we operate respectfully, legally, and transparently when using images, videos, testimonials, or other content from events or interactions with clients, participants, and attendees.

2. Scope

This policy applies to all Swing Events staff, contractors, and representatives involved in:

- Content creation or collection at events.
- Marketing campaigns and promotions.
- Social media publishing.
- Email marketing and branded communication.
- Website content and external publications.

It also applies to all client-provided content and user-generated content (UGC) shared with Swing Events.

3. Consent Requirements

- Written Consent is required before using any identifiable images, video, or quotes of individuals in marketing or on social media.
- Consent must be documented using our Media Release Form, to be signed by the individual or, in the case of minors, by a parent or guardian.
- Participants have the right to withdraw consent at any time by emailing us at swingevents@outlook.com

4. Permitted Uses of Content (With Consent)

With valid consent, content may be used across:

- Social Media: Instagram, Facebook, TikTok, X (Twitter), LinkedIn, etc.
- Marketing Materials: Posters, flyers, brochures, email campaigns.
- Company Website: Image galleries, testimonials, blog posts, homepage features.
- Press and Media: Promotional articles, event coverage, news stories.
- Training and Internal Use: Demonstrations, staff development materials.
- Advertising: Event promotions, digital campaigns.

5. Prohibited Uses of Content

The following actions are strictly prohibited:

- Using content of individuals without clear, documented consent.
- Tagging personal accounts or sharing private identifiers without permission.
- Altering images or videos in a misleading or offensive way.
- Misrepresenting individuals or taking content out of context.
- Selling, licensing, or redistributing content to third parties.
- Using AI tools to generate or manipulate likenesses without explicit permission.

6. Digital Marketing Practices

Swing Events may engage in the following marketing practices with transparency and legal compliance:

- Email Marketing: With opt-in consent, we may send promotional emails and newsletters. Unsubscribe options are provided in every message.
- Analytics and Tracking: Website and social media analytics may be used to improve performance and content strategy. This does not involve personal profiling.
- Paid Advertising: Ads may include images or quotes from real clients only with prior consent.

7. Content Storage and Security

- All content is stored securely on password-protected devices or encrypted cloud storage.
- Access is restricted to authorised personnel involved in marketing, admin, or event delivery.
- Media and personal information will never be shared with third parties outside the scope of this policy.

8. Client Rights

Clients and participants have the right to:

- Withdraw consent for marketing or social media use at any time.
- Request the removal of published images or content involving them.
- Ask for a record of what content is held and how it's used.
- Refuse to participate in any media or marketing activity without affecting their experience.

To exercise these rights, contact us at swingevents@outlook.com

9. Copyright & Ownership

- All media captured by Swing Events staff during an event remains the property of the company unless otherwise agreed in writing.
- Clients who voluntarily share content (photos, videos, testimonials) grant Swing Events a non-exclusive, royalty-free license to use it for agreed promotional purposes.
- We will always credit individuals or organisations upon request.

10. Reporting and Concerns

If you have a concern, wish to withdraw consent, or request removal of content, please contact:

✉ swingevents@outlook.com

11. Acknowledgment

By participating in a Swing Events activity, completing a booking, or providing content, you acknowledge and accept this Marketing and Social Media Policy, unless a separate written agreement is made.

Insurance & Liability Disclosure

Effective Date: 25/06/2025

Business Name: Swing Events

Insured: Mr Stanley McGuinness

Trading Address: 1 Little Lane, Carlton, Wakefield, WF3 3RS

Contact: swingevents@outlook.com

1. Introduction

Swing Events is fully insured to operate inflatable golf simulator hire services throughout the UK. Our insurance policy is provided through Ark Insurance Group and underwritten by Faraday Underwriting Limited. This policy outlines what we are covered for, limitations, and your responsibilities as a client.

2. Insurance Coverage Overview

☑ Public Liability Insurance

- Limit of indemnity: £1,000,000
- Covers injury to third parties or damage to third-party property arising from the use of our golf simulator and related equipment during events.
- Coverage applies when Swing Events staff are in full attendance and supervising equipment use.
- Apparatus Covered: 1 unit categorised under "Other" (includes inflatable simulator, iPad, launch monitor, speaker, impact screen, generator, etc.)

☑ Products Liability Insurance

- Limit of indemnity: £1,000,000
- Covers injury or damage caused by equipment or materials provided during events.
- Applies to accidental incidents, not misuse, intoxicated users, or improper supervision by the hirer.

☑ Equipment Coverage

- Covers loss or damage to equipment (up to £5,000) caused by:
  - Fire, storm, theft (with visible forced entry), malicious damage, flood, and more
- Important Conditions:
  - Equipment must be securely stored in a locked, brick or stone building

- Must be inspected weekly with a log kept
- No coverage for items stored at licensed premises or without clear signs of break-in
- Must be secured during setup and supervised when in use

3. What is Not Covered

The following situations are excluded from insurance cover:

- Use of equipment by intoxicated individuals
- Unsupervised equipment use (equipment must be attended by a Swing Events team member at all times)
- Failure to install and secure the simulator as per manufacturer's guidelines
- Injuries where medical assistance was not sought within two hours
- Damage caused by guests who ignore usage rules (e.g. use in unsafe footwear if instructed otherwise)
- Use of the simulator at licensed premises not in a fenced, glass-free area
- Normal wear and tear, and any operation while deflated or in storage

4. Your Responsibilities as the Client

To help us keep your event safe and ensure coverage remains valid:

- Allow safe access and setup at your venue
- Ensure your guests follow safety instructions at all times
- Never allow guests to use the simulator unless a Swing Events team member is present
- Immediately report any incidents, injuries, or equipment damage
- Do not relocate or tamper with any part of the equipment once installed

5. Claims, Disputes, and Incident Reporting

In the event of a claimable incident:

- Notify Swing Events staff immediately
- We will document the situation and assist in reporting the matter to our insurer
- Delayed reporting or withholding information could invalidate cover

6. Policy Specifics

- Policy Provider: Ark Insurance Group

- Underwritten by: Faraday Underwriting Ltd
- Period of Cover: 25/06/2025 to 25/06/2026
- Premium Paid: £370.67 including IPT and admin fee
- Equipment Coverage Limit: £5,000
- Excess: £250 per applicable claim (except for public liability – nil excess)

7. Need More Information?

You can request a copy of our full insurance documents or policy wording by contacting us directly:

📧 Email: swingevents@outlook.com

Health and Safety Policy

1. Purpose

This policy outlines Swing Events' commitment to ensuring the health, safety, and welfare of all individuals involved with or affected by the operation of our inflatable golf simulator. Our goal is to prevent accidents, reduce risks, respond appropriately to incidents, and deliver a safe, enjoyable experience at every event.

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2. Scope

This policy applies to:

- Swing Events employees, contractors, and representatives.
- Event clients, attendees, and any individuals near the inflatable simulator.
- All public and private events where the simulator is in use.

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3. Our Commitments

We are committed to:

- Meeting all relevant UK health and safety legislation.
- Conducting risk assessments for each event or setup.
- Maintaining safe, clean, and fully functional equipment.
- Providing clear safety guidance to participants.
- Taking prompt action in response to any hazard, unsafe behaviour, or incident.
- Ensuring continuous improvement through monitoring and learning.

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4. Roles & Responsibilities

4.1 Swing Events

We will:

- Carry out regular safety checks and annual inspections of all equipment.
- Train staff in setup, supervision, emergency procedures, and first aid.
- Provide and maintain a stocked first aid kit at every event.
- Maintain full public liability insurance.

4.2 Staff

All staff are required to:

- Follow approved setup and takedown procedures.
- Supervise the simulator throughout its operation.
- Enforce safety rules and restrict access when needed.
- Report and record any incidents, injuries, or unsafe conditions.

4.3 Participants & Clients

Users and guests must:

- Follow instructions given by Swing Events staff.
- Supervise children at all times.
- Avoid using the simulator under the influence of alcohol or drugs.
- Refrain from bringing footwear, sharp objects, food, or drink into the simulator.

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5. Risk & Safety Management

5.1 Risk Assessment

Before each event, we assess:

- Ground surface and stability.
- Weather conditions.
- Nearby hazards and power sources.
- Safe procedures for setup, use, and takedown.

5.2 Equipment Safety

- Inflatables meet PIPA or equivalent UK safety standards.

- Electrical items are PAT tested annually.
- All equipment is cleaned and inspected before and after use.

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6. Weather Safety

For safety, the simulator will not operate during:

- Strong winds.
- Heavy rain or lightning.
- Extreme heat.

Swing Events reserves the right to delay, pause, or cancel operation in unsafe weather conditions.

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7. Emergency Procedures

In any emergency:

- The simulator will be shut down immediately.
- Emergency services will be contacted if required.
- The area will be made safe and secured.
- Incidents will be documented and reported to clients if relevant.

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8. First Aid

- At least one certified First Aider will be present on site.
- A fully stocked first aid kit will be available.
- Please notify staff of any allergies or medical concerns.

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9. Incident Management

9.1 What Constitutes an Incident

Incidents include:

- Injury to staff, clients, or members of the public.
- Equipment malfunction or failure.
- Health and safety breaches.
- Aggressive, disruptive, or intoxicated behaviour.
- Property damage during or due to event activity.
- Near misses or complaints from guests or venue staff.

9.2 Reporting Responsibilities

- Staff must immediately report all incidents to the on-site team leader.
- Serious incidents (e.g., injury or equipment failure) must be reported to company management (Stanley McGuinness) within 24 hours.
- Clients and venues are encouraged to report concerns to on-site staff or via email: swingevents@outlook.com

9.3 Incident Recording

All incidents are logged using a standard Incident Report Form, which includes:

- Date, time, and location.
- Names of individuals involved.
- Description of the event.
- Witness details (if applicable).
- Immediate actions taken.
- Follow-up actions or recommendations.
- Name of staff completing the report.

Reports are securely stored and retained for a minimum of 3 years.

9.4 Investigation Process

For serious or recurring incidents, a formal investigation will be conducted by management. This may involve:

- Interviews with staff or witnesses.
- Inspection of equipment or procedures.
- Reviewing previous reports and risk assessments.

Actions taken may include:

- Updating procedures or training.
- Revising risk assessments.
- Informing insurers (if necessary).
- Notifying clients of outcomes (within confidentiality limits).

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10. Confidentiality & Data Protection

All incident reports are treated confidentially and stored in line with the UK GDPR and our Privacy Policy. Personal data is only shared with authorised parties (e.g., insurers, regulators) when necessary.

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11. Continuous Improvement

We regularly review incident data to identify trends and enhance safety practices. Staff are encouraged to report concerns or near misses so that proactive improvements can be made before harm occurs.

Equipment Usage & Maintenance Policy

1. Purpose

This policy ensures the safe, responsible, and consistent use and care of all equipment used by Swing Events. It helps protect our assets, maintain a high-quality service for our clients, and reduce risks of damage or injury at events.

2. Scope

This policy applies to:

- All equipment used by Swing Events.
- All employees and contractors involved in transporting, setting up, operating, and packing away equipment.
- Clients and participants using the equipment during public or private events.

3. Equipment Covered

This policy applies to the following items:

- Inflatable golf simulator structure
- Impact screen
- Launch monitor
- iPad or tablet device
- Bluetooth speaker/audio system
- Generator and power cables
- Air blowers and extension leads
- Golf equipment (clubs, balls, putting mats)
- Tables and signage

- Safety netting, flooring, and barriers
- Any other items used in the standard setup or add-on features

4. Staff Responsibilities

All staff must:

- Follow setup and operating procedures for all equipment.
- Conduct visual checks before, during, and after each event.
- Report any faults or damage immediately.
- Handle, store, and clean equipment correctly.
- Record maintenance and inspections where required.

5. Maintenance Schedule

Equipment	Frequency	Task
Inflatable structure & impact screen	Before/after each event	Check for damage, clean, dry thoroughly
Launch monitor & iPad	Before each event	Charge, update, test connectivity
Generator & cables	Monthly / before each use	PAT tested, inspect fuel, check wiring
Golf equipment	Weekly	Clean, replace worn items
Tables, signage, barriers	Before each event	Check for stability and wear
Speaker/audio system	Before each event	Charge, test pairing & volume

6. Cleaning & Storage

Inflatables and impact screen: Cleaned and dried after use; stored in a dry, ventilated space.

Electronics: Charged, updated, and stored in padded cases when not in use.

Generator: Stored safely away from flammable materials, with fuel emptied if unused for long periods.

Golf accessories: Cleaned and checked regularly, packed securely to avoid damage.

7. Usage Rules (For Clients & Participants)

To protect equipment and ensure user safety:

- No food, drink, or sharp objects are allowed near or inside the simulator. There will be a table outside of the inflatable golf simulator to leave food and drinks.
- Golf clubs and balls must only be used with supervision and within the simulator area.

- Children must be always supervised.
- Any misuse or damage caused intentionally may result in liability for repair or replacement.

8. Fault Reporting & Repairs

All faults or damage must be reported immediately to staff on-site. Faulty equipment is withdrawn from use until repaired or replaced. Repairs are logged and performed by trained staff or certified technicians.

9. Emergency & Incident Response

In the event of an equipment malfunction or injury, use of the simulator will be paused immediately. The area will be made safe, and emergency services contacted if required. All incidents are logged and reviewed to prevent recurrence

10. Review

This policy will be reviewed annually or after any serious incident or operational change.

Swing Events Environmental Policy

1. Purpose

Swing Events is committed to operating in an environmentally responsible manner. As a small business, we recognise the impact our day-to-day choices can have and aim to reduce our environmental footprint through simple, sustainable practices.

2. Our Commitment

We aim to:

- Minimise waste.
- Travel efficiently.
- Choose sustainable materials where possible.
- Educate and encourage environmentally friendly behaviour during our events and sessions.

3. Practical Actions We Take

3.1 Travel

As a small team of two, we car-share to all sessions and events to minimise carbon emissions and we plan routes efficiently to reduce unnecessary travel.

3.2 Waste Reduction

We avoid using single-use plastics at our sessions (e.g., plastic water bottles or packaging.)

We bring reusable water bottles, clipboards, and equipment.

3.3 Paper and Printing

We minimise printed materials, using digital tools for registration, communication, and planning. Any printing is done double-sided and only when necessary.

3.4 Sustainable Equipment

We take care of our equipment to extend its life and avoid unnecessary replacements. When buying new items (e.g., golf balls), we look for durable and eco-conscious options.

3.5 Promoting Awareness

We include small reminders in our sessions (where appropriate) to promote respect for outdoor spaces (e.g., don't litter, respect nature).

4. Review and Improvement

This policy will be reviewed annually to ensure it reflects our practices and any improvements we can make as we grow.

5. Responsibility

Environmental responsibility is shared equally by both employees. We lead by example and aim to inspire positive habits among the young people and communities we work with.

Employee Code of Conduct

At Swing Events, professionalism, safety, and respect are at the heart of everything we do.

We're proud of the service we deliver and the way our team represents us across the United Kingdom. Our Code of Conduct sets out the standards we expect from all employees, contractors, and representatives while working at events or on behalf of the company.

What We Expect from Our Team

Professional Behaviour

Our staff are committed to providing a fun, friendly and respectful experience at every event. That means:

- Always arriving on time and well-presented.
- Communicating clearly and politely with guests and clients.
- Staying calm and courteous, even in busy or challenging environments.

- Representing the Swing Events brand with pride and professionalism.

Health & Safety First

Safety is a shared responsibility. Our team members:

- Follow all setup and takedown procedures.
- Handle equipment with care and attention.
- Report any hazards, faults or accidents immediately.
- Ensure all guests interact with the simulator safely and responsibly.

Responsible Use of Equipment

We take great care of our equipment—and expect our team to do the same. That includes:

- Launch monitors, iPads, impact screens, speakers, generators, and tables.
- Keeping everything clean, secure, and in working order.
- Reporting any damage or technical issues right away.

Positive Guest Interaction

We love creating memorable experiences for our guests. Our staff:

- Engage positively with people of all ages and abilities.
- Offer guidance and help with the simulator and activities.
- Maintain boundaries, especially when working around children or families.
- Never use alcohol or drugs while on duty.

Privacy and Respect

- We never share client or guest information without permission.
- We follow strict data protection and safeguarding policies.
- Our team does not post about clients or events on personal social media unless authorised.

A Safe, Friendly Environment for Everyone

We hold our team to high standards because our clients deserve the best. Any behaviour that falls short—such as disrespect, negligence, or unsafe practices—can result in staff being removed from events or their role.

Our Promise

By upholding this Code of Conduct, our team ensures every Swing Events experience is safe, fun, and professionally delivered. Whether you're hiring us for a corporate event, private party, or public activation, you can trust that you're in good hands.