

## **BARGOED TOWN CENTRE MANAGEMENT GROUP – 19TH MAY 2010**

**SUBJECT: BARGOED BIG SCREEN AND BARGOED SPRING FAYRE**

**REPORT BY: DIRECTOR OF THE ENVIRONMENT**

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### **1. THE PRINCESS AND THE FROG**

Hanbury Road Car Park – 9th April 2010

### **2. CHOICE OF FILM**

A class 'U' film, targeted towards young children and families.

*The Princess and the Frog* is a 2009 American animated family film loosely based on E. D. Baker's novel *The Frog Princess*, which was in turn inspired by the Grimm brothers' fairy tale "The Frog Prince" (<http://en.wikipedia.org>).

Film was advertised for 19:30, there was a slight delay due to the good weather; it actually got darker later than originally thought. It was a cold evening and 8.00 pm start is slightly too late for the younger audience.

### **3. CINEMA SET UP**

The middle section of Hanbury Road Car Park was used as the event site. Total set up time for the whole cinema is around four hours and it was essential to block off the middle section of the car park so that the construction and set of the cinema area could take place on Friday afternoon. The distance required from projection unit to screen is usually between 80 and 130 feet, the total size of cinema screen is 35ft wide and 15 ft high.

### **4. PARKING & PROVISION**

All communications with car park manager went well. Commuters use the northern section of the car park with the southern section used by general visitors. 45 bays were kept free in the southern end of car park with about 3 disabled bays and 20 free spaces including two disabled bays on the northern end of the car park. Plenty of spaces were also available at the other car parks in Bargoed. The old Rugby Club car park was used as the main event car park with spaces also available at St Gwladys & Emporium car parks.

### **5. SAFETY AND SECURITY**

There were no major security concerns during the evening. In response to previous events, early police consultation was sought & a security plan was agreed. Liaison with Local Community Wardens was also sought and a brief was provided.

The site was an alcohol free zone and there were security checks on main entrance.

Four security guards were hired for the evening, two were located on the main entrance, one on west section and one used as a floater.

A CCTV van and community wardens were present.

Two members of St Johns were also present at the event.

## **6. EVENT SITE**

60 crowd barriers were erected around the site, one entrance/exit was used so that we had complete control over how the public entered the site.

Clicker count - 568

Estimate attendance – 700/800

On-site clicker was 568 but the volunteer stewards said that the attendance was more than previous events.

The town centre footfall summary figures show an increase in pedestrian flow from the previous week of 7% in Bargoed South (next to CCBC Cash Office) and a 234% increase in Bargoed North (Peacocks).

## **7. PUBLICITY**

- Two banners were produced and displayed in Bargoed town centre and on the fence next to the traffic lights at Lewis Boys School
- A2 (20), A3 posters (100) and A5 (3,000) flyers printed and distributed around Greater Bargoed at shops, post offices, council buildings & takeaways etc.
- Newslines (council newsletter distributed to over 70,000 households)
- T-Events (councils internal & external event list)
- CCBC internal & external website
- CCBC plasma screens – used at various buildings throughout the borough including The Glass Restaurant (Ty Penallta canteen)
- CCBC Communications Unit web advertising
- Listing on various free websites
- Voice FM radio promotion
- Rhymney Valley Express – page 3 article / 3 press releases / 3 listings in what's on section
- Campaign Series newspaper & Campaign online
- [www.openaircinema.com](http://www.openaircinema.com)
- Press Release sent out to all local media contacts
- Caerphilly Visitor Centre, posters & leaflets displayed

## **8. CATERING**

Two catering vans used on the evening. Classic Caterers sold burgers, chips and soft drinks and Sue East sold popcorn & sweets. Well received by visitors.

## **9. CLEANSING**

Toilets - One disabled and two regular toilets were hired for the event, these were used throughout the evening.

Bins - cleansing provided seven bins for the event. Very impressed as they collected the waste on Saturday morning, the site was clean and no waste left over.

## **10. SUMMARY**

- Children's Film
- Good attendance
- Reviewed security arrangements
- Positive police liaison
- Parking available for day visitors
- Parking available for event
- Good weather
- Catering busy throughout evening
- Cinema area sectioned off
- No interruptions during show
- Car park clean after event

## **11. BARGOED SPRING FAYRE 2010**

Date: Saturday 27 March 2010  
Location: Emporium Car Park, Bargoed  
Time: 10am - 4pm

## **12. MARQUEE**

9m x 24m marquee hired from Marquee and Furniture Co.

## **13. STALLS**

13 Stalls attended the event ranging from jewellery, craft, greeting cards, food & books sellers. The Mayors Appeal also attended the event selling tea, coffee and other refreshments. There was also a raffle and other fundraising activities. We also gave away Easter Eggs to the first 100 children that attended the event.

## **14. ENTERTAINMENT**

Activities included face painters, ceramic demonstrations and workshops, Punch and Judy and balloon modelling. The Circus Funksters also attended and entertained throughout the day with stilt walkers, magic shows and circus workshops. The stilt walkers also walked around Bargoed town centre inviting the public to the event. Phil Dando Jazz Band also played four 30 minute slots throughout the day.

## **15. MARKETING**

Posters & leaflets were distributed through the Greater Bargoed area, the CCBC print room also distributed to schools, libraries & offices. Large banners were located on Cardiff Road/Hanbury Road & Angel Way Roundabout, smaller banners were also displayed at the Emporium Car Park prior to the event.

Flyers were also handed out during the day by the circus entertainers, press releases in the local press, and website publicity and e-marketing on CCBC and external sites.

## **16. BARGOED FOOTFALL**

Comparing the weekly footfall summary for Bargoed on Saturday 27th March; There was a 20.9% increase in daily visitors from the previous week (20/03/2010). There was a 10.5% increase in the number of daily visitors from this time last year (28/03/2009).

## **17. BUDGET**

£6,000 was allocated for the Bargoed Spring Fayre 2010, the total amount spent for this year was just under £4,000. If the same amount was allocated next year then I would suggest having another marquee similar to the Christmas event.

## **18. IMPROVEMENTS**

- Stalls-more spring style stall holders. Flower stalls, Easter gift stalls etc
- More children's activities, entertainment and workshops, do we need a live jazz band or could this money be spent on other activities?
- Cllr D Price suggested having another marquee just for children's activities etc this obviously depends on budget allocated for Spring Fayre 2011

Author: Rhys Hughes, Events Officer (Bargoed)