

BARGOED TOWN CENTRE MANAGEMENT GROUP – 30TH SEPTEMBER 2010

SUBJECT: BARGOED BIG SCREEN

REPORT BY: GREATER BARGOED EVENTS OFFICER

1. BARGOED BIG SCREEN 2010 – SHREK 4 FOREVER AFTER

Hanbury Road Car Park
Friday 3rd September 2010

I would like to thank all that made this event possible. The volunteers that helped throughout the evening and to our Communities First team that supported the event.

2. CHOICE OF FILM

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

Shrek Forever After, taglined as ***Shrek: The Final Chapter*** is a 2010 animated comedy fantasy-family film, and it is the fourth and final installment in the *Shrek* film series. The film is produced by Dreamworks Animation and is distributed by Paramount Pictures. It was released in UK cinemas on 2 July 2010.

Source (http://en.wikipedia.org/wiki/Shrek_Forever_After)

3. CINEMA SET UP

Two stewards were hired from 7.00 am-7.00 pm to make sure the 'cinema section' of the car park was clear for set up.

The middle section of Hanbury Road Car Park was closed, cars were allowed to park at the south and north sections of the car park, we applied this just so it would be convenient for businesses. The stewards also guided other car users to the other car parks in Bargoed. Total set up time 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. CAR PARK

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 issues during the evening.

70 crowd barriers were erected around the site, one entrance/exit was used so that we had control over where the traffic entered and exited the site.

The police were happy with the April event as there were no major security issues, the same measures were carried for the September event. The site was an alcohol free zone and there were security checks on main entrance. Signs were erected around the event site, and also close to the event site, as visitors needed to be aware of the rule. This message was also advertised on various publications prior to the event.

Two security guards were hired for the evening, two were located on the main entrance. In the April showing, four security were hired – this was not needed as I was happy with the security procedures in the previous event.

A CCTV van and three community wardens were present.

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

6. ATTENDANCE

On-site clicker was 1,208 but the volunteer stewards said that the attendance was possibly more. It was difficult to decide if this was the correct figure as people were free to enter and exit the site.

The town centre footfall weekly summary figures show an increase of;

25% - Bargoed South

11% - Bargoed North

These are based on clickers located on Bargoed High Street.

7. PUBLICITY

Two banners were produced and displayed in Bargoed town centre. A3 posters and A5 flyers printed and distributed within the Greater Bargoed area. We also used our internal communications unit also used for web advertising and I also used basic online promotions. Press releases were also issued in the Rhymney Valley Express, the Campaign and South Wales Echo. Various websites were also used such as caerphilly.gov.uk, greaterbargoed.org.uk, caerphillyobserver.co.uk.

8. CATERING

Two catering vans were used, one selling burgers, chips and soft drinks and the another selling popcorn, toffee apples, candy floss & sweets. There was also a third concession selling lights etc. We charged concessions 10%.

9. CLEANSING

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

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

10. ISSUES

- Railings on east side of site – used by youths congregating. Used various signs to highlight the danger but need to fence off with stewards located in this section
- Groups of teenagers 'hanging around'
- Youngsters talking not interested in the film making noise distracting others
- No light - street lighting in the cinema area was turned off as complete darkness was needed to show film. Stewards used torches during the evening
- No lights in toilets
- A lot of children under 16 without adults

11. FUTURE OPTIONS

Hanbury Road Car Park is an ideal venue for an outdoor cinema event but due to the construction of the Chapel, Hanbury Road Car Park will be unavailable for an event for at least 12 months. This will effect where we hold the Bargoed Big Screen, other possible venues include;

- **Heol Ddu Gravel**
 - A good venue
 - Possible problems with high winds
 - Away from town centre
- **Heolddu Comprehenisve School**
 - A smaller venue
 - Security of school
 - The car park is used for leisure centre & night classes
 - Away from town centre
- **Bargoed Train Station Park & Ride**
 - Close to town centre
 - Small venue but could be suitable
 - Busy road next to car park
 - Safety of visitors crossing
- **Heolddu Park**
 - Large venue
 - Crowd control problems due to an open park
 - Possible problems with high winds
 - No street lighting
 - Away from town centre
- **Bargoed High Street**
 - Potentially a great venue
 - Road closure needed
 - Logistical challenges
 - Noise from cinema effecting residents
 - Cleansing issues
- **Lewis School**
 - Large venue
 - Security of school
 - Good transport links
 - Away from town centre

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