

## **Civic Bonfire Event, Sanders Park 2009 and 2010**

### **History**

The Bonfire event took place on Saturday 7<sup>th</sup> November 2009 from 5 – 9.30pm in Sanders Park, Bromsgrove Town Centre.

This was the third consecutive year the bonfire event was a paid public event.

Prior to 2007 the Bonfire event had been a free public event.

### **Aims and Objectives of the Bonfire event**

#### **The main aims of the bonfire event is –**

- . To provide the general public with an accessible, family orientated, quality and safe bonfire event
- . To provide a bonfire event that represents value for money to the residents and visitors of Bromsgrove district

#### **The main objectives to achieving a successful Bonfire event are –**

- . To implement a successful marketing strategy
- . To successfully work with internal and external partners and contractors to deliver the bonfire event
- . To manage the level of expenditure within agreed budgets and increase the level of income through the sale of tickets, revenue from the fair and any potential sponsorship monies

### **2009 Overview**

#### **Bonfire Marketing Strategy**

The marketing strategy for the Bonfire event commenced in September 2009 and concentrated on –

- . Announcing to the press and the public that Primrose Hospice were our new partner for the 2009 Bonfire event
- . Production of the Bonfire tickets – children, adults and family

- . Bromsgrove high street market stand to pre - sell Bonfire tickets throughout October and early November, including a Halloween event
- . Production of posters for community and public spaces including the new town centre bus shelters
- . Production of the refuse collection vehicles agrippa advertisements
- . Production of the advertisements for the local newspapers
- . Production of regular press releases from September onwards up to the Bonfire event

The 2009 event compared to the 2008 saw a significant increase in the sale of tickets to the public. In 2009 the attendance was in the region of 6000 people compared to 2750 people in 2008.

In part this was due to better weather. In addition to this, the greatest contributing factor to the success of an increase in the public attending the 2009 Bonfire event was the pre-sale of tickets to the public and the draw of having a 'Take That Tribute Band'.

### **Bonfire Infrastructure**

The Bonfire infrastructure for the 2009 Bonfire event capitalised on the professional work undertaken to deliver the 2007 and 2008 Bonfire events. The main internal and external partners and contractors involved in the 2009 Bonfire event were –

- . **The Police**
- . **St John Ambulance**
- . **Wavelength Stage and Events**
- . **LMS Events**
- . **Pains Fireworks**
- . **Primrose Hospice**
- . **Street Scene and Waste Management Staff**

The 2009 Bonfire event ran successfully as an accessible, family orientated, quality and safe event.

### **Plans for 2010**

In November 2009 council officers and external partners held a debrief meeting regarding the success of the bonfire and to determine the councils plan for the 2010 Bonfire event.

The following were the outcomes and recommendations of the debrief meeting –

## **Marketing and Pre Sales**

It was agreed the following marketing initiatives were a success and should continue next year:

- Banners on the refuse trucks
- Large A0 posters in the bus shelters
- Posters displayed in: Primrose Hospice Shops, Customer Service Centre, Town Centre notice boards (Rubery and Bromsgrove) Newspaper adverts and press releases, banners in town centre, Website, Connect, Schools, What's on Worcestershire link, Parish Council notice Boards
- To secure an 'X Factor' quality entertainer as a draw to more of the public attending the event

It was highlighted that additional advertising next year should be

- Banner on the fencing/infrastructure around event at Sanders Park – both Council banner and Primrose banner
- Primrose to use contacts such as Becketts Farm and distribute posters.

## **Set Up and Implementation**

- Moving appropriate rides to the back of the car park has helped reduce large crowds of youths close to the main entrance point and has given a better overall feel to the fair
- Installing the fair and the infrastructure, including building the bonfire before the day of the event helped with the smooth running and efficiency of the event
- Main entrance point to have better visual impact – ie: a selection of upmarket fair stalls/entertainment etc...on show as people enter the event
- Look at bridges and decide whether more or larger bridges are required for next year if considerably more public attend

## **Event Delivery**

- The event was a great success this year and the bonfire, fireworks and entertainment worked well
- Bonfire size will need to be looked at next year for size/location/barriers in terms of Health and Safety
- Firework fallout zone entrances to be manned and closed at least 30 minutes pre-firework display, enabling public to get to other entrance in time – signage needs to be placed at these locations in advance of the event stipulating times

- Fireworks and Bonfire set off times to be looked at for next year, bringing them forward slightly so that the event is not too late for families with small children
- Review prices for 2010
- Identify income potential from food and drink stalls/supplies and perhaps reduce Tommy Wilsons input to fair rides only
- Main exit not to be opened until the firework display has finished, this will stop public entering the event FOC

## **Post Event**

- Control Room staffing issues were raised. Appropriate authorised staff only to enter control room – passes to be produced and issues next year
- One of the entrances/exits to be closed for 2010
- BDC staff to be considered for supplying tickets to LMS staff at each pay point and monitoring these points for the duration of the event
- Park to be closed at 3pm before event start. BDC staff to manage pre-event sales before 5pm at pay points
- St Johns Ambulance and other fair vehicles to re-enter through back of park should it be necessary to leave at any time
- Free passes to be managed appropriately before the event
- Drop kerb at main entrance/pay point 1 if in same location next year for buggies and wheelchairs
- Get schools involved with Guy Fawkes next year – perhaps have a competition for best Guy (which will sit at top, and other's sit around bottom?) Could use recycling scheme around this and get pupils to produced recycled guys