

**BRISTOL CITY COUNCIL**

**DOWNS COMMITTEE**

**14 April 2014**

**Report of:** Service Director of Communication and Marketing

**Title:** Delegated and Upcoming Events Proposed on The Downs

**Ward:** Stoke Bishop / Clifton / Westbury on Trym

**Officer Presenting Report:** Peter Watts, Festivals and Events Officer  
(Site Licensing)

**Contact Telephone Number:** 0117 922 3466

**RECOMMENDATION**

That the events and filming activity that has taken place on The Downs under delegated powers be noted.

That the proposed future events to take place on The Downs between Committee meetings be noted.

**Summary**

This is a report of the Events and Filming activity that has taken place under the Delegated Powers of the Downs Committee, as authorised by the Film Office and Site Permissions team. It also presents an outline of the minor events proposed to take place between Committee meetings. The report is intended to update the Committee and provide an opportunity to raise any issues concerning events on The Downs.

**The significant issues in the report are:**

- a) Filming activity that has already taken place under Delegated Powers since the last Downs Committee Meeting (Paragraph 7).
- b) Events activity that has already taken place under Delegated Powers since the last Downs Committee Meeting (Paragraph 8).
- c) Proposed future events that will take place under Delegated Powers between Committee Meetings (Paragraph 9).
- d) A proposed review of existing policy for outdoor event activity

## Policy

1. All events that take place on The Downs have to adhere to the 'Policy for events on The Downs'.

## Consultation

### 2. Internal

Robert Westlake – Downs Ranger

Peter Malarby – Legal Services

Tony Whitlock - Resources

### 3. External

Not applicable

## Context

4. The following filming activity has already taken place under Delegated Powers between Downs Committee meetings and is presented for the information of the Downs Committee.
5. The following events have already taken place under Delegated Powers between Downs Committee meetings and are presented for the information of the Downs Committee.
6. The following events are proposed to take place under Delegated Powers.

## Proposal

7. Filming that has taken place during 2013- 14

| <b>THE DOWNS</b>                     |                               | <b>2013-14 FILMING</b>           |
|--------------------------------------|-------------------------------|----------------------------------|
| <b>Production Title</b>              | <b>Production Company</b>     | <b>Inward Investment per day</b> |
| UWE - My Bristol Videos              | Three Tree Productions        | 500                              |
| Photo Plus issue 78                  | Future Publishing PLC         | 500                              |
| Legal & General Car Insurance Stills | Skinny Dip Productions        | 500                              |
| Andy's Dinosaur Adventures           | BBC                           | 3500                             |
| Student Music Video                  | City of Bristol College       | 500                              |
| Escape to the Country                | Boundless Productions         | 3500                             |
| See Hear 38                          | BBC                           | 500                              |
| Festival Style                       | Lucky Day Productions Limited | 500                              |
| World of Illusion                    | SGS College Wise              | 500                              |

|  | Campus Media              |               |
|--|---------------------------|---------------|
| French Collection                      | Reef TV                   | 3500          |
| Heir Hunters                           | Flame Television          | 3500          |
| The Lost Honour                        | Carnival Productions      | 18000         |
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| See Hear 39                            | BBC                       | 500           |
| Above and Beyond Fundraising Video     | Denhams                   | 500           |
| Eco City                               | KBNe-UK & JIBS, S. Korea  | 10000         |
| Blinging Up Baby                       | Alaska TV                 | 3500          |
| Marionettes film-A Tale in Three Parts | UWE                       | 500           |
| Sport Relief                           | BBC                       | 3500          |
| Gromit Unleashed                       | Icon                      | 3500          |
| Earth Unplugged                        | BBC                       | 22000         |
| Unknown Heart                          | Unknown Heart productions | 10000         |
| BeJess Promo                           | UWE                       | 500           |
| The Lost Honour                        | ITV                       | 22000         |
| Photo Plus 83                          | Future Publishing PLC     | 500           |
| Confused.com                           | Confused.com              | 12000         |
| Secrets of Bones                       | BBC                       | 3500          |
| UWE Brand Video                        | UWE                       | 500           |
| Johnsons Apparel Master World Cup VT   | Johnsons                  | 1000          |
| The Mimic                              | Channel 4                 | 10000         |
| Sport Relief                           | Tesco's                   | 500           |
| <b>TOTAL FEES</b>                      | <b>972.50</b>             | <b>158000</b> |

8. Events that have taken place since previous report (January 2014)

| Organisation           | Event title and description | Any road closures or restrictions? | Dates and times of event  | Gross Site Fee |
|------------------------|-----------------------------|------------------------------------|---------------------------|----------------|
| University RAG event   | Charity Bed Push            | NO                                 | 15 <sup>th</sup> February | £100           |
| World Challenge Abseil | Charity Abseil              | NO                                 | March 23 <sup>rd</sup>    | £100           |

## 9. Proposed future events under delegated powers -2014

| <b>Event title and description</b>                 | <b>Dates and times of event</b>                                    |
|--|--|
| University RAG event                               | February 15 <sup>th</sup>  |
| World Challenge Abseil                             | 23 <sup>rd</sup> March / 27 <sup>th</sup> April                    |
| Ashton Park School Abseil                          | April 6 <sup>th</sup>  |
| West of England MS Therapy centre Abseil           | April 25 <sup>th</sup>   |
| Brandon Trust Abseil                               | May 18 <sup>th</sup>   |
| Mellors - Funderworld – Touring Fun Fair           | Mid May – Early June   |
| KPMG Abseil  | May 23 <sup>rd</sup>   |
| Rotary Abseil                                      | May 31 <sup>st</sup>   |
| Penny Brohn Cancer Care                            | June 7 <sup>th</sup> / July 13 <sup>th</sup> / Dec 7 <sup>th</sup> |
| Ashton Park School Abseil                          | June 15 <sup>th</sup>  |
| Race for Life –Cancer Research UK Charity Fun Run. | 6 <sup>th</sup> – 7 <sup>th</sup> July                             |
| Downs Outreach Day                                 | July 12 <sup>th</sup>  |
| Ashton Park Charity Abseil                         | June 15 <sup>th</sup>  |
| Subway 5k –Charity Fun Run                         | August 24 <sup>th</sup>  |
| Agricultural Fair                                  | September 6 <sup>th</sup>  |
| Fire fighters Charity Abseil                       | September 13 <sup>th</sup>   |
| Run for the Future                                 | September 14 <sup>th</sup>   |
| Circus on the Downs                                | Sept / Oct TBC   |

## 10. Race for Life

At the January Committee meeting further info regarding the Race for Life plans for 2014 was requested. Appendix 1 includes a special report created by Cancer Research UK briefing the committee on this years event. This report was brought to the Committee in 2013 and since that time the team have met with Site Permissions and Estates to check we are happy with developments.

## **Legal and Resource Implications**

### **Legal**

The Clifton and Durdham Downs (Bristol) Act 1861 provides that The Downs should remain as a place for the public resort and recreation of the citizens and inhabitants of Bristol, and that a committee should be appointed to manage them. The recommendation contained in this report is within the powers conferred by this statute.

### **Financial**

#### **(a) Revenue**

Site Fees are based on the schedule of charges 2013-14

Income since last report under Delegated Powers :

Gross Year End Figures to date (subject to final fee discussions)

|                     |                 |
|---------------------|-----------------|
| Film Office         | £972.50         |
| Events already held | £62,610 (Gross) |

Year end (March 2014) Forecast    £63,000

#### **(b) Capital**

None

**(Financial advice provided by *Tony Whitlock, Principal Accountant*)**

### **Land**

The land is under the control of the Downs Committee.

### **Personnel**

Not applicable

**(Personnel advice provided by n/a)**

## **Appendices:**

Appendix 1 **Report of Cancer Research UK – Race for Life**

LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

**Background Papers:** None



**Bristol Race for Life 2014**  
**Report for Peter Watts for Downs Committee Meeting**

**Proposed 2014 Dates./ Times:**

- Saturday 5<sup>th</sup> July:            10am: Race 10k  
    2pm: Race for Life (5k) with Obstacles
- Sunday 6<sup>th</sup> July:            11am: Race for Life (5k)

**Build / Break Down Schedule**

- Arrive on Friday 4<sup>th</sup> July to do provisional build (*all roads are kept open*)
- Sat 5<sup>th</sup> July:            Arrive at approx 5am to complete event build.  
    Back off the Downs site at approx. 9.30pm (*overnight security remains*)
- Sun 6<sup>th</sup> July:            Approx 6am arrival to do 'build' for Sunday event.  
    All contractors etc off site by approx 6pm.

**Event History**

Race for Life started in Bristol in 1996, and has been going strong ever since. It started with one 5k event on the Sunday and has grown to 2x 5k events and 1x 10k. Cancer Research UK spent almost £1 million last year in Bristol on some of the UK's leading scientific and clinical research. Just Bristol Race for Life alone Raised around £500,000 this year which pays for half of the research that we do in Bristol and funds our researchers at the University of Bristol who are looking into different aspects of bowel cancer including new ways to both prevent and treat the disease in future

**Race for Life with Obstacles**

In 2014 we would like to introduce an additional Race 5k event (*a women only walk, jog or run with Obstacles*)

The Race 5k with Obstacles will be introduced to give participants who want more of a 'challenge' a viable option and anyone over the age of 13 can take part, we held 4 of these events in other parts of the country this year and they were a big success.

- This event will have no more impact than a normal Race for Life event
- No existing venue infrastructure used or damaged
- No digging or permanent building required
- All infrastructure installed in the venue, and removed within a few hours
- Mud brought in, contained during event and pumped out after
- All 4 trial venues happy for the event to return in 2014
- Venues included Finsbury Park, and a large National Trust property

**Example Obstacles:**

|                     |   |          |
|---------------------|---|----------|
| • Mud pit           | Mud brought in and mixed with water (from a bowser), contained in a pit made from tarpaulin and haybales. Pumped out and removed after event. | 6m x 4m  |
| Climbing Frame      | Aluminium truss structure, pegged into the ground. Similar impact as a start gantry.  | 6m x 4m  |
| Tunnel's            | Strong plastic tunnels, laid out on flat ground and pegged down to secure them.   | 4m x 4m  |
| Scramble net crawl  | Cargo net pegged down to the grass, participants crawl underneath. Tarpaulin underneath the net to protect grass.                             | 4m x 4m  |
| Inflatable obstacle | Inflatable obstacle, pegged down into grass and operated by qualified supplier. Similar impact as a bouncy castle.                            | 15m x 7m |

Significantly for the Charity, both Race 10k participants and the new 5K participants raise considerably more 'per head' than their normal Race for Life counterparts. On average participants raise an additional £10 per head compared to Race 5k. thus illustrating what an important income stream they are for Cancer Research UK, and how it is imperative for the Charity that we are able to provide this event for our participants.

Having the three events also reduces the impact in the surrounding area in terms of parking as it effectively 'spreads the load' of participant

**Impact on The Downs/ surrounding community:**

Over the 18 years the event has been running on the downs, we have looked at various ways to reduce the impact on the surrounding community.

**For example:**

Road Closures

- The road closures have decreased, Road Closures in 2011 were decreased from previous years ( - In 2010 both Rockleaze & Saville Rd were more affected, but both of these were kept open in 2011
- A diversion route is in place so that people are still able to access Stoke Bishop, Sneyd Park and other areas, even if they cannot drive along Stoke road
- All road closures are required to ensure the H&S of the participants. We prefer not to close roads wherever possible as this causes local disruption, and at a bottom level costs the charity money to manage on the day.
- Road closures planned for 2014:



- Ladies Mile 05:00 on Saturday 5<sup>th</sup> July to 1600 on Sunday 6<sup>th</sup> July.
- Stoke Road 0800 to 1800 on Saturday 5<sup>th</sup> July and 08:00 to 15:00 on Sunday 6<sup>th</sup> July
- Circular Road 0800 to 1800 on Saturday 5<sup>th</sup> July and 08:00 to 15:00 on Sunday 6<sup>th</sup> July
- Fountain Hill 0800 to 1800 on Saturday 5<sup>th</sup> July and 08:00 to 15:00 on Sunday 6<sup>th</sup> July

### **Parking**

Although we have looked to provide parking in the past it is felt that it would be too dangerous and cause more traffic congestion than if were not to offer any. We do not have enough space on the Downs for all participants to park and therefore we **DO NOT** offer parking on The Downs.

In 2012 we received feedback with regards to cars parking on the triangle near the water tower, therefore in 2013 we paid for an additional steward to oversee the area at the end of Stoke Road and taped this off to ensure there were no cars parking on this space, which was a success, and solved this issue.

In 2013 we received feedback that there were cars parked just off Westbury road on the grass, this is not an area that we use for the event, but to ensure that this does not happen next year we will put the following measures in place.

- We will pay for an additional 2x stewards to oversee this area and deter people from parking
- Include messaging on the Bristol Race for Life web page to instruct participants not to park on the grass on The Downs, and to re-iterate that there is no official parking available for this event. Participants are advised to car share, and use public transport, and details of the Clifton Down train station and any surrounding car parks are also detailed on the page.
- A number of signs will be produced which asks people not to park on the grass for Race for Life, and will be put in position on the morning of the event.
- Any pre-event communication that goes out on the radio or in the newspaper about the event will include information on where to park and asking people not to park on the grass.

### **On the Day Activity (OTDA) & Event Day Format**

- In real terms the format of the day has not changed at all in many years. Participants generally arrive approx. 1 hour before the event. Heart provide commentary from this point, we have a few guest speakers, the Event Manager's speech & an aerobic warm up, but that's just about it. Race for Life is **NOT** an entertainment event, but is a Charity fundraising event, and anything that happens on stage is to further push home the importance of sending in sponsorship.
- No new additions or change in the event 'make-up' are planned for 2014.
- Equipment has stayed relatively the same:
  - A stage
  - Start/Finish Gantries (*2 req'd at Bristol due to size of event*)
  - Crowd Barriers and Stake & Tape



- Event Control Marquees
  - Toilets (*at an agreed national ratio of 1 toilet per 120 participants*)
  - Catering (*a service for our participants, but also an additional income stream for the charity*)
  - ‘Newer’ additions: Screen (*see below*), OTDA marquees, Megasol (*1 day only in 2011*)
- Bristol is the biggest Race for Life in the South West and accordingly it is recognised as being one of the best ways to engage with a large number of our supporters. Accordingly we have a few additional ‘extras’:
    - Large Screen: This allows us to play additional key messages to our supporters. This has proven to be an extremely effective way of engaging our supporters and communicating the work of Cancer Research UK.
    - Due to Bristol R4L being a ‘key’ event in the South West a number of our national sponsors want to attend, so we allow space for them accordingly e.g. Tesco
  - Cost Ratios – We consistently try to keep our cost ratios as low as possible, so we do not have equipment on site that we do not require. Any equipment on site is essential for the safe delivery of the event, or to serve a specific purpose to raise awareness of the Charity’s work (i.e. the screen) & help raise increased sponsorship returns.
  - On The Day Activity (OTDA):  
Race for Life is **not** an ‘entertainment’ event; it is a fundraising event for Cancer Research UK. However, over the past few years our participant surveys have consistently raised the issue that our participants want more ‘activity’ at the event. We have responded to this by realising that this is an opportunity to further ‘engage’ with our participants & supporters and raise additional funds for the charity. The past couple of years have subsequently seen an increase in OTDA.  
  
In 2014 this activity brought in **over £2,000 additional income** for Cancer Research UK. Without the OTDA this income would not have been available. To put this in context, £2,000 would cover the cost of over 7 people taking part in a clinical trial testing chemotherapy before and after surgery, and the antibody drug Vectibix, to improve survival for bowel cancer patients. Removal of this type of OTDA would significantly & directly affect some of the work that Cancer Research UK can do.
  - Local Community Groups: We work with local community groups at the event e.g. Air Cadets and running clubs, They provide a large number of volunteers for us (over 3 events), and have the opportunity to promote their organisation at the event, The race for Life provides lots of volunteering opportunities for people wanting to gain event experience, or wanting to ‘give something back’ to Cancer Research UK if they are not able to take part.