

BRISTOL CITY COUNCIL

Downs Committee

19th November 2012

Report of: Service Director of Communication and Marketing

Title: Groovybug 2013

Ward: Stoke Bishop / Clifton / Westbury on Trym

Officer Presenting Report: **Peter Watts (Festival and Events Officer -
Event Site Licensing)**

Contact Telephone Number: 0117 922 3466

RECOMMENDATION

That the Report be noted.

Summary

The Purpose of this report is to inform the committee of the proposed plans for a new event at The Downs proposed for the 16th, 17th and 18th August 2012 and to seek their consent to proceed with the site licensing process.

The significant issues in the report are:

Overview of the Event proposal prior to full SAGE consultation

Policy

1. *Not Applicable*

Consultation

2. **Internal**

Robert Westlake – Downs ranger

3. **External**

None

4. Context

- 1, In January 2012 Jonathon Dembo contacted the Arts, Festivals and Events team with a proposal to bring a 3 day festival to aimed at Children and their parents to Bristol.
- 2, Following several meetings and a site visit with Amanda Grubb who shared her experience of the site Mr Dembo settled on Durdham Downs as his preferred site. Mr Dembo identified August as a suitable month to hold the event.
- 3, At the September Downs Committee meeting Peter Watts introduced the notion of the event to the committee and received positive feedback.
- 4, Mr Dembo has now put forward a draft Event Site Licence application. As this is a significant new event for the site this report has been created.
- 5, As an event specifically targeted at young children the Arts festivals and Events team are keen to support the event within the larger calendar of city wide event activity.
- 6, With the event falling within the school holiday period it provides the opportunity for Durdham Downs to host a destination event specifically targeting children out of school.

Proposal

7. The Committee is asked to consider the context of the event above and the application details provided below and determine whether Groovybug Limited should be granted permission to proceed with their application in 2012.

8. Groovybug is a three day event running from 09:00 until 18:00 on the 16th, 17th and 18th August 2013. Build is proposed to start on the 13th August 2013 with the event clear of site by 20:00 on the 20th August 2012.

9. Expected numbers per day are 4000 although this is an estimation for the first year.

10. The organisers have advised that they would like to attend for at least three years, subject to a successful first year.

11. A fee schedule starting at £6000 in year one, £7000 in year two and

£8000 in year three is established. A bond of £2000 is proposed.

12. If the Committee are in agreement to proceed with the event Groovybug limited will be invited to full Safety Advisory Group in the new year.

Other Options Considered

N/A

Risk Assessment

13. If the Downs Committee cannot agree that Groovybug can go ahead in 2013 with the current plans there is the risk that the event may not be able to proceed. The organiser is dependant on agreement being reached at the November meeting so he can begin to secure contracts for August 2013.

14. There is a financial risk of £6000 if the event is unable to proceed.

Public Sector Equality Duties

15. Before making a decision, section 149 Equality Act 2010 requires that each decision-maker considers the need to promote equality for persons with the following “protected characteristics”: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation. Each decision-maker must, therefore, have due regard to the need to:
 - i) Eliminate discrimination, harassment, victimisation and any other conduct prohibited under the Equality Act 2010.
 - ii) Advance equality of opportunity between persons who share a relevant protected characteristic and those who do not share it. This involves having due regard, in particular, to the need to --
 - remove or minimise disadvantage suffered by persons who share a relevant protected characteristic;
 - take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of people who do not share it (in relation to disabled people, this includes, in particular, steps to take account of disabled persons' disabilities);
 - encourage persons who share a protected characteristic to

participate in public life or in any other activity in which participation by such persons is disproportionately low.

- iii) Foster good relations between persons who share a relevant protected characteristic and those who do not share it. This involves having due regard, in particular, to the need to –
- tackle prejudice; and
 - promote understanding.

Resource Implications

Financial Revenue

Site Fees - £6000 (Gross)
Reinstatement Bond - £2000

Land
Not Applicable

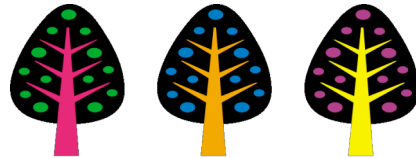
Personnel
Not Applicable

Appendices:

LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985 Background Papers:

None

GROOVYBUG



The big festival for little people

What is Groovybug?

Groovybug is a daytime children's festival for children aged 1-12 and their parents. At Groovybug every event and attraction, whether theatrical, artistic, literary or musical is guided one aim: letting parents and children learn, create and have fun together in a relaxing, inspirational environment.

Groovybug includes all the thrills and excitement of a festival, but without the bother of camping, long car journeys and the 'are we nearly there yet' questions. We will keep our little festival-goers busy all day with an action packed programme that will delight the little ones and their parents

Why is Groovybug different to other festivals?

Everything is child-focused - even the disco tent! So no noise and behaviour issues (the occasional tantrum notwithstanding).

Where will Groovybug be staged?

We aim to produce three festivals in different venues in 2013, one of which will be a major city. Once the venues are agreed we'll work with local businesses to stage the festival - we want Groovybug to be a showcase for performers, producers and suppliers in each of the cities.

Over how many days will Groovybug be staged?

The event will be staged daily for three days . Tickets will allow entrance all day for one day.

When will Groovybug happen?

School holidays and half terms in spring and summer.

What will be on offer for children at Groovybug?

It's a long list - but there are some defining features: creativity, imagination, education and quality. Events and attractions that parents can enjoy with their children.



GROOVYBUG ZONES



The following are examples of talent whom we will be approaching;

Awesome Arena:

Our main stage will feature well known faces to the children; Rastamouse, comedians, musicians, faces from childrens television.

Enchanted Forest:

The House of Fairy Tales bring us into a magical world of storytellers, artists, crafters and more within their own special land. Using a themed narrative they get back to basics with tales from the past. The House of Fairy Tales, created by the artists Gavin & Deborah Turk, curate their own thematic areas of up to 50 performers/activities including filmmaking, poetry, storytelling, crafts, printing and photography.

Toptastic Theatre:

Acclaimed theatre from companies such as Illyria and Hobgoblins. Puppetry, musicals, excellent Children's drama featuring classic tales like 'James & the Giant Peach', 'Little Red Riding Hood', plus interactive drama from CBBC's Little Howard.

The Wizarding World:

Science with a twist and sparkle. Demonstrations of magical experiments from the likes of Professor Pumpnickel & Professor Paradox, plus pint-sized participation.

The Insect Circus:

Pretty much what it says on the tin, life-sized ladybirds, crickets and minibeasts perform in their very own Bigtop. In-between performances, aspiring performers can learn circus skills, and for those less physical they can peruse the infamous Insect Museum.

Sportzone:

Wacky racing in spacehoppers and go-karts. Football and Rugby school, obstacle races, mini-cricket, swingball, trampolining, stiltwalking. All supervised and run by our very own Wonderland Sports Supremos

Go Create:

A huge variety of Arts & Crafts; pottery, painting, quilling, making pebble mini-beasts, creating crowning glory headware, face painting, circus skills, graffiti wall, spoon people and much much more.

Teeny Tinies:

An area just for the under 3's with Teddy Bear Picnics, Babygym, singers and storytellers, plus a sensory playzone.

The Nifty Disco:

Grooving tunes available for all ages in our hip and fun disco. Dance the day away with bubbles and mirrorballs, with special guest DJ's holding dance competitions, dance lessons and singalongs.

Yummy In My Tummy:

Fantastic food making events for culinary protégées...using the best organic and fresh ingredients little ones can learn to whip up healthy snacks and treats.

The Village Square:

Our area for food, drink and respite from the whirlwind of activities. A huge assortment of fresh, organic and healthy food for all palates, (plus a welcome drink for parents and carers). The Village Square also features a market with carefully selected local vendors selling beautiful toys, clothes and accessories for children. More entertainment comes from street performers, stiltwalkers, and 'The Village Fete'; Let the years roll back for parents in nostalgia when you experience the interactive village

fete, complete with a Vicar, residents, cake competitions, games and more.

Bookworm Bonanza:

A fabulous area with Publishing Houses bringing us the best in Children's Literature: Readings, signings, performances and one to one chats with children's authors.

Dance Challenge:

Our resident country band will get the wee people dancing in formation. Do Si Do your heart out to fiddles, accordions or freestyle to your hearts content.

And not forgetting...

Retro rides such as Helter Skelters, Carousels, and Swingboats. Traditional fete games; hoopla, pin the tail on the donkey, tombola, catch the duck (not a live one), smash the rat and more.

*The content of the festival may change .A full list of talent and displays will be made available nearer the time.



INFORMATION

Target Audience:

The Festival is aimed at families from the city and the surrounding areas who want the best quality entertainment and educational activities for their children. Value for money is an important element for our families, and the ethos of Groovybug is to provide a plethora of guaranteed activities under one umbrella, ones which would be far more costly to attend on separate outings.

The glories of the English Climate:

Groovybug want to make sure families can enjoy the event come rain or shine. We know that parents are well prepared, but just in case we'll have suncream and rain ponchos available at our first aid and info tents. 60% of activities are under marquee cover and the three buggy parks are also covered. Additionally, Groovybug has three large open sided marquees for cover and shade if required.

Facilities:

Covered buggy parks, baby changing & feeding areas, luxurious loos, bottle warming stations, highchairs in the catering areas.

Venues:

Venues are planned in one large and two small Cities in the South of England and pricing strategies will vary dependent on location and customer market.

In the next few years we intend to expand Groovybug so that it takes place in new locations and over different seasonal holidays. Example: a Christmas GroovyBug set in an unusual interior location such as Brunel's Old Station Rooms at Bristol Templemeads Station or Alexandra Palace in London.

Capacity:

4-5000 per day ticketed audience, with a 3 day run in Bristol

Sponsorship & Opportunities:

Groovybug will interact with cities , brands and consumers. We aim to create lasting partnerships which benefit the City , the event and any brands that we work with.

Groovybug aims to be ethical in its choices of sponsorship, and will prioritize fair-trade and ethical brands of whom the festival goers will approve.

Additional areas for support will be sought from grants and cross-platform marketing from Councils and Arts Bodies.

Disabled Policy:

The organizers are committed to making this event as accessible as possible.

All sites are chosen for their accessibility, and to assist our commitment to this, we would provide disabled ticket holders who require full-time assistance with a free ticket for a personal assistant. We will ask that only those people unable to attend the festival without the full time assistance of somebody apply through this scheme.

We will supply disabled toilet facilities with RADAR locks. We aim to offer on-site parking at the sites but in some instances this may be difficult due to the central locations .

Supporting the local environment:

- Via food and drink brand sponsorship and suppliers, plus local artists and performers we are looking to support local businesses with this venture.

- Increased revenue for local businesses such as accommodation suppliers, retail and transport.
- Use of local businesses and people for infrastructure of the festival.

Festival Site Map:

