



## CHILDREN'S FESTIVAL - MEDIA BRIEFING

Welcome – this document outlines a variety of Questions & Answers to update you with basic information about Shropshire's first ever Children's Festival.

Should you require other answers please feel free to contact **Stephen Derges** on the links provided on the main website and he'll get back to you.

### First up – When, Where, and Why?

The inaugural Bridgnorth Children's Festival was held over the Saturday and Sunday of the August Bank Holiday in 2006 and with the hope that the event would become an annual event. That dream is now being realised!

Because the Festival is **FREE TO ENTER** it is difficult to quantify the actual number of visitors but our reasonable estimate is that over 2,500 attended over the 2 days of the initial event.

In 2007 the Festival was again held over the August Bank Holiday on the Saturday and Sunday and culminated with a pig roast and entertainment to round the whole event off. In wall-to-wall sunshine we estimate over 4,500 visitors enjoyed the vast range of activities and entertainment on offer.

From the raffle ticket entries we have extrapolated the following

Postcode location	%
Bridgnorth Town	61.5%
Local Bridgnorth District	18.3%
Shropshire	6.1%
Surrounding local counties	7.6%
Other UK locations	6.5%

We believe the Festival contributes to visitor numbers to the town and therefore to the local economy. Whilst the main focus of the Festival is to provide local families with a fun-filled weekend of unique experiences and learning opportunities, the fact that we assist with the economic development of the community and improving visitor numbers is a welcome supplementary benefit.

### Plans for 2008

The 2008 Children's Festival will be held over the August Bank Holiday again but this time on the **Sunday** (24<sup>th</sup> August) and **Bank Holiday Monday** (25<sup>th</sup> August).

Ever  
wanted to  
see  
grannie on  
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castle?  
Try this  
Festival!

Once again the event will be held at **Oldbury Wells School, Bridgnorth** our home of the Festival where we will make full use of school buildings and the extensive playing fields offered by the venue.

A huge '**tented village**' will house the Festival with a vast range of open air areas providing the chance to get some sun – we're always optimistic! The activities are hosted in a number '**zones**' including 'chill out' areas for the young and young at heart to get their breath back before moving on to the next activity.

Extensive **Market Research** amongst the young people of the area identified loads of activities that they wanted to do but couldn't because of cost, opportunity or travelling.

This Festival puts a number of these together in one place over a weekend when many families will be on holiday.

We recognised that for many families August Bank Holiday is a time of stress and hassle often involving travelling great distances for expensive entertainment. We wanted to offer a safe, inexpensive alternative this year which, along the way, will, provide children and their families with loads of happy memories to share for years to come.

**Ever wanted to see grannie on a bouncy castle? Try this Festival!**

## **Who exactly is the Festival aimed at?**

It's a **young people's** and **children's festival**, but along with children and young people come families, guardians and other relatives – we want to see them all and are putting on events which will entertain anyone with young people in their family.

It's a Festival which is aimed at anyone who's local, and in Bridgnorth 'local' means anyone who's visiting too!

## **Just what is on offer?**

The Festival website – [www.childrens-festival.co.uk](http://www.childrens-festival.co.uk) – is updated regularly with details as they are announced and but a few key activities provide a flavour of the breadth of attractions over the two days:

### **Entertainment Zones:**

- '**Expect to be entertained – there won't be anywhere you can go on site to escape the entertainment...**'  
Wandering stilt-walkers, wobbling unicyclists, juggling jugglers, storytelling storytellers, magic shows, Punch and Judy, The Animal Man with his mobile zoo will all be there
- Performances from **Jodie Leigh School of Dance** and **Bridgnorth Tigers Cheerleaders** who will be making a return appearance
- We'll also have musical entertainment – still being finalised
- Children go absolutely bonkers with Bridgnorth's very own **Disco Daddy** who be MC-ing the activities

### **Sports & Leisure Zones:**

- Coaching, challenges, competitions galore
- In 2006 & 2007 we had Boys and Girls **Football Coaching** with **Wolverhampton Wanderers FC**. and they will be back again in 2008
- Plus we have the inaugural **3on3 Football Tournament** on an amazing inflatable soccer pitch – spot the next Wayne Rooney or Steven Gerrard here!
- Trampolining and gymnastics plus Lee Matthews Black Belt Academy martial arts are already signed up and we're hoping to have golf, tennis, rugby and cricket skills training available too in 2008

- The skateboarders and BMX-ers will not only have the ramps we've previously used but there will be a new 4' mini-ramp to try out for the first time this year

### Arts Zones:

- Get gunged up with glue, plastered in paint or just transfixed by textiles – demonstrations and 'hands-on' fun in our **arts workshops**
- Bridgnorth District Council's '**Artsplay**' will be there plus for the first time **pottery**
- Bestselling Cartoonist **Dr Parson's 'Crazy Comic Club'** will be there showing children and young people his cartooning and illustration skills and making a giant cartoon strip just for the Festival
- There will be **dance workshops** and we're hoping we'll have **percussion workshops** too

### Food Zones:

- Healthy and cost-effective family-friendly food and drink from a variety of providers – world cuisine, healthy eating through to burgers from the barbeque – take your pick

### Fun Zones:

- More inflatables than ever before thanks to **Bridgnorth Bouncy Castles** and **Tangerine Events**, Bungee trampoline, Go Karts and Giant games to while away the hours
- Hopefully we'll also have a **Climbing Wall** and we've secured the **RAF Cosford Ejector Seat** – more details will be on our website in due course
- **Free Face Painting**

### Toddlers Zones:

- **Ball pools, soft play, toys** and **entertainment** for the very young
- Please note – we do not offer childcare or crèche facilities. The Festival is a family event and parents/guardians are encouraged to remain with their children at all times

### Community Zones:

- We aim not just to provide fun but also offer unique learning opportunities. This year we're offering **Learn to sign with Olli**. Endorsed by numerous celebrities this is a fantastic way to help children understand and communicate through sign language
- There will Information, displays and involvement from a range of community groups such as Scouts and Brownies and local clubs
- Meet the **Fire & Rescue, Community Police** and other **Emergency Services**

## Sounds pricey- what's it going to cost?

Admission is **entirely free** and we've agreed contracts with vendors selling food on site that costs will be kept at a level which is affordable to families.

It will be necessary to pay for some on-site activities but we aim to keep the costs as low as possible.

## Is this a Council event?

No, although local Councils have been generous with their financial support and practical assistance as well as time.

The Festival is being managed and organised through '**Bridgnorth Children's Festival Limited**' – a **company limited by guarantee** and a **registered charity**. The Festival operates on a '**not for profit**' basis.

The organising team is working with community volunteers and local businesses for the benefit of people in Bridgnorth area.

## How is the Festival being funded?

Every donation – large or small – is put straight into the Festival

We seek grant funding from national and regional bodies and have had some success in this area. In again we are grateful for the support of the local business community and local people either in the form of one off donations, time or equipment. **Every donation – large or small – is put straight into the Festival.**

Numerous businesses and local organisations have supported us and as and when more come on line they will be publicised on the website.

A number of benefits are available to companies sponsoring the Festival and more information can be obtained from the man in charge of the purse-strings – **Mark Anderson.**

Individuals wishing to help fund the Festival can do so by setting up a Standing Order or a one-off donation. Downloadable forms are available on the website and 'Gift Aid' elections can be made allowing us to reclaim 25p for every pound donated.

We are in negotiation with a range of other companies and will continue with this to the last minute to ensure that the Festival is as successful as it can be.

'Warts 'n all' **Festival Evaluation Reports** are available on the website including details of financing. If you would like copies of our Financial Accounts please contact us.

## What sort of media profile has the Festival had so far?

The Festival has been featured on **BBC Radio Shropshire** and **Beacon Radio**. Regular coverage of our public events and progress has been featured in the **Shropshire Star** and **Bridgnorth Journal** plus other local media organisations.

As artistes and events are finalised we are aiming for an increased media profile and hope that local media professionals are able to recognise the Festival as an important community/business success story for this area.

## Who else is involved?

We have currently two Festival Patrons with the same name!!

**Chris Davies** – is an International athlete who has represented Great Britain at the World Cross Country championships and who made the 5000m final at the 2006 Commonwealth Games in Australia. Chris has been busy promoting the Festival amongst international athletes around the world.

**Christine Davies MBE** – has served the cause of children for many years and she now advises the Government on children's issues. She will be ensuring that the Festival is publicised in the national corridors of power.

## What's still to be done then?

We'll always need volunteers. The local community has been great to date but we're sure that there are many more who want to be involved if even for only a short period. We are required to run CRB checks on people working closely with young people but there are loads of jobs to do which do not require this process. Please see the website for details. Other updates will be provided regularly through the website.

## What opportunities are open to media professionals?

We believe that the Festival will be a community success story and are keen to promote it throughout the summer.

Organisers are available for interview by telephone or in person so please contact them direct.

We will continue to publish topic specific media releases throughout the summer.

Photograph opportunities will be available throughout the Festival and at various fund raising events leading up to this.

## Who do I get in touch with?

If you'd like more information about the Festival please contact the following:

Contact	Position	Telephone	Email
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