



Fact File

Client	:	Bath and North East Somerset Council
Event	:	'Ring of Fire' Spectacular and Gala Dinner
Attendees	:	Residents of Bath and 150 for dinner
Venue	:	City of Bath, Thermae Bath Spa, Roman Baths & Pump Room

The Brief

Bath and North East Somerset Council wanted to mark the long awaited official opening of Thermae Bath Spa (a World Heritage Site) and the start of Heritage Week. This event was to benefit the local community but had to be privately funded by sponsors.

Our Response

Jarvis Woodhouse Events approached potential sponsors and secured funds from large corporations and local businesses which enable the event to proceed.

To start the evening, sponsors, guests, dignitaries and competition winners were invited to the Roman Baths for a torch lit champagne reception. 150 guests were then chaperoned to the Thermae Bath Spa Roof Top Pool which offered a panoramic view of the fantastic record breaking 'Ring of Fire' pyrotechnic display. 6 tonnes of fireworks were launched simultaneously from 6 sites around the rim of Bath. This has never been attempted before and was part sponsored by a leading firework company. Bath FM Radio and local papers ran a month long campaign reminding residents to watch this fantastic FREE display and simultaneously listen to the radio which would play a synchronized piece of music to the fireworks. This was immediately followed by a peel of bells from Bath Abbey.



We arranged for two helicopters to film the event and transmit back to a BBC unit that showed live worldwide coverage on BBC News 24. Media coverage of the evening also included: Bath FM, Bristol Radio, Points West Television, Bath Chronicle and Guardian.

Guests then attended a Gala Dinner in the Pump Room, luxury table gifts were donated by the Thermae Spa supplier, entertainment was provided by Swingtastic Big Band and the Natural Theatre Company.

There were also a number of competitions run in the local press prior to the event offering a chance to attend as a VIP.