

Fact File

Client : Brightside
Event : Family Fun Day
Attendees : 750
Venue : Brightside Park, Aust, Bristol

The Brief

Brightside wanted to create a “Festival in the Park” type of event for their staff and families as well as introducing some West Country theming. This was also to coincide with the change of their address to Brightside Park.

Our Response

The grassed area in front of Brightside Head Office at Aust was an excellent location with stunning views, however the area is very difficult to work with due to its many slopes.

The venue was a blank canvas, so all infrastructure such as toilets, tables, chairs, security, first aid, staging, speakers, mixing desk, radio mics, generator had to be brought onto the site.

As the invitees entered the site, there were West Country flags with bunting to mark the entrance, with JWe staff on hand to provide them with a branded wristband for the food and a soft drink token each.



The theme of the festival continued with a life size cow, cider and beer barrels, corn sacks, straw bales, a seaside peep show board, coconut shy, giant jenga and stocks where the children had lots of fun throwing wet sponges at Mum & Dad!

There were quite a few children ranging from the very young to teens so we provided soft play and ball ponds for the young ones, and for the teenagers and the adults we had face painters, large inflatable slides, a full size skittles game (very popular in the West Country), rodeo bull, sumo wrestling, human table football, laser clays, ice cream van.

A stage was set up where a professional MC introduced all the games and entertainment. Miss Popularity entertained the children on stage and then she went onto make individual balloon models for the children.

An arena area was portioned off where there was a tug of war for adults and children along with sack race and egg & spoon competitions for different age groups.



Food stalls were plentiful ranging from a wood fired burning oven creating fantastic homemade pizzas to large hog roasts with salad and BBQ sausage and burgers.

There was a well stocked bar offering West Country ales and ciders which everyone enjoyed especially as the weather was so hot.

Carrying on with the West Country festival theme, The Twerzels entertained everyone with many Wurzel songs – “I am a Cider Drinker”, “Where be that Blackbird to” to name but a few – ooh aah ooh aah!!



Client says

"Our "Festival in the Park" was the first time that Brightside had used Jarvis Woodhouse and we will be definitely using them again. For me they took all the hard work out of organising such a complex event both leading up to the event and actually on the day. Also we had some last minute changes and they were very flexible and professional in how they responded to them. The best indicator for me was the positive response we had from our people, who really appreciated the effort that had been put in. We are now hoping to make it an annual event."

HR Director, Brightside Group