

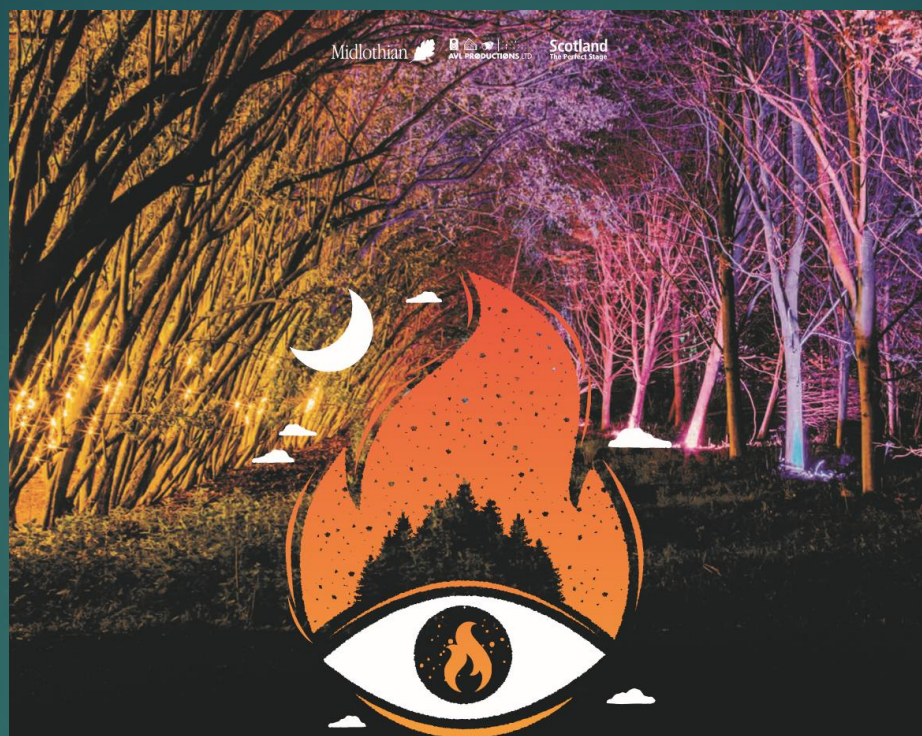


Vogrie Fire & Light Adventure

Out There Projects LTD

PRESENTATION BY CALLUM ROSS

Midlothian
AVI PRODUCTIONS LTD
Scotland
The Perfect Stage



VOGRIE

FIRE & LIGHT ADVENTURE

A MAGICAL WALK IN THE WOODS OF VOGRIE PARK IN WHICH YOU WILL BE AMAZED AND DAZZLED BY LIGHT AND FIRE

SEPTEMBER 24TH - 28TH 18

KIDS CRAFT AREA • INTERACTIVE INSTALLATIONS • FIRE SHOWS • FOOD AND DRINK

WWW.VOGRIEFIRELIGHT.CO.UK

VOGRIE COUNTRY PARK, NEAR DALKEITH, EDINBURGH EH23 4NU

Who We Are

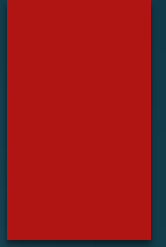
- ▶ Out There Project Ltd
- ▶ New Company based in Edinburgh
- ▶ Background in music and event production and creative off stage entertainment.
- ▶ Callum Ross & Richard Ince



What Was Vogrie Fire & Light Adventure

- ▶ Evening Interactive walk through park with lighting and interactive features
- ▶ Trending national event that Out There Projects developed with their own spin
- ▶ Interactive features included; kids craft, food, drink, marshmallow toasting, fire shows, cabaret side shows
- ▶ Experience lasted 45 minutes – 1.5 hour long
- ▶ The event ran for 5 days
- ▶ 6.5k people attended
- ▶ Logistics Involved : 30 crew and performers per night, £100k budget required, first aid facilities , car parking, generators, production managers etc

Video



Event Background

- ▶ Started with Woodland Dance Project music event
- ▶ Midlothian Council Parks & Land department encouraged
- ▶ We consulted our team and established energy and excitement and willingness to support
- ▶ A facebook page was created to gauge interest
- ▶ Event Scotland supported the event financially to allow an extended route and bigger event

Ingredient for Success

- ▶ Trending event with social media event research conducted to gauge popularity in Midlothian
- ▶ Marketing on social media and physical posters in local towns
- ▶ Targeting local demographic in year 1
- ▶ Support from community on social media
- ▶ Using Midlothian and Vogrie in the event title
- ▶ Wowcher ticket seller to create hype

Positive Social and Economic Impacts

- ▶ Spending in local area from visitors: people came to stay with friends in areas as well as hotels.
- ▶ Created work in the community .
- ▶ Event added an exciting aspect to local life in the community whilst improving quality of living and reputation of area.
- ▶ Supported the park and local facilities financially: The event has the potential to become a flag ship event for Vogrie park.

Supporting Grassroot Organisations



- ▶ Grassroots independent organisations can be a funding alternative to established large event companies.
- ▶ Local groups and smaller events professionals can be encouraged and supported to deliver great community projects

Future For Us

- ▶ Other events in Vogrie such as Christmas and Bonfire Night
- ▶ Looking at other rural areas to host events