

How the Brit Fest was a first time success

A complete 360 solution was provided for Great British Festivals for the North West's new summer event, the Brit Fest. Sunbelt Rentals provided virtually all of the temporary event infrastructure equipment required, as well as providing a full project management and on-site service throughout the duration of the three-day festival.



Engaging with our
local communities
via this family-
friendly festival



15,000 festival
goers in
attendance

100

Festival site
extending across
100 acres

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Brit Fest was a three-day festival hosted for the first time in July 2024 at Ashley Hall Showground in Cheshire.

With the aim of celebrating the best of British music, food, drink and culture, headliners at the event included Scouting for Girls, Bonnie Tyler, Heather Small, T'Pau, Hot Chocolate and Starsailor. Family-friendly attractions included a funfair and a myriad of food, drink and shopping stalls across the 100-acre site.

A complete event infrastructure solution was sought by Great British Festivals for the company's inaugural event - with requirements for everything from Plant, Powered Access and Power Solutions to Barriers, Trakway and Communication Radios.

Challenges

The event was organised by Olivier nominated brothers Anthony and Edward Prophet of Great British Festivals. The Brit Fest was the first large scale music festival that the brothers had organised, so expert guidance was needed from start to finish. It was also the first time that an event of this scale had been hosted at Ashley Hall Showground on the Tatton Estate.



“ Sunbelt Rentals were introduced to the project from a very early stage and assisted in the planning and logistics for all the infrastructure for this large scale festival.

The advice and ideas from the Project Managers from each department were critical and helped drive solutions for the inevitable problems that we faced for such a large scale event being held for the first time in this specific location.

The delivery and execution from all departments was exemplary and the staff associated were flexible and thorough over the weekend to meet all requirements in a changing and challenging environment.

We would have no hesitation to work with Sunbelt Rentals in the future as we are confident they can deliver to an exceptional standard and to a time sensitive schedule.”

Edward Prophet

Festival Director, Great British Festivals

Our equipment and services supplied at a glance

- 2 x Stage V Telehandlers
- 65ft Powered Access Machine
- 16 x Tower Lights
- 11 x Stage V Generators
- Fuel Tanks
- Fencing and Barriers
- Trakway
- 14 x Accommodation Units
- 70+ x Communication Radios
- 2 x 4WD Gator Vehicles

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Solution

We engaged with the organisers from the initial planning stages and made recommendations for the temporary event infrastructure equipment required to ensure a successful and safe event.

We supplied a extensive range of equipment for use during the build, the festival itself and the derig. This included the latest greener equipment such as Stage V Telehandlers and a 65ft Boom to perform tasks such as working at height on the main stage. Our power specialists devised a fuel efficient, sustainable, reliable power solution to ensure there was an uninterrupted supply of temporary power throughout the event, comprising 11 x Stage V Generators to power the main stage, a smaller stage, food stalls and other areas. A Project Manager, Power Specialist and an engineering team were on hand throughout the event to resolve any issues on the ground.

To help keep people safe, prevent overcrowding and ensure the event was a secure environment, we installed Fencing and Barriers, as well Trakway. Walkways were created through the installation of pedestrian trakway and vehicular trakway was installed to help protect the grass underneath.

A total of 16 Eco LED Tower Lights were installed to provide extra illumination as the acts performed into the evenings, 14 x Cabins were supplied, used for dressing rooms and wider welfare. To ensure that the organising team could communicate with each other leading up to and throughout the event, we supplied over 70 Handheld Portable Radios and 6-way chargers to allow seamless communication. As the outdoor venue stretched across a 100-acre site, we also supplied 4WD Gator Vehicles to allow the on-site teams to drive across the site.



Result

The very first Brit Fest was a smash-hit event with 15,000 festival goers in attendance. Due to its success and smooth running, dates have been confirmed for the 2025 event. The feedback indicated that the organisers did a phenomenal job, with the event running seamlessly from start to finish. We're delighted that Sunbelt Rentals played an instrumental role in its success.

“ This was the first event of its kind in the area and our customer’s first event of this scale. We’re very pleased that we were able to provide guidance and expertise at all stages and ultimately help to deliver an extremely successful event. Hopefully this will be the first Brit Fest of many! ”

Anthony Babbs

Business Development Manager, Sunbelt Rentals