



BOWOOD EVENTS UNVEILED

From country fairs and product launches to a Balloon Festival and UB40 Live in Concert, public and corporate events are on the rise at Bowood

The broad scope and captivating appeal of Bowood (between Calne and Chippenham, Wiltshire) for staging events in magnificent Capability Brown parkland is being officially showcased for the first time in 2007. Home to the Lansdowne family since 1754, Bowood can welcome audiences reaching up into the thousands and this year the expansive Pleasure Grounds here are set to attract greater numbers than ever before.

“2007 sees us formally unveiling the collection of events opportunities that Bowood has to offer within 2,000 fabulous acres of parkland,” explains Bowood’s owner, the 9th Marquis of Lansdowne. “We are actively targeting events organisers, marketeers and individual businesses to present Bowood as a fascinating possibility for both private corporate events and public occasions.”

The 18th century garden designer, Capability Brown could only anticipate how his landscaping of the park at Bowood would mature. Over gentle slopes, a tranquil lake and across to the Wiltshire Downs beyond, Bowood House now gazes at the reality in a stately fashion. This breath-taking setting will ensure that open-air concerts, product launches and trade fairs are especially appealing. Just eight miles from the M4 and with good rail links into Chippenham, Bowood is equally well-positioned for visitors coming from London, the south-west and the south-east, Wales and the Midlands.

With streams emerging from its five valleys and surrounded by outstanding woodland, avenues of bluebells, Rhododendron Walks, a Hermit’s cave, a Cascade, sheep and deer, Bowood is truly a magical place for staging country fairs & shows; open-air concerts and firework displays; product

launches, corporate events and offsite meetings; family fun days, sponsored walks and team building events, as well as shooting feature films and period dramas, TV commercials and photographic spreads.

The considerable space allows for significant audiences and indeed Bowood provides all the extras to facilitate such large numbers. While no public roads cut across the parkland, five private estate roads (all feeding into a central hub around Bowood House and the Pleasure Gardens) allow for separate entrance and exit access linking up with the A4, A3102 and A342. There's plentiful parking and two heli pads, also.

Yet, what will really transform an occasion into a runaway success, will be the superlative care and personalised attention that Bowood's team of professional staff will dedicate to each and every event whether numbers range from tens to thousands.

So expectations are understandably high for the success of forthcoming Bowood events such as May's Balloon Festival (over the Bank Holiday weekend of 26-28), the second annual Bowood Dog Show & Country Fair in June (Saturday 9th) and August's Wiltshire Game & Country Show (Saturday 11th & Sunday 12th) plus the 'Proms-style' Bournemouth Symphony Orchestra concert (Saturday 18th). September will then see Bowood rock with UB40 Live in Concert on Sunday 9th.

Whatever the event and occasion at Bowood, there's also the chance to visit separately the Adventure Playground; Bowood House (with its Robert Adam Orangery, a private chapel and the laboratory where Dr. Joseph Priestley discovered oxygen gas), the 18 hole championship golf course at Bowood Golf & Country Club and the exclusive-use, four bedroom Queenwood Lodge. A proposed new hotel and health club aims to heighten Bowood's appeal from late 2008.

For fuller details of events at Bowood scheduled in 2007 log onto www.bowood-house.co.uk/events.

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