

Powerhire Generator Power for Brighton's Beach Festival



It's the second year that Powerhire have now provided generator power for one of the world's biggest beach and water sport charity festival's in Brighton ...Paddle Round the Pier.

Paddle Round the Pier was founded by surfer Dave Sandals Samuels in 1996 and he has continued to organize this fantastic charity event almost every year since, encouraging Companies like ourselves to supply their equipment without profit. Powerhire were pleased to supply the generator power for this charitable and truly fun beach festival on one of the UK's most colourful coast lines.

The entire Paddle event is run, promoted and maintained by a crew of unpaid volunteers and could not go ahead without them and the generous support of sponsors.

Client

"Paddle" Round the Pier
Event Organisers

Project Specifications

Generator power for "Paddle" Round the Pier. A FREE charity beach and water festival held during the first weekend in July every year in Brighton.

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Having attended Paddle over the last couple of years and experienced the vibe of the event, Powerhire were once again delighted to get involved to provide generator power at this year's event.

In brief, Paddle is a FREE weekend of water and beach based activities surrounded by a "Paddle Village" of retail, exhibition and entertainments.



There are 3 stages with the majority of live music on the main stage. It's packed with stall holders selling their wares, several bars and a plethora of restaurants in the world food courts, as well as a lecture theatre providing educational experiences.

The list of water-sport events grow each year. Some fun and some plain ridiculous – whilst others represent serious athletic challenges such as the long distance SUP races, open water swims, inshore rescue boat (lifeguard) racing and prone paddle board races with competitors from all over the world!

This year the land based activities ranged from a classic VW show, skateboarding and BMXing to street dance competitions and dog shows as well as many more other exciting shows and demonstrations.

On the Thursday just before the weekend of the festival the Powerhire Installation Team arrived onsite with one of their arctic lorries to deliver and set up the generator power. The 4 x 100kVA generators were located and installed into the desired locations together with 4 x full 1000ltrs fuel tanks to provide the necessary generator power for the weekend's festivities.

Once the festival had finished we returned to de-commission the generator power and safely remove it from site.

This year's Paddle and its willing volunteers and sponsors helped raise over £300,000 for the three charities and Powerhire were truly honoured to be a part of its 20th year.

Cable Hire

Generator Hire

Fuel Tank Hire

Load Bank Hire

Distribution Hire

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