



*St. Pauls*  
**CARNIVAL**

**2021  
END OF YEAR  
REPORT**

**INFORM, INSPIRE, ENGAGE**



# WELCOME FROM THE CHAIR

Hello and welcome to the 2021 St Pauls Carnival Wrap report, and the first with me as Chair. I'm delighted with the work we have managed to deliver in this difficult time and I am proud to oversee what we all hope will be a return of Carnival in 2022.

This role means a great deal to me because I have a long-time love for St Paul's and a lot of gratitude for the people and businesses who live and work there. Going back to the early 1970s, St Pauls, was a frequent trip for me, as part of the Sir Coxson Outernational Sound system. After that, I was a regular at St Pauls Carnival selling my Reggae Reggae Sauce well before I pitched it on Dragon's Den on the BBC.

When the sauce was eventually launched in 2007 St Pauls Carnival was one of the first Carnivals to invite me to play live with my band, so I've got a lot of giving back I want to do.

It takes a whole community to build and sustain our Carnival, and the following report shows just how the Carnival gives back to our community.





**CARNIVAL 2021:**

# **CARNIVAL IN NUMBERS**



# CARNIVAL 2021: THE NUMBERS

**189,000**

People reached  
on Facebook

**47,350**

Twitter  
Impressions

**3,585**

Students  
Reached

**800**

NEW  
Followers

**47**

Teachers  
Supported

**46**

Elders Brunches  
Delivered

**18**

Schools  
Visited

**11**

Education Programme  
Facilitators

**10**

Volunteers

**8**

Windrush Library  
Speakers

**7**

Partner  
Organisations

**6**

Friends  
of Carnival

**2**

COVID-Safe  
Live Events

**2**

Virtual Events; Global  
Carnival & Windrush Library

**1**

NEW  
Board Member

**1**

NEW  
Chair



**CARNIVAL 2021:**

# **EDUCATION PROGRAMME**

# CARNIVAL 2021: EDUCATION PROGRAMME

The Education Programme is a key component of Carnival 365, which is our aim of spreading the traditions of Carnival all year round. From traditional costume making to Black History Month outreach, assemblies and steel pan drumming lessons, we bring the spirit of Carnival to schools and the community, 365 days a year.

We brought 3 programmes to schools this year:

**Condensed Carnival** - programme of dance, drumming, costumes and assemblies

**Unspoken Conversation** - workshops focussing on positive activism, cultural awareness and black history

**Exposure** - programme focussing on people's journeys and inspiring the next generation of Bristolians

We are grateful to receive support from the Paul Hamlyn Trust to enable us to continue this work with full funding for the next two years.



## CARNIVAL 2021: EDUCATION PROGRAMME

**‘The children and staff were positively buzzing after your visit! Thank you so much!’**

Nicola Short, Deputy Headteacher/Deputy DSL  
St John the Evangelist Church School

**‘I was so inspired by what was shared in the workshop - it makes me want to stand up, speak out and make a difference too.’**

Student, Montpellier High School

**‘The assembly made my day - we all felt like we had learnt about great black people that have done great things and then to top it all off we got to dance to Carnival music!!!’**

Student, Fairlawn Primary





**CARNIVAL 2021:**

# **COMMUNITY ENGAGEMENT**



# CARNIVAL 2021: COMMUNITY ENGAGEMENT

We recognise that our outreach and community engagement is a key legacy component of our work.

As well as holding Open Community meetings, we have further extended our outreach by recruiting a Community Engagement Coordinator with funding from St Monica's Trust. We also delivered an increased number of brunches to our Elders' on Carnival Day.

**‘Came to explore and I have learned something about everything.’**

Delores Joyce Montague

Our elders are the heart of St Pauls Carnival. Without them, there wouldn't be Carnival. We want to make sure everyone that needs - can access the online world and feel comfortable doing so. Our recent community projects have been designed to tackle digital exclusion by delivering workshops to help them with things like tablet basics, using zoom and setting up social media accounts.



# CARNIVAL 2021: COMMUNITY ENGAGEMENT

'I achieved what I wanted  
to and thoroughly enjoyed it.'

Ruby Bennette

'Very interesting and  
informative.'

Eutetra Brown

'We really enjoyed our time,  
it was excellent.'

Mr + Mrs Singh





**CARNIVAL 2021:**

# **LIVE EVENTS**

**POST COLSTON / OPEN COMMUNITY MEETING**

# CARNIVAL 2021: LIVE EVENTS

## Post Colston / Open Community Meeting

Both events held at Docklands Community Centre allowed the community to come together and meet safely despite Covid.

The first event, **A Year Since Colston - What Next?** was panel discussion to mark a year since the felling of the Colston statue - looking at the impact of those events and what they hope for Bristol's future now the statue is gone.

The other was an **Open Community Meeting** featuring our new Chair, Mr Levi Roots. This gave our community the chance to hear of his commitment and dedication to St Pauls Carnival, as well as celebrate Black History Month with a showcase of our work in the community over the past 2 years.

**'Was such a good event. Really inspiring speakers. Thanks for bringing it to our centre.'**

Docklands Community Centre.

**'Jen Reid visiting our school gave us a safe space. All the uncomfortable conversations that were ignored were allowed to be spoken about. After the statue got taken down it made it obvious change needed to happen.'**

Montpelier High School Students.





**CARNIVAL 2021:**

# **VIRTUAL EVENTS**

**GLOBAL CARNIVAL / WINDRUSH LIBRARY**

## **CARNIVAL 2021: LIVE EVENTS**

Our two virtual events in 2021 were great successes; the first was a Global Carnival panel discussion on the Evolution of Carnival featuring input from Trinidad & Tobago, St Lucia and Notting Hill Carnivals, as well as performances from Teddyson John and Nialah Blackman.

For the first time, we presented a three-part virtual event celebrating the African-Caribbean community and discussing the experiences of those impacted by Windrush. The event was delivered by a team of UWE Event Management students with the aim of educating attendees on the lived experience of those from the Windrush community in Bristol as well as encouraging and supporting those to speak about the topic.

**What did you learn?** 'I've learned so much more on real-life experiences and exchanged knowledge with others.'

**What is one thing that you will take away from the event?**  
'Being comfortable in my own skin and my heritage. There may be people who judge others for their ancestral heritage, but it's nothing to be ashamed of. In fact, our heritage can make us proud and open up new opportunities.'



*St. Pauls*  
**CARNIVAL**



*Presents*

**GLOBAL CARNIVAL**

**A CULTURAL EVOLUTION**



*St. Pauls*  
**CARNIVAL**

*Presents*

**WINDRUSH LIBRARY**



**CARNIVAL 2021:**  
**SOCIAL MEDIA**



# CARNIVAL 2021: SOCIAL MEDIA REACH

## ALL SOCIAL MEDIA

**11,000+**  
Social Media Followers

**19,500**  
Av Monthly Reach

## FACEBOOK

**46,535**  
Views

**2,900**  
Engagements

**570**  
Page Views

## TWITTER

**59,500**  
Impressions

**514**  
Profile Visits

**90**  
Mentions

## WEBSITE

**500+**  
eNewsletter subscribers

**10,200**  
Annual Website Visits





**CARNIVAL 2021:**

# **PARTNERSHIPS**

# CARNIVAL 2021: PARTNERSHIPS



## HARGREAVES LANSDOWN

**Hargreaves Lansdown** – Supporters of Carnival for the last few years, in 2021 they helped fund our Digital Carnival Day.



**Sovereign** – In 2021 they supported all our programmes, specifically the Windrush Library project.



**UWE** – Were one of our main partners supporting a number of initiatives throughout 2021.



**Total Produce** – In 2021 they once again supported our work, especially around Digital Carnival Day.



**City of Bristol College** – Funded the Elders brunch on Carnival day, an extremely important tradition of Carnival.



**Places For People** – Have funded many different aspects of Carnival, encouraging their residents to become involved.

Funded by



**St Monica Trust**

**St Monica Trust** – work closely with us on work with the Elders of the St Pauls community.



**The Nisbet Trust** – Supported education projects bringing the experience of Carnival to the younger generations.



Putting music at the heart of Bristol life

**Bristol Music Trust** – Have been regular supporters of Carnival and once again supported our Autumn schools project in 2021.



# CARNIVAL 2022

# CARNIVAL 2022

## 2022 WON'T JUST BE ANY ST PAULS CARNIVAL. IT MIGHT BE THE COVID COMEBACK CARNIVAL.

After 2 years of not being able to hold it, when it does happen, the Carnival's return is likely to attract more people and media coverage than in previous years. Building on the outpouring of love for Carnival and our wider community engagement, we are confident that it will be a year to remember.

Covid has shown us there's so much we can't control but there's so much that we can do on our doorstep which really matters. Following the success of our digital offerings, as well as live community and cultural events we are confident we continue to deliver the best possible content to our audience.

With the ever-changing COVID situation we will assess what we feel we can deliver safely for our community, staff and supporters.





**THANK YOU**



# THANK YOU

## Executive Summary

2021 has been quite a year, hasn't it? In another year where live events continue to be seriously impacted by the pandemic, I am tremendously proud of the work St Pauls Carnival has delivered throughout the year. The team has been determined to continue delivering on our social impact. Despite the challenges of 2021, we were very proud to deliver several live events including:

- A showcase of our community arts project in collaboration with Colin Moody
- Community event to announce our new Chair of the Board, Mr Levi Roots
- Black History Month Open Community meeting - showcasing our work during the past 18 months

We also worked with Sovereign Housing and UWE to deliver a digital programme, Windrush Library, highlighting the achievements and contributions of the Windrush generation and their children.

We are also pleased to announce our successful application for £104,000 to the Paul Hamlyn Foundation to support the development of our education programme, which has gone from strength to strength over the past 18 months. We are over the moon to be supported by the foundation and look forward to working with them over the next 2 years.

A big thank you to our board of directors for their support in developing the organisation in the past 2 years. They have been instrumental in raising our ambitions. I also want to extend a special thanks to Team Carnival; their work has been phenomenal, and I am so very proud of what we have achieved.

Finally, to all our sponsors and partners; your continued support is vital to the work we do. We look forward to working with you in 2022 and beyond.

LaToyah McAllister-Jones,  
Executive Director

# CONTACT US

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**ARTS COUNCIL  
ENGLAND**

