



United at Home



ST PAULS CARNIVAL 2020 SPIRIT UP! UNITED AT HOME WRAP REPORT



ST PAULS CARNIVAL 2020 - SPIRIT UP! DIGITAL CARNIVAL



St Pauls Carnival CIC is proud to have delivered its first ever 'Digital Carnival' in July 2020. This is our opportunity to say thank you for all of your support.

Take a look at the summary report to see how we managed to deliver a digital event as close to a traditional Caribbean Carnival, without being on the streets absorbing the smells, tastes & colours!

Our vision was to make sure we could celebrate African Caribbean culture in a safe but engaging way. Thanks to all the DJ's, community artists and volunteers who created a 2 week cultural programme and 11hr live stream for Carnival Day itself.

In the new post-COVID world we inhabit, your continued support is even more important to ensuring our historic and vital cultural event continues to take place and reach the community.

As we move towards Carnival in 2021, we hope to continue working with you, to help us deliver and develop a new type of digital hybrid-event, as well as continuing to develop Carnival 365, our year-round programme of social and cultural education.

LaToyah McAllister-Jones
Executive Director



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THE NUMBERS

- Reach of over 250,000 people
- 20,000 views on fringe videos
- 1,199 NEW followers
- Two week Fringe Programme of 14 events
- Carnival Day line-up included;
 - DJs & artists
 - Cooking Demonstrations
 - Live stream from Lakota
 - Highlights from the Fringe



THANK YOU!

stpaulscarnival.net

ARTISTS

Zakiya McKenzie

//Kabbo Hue Ferdinand

Tan Teddy

Jendayi Serwah

Helen Davenport

Shadia Hosseln

Dee Moxon

DJ Pilo

Edson Burton

Ngaio Anyia

Black South

West Network

123 Media

Cables & Cameras

Da Fuchaman

Malaika Kegode

Roger Griffith

Shawn Sobers

Rob Mitchell

Rainbow

Steel Orchestra

Christelle Pellecuer

Olivette Otele

Dallas

8th Sense Media

Ed Browing

Nadia Williams

DJs

DJ Style

DJ Panther

Panther

DJ Dazee

DJ Wally

DJ Pilo

Bandyt

DJ Docta Flex

Selecta Watson

Angel Mel

DJ Bunjy

MCs

Miss Divine

DJ Docta Flex

Critical C

Megatron

SPECIAL THANKS TO

Trinity Arts

Studio Stiles

Lakota

Bristol Arts Channel

KOR Consult

Purplefish

Encounters

Film Festival

dBs Music Bristol

Ujima Radio

Loud Audio

St Mary's Kitchen

Out of Hand

Noods Radio

Quartet Community

Foundation

Red Trouser Fund

(Elder's Brunch

Sponsors)

Daisy Dobson

Andrea Mahoney

Dan Hart

Sophia Gibson

Jonathan Savage

Jonathan Adams

Amanda Wall

Alex Lepingwell

Charlene Lawrence

Izzy Francke

DigiLocal

Sophia Gibson

Davine Spiers

Amanda Wall

Jason Hewett

Dean May

Annalise Dowdall

Jake Chisholm

Lucy Felton

Harriet Brown

Catherine Giva

Claudia Gibbons

D'Jorn Fevlier

- 19 Artists
- 10 DJ's
- 3 MC's
- 14 Volunteers
- 34 Elders brunches delivered



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JOIN US



SOCIAL MEDIA

Analysis of the Spirit Up! digital carnival gave very encouraging results;

- There was huge reach (250k) and healthy increase in followers (1,199).
- Viewer interactions were vast and frequent
- Brand awareness and advocacy benefited due to the length of time in front of people.

Social Media; New Followers

- 617 new Facebook followers
- 438 new Instagram followers
- 144 new Twitter followers
- 18 new Twitch followers

Multi-use of the different channels was the right choice for this event;

- Facebook was good for streaming
- Twitter was better for the Fringe events and for signposting
- Instagram stories for whipping up excitement and showing behind the scenes

Viewer Figures

- Facebook - 39,800 views
- Twitter - 76.3k impressions
- Twitch - 515 unique viewers
- Zoom - 290 viewers



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SOCIAL MEDIA

Twitter; Fringe

- Tweets - 50
- Tweet impressions - 92.4k
- Profile visits - 1,540
- Mentions - 201
- New followers - 149

Twitter; On The Day

- Tweets - 37
- Tweet impressions - 76.3k
- Profile visits - 1,287
- Mentions - 166
- New followers - 55

Facebook; Fringe

- Post Reach of 87.4k
- Post Engagement 21,274
- Page Views 4,424

Facebook; On The Day

- Post Reach of 109.5k
- Post Engagement 21,180
- Page Views 4,397



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PARTNERSHIPS

One of the most exciting outcomes of delivering this year's digital carnival were the new event partnerships developed over the delivery period.

We worked closely with Trinity Arts Centre who hosted us on the day; a new collaboration for our organisations.

We were also part of the Bristol Arts Channel, which brought together arts organisations across the city, providing a platform for a diverse range of events during June, ending with Carnival Day itself on July 4th!

To ensure digital carnival safe and COVID compliant, we linked Trinity Arts Centre with the Bristol City Council Safety Advisory Group who supported us with key aspects of our event planning.

Bristol Festivals, of which Carnival is a member, worked to promote our events and support us as a key network and support organisation in Bristol.

We will continue to strengthen these partnerships as they played a vital role in creating an engaging programme.

TRINITY:
A CENTRE FOR THE PEOPLE



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FRINGE EVENT

Our two-week fringe programme was jam packed with carnival arts, culture, history and community, allowing these individual sessions to take the spotlight.

These colourful and immersive sessions included costume making, film, music and dance, sharing the traditions of African Caribbean culture and celebrate diversity from the safety of their own home.

The most popular Fringe events (Malaika's poem, Windrush Day, Carnival film) were all to do with the history and cultural significance of Carnival.

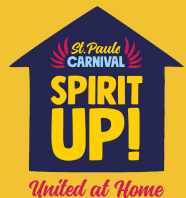


FRINGE EVENTS

#BackYourCarnival
#SpiritUp
stpaulscarnival.net

June 20 - Launch Day <i>19.00pm</i> 20 MIN LIVE SET FROM DA FUCHAMAN <i>Livestream</i>	June 25 <i>19.00pm</i> Encounters Film Festival, 123 Media & St Pauls Carnival present CARNIVAL Film screening with panel discussion	July 1 <i>12.00pm</i> CARNIVAL HEADRESS MAKING with Shadia Houssein & Dee Moxon <i>19.30pm</i> BSWN Film Screening & panel discussion curated by Cables & Cameras
June 22 - Windrush Day <i>12.00pm</i> LEGACY A Trinity commissioned poem by Malaika Kegode <i>20.00pm</i> THE WINDRUSH SUITESTREAM from Vortex Jazz Club, Dalston Hackney <i>Livestream</i>	June 26 <i>12.00pm</i> CARNIVAL MASK MAKING with Helen Davenport June 27 <i>12.00pm</i> UJIMA RADIO CARNIVAL TAKEOVER All day	July 2 <i>10-12.00pm</i> ROGER GRIFFITH & OLIVETTE OTELE ON UJIMA RADIO Discussing the origins & significance of Carnival
June 24 <i>12.00pm</i> STORY-TELLING by Zakiya McKenzie	June 28 <i>12.00pm</i> //KABBO HUE FERDINAND Story-telling with drumming World Carnival June 30 <i>12.00pm</i> PILOXERCISE Carnival inspired workout exercise	July 3 - Jouvert night! <i>20.00pm</i> JOUVERT-INSPIRED SHORT FILMS by Edson Burton <i>21-23.00pm</i> BOOTY BASS PARTY <i>Livestream</i>

“This has been amazing, a wonderful mix of activities and such high quality. Well done to all involved, you are definitely spreading the carnival joy when it is needed most”



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CARNIVAL DAY

On July 4th we brought an authentic digital carnival experience safely to people in their homes. A cultural melting pot of music, story, history, dance, drumming, fancy dress, food and drink!

After the blessing, and message from Barbara Dettering, founding member of St Pauls Carnival, our lineup of DJs covered all traditional carnival music genres, such as dancehall, reggae and soca, through to dub, calypso and drum and bass.



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**SATURDAY
4 JULY
LINE UP**

#BackYourCarnival
#SpiritUp
stpaulscarnival.net

- 12.00 WELCOME**
WITH JENDAYI SERWAH
//KABBO HUE FERDINAND
BARBARA DETTERING
- 12.30 BANDYT**
- 13.30 SELECTA WATSON**
- 14.15 NEGUS MELODY**
- 15.30 ANGEL MEL**
- 16.00 DJ STYLE**
- 16.45 DJ PANTHER PANTHER**
- 17.15 DJ WALLY**
- 17.50 FANCY DRESS
COMPETITION ANNOUNCEMENT!**
- 19.30 DJ PILO**
- 21.15 DJ DAZEE**
- 22.10 DJ BUNJY**

*"I'm so delighted the Carnival will
continue to be celebrated this year.... now
more than ever. THANK YOU"*



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ELDERS BRUNCH

Sponsored by Quartet Community Foundation this year, the Elders Brunch is a hugely important part of Carnival - it gives us a chance to thank our Elders for their contributions and ongoing support to our community.

It looked a little different in 2020, but this year we still managed to visit all 34 of our Elders with delicious food and good wishes on Carnival day!

Thanks to St Mary's Kitchen for helping us get out to our Elders and to the volunteer drivers who made it happen!



“Thank you for thinking of me, thanks to the cooks, thanks to the volunteers, committee and every one who worked so hard to put this together, my gratitude to you and everyone. Blessings and best wishes”



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CARNIVAL 2021

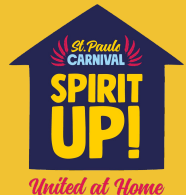
We are confident the 2020 digital Carnival has helped build even stronger brand foundations for St Pauls Carnival.

We had limited corporate support due to Covid-19, but Spirit Up! delivered on its promise which will help build stronger foundations, – we were *United at Home*.

Building on the love of Carnival and wider engagement, we are confident that a hybrid digital & 'live' event will lead to a bright future in the post-COVID world.



"I took part in carnival when I was little & have always attended as I've got older, looking forward to it coming back next year! Well done to all involved in creating great online content"



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CARNIVAL 2021 - WHAT NEXT?

- One week of digital Fringe events
- Continuation of Schools Programme and Community Engagement scheme
- Carnival Day: Hybrid digital/live event
 - COVID-safe and compliant
 - Socially distanced, seated event
 - Crowd control measures



"We are missing St Paul's Carnival so much this year but super excited for the line up today. Thank you for all your hard work in keeping this celebration going strong!"

*Dependant on Feasibility Report / City Council SAG meetings



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HIGHLIGHTS OF SPIRIT UP!

- ❑ Malaika Kegode's poem 'Legacy', commissioned by Trinity Arts Centre
- ❑ Story-Telling with Zakiya McKenzie
- ❑ A Carnival inspired workout with Piloexercise
- ❑ Screening of the short film 'Carnival' and Q&A session





THANK YOU

