



St. Paul's
CARNIVAL

2023
IMPACT
REPORT

WELCOME FROM THE EXECUTIVE DIRECTOR

Welcome to St Pauls Carnival's 2023 Impact Report.

This year marked our epic return to the streets after a three-year hiatus due to the pandemic. 120,000 people joined us to celebrate African Caribbean culture, dancing their way through over 70 artists, 140 traders, 4 stages, and 1 breathtaking procession. The revival wasn't limited to a single day; the Carnival Fringe, a two-week programme of events highlighting community, achievements, and the Caribbean legends of our past, present, and future, graced the city once again.

In tandem with these festivities, we proudly continued our Education Programmes, reaching over 6,000 school students with immersive workshops, lessons, and performances. These initiatives aim to foster a deeper understanding of the cultural significance embedded in our celebrations.

St Pauls Carnival also contributed significantly to the economic vitality of our city, injecting over **£9.2 million** into the local economy. This financial impact underscores the Carnival's role not only as a cultural cornerstone but also as a driver of economic growth.

As we reflect on the brilliant achievements of the past year, we are reminded of the resilience and unity that defines us. Join us in celebrating the joyous heartbeat of St Pauls Carnival, ensuring it continues to resonate for generations to come.

LaToyah McAllister-Jones
Executive Director



Photo by Colin Rayner

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Photo by Colin Rayner

PARTNERSHIPS

WE WOULD NOT BE ABLE TO DO THIS WITHOUT YOUR ONGOING SUPPORT. THANK YOU.

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ST PAULS CARNIVAL 2023:

CARNIVAL IN NUMBERS

CARNIVAL IN NUMBERS



120,000

Carnival Day attendees

140+

Carnival Day traders, including local residents

£9.2 MILLION

Brought to Bristol

71

Stage performances

500+

Carnival Fringe attendees

6

Carnival Fringe events

75+

Elder's Brunch attendees

120+

Volunteers

16

Schools engaged

6000+

Students reached

32

Teachers supported

13

Community Facilitators empowered

490,000+

People reached on social media

170,00+

Website visits

33

Groups in the procession

8

Official sound systems



ST PAULS CARNIVAL 2023:

CARNIVAL DAY

CARNIVAL THEME: LEARNING FROM LEGENDS

2023's Carnival theme was 'Learning From Legends', as we celebrated the legends of our past, present and future.

In a year that marked Windrush 75 and the 60th anniversary of the Bristol Bus Boycott, we honoured the legends from our founding members' generation who have taught us so much.

We also recognised our 'Living Legends'. Bristol is blessed with a host of community-focused individuals and activists who make this city a better place. We wanted to celebrate those continuing the legacy of resistance, resilience and empowerment that our Elders have passed down to us.

As we stand on the shoulders of giants, we also understand how important it is to nurture the next generation. We're looking to the future, understanding that we are raising future legends who will step up and take their place.

This theme will live on in our hearts for years to come, highlighting the interconnectedness of our community and the lessons that are passed down through generations.



ELDERS' BRUNCH

The Elders' Brunch stands as an integral part of Carnival Day, serving as an expression of gratitude towards our Elders for their invaluable contributions to the community as we invite them to join us on the morning of Carnival for food and entertainment. Beyond expressing gratitude, the Brunch also aims to create a welcoming and accessible environment, ensuring that our Elders can actively participate in the festivities surrounded by comfort and inclusivity.

Sponsored by Home Of Island Delight & Juici UK, the 2023 brunch was held at Malcolm X Centre and hosted by Roger Griffiths. The morning featured:

- ★ Caribbean food from Glen's Kitchen
- ★ A talk by Levi Roots, Chair of the St Pauls Carnival Board
- ★ A prayer led by Pastor Mulubwa, Deputy President of Together4Bristol Churches
- ★ Entertainment from Renewal Choir



Photos by Joe Rosser

THE PROCESSION

The procession was orchestrated by Pax Nindi, Chief Executive of Global Carnivalz, who collaborated closely with the event management team to accomplish what could be considered the longest procession to date, featuring the largest number of participants safely navigating the narrow streets of St Pauls.

The procession featured 33 groups, including:

- ★ 5 secondary schools
- ★ 6 primary schools
- ★ 1 float inspired by the Black Lives Matter movement, representing St Pauls Carnival
- ★ 1 adult and 1 children's Mas Camp
- ★ 1 St Pauls Carnival dance troupe
- ★ A vintage 1964 bus commemorating the Bristol Bus Boycott



Photo by Colin Rayner



Photo by Colin Rayner

STAGES

Carnival Day showcased over 70 performances across four stages, spanning dance, music, spoken word and more. Local artists are at the heart of the day's entertainment, and we are committed to supporting them with paid participation.

The Roy Hackett Memorial Stage

- ★ St Pauls Learning Centre Green
- ★ 21 performances
- ★ Produced by Jamell Ackford

The main stage celebrating the life of Carnival founding father, Roy Hackett, featured reggae, dub, hip-hop, spoken word, afrobeats, UK funk and more.

Radical Roots

- ★ Brunswick Square
- ★ 17 performances
- ★ Produced by Esther Afikuruweh and Ngaio Anyia

This brand new stage celebrating our LGBTQ+ community featured a blend of activist led cultural arts by day, and a takeover by female & non-binary DJ collective Booty Bass by night.



Photo by Bobbi O'Gilvie

STAGES

Raising Legends

★ St Pauls Park

★ 18 performances

★ Produced by Aspiration Creation Elevation

Supported by Creative Youth Network, this emerging talent stage featured Bristol's best up and coming acts.

Mandela's Hideaway

★ St Agnes Park

★ 15 performances

★ Produced by Naomi Davis

The official family area showcased local youth talent, grass roots artists and African & Caribbean creative workshops.



Photos by Pankaj Vasantry



SOUND SYSTEMS

Carnival Day 2023 welcomed 8 official sound systems from the Sound System Federation, including:

- ★ Qualitex Sound
- ★ Excaliber (Froggy)
- ★ Negus Melody
- ★ Invasion
- ★ As it is TV
- ★ 1 Relation Sound
- ★ Ghetto Force
- ★ Lion Pulse & Firmly Rooted

St Pauls Carnival collaborates closely with the local Sound System Federation, which boasts a lengthy history of participation in the Carnival. They have occupied the same performance spaces for many years and constitutes an integral part of the day's entertainment.

Sound system culture has a unique place in St Pauls Carnival as it tells a specific story about the migration to Bristol from the 1960s onwards, which was significantly Jamaican.

While rooted in Jamaican culture, the Carnival transcends this to represent a broad spectrum of African Caribbean heritage and culture. This inclusivity is evident in the diverse expressions of music, food, costume, and the vibrant procession.



Photo by Will Wynn

TRADERS

140 traders were invited to sell their wares at Carnival, from jerk chicken to rum punch, face painting to Carnival flags.

★ 43 food traders

★ 10 non-food traders

★ 14 community/charity stalls

★ Over 100 local residents selling alcohol from their premises with a Temporary Event Notice

Temporary Event Notices provide local residents with the opportunity to generate additional income on Carnival Day, fostering a positive impact on the local economy.



Photo by Colin Rayner

ATTENDEE FEEDBACK

“What an awesome Carnival, thank you guys! You make Bristol a special place with amazing vibes!”

“What an incredible procession, the vibes were amazing, everyone was happy, and all our lot said it was one of the best days of their lives!”

“So many people I saw on the day commented on how well organised it was and how celebratory the atmosphere was.”

“It was so fabulous to be a part of Carnival, thanks so much for the food, flair, music and total fun! The sun beamed upon us all together loving life and dancing in celebration.”

“First time we’ve ever been, but it won’t be the last, we had an awesome day, thank you all so much!”



Photo by Colin Rayner



ST PAULS CARNIVAL 2023:

COMMUNITY ENGAGEMENT

ST PAULS CARNIVAL FRINGE

Our Carnival Fringe returned in June for 2 weeks in the run up to the big day, with a series of events celebrating community, achievements and the Caribbean legends of our past, present and future.

Offering a rich tapestry of live performances, mouth watering food, cinema screenings, panel discussions and more, it brought an extra sprinkle of vibrancy to the Carnival festivities – as well as being an opportunity to celebrate and reflect on our culture in the run up to Carnival Day.



Photo by Donovan Jackson



ST PAULS CARNIVAL FRINGE - T20 CARNIVAL CLASH

Saturday 17th June 2023

- ★ Held at Seat Unique Stadium
- ★ 1 Dance performance
- ★ 1 Steel pan performance
- ★ 1 Jamaican folk song performance

In collaboration with Gloucestershire County Cricket Club, this celebration brought a Caribbean flavour to the Gloucestershire vs Kent Spitfires Vitality Blast Fixture.

The fundraising event featured special pre-match performances from Carnival artists including traditional steel pan and a procession troupe. Music was provided by Carnival DJs blasting Reggae, Soca and Calypso sounds from the islands to cricket fans as they arrived and throughout the evening. Food stalls also offered flavours from the Caribbean creating an authentic experience for fans.



ST PAULS CARNIVAL FRINGE - LEGENDS OF WINDRUSH: HUMAN LIBRARY

Wednesday 21st June 2023

- ★ Held in Circomedia
- ★ 6 'Human books'
- ★ 1 Spoken word poet
- ★ 40 Attendees
- ★ 1 Jamaican finger buffet

In celebration of 75 years of Windrush, this event inspired by Human Libraries featured storytelling from local people and community pioneers.

Our guest speakers became Human Books as they shared their personal experiences surrounding the Windrush Generation, using the 2023 Carnival theme 'Learning from Legends' to reflect on the many trailblazers from the Caribbean community and how they've impacted our lives.



Photo by Keyane Allman

ST PAULS CARNIVAL FRINGE - INNA WI CARNIVAL CINEMA

Tuesday 27th June 2023

- ★ Held at Trinity Centre in collaboration with Cables and Cameras
- ★ 4 Short films
- ★ 2 Panellists
- ★ 90 Attendees
- ★ 1 Caribbean inspired cocktail and snack bar

Presented in collaboration with Cables and Cameras, Inna Wi Carnival Cinema gave the community an opportunity to immerse themselves in the legendary stories, culture and history surrounding St Pauls Carnival through a series of four short films charting Windrush legacy, Caribbean and Carnival Culture and Black Britain.

The programme included films **Home Carnival Queen**, **HATS**, **Celebrate What?**, and **Inna Wi Carnival: Reflections of a Generation**, as well as a post-screening panel discussion featuring local people from the Afro-Caribbean community reflecting on this year's Carnival theme 'Learning from Legends'.



Photos by Donovan Jackson

ST PAULS CARNIVAL FRINGE: COMMUNITY EVENTS

In addition to our curated events, we invited our community friends to enrich the Fringe programme with their own contributions.

The offerings included:

- ★ **Legends Of The Future: In Discussion With Babbasa's Trailblazers, hosted by Babbasa**
- ★ **Healings Through Dub & The Legend of Kunta Kinte, hosted by Active Archives**
- ★ **Family Collage Art Workshop, hosted by Active Archives**



Photo by Keyane Allman

COMMUNITY MAS CAMPS & ST PAULS CARNIVAL DANCE TROUPE

The procession is the jewel in the crown of Carnival, and we wanted community members to have the opportunity to participate in it.

★ 1 Children's Mas Camp hosted by St Pauls Adventure Playground, with 25 participants

★ 1 Adult's Mas Camp hosted by St Pauls Learning Centre, with 30 participants

★ 1 St Pauls Carnival Dance Troupe

Mas Camps are a significant part of Caribbean culture, where each group has its own space to design and create their costumes for the Carnival parade. The word 'Mas' represents Masquerade, which is at the heart of the Carnival tradition.

Led by local artist Carol Sherman, the Community Mas Camps were spaces where participants could come and create their own costumes, learn dance moves and be a part of the Carnival procession.

The official dance troupe was led by Norman 'Rubba' Stephenson, founder of Afidance. They showcased traditional African dance both during the procession and in the family area, Mandela's Hideaway.



Photos by Bhagesh Sachania

ST PAULS CARNIVAL 2023:

EDUCATION PROGRAMME

CARNIVAL ARTS PROGRAMME

This year, the Carnival Arts Programme featured many new opportunities for Bristol's Primary and Secondary schools to engage with St Pauls Carnival and African Caribbean culture and heritage. Each school took part in a range of activities leading up to their grand finale performance in St Pauls Carnival procession.

Each school received:

- ★ A teachers open day, where lead teachers from each school had the opportunity to participate in Carnival Arts Programme taster sessions, connect with one another and ask questions
- ★ A contextual session exploring the heritage of St Pauls Carnival, why we celebrate, our key values, and local figures and legends facilitated by Richard Ferron
- ★ A day long costume making workshop with a specialist costume designer
- ★ 6 weeks of African dance and drumming sessions with World Jungle tutors
- ★ A photographed dress rehearsal with a chance to be interviewed by the BBC and ITV
- ★ A spot in St Pauls Carnival procession on the 1st July



Photo by Colin Rayner

CARNIVAL ARTS PROGRAMME

★ **75+ workshops** were delivered to Bristol's Primary and Secondary schools in the Carnival Arts Programme

★ **330 students** had opportunity to showcase their creations and perform all they had learnt

Schools that took part in our Carnival Arts Programme:

- **Bristol Brunel Academy**
- **City Academy**
- **Trinity Academy**
- **Cotham Secondary School**
- **John Cabot Academy**
- **Fairlawn Primary School**
- **St Werburghs Primary School**
- **Cabot Primary School**
- **Dolphin Primary School**
- **Summerhill Academy**
- **St Barnabas***

*St Barnabas sadly received confirmation of their closure in June. We offered them a special slot in the procession to commemorate the amazing things that the school has accomplished over the years.



Photo by Bhagesh Sachania

EDUCATION PROGRAMME

Our commitment to education continues as we reach out to primary and secondary schools, delivering diverse assemblies on St Pauls Carnival's history, the lives of the 7 Saints Of St Pauls, and the importance of cultural heritage. We offer engaging sessions, such as African dance and Steelpan lessons. The demand for our black history education support in Bristol's schools is high, and we customise our offerings to meet each school's unique needs.

Cultural Days

- Nova Primary School invited us to assist in commemorating a whole-school Culture Day. We delivered an engaging 'Exploration of Cultural Heritage' assembly and dynamic drumming and dance workshops in alignment with the school's chosen theme.
- Integrate UK invited us to City Academy to share a presentation on St Pauls Carnival and our core values. It provided an opportunity for students to showcase their heritage and culture to us through a fashion show. The catwalk transformed into celebration, encouraging students and teachers to dancing to cultural music.



EDUCATION PROGRAMME

Partnership with Bridges For Communities

We collaborated with Bridges For Communities on the 'Bristol School Linking' project, fostering friendships between children across Bristol to promote togetherness, challenge prejudice, and contribute to a more cohesive society. Paired primary schools from different demographics engaged in relationship-building activities, with World Jungle facilitating drumming and dance workshops.

Richard Ferron led a contextual session exploring identity, celebrating diversity, promoting community, and championing equality.

Steelpan performances in residential/retirement homes

Four groups of year 5 students from Fairlawn and St Werburghs Primary Schools visited residents in four Bristol retirement homes, sharing Steelpan performances.

Following the music, we presented our in-house documentary, *Inna Wi Carnival: Reflections Of A Generation*, delving into the history of St Pauls Carnival and the experiences of its legends.

The students, accompanied by cast members like Barbara Dettering, engaged in a Q&A session after the screening, fostering positive intergenerational exchange, interaction, and learning.





ST PAULS CARNIVAL 2023

COMMUNICATIONS

CARNIVAL IN NUMBERS 2023 - COMMUNICATIONS

SOCIAL MEDIA FOLLOWERS >>

557

NEW

Facebook Followers

796

NEW

Instagram Followers

440

NEW

Twitter Followers

FACEBOOK FIGURES >>

188,907

Page Reach

38,076

Page Visits

13,800

Content Interactions

INSTAGRAM FIGURES >>

9,240

Accounts Reached

1,748

Profile Visits

584

Accounts Engaged

X / TWITTER FIGURES >>

292,616

Impressions

60,696

Profile Visits

1,512

Mentions

CARNIVAL IN NUMBERS 2023 - COMMUNICATIONS

2,300 +

eNewsletter subscribers

179,000 +

Annual website visits

ST PAULS CARNIVAL RADIO TAKEOVER

In the run up to Carnival Day, we collaborated with Ujima and BCfm Radio to run a weekly takeover on their One Love Breakfast Show.

Figures from the local community were invited to appear on the show and talk about their memories of St Pauls Carnival, discuss their role in the 2023 festivities, and reflect on this year's Carnival theme Learning From Legends.

Radio guests included:

- ★ **Norman 'Rubba' Stephenson** – founder of Afidance and leader of the St Pauls Carnival Dance Troupe
- ★ **Keyane Allman** – crew member for our in-house documentary *Inna Wi Carnival: Reflections Of A Generation* and panelist for our Fringe event *Inna Wi Carnival Cinema*
- ★ **Keziah Wenham-Kenyon** – Director and Producer of *Inna Wi Carnival: Reflections Of A Generation*
- ★ **Lewis Wedlock** – activist, academic and social psychologist, and facilitator of the St Pauls Carnival Education Programme
- ★ **Roger Griffith MBE** – writer, social entrepreneur, lecturer and activist, and host of the 2023 Carnival Day Elder's Brunch



Photo by Will Wynn

CONNECT WITH CARNIVAL

Carnival is a community event, and it is vital it happens in collaboration with the St Pauls community.

This year, we wanted to create opportunities for open conversations with residents, and make it as easy as possible to ask questions and get involved with Carnival Day.

To facilitate this, we held two Connect With Carnival evenings at Docklands Community Centre on Thursday 13th April and Thursday 11th May.

The events were attended by the full Carnival Team, and were a relaxed opportunity to find out more about the upcoming festivities over food and board games.

The evenings attracted many local residents, and were supported by door knocking from our Community Engagement Officer, flyers and posters in the community, and a radio advertisement campaign on Ujima and BCfm.



Photo by Keyane Allman

FUNDRAISING CAMPAIGN

Leading up to Carnival Day, we initiated a poster campaign encouraging contributions towards the event.

Donors who contributed £15 received an exclusive package including a wristband, t-shirt, and a 10% discount on official Carnival bars and merchandise. The campaign proved highly successful, raising an impressive **£10,700**.

Simultaneously, several local venues and individuals organised fundraising events in support of St Pauls Carnival. A special thank you extends to these dedicated contributors, including:

- ★ The Love Inn, who raised **£374**
- ★ Junior Saunders, who raised **£600**
- ★ Lost Horizon, who raised **£1,100**
- ★ Wiper & True, who raised **£667**

Contact us at admin@stpaulscarnival.org.uk if you or your organisation would like to fundraise for St Pauls Carnival.



CARNIVAL IS BACK - 1ST JULY

ST PAULS CARNIVAL COSTS*
£450,000

WE GET 50% FUNDING

*** **MAKE YOUR CONTRIBUTION** ***

STPAULSCARNIVAL.NET/DONATE

SUGGESTED CONTRIBUTION £5

£15 DONATION YOU WILL RECEIVE =

A WRISTBAND + T SHIRT

WITH 10% OFF

AT OFFICIAL CARNIVAL BARS & MERCHANDISE

10 HOURS OF ENTERTAINMENT INCLUDING CARNIVAL PROCESSION ★ **4 STAGES**
SOUND SYSTEMS ★ **100+ ARTISTS**

@StPaulsCRNVL

stpaulscarnival.net

@StPaulsCarnivalBristol

*THE REST WE RELY ON FROM DONATIONS



ST PAULS CARNIVAL 2023:

OUTREACH

CITIZENS FOR CULTURE

We have joined forces with the Trinity Centre and Citizens Of Power to collaborate with the West of England Combined Authority on the development of a Citizens Assembly for Culture as part of the [Culture West programme](#).

The aim of this project is to place community involvement at the heart of shaping the region's cultural delivery plan, with the hope that everyone living and working here will have the opportunity to lead culturally enriched lives and realise their creative potential.

The Citizens Assembly will be delivered in 2024, with a research and development phase currently taking place that has included:

- ★ **Deliberative workshops with a range of participants from the sector, hearing from speakers working in democratic decision making**
- ★ **Panels with citizens from across the West of England with design ideas for a Citizens' Assembly for Culture for 2024**



Photo by Colin Rayner



ST PAULS CARNIVAL 2023:

SOCIAL & ECONOMIC IMPACT

SOCIAL & ECONOMIC IMPACT

An independent Economic Impact Assessment of the 2023 St Pauls Carnival was produced by the Department of Accounting, Economics and Finance from UWE's Bristol Business School, using a mix of data gathered on the day and established economic modelling. The full report can be found [here](#).

Our Impact:

- ★ The event brought to Bristol **£9.2 million** in additional expenditure.
- ★ **120,000 people** attended Carnival Day – a **20% increase** compared to the last Carnival full in 2019.
- ★ The annual cost to stage the Carnival is currently at **£450,000** - this means that **for every pound spent on its organisation, Bristol and the wider West of England region see a £20 return in economic benefits alone.**
- ★ The economic boost to Bristol is **£3.5m above the figure reached when a similar assessment was produced in 2018**, showing the Carnival's resilience despite concerns over the cost of living.



SOCIAL & ECONOMIC IMPACT

- ★ **70%** of those surveyed said that the economic situation made them value St Pauls Carnival more than before.
- ★ **80%** of those surveyed stated that they were unlikely to be doing anything else on the day, which suggests that, without St Pauls Carnival, a significant number of people would have not gone out and supported local businesses.
- ★ **66%** of those surveyed stated they would not be in Bristol on the day of Carnival if it were not for the event.
- ★ **43%** of those surveyed stated they spent up to £25 per person on food and drink, followed by **35%** saying they spent between £26 to £50.
- ★ St Pauls Carnival is seen as a safe event enjoyed by families and friends, with **95%** of those consulted stating they want to return to St Pauls Carnival in the future.



THE FUTURE OF COMMUNITY EVENTS

This year's event was one of the best, safest and most enjoyable Carnivals ever. St Pauls Carnival is a vital part of Bristol's national and international identity as well its economic ecology, attracting an estimated £9.2m across the event weekend.

However, the arts and cultural sector has struggled to recover from the pandemic and the cost of living increase. While costs continue to rise, arts and cultural organisations continue to find it a challenge selling tickets or fundraising for activity in the current economic landscape.

We are proud to contribute such a positive economic impact to Bristol. Despite the significant economic value that events bring to the city, free community events like Carnival often receive minimal financial support. In addition to core funding from Arts Council England, the organisation has to raise over half of the total event cost, which exceeds £450,000 as of 2023. Our diverse fundraising strategy includes revenue from traders, official Carnival bars, merchandise sales, and sponsorships. In 2023, we launched a fundraising poster campaign featuring a QR code to enhance donation efforts. But in the post-covid landscape, with costs rising, serious consideration has to be made for the future delivery model for this amazing event.

There has been an unprecedented number of events and venues that have been unable to run or that have closed during 2023. The future for events, especially free community events, is currently in a very challenging place. We want to thank everyone who has donated throughout 2023; your support is so very important to us.

We will continue to work hard to ensure the legacy of this great African Caribbean event and hope we can continue to rely on your support.



Photo by Adrian Strong



THANK YOU

As we conclude this year's Impact Report, we are filled with gratitude and admiration for the remarkable success that unfolded during Carnival 2023, drawing together over 100,000 people to revel in the richness of African Caribbean culture.

The success of the event is a testament to the tireless dedication of the Carnival team, Board colleagues, and the numerous artists, freelancers and contractors who lent their expertise to orchestrate this spectacle. **This couldn't happen without you.**

We extend a heartfelt 'thank you' to the resilient St Pauls community, the backbone of this Carnival's spirit. Your unwavering support and enthusiasm are the driving forces that propel us forward.

As we celebrate the success of Carnival 2023, let us also recognise the challenges that lie ahead for events and cultural organisations. The future of our beloved Carnival hangs in the balance, requiring a unified effort to secure its continuity. Together, we can overcome these obstacles and ensure that St Pauls Carnival remains a beacon of cultural celebration for years to come.

Thank you for your support and dedication.

The St Pauls Carnival Board

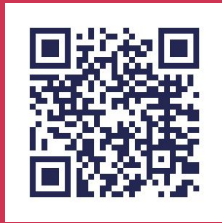


Photo by Joe Rosser

CONTACT US

Admin@stpaulscarnival.org.uk

We fundraise all year round. Your support helps to deliver the great impact for our communities and our city. Donate here.



ARTS COUNCIL
ENGLAND



Photo by Bhagesh Sachania