



Happy Streets Festival 2022 Creative Programming Brief - Expressions of Interest

Happy Streets is a free, indoor and outdoor, multi-artform festival aimed at families living in Nine Elms to promote wellbeing. Commissioned by Wandsworth Council, the festival presents a varied programme of high-quality performances and creative opportunities, as well as signposting residents and visitors to initiatives that support happiness and wellbeing.

Wandsworth Council have commissioned Swans Events to undertake scoping and development work for Happy Streets Festival, provisionally scheduled for **Saturday 9th July 2022**. Swans Events are seeking **expressions of interest** from artists, local organisations and venues to help develop the 2022 festival programme and we would like to hear from you!

What are we looking for?

If you have a ready-made act or a brand-new idea that meets our aims, we would love to hear from you! If you are proposing something new and bespoke for the festival, you only need to send us your initial ideas and estimate costs. We will prioritize local artists/organisations, but applications are open to all including all art-forms:

- Indoor and outdoor activities/performance
- Live performance - music, dance, theatre, circus
- Talks and debates
- Workshops and classes
- Arts & Craft
- Sports activities
- Street theatre and walkabout acts

Budget: Approximately £50 - £1500

Submission deadline: Monday 7th February 2022 12pm

To apply please send the following info to alex@swansevents.co.uk by the deadline above. We are asking for early submissions as we are aiming to submit an ACE funding application by March to develop Happy Streets. You will have plenty of time to develop your ideas.

- Name and activity description
- Photos and videos (if you have them)
- How does it meet the Happy Streets aims?
- No. of sessions/shows per day and timings (or initial idea)
- No. of participants/audience (or initial idea)
- Budget/Fees (can be estimates if new idea)
- Tech spec - incl space required and what you would require the festival to provide

You are welcome to respond in the body of an email or as an attachment, no more than two sides of A4 please.

Venues

Are you a local Nine Elms venue or organisation that would like to run your own activity in your own space as part of the Happy Streets Programme? If so, get in touch! We will offer free marketing on the website, social media and a listing in the programme.

Background

The first Happy Streets festival was in July 2019 and was inspired by *Happy Street*, Yinka Ilori's colourful redesign of a railway bridge underpass on Thessaly Road. The underpass is a key north-south route in Nine Elms, that links the Savona, Patmore and Carey Gardens estates. Feedback from residents and festival partners was to make the festival a regular event. However, in 2020 the Covid-19 Pandemic made it impossible to go ahead and the event was paused, re-emerging in July 2021 as a successful, mostly outside socially distanced event.

The festival takes place in community venues and outdoor spaces either side of the bridge, with walkabout activity spilling out into the surrounding streets, entertaining residents from their balconies and front doors. Festival hubs have included: R.O.S.E Community Clubroom, Ascalon Street ball court, St George's Primary School and playgrounds, Griffin Primary School, Carey Gardens and Yvonne Carr Centre.

The festival was shortlisted for Best Arts Project - Community Cohesion in the 2020 Hearts for the Arts Awards. As part of the programming and production of the festival, Wandsworth Council worked closely with local partners to develop content that was both unique to the festival and embedded in longer-term community initiatives and activities. For example, they commissioned Urban Canopy to develop the Nine Elms Tea Trail, connecting festival attendees to a long-term local open membership gardening group, whilst investing in the planting of herb and plant beds to be enjoyed long after the festival.

The festival has included nearly 50 performances, participatory events and workshops themed around happiness and well-being. Residents have been able to find out information about their local area and enjoy free taster sessions with a range of Wandsworth-based arts and community organisations that include: Battersea Arts Centre, Beatbox Academy, World Heart Beat and Nine Elms Arts Ministry. The festival programme has also included performances and workshops with acclaimed UK and international artists such as: Upswing, Puppets With Guts and Marawa's Majorettes. Over 1800 people have participated, with strong local representation, and positive feedback. One local school child described the event as "*the best day of their life*".

Happy Street Festival's aims:

- Promote happiness and wellbeing
- Connect to and involve local partners, including schools, community groups and cultural organisations
- Represent the diversity of our local community, including across staffing and programming
- Be accessible and inclusive to as many people as possible who live, work, or go to school in Nine Elms, taking consideration of disability access and affordability
- Include content for all ages including families and adult audiences
- Give local people a voice and the opportunity to discuss what they need from their borough