



Happy Streets 2023 Creative Programming Brief - Expressions of Interest

Happy Streets is a free, indoor and outdoor, multi-artform festival for families living in Battersea and Nine Elms to promote wellbeing. Commissioned by Wandsworth Council, this year's festival will take place on 15 July 2023 and will present a programme of high-quality performances and creative opportunities, as well as signposting residents and visitors to local initiatives that support happiness and wellbeing.

The aims of the festival are:

- Provide joyous, accessible live performance and participation activities for people who live, work, or go to school in Battersea and Nine Elms
- Focus on happiness and wellbeing – signpost people to activities and resources that support individual and community wellbeing throughout the year
- To be as environmentally conscious, keeping to Theatre Green Book standards, where possible

On behalf of Wandsworth Council, Swans Events are seeking expressions of interest to help develop the Happy Streets 2023 programme.

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 prioritise local artists/organisations, but applications are open to all and we welcome applications from all art-forms:

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

We particularly welcome applications from artists that identify as being at risk of exclusion or from communities that are currently underrepresented in the arts.

Budget: There are fees available for artists that present work at Happy Streets. We expect that this money will cover some or all of your project costs. Based on the scale of this year's festival, we can offer

fees between £50 and £800. Please provide a breakdown of costs in your application, and please note that value for money will be considered in our selection process.

Submission deadline: Monday 13 February 2023 at 10am

Selection Process: Work for this year's festival will be selected by: the Nine Elms Arts and Events Manager; Nine Elms Strategic Lead for Culture; Swans Events and a panel of community stakeholders who have previously been involved in the festival.

Applications will be assessed against:

- The criteria outlined above
- The quality of the idea
- How strongly the idea connects to the festival themes of happiness and wellbeing
- Potential audience reach
- Value for money.

To apply please send the following info to hello@swansevents.co.uk by Monday 13 February at 10am.

Please include:

- Name and activity description
- Photos and/or videos (if you have them)
- How does your project meet the aims of Happy Streets?
- Suggested number of sessions/shows and timings
- No. of participants/audience (or initial idea)
- Budget, including breakdown of costs can be estimates if new idea but no higher than the above)
- Technical specification - incl space required and what you would require the festival to provide i.e specific number of tables and chairs
- Do you have any classes, workshops, courses, initiatives that run regularly in Battersea and Nine Elms that you can promote at the festival

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

If you have any questions about Happy Streets or the application process please contact hello@swansevents.co.uk

Background

The first Happy Streets festival was in July 2019 and was inspired by *Happy Street*, artist 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 with Battersea Park Road and Wandsworth Road.



Feedback from residents and festival partners included requests 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. Key festival hubs included: R.O.S.E Community Clubroom, Ascalon Street ball court, St George's Primary School and playgrounds, and Yvonne Carr Centre.

The 2019 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, we 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 2022 festival reached around 1,200 residents, with over 650 of them taking part in an activity. It worked with 152 artists who were mostly local. Happy Streets has become a recognised event and brand for communities around Thessaly Road, particularly for the Primary school teachers and students. Following the 2022 Cultural Strategy Impact Assessment for Battersea and Nine Elms we now know conclusively that residents notice where there is clear investment in culture and that it creates civic pride in their local area.