



Preston City Mela 2019 Research & Development Report

Arts Council of England Funded Project

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1. Background

Preston Mela has been in place for more than 16 years and contributed to the City's cultural programme including during the Guild 2012 celebrations.

Preston City Mela took a new approach in 2015, holding the event in the City centre which has been the format for the past three years.

Preston City Mela [PCM] is a collaboration between Preston City Council, Community Gateway Association and GS Consultancy Limited with financial support from the Arts Council of England (North West). PCM has successfully grown year on year.

In September 2018, a formal governance structure was established, forming a Community Interest Company [Reg No. 11620054] in order to progress to the next level.

1.2 Mela Objectives:

- i. To promote and develop South Asian art forms in Preston and across Lancashire.
- ii. To showcase local artist talent and retain traditional South Asian art forms in the city.
- iii. To use South Asian arts, as a key enabler to promote community cohesion, breaking down cultural differences and engaging people from all walks of life.
- iv. To contribute towards a vibrant and diverse city offer connecting to the city's main cultural programme.
- v. To establish a quality cultural offer for Preston and Lancashire.
- vi. To contribute towards the positive health and wellbeing of Preston's residents and visitors.

In January 2019, the PCM Board joined the national network of 'Future Melas' to ensure it can tap into new artistic forms. The Mela Board is grateful to our anchor partners for their continuing support and we thank Preston City Council, Community Gateway, and Arts Council of England. For more details about Mela and its programme, see www.prestoncitymela.co.uk

2. Introduction

Preston City Cultural Mela aims to give local North West emerging artists a platform to showcase their artistic skills and talents and perform alongside established regional, national and International artists. It is an established South Asian Arts & Cultural event in Preston's cultural calendar. PCM are ambitious to build on their current outreach programme to encourage further engagement and active participation. This Research and Development project aims to:

- Explore the feasibility of delivering Mela arts in collaboration with other established North West events to showcase South Asian Arts & Culture across different settings and different audiences; undertaking at least 10 new outreach events for 2020.
- Investigate which education or young people setting could work in collaboration with PCM to produce artistic input for main event.

This research and development consultation and action project will establish the feasibility of developing the Mela South Asian Arts and Cultural Outreach experience in settings where this art form is not experienced.

PCM want to explore with existing combined arts-based events / festivals across the North West region to incorporate Mela activities and bring diversity and inclusion as part of their offer. PCM have local artists with a range of skills and talent with South Asian heritage arts to deliver the Mela offer. PCM are keen to work with bodies and geographical areas which attract a mainly all white audience to their events. As part of this project PCM will provide some taster sessions as examples of the Mela art form. With this introduction we can also undertake audience surveys and one to one interviews with organisers, to enhance the Mela offer.

3. Objectives of Research and Development [R&D] Project

PCM anticipate that on completion of this project, the following objectives will be achieved:

1. Increased demand for Mela Arts into established combined arts / festival programmes.
2. Identify the themes and dates for events in 2020.
3. Ascertain what South Asian heritage artistic input can be provided and at what cost.
4. Scope the in-kind support available to accommodate the Mela experience. This will include identifying any infrastructure requirements.
5. Agree how the Mela offer can be incorporated into the marketing and publicity of these events, so that ethnic minorities within their area of catchment feel part of the identity and inclusiveness.
6. Use the data compiled to create a fully scoped, costed and provisionally agreed Mela outreach programme for 2020.

4. Methodology

Anecdotal evidence shows that South Asian heritage art forms are not part of mainstream events / festivals across the North West. The Mela outreach programme provides an opportunity to deliver South Asian arts forms to new audiences and in areas where South Asian communities are amongst the minority residents.

This R&D Mela Outreach project focuses on two settings:

- Community, larger public events / festivals, which are free to the public.
- Education and Young People's Settings

The implementation of the Community Setting R&D project will take an incremental approach which will include:

- 4.1 To undertake a desktop study of events and festivals taking place in the North West Region. It will include key contacts and themes to ensure we focus on events which are free to the public and not for profit.
- 4.2 To compile an email, setting out the background to Preston City Mela Community Interest Company, its purpose, and its ethos and values for using art forms to promote community cohesion.
- 4.3 Send email out to potential event organisers, invite potential event organisers to consider Preston City Mela approach and offer; and meet to explore collaborative working in the future.
- 4.4 The write up and findings of the meeting were sent back to the events organisation to check for accuracy and provide any additional information which may be relevant to the R&D project and Mela offer. It also invited the event organisers to state why they would like to work with Preston City Mela in the future.
- 4.5 All interested parties were invited to attend the Mela on 6th July to experience the Mela first hand.
- 4.6 A half day workshop was held for local artists to present approaches for future PCM outreach provision, outline the R&D project and set out the 2020 PCM plans and outreach programme. The workshop provided an opportunity to check out availability of artists and costs for their involvement which will include fees, materials and travel. It will also identify individual artists who will take part in the Outreach programme for 2020. The findings of this engagement will help form the basis of Mela involvement for a wider outreach programme for 2020 and its outline costings.
- 4.7 With the additional R&D artist budget secured from ACE application for some performance and workshop sessions to test our approach and at the same time capture audience views on our input. Post meetings, two proposals were formulated and presented to *Kendal Torchlight Carnival* and *Catch the Wind - Kite Festival* as these events had sufficient time to plan. Both agreed a Mela contribution to the event.

- 4.8 The next phase was to follow up all those events organisers who demonstrated a willingness to work in collaboration with PCM for 2020 Outreach Programme to liaise and finalise an outline proposal and costing. The purpose of this phase was to explore in detail the outline proposal of what type of artistic input was required for their event; and to agree in principle in-kind and cash support for their element of the 2020 outreach programme.
- 4.9 To meet with Community Arts organisations who have contributed to Mela programmes across the UK, to ascertain future commissions for PCM.
- 4.10 With all the information gathered from the R&D project a report was compiled and used to share with the PCM Board Members; this also included outline costings for each outreach programme and present finding.
- 4.11 As we approach the end of the academic year, it was imperative that contact was made with educational settings before the summer break, to ensure that potential opportunities for collaborative working and creating artists programmes had the scope to be included in the 2020 Mela Programme. Due to this tight timescale the work was shared with both named project workers

5. Desktop Study

A desktop search was undertaken of events and festivals across the North West of England [Lancashire & South Cumbria] to ascertain which events are likely to collaborate well the PCM concept. The web search identified a great deal of events that take place over the spring, summer and autumn months. The search was limited to the Lancashire / South Cumbria area to ensure PCM was not encroaching on other Mela organisational boundaries such as Manchester.

In addition, contact was made with Lancashire County Council elected members who represented these geographical areas to use their intelligence and experience of which events would benefit from Mela artistic input. A potential list was created of key events, their contacts; and proposed dates, this was then compiled into a document.

5.1 Community Events in the North West.

- a. Penwortham Town Council – Penwortham Gala
- b. Chorley Borough Council – Picnic in The Park
- c. West Lancashire Council for Voluntary Services – Community Events
- d. Light Up Lancaster
- e. Kendal Torchlight Carnival
- f. Left Coast Creative People & Places – Fylde Coast
- g. Edge Hill University Arts Centre [Education & YP Setting]
- h. Super Slow Way Organisation – East Lancashire Burnley Canal Festival
- i. UCLan Equality & Diversity Inclusion Carnival [Education & YP Setting 2 projects]
- j. Lytham Club Day
- k. Catch the Wind Morecambe Kite Festival
- l. Rossendale Heritage Festival
- m. Fleetwood Festival of Transport
- n. SpareParts Festival for Transport – linked to Fleetwood Festival

An introductory email was sent setting out the background to PCM, the purpose of our Research and Development project and asking if they would be interested in future collaborative work with PCM. Some of the email contacts were followed up by phone calls to ensure that we were dealing with the right contact person for the event.

This resulted in a number of organisers responding and one to one meetings were arranged. This included a visit at which, a pre-structured questionnaire was completed to capture as much information about the event. The questionnaire was designed to capture three aspects:

- Background to the event and its purpose
- What level of infrastructure could be expected for Preston City Mela for South Asian artistic input, including the scope for cash and in-kind match.
- Identify what level and content is required for their event.

After each visit, the information was taken, and a short write up was compiled of the meeting. This was then sent back to the organisers of the event to share with their organisation and make any comments / suggestions to the content of the information gathered. Furthermore, a quote was requested to determine why that event would benefit by having Preston City Mela input.

The final write-up was then used to compile a R&D report for the Mela Board and ACE activity report. It also included the scope of Mela activity, type of artistic input that could be provided and potential dates for Mela taster sessions for 2019.

Meetings were held with Mela Project Team to explore which artists could be involved in the taster session events and scope the costing.

6. Outreach Programme- Community Setting Findings

6.1 Event: Penwortham Gala

Background:

Penwortham Gala has been in existence for more than 30 years, as a community family friendly gala. Its purpose is to celebrate a community event in Penwortham Town Council by bring organisations, business and community together to showcase the best of Penwortham.

Penwortham Gala event fits well with Preston City Mela ethos for inclusion, diversity and cohesion.

Penwortham Gala is a two-day event and held on the second weekend of June. This year the event was held on the 8th & 9th June 2019 and is scheduled for the 13th and 14th June 2020. The event has a community procession which is held on Saturday from 12:30 -2pm. There are static exhibitors and a full stage programme at **Hurst Grange Park, Cop Lane, PR1 9XH**. The timing for Saturday is 12 noon to 10pm and on the Sunday the event is open from 12 noon to 4pm. Around 2000 people are expected to attend and take part in the Penwortham Gala over the two days. The event is free of charge to the public.

The marketing of Penwortham Gala starts 5 weeks before the event through;

- printed flyers disseminated through community settings;
- posters via business;
- Information on public notice boards at community centres;
- Facebook page.

If PCM were involved through collaborative working and commissions, the Mela logo would be used in future marketing and publicity. A PDF version of the logo and strapline will be required by the organisers.

Preston City Mela Engagement

Preston City Mela involvement with Penwortham Gala is subject to the following:

- a) That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020.
- b) That ACE criteria is met for funding which is 15-20% in cash and similar in “in-kind” support from the organisers, this will require Penwortham Town Council approval.
- c) Mela artistic input will be for the first day of the event [Sunday] with workshops commissioned for 4 hours contact time and around 30 minutes input of performing stage acts, including audience participation.
- d) That funding for both ACE and host organisation is in place 6 weeks prior to event to ensure commissions are secured.

Mela Strategic Fit

Penwortham Town Council is supportive of the collaborative approach. It would be of great advantage for PCM to be involved with Penwortham Gala, as a number of South Asian communities reside in the Penwortham post code area. However, there are some considerable challenges to do with the logistics. Mela CIC does not have any infrastructure items such as gazebos, tables, chairs, access to transport or staffing to

erect and dismantle equipment on event sites. Taking part would require additional resources, which are not currently available.

6.2 Event: Chorley Borough Council – Community Events Programme

Background:

Chorley Borough Council hold a number of community events in their locality to promote economic development, business, voluntary and community sector provision and to celebrate what's best in Chorley and the surrounding areas.

It uses these community events to promote arts, culture, a pride in the historical heritage; cohesions and bring diverse groups together. From the wide-ranging events that take place in Chorley, there are three family-based events which bring the public together and reflect the diverse community in the Borough. These are:

- ***Picnic in the Park***
- ***A Taste of Chorley [includes a food festival]***
- ***Chorley Live Event***

These events are held in the calendar month of June each year. Dates for 2020 are yet to be determined. These events strive to having diversity and inclusion as part of its offer. This is reflected within the wide range of artistic inputs and community organisations taking part. The events include a mixture of preforming and visual arts alongside other family related fun activities.

Both events are expected to attract between 2,000 to 3,000 people.

Chorley Borough Council market their community events through;

- Printed literature disseminated through community settings [What's Happening Magazine]
- Use of social media accounts
- Dedicated web site – Check out Chorley
- A Communications teams to manage publicity and marketing.

If PCM were involved through collaborative working and commissions, the Mela logo will be used in future marketing and publicity. A PDF version of the logo and strapline will be required by the organisers.

Preston City Mela Engagement & Artistic Input

Chorley Borough Council through this survey work has indicated a strong desire to work with PCM to contribute to its festival/s in 2020 and increase the profile of its diverse community. There is a strong indication to meet the funding requirements of the cash and in-kind [infrastructure support] match for PCM input. For the 2020 outreach programme, the contribution could include four [4] components, to be agreed prior to compiling the PCM and outreach programme for 2020. These will need to be worked up during July/ August 2019.

1. South Asian arts to contribute to one of the key community events in June 2020. This will be determined by the Borough Council in consultation with Preston City

Mela. The event will include both performing artists [Bollywood dances and Dhol players – one hour allocated time for both performances] and workshops keeping with the theme of the event.

2. Explore a 3-week Bollywood dance tutorial programme either in a local college setting or with the 'Youth Zone' during May 2020 then the students to perform at the event. The training will be provided by Preston City Mela artist. Chorley Borough Council to decide.
3. To commission PCM artists to contribute to the Chorley Community event. Details of the final contribution will be agreed prior to compiling the Arts Council of England funding application for 2020. The planning for this will take place in September 2019.
4. Explore the possibility of using Arts Council of England funded taster sessions, subject to match funding being in place. PCM to provide an outline proposal with details of artists and breakdown of costs.

It is also proposed that PCM meet with Chorley Events Team and their Communications and Events Manager Andrew Daniels to finalise an outline programme for the ACE application. Chorley Borough Council through its community networks will help identify local South Asian talents that can be part of the Mela offer.

Mela Strategic Fit

Working with Chorley Council would extend overall reach of PCM to a wider population. It would be of great advantage for PCM to be involved with a collaborative Chorley Borough Council community events to bring the South Asian perspective to reflect the cultural demographics of the area. PCM's involvement will ensure we help target the South Asian communities and other ethnic minority groups that reside in the area and be part of the whole experience. The community events will give Mela artists new experiences in performing and holding workshops for mainly non-Asian Communities and diverse population groups. The event has the potential to identify hidden talent that could contribute to future Mela programmes

This will be an excellent opportunity for both the Mela and Chorley Borough Council to work together to showcase diversity and inclusion. Chorley Council has already made a significant and historical appointment of its first Asian Heritage Mayor and for Mela to contribute to a Chorley mainstream event under the new Mayor Office adds to the commitment to inclusiveness in the Borough.

6.3 West Lancashire Council for Voluntary Service - Community Events

Background:

A meeting was held with West Lancashire Council for Voluntary Service [WLCVS], which is an umbrella organisation that has affiliated members from community organisations and events in the whole area. The meeting was to provide the organisation with background to PCM and the rationale for 2020 outreach programme. WLCVS has taken the information and will explore which event best fits our outreach programme and will

inform PCM of its consultation. Connections was also made with the proposed Edge Hill University programme in which WLCVS are keen to engage.

The following suggestion that were shared by WLCVS could not be followed up as all one to one meeting had been completed. The list will be useful for future years.

- Ormskirk Gingerbread Festival: <https://discoverormskirk.com/events/gingerbread-festival/>
- Ormskirk Community Dance Festival: <https://westlancsbuzz.org/ormskirk-dance-festival-2019/>
- Skem Fest: https://www.champnews.com/newsdetail.aspx?ID=GN4_ART_161025
- Bickerstock: <https://www.bickerstock.org/>
- Green Fayre: <https://www.westlancs.gov.uk/events/green-fayre.aspx>
- VeganFest Burscough: <https://www.visitlancashire.com/whats-on/burscough-veganfest-p954510>

6.4 Event: Light Up Lancaster Festival

Background:

Light Up Lancaster is an annual event delivered by a partnership of Lancaster City Council, Lancaster BID and Lancaster Arts Partners. This is a two-day festival held on Friday and Saturday on the first weekend of November the (1st and 2nd November 2019) and 6th and 7th November 2020. The main purpose is to illuminate built and community and open space, within the city and to celebrate its heritage. This is a free to the public event and is held in the city centre across a number of sites.

Light Up Lancaster Festival is grounded in a strong ethos of collaborative and partnership working with colleges, schools, business and community organisations, to help deliver the programme. The Festival attracts artists from the local area but also from across the UK and, increasingly, international artists. The events strive to have diversity and inclusion as part of its offer. This is reflected within the wide range of artistic inputs, community organisations taking part and measuring audience attendance. The festival is focused on light art and also includes performing and visual arts alongside other family related fun activities; and concludes with a firework display.

Light Up Lancaster Festival are keen to establish new collaborations and partnerships to help increase its offer each year. It is expected to see 45,000 people over the two days of the festival and workshops could have footfall of around 300-400 people. Whereas performing arts are likely to attract an audience of 4,000 people prior to the firework display.

Light Up Lancaster Festival is marketed through

- Printed literature disseminated through community settings;
- Use of the social media accounts;
- Dedicated web site and new to 2019 new phone app.

If PCM were involved through collaborative working and commissions, the Mela logo would be used in future marketing and publicity. A PDF version of the logo and strapline will be required by the organisers.

Preston City Mela Engagement & Artistic Input

Light Up Lancaster Festival has demonstrated through this survey work a strong desire to work with PCM to contribute to its festival in 2020 to increase the profile of diversity. This contribution could include four components, to be agreed prior to compiling the PCM and Outreach programme for 2020.

1. Contribute to festival on Saturday 7th November 2020 to include both performing artists [Bollywood dances and Dhol players – one hour allocated time for both performances to include led lights] and workshops keeping with the theme of the event.
2. A 4-week Bollywood programme in a college setting and then the students to perform at the festival. The training will be provided by PCM artists.
3. To commission PCM artists to contribute to the festival. Details of the final contribution will be agreed prior to compiling the Arts Council of England funding application for 2020. The planning for this will take place in September 2019.
4. Scope the possibility of contributing PCM artistic input to Morecambe Catch the Wind Kite festival on 29/30th June 2019 for ACE taster session funding is agreed in May 2019.
5. Regardless of proposed future programmes Light Up Lancaster Festival has asked for a workshop [light related] to be included in the 2019 programme.

Mela Strategic Fit

There so much potential and opportunities to promote South Asian artists from Lancashire at this event. It would be of great advantage for PCM to be involved with a collaborative project Light Up Lancaster Festival to bring the South Asian perspective to reflect the cultural demographics of the city. PCM's involvement will ensure we help target the South Asian communities that reside in area and be part of the whole experience. The festival will give Mela artists new experiences in performing and holding workshop for mainly non-Asian Communities and diverse population groups. The event has the potential to identify hidden talent that could contribute to future Mela

6.5 Event: Kendal Torchlight Carnival

Background:

Kendal Torchlight Carnival has been in existence for almost 50 years. In 2020 it will see its 50th street procession, which has a 2-mile route. The procession is held on Friday evening and on Saturday the carnival moves to street party arrangement. There is an organisation committee which oversees the event planning, content and delivery.

Kendal Torchlight Carnival works with a number of local arts based and community organisation to stage this event. This two-day carnival is held on Friday and Saturday on the last weekend of September (27 & 28th September 2019) and (25th & 26th September 2020). The main purpose of the carnival is to bring the diverse community of Kendal together and celebrate its heritage and culture. This is free to the public event and is held in the town centre.

Kendal Torchlight Carnival is grounded in a strong ethos of collaborative and partnership working with colleges, schools, business and community organisations, to help deliver the programme. The events strive to have diversity and inclusion as part of its offer. This is reflected within the wide range of artistic inputs, community organisations taking part. The festival includes performing and visual arts alongside other family related fun activities.

Kendal Torchlight Carnival are keen to establish new collaborations and partnerships to help increase its offer each year. It is expecting to see 25,000 to 30,000 people over the two days of the festival and workshops could have footfall of around 300 people.

Kendal Torchlight Carnival is marketed through:

- Printed literature disseminated through community settings;
- Use of the social media accounts;
- Dedicated web site.

If PCM were involved through collaborative working and commissions, the Mela logo will be used in future marketing and publicity. A PDF version of the logo and strapline will be required by the organisers.

Preston City Mela Engagement & Artistic Input

Kendal Torchlight Carnival has demonstrated through this survey work a strong desire to work with PCM to contribute to its festival in 2020 to increase the profile of diversity. This contribution could include five components, to be agreed prior to compiling the PCM and Outreach programme for 2020.

1. Contribute to carnival on Saturday 26th September 2020 to include both performing artists [Bollywood dances and Dhol players – one hour allocated time for both performances to include led lights] and workshops keeping with the theme of the event.
2. A 3-week Bollywood programme in Kendal college setting during September 2019 or 2020 and then the students to perform at the carnival. The training will be provided by PCM artist.
3. To commission PCM artists to contribute to the carnival. Details of the final contribution will be agreed prior to compiling the Arts Council of England funding application for 2020. The planning for this will take place in September 2019
4. If ACE taster session funding is agreed in May 2019, PCM will aim to provide artistic input as set out above and details below on a smaller scale.

5. PCM provide a short Bollywood dance performance and a presentation on Mela to the Kendal Torchlight Carnival dinner to be held on 8th November 2019.

There are two options for consideration. Option one is subject to ACE taster session funding being agreed in May 2019; and option two will be much larger contribution to enhance the festival for 2020

Mela Strategic Fit

Opportunities to promote South Asian artists from Lancashire at this event keeping in line with PCM aims and objectives; and Mela artists engage with new population groups. Kendal Torchlight Carnival gives a platform for the South Asian perspective to reflect the cultural demographics of the area. PCM involvement will ensure we help target the South Asian communities that reside in area and be part of the whole experience. The festival will give Mela artists new experiences in performing and holding workshops for mainly non-Asian Communities and diverse population groups. The event has the potential to identify hidden talent that could contribute to future Mela programmes

6.6 Event; Heritage Rossendale [East Lancashire]

Introduction:

Contact was made via email with Heritage Rossendale organisers [Horse & Bamboo Company], who forwarded the PCM request for exploring collaborative working to 'Apna Rossendale'. Email exchanges took place with both Apna Rossendale and Preston City Mela, resulting into a telephone conversation for consider if at all there is any potential for collaboration.

Heritage Rossendale is a 10-day festival starts on 28th June to 7th July 2019. One of these days is allocated to Apna Rossendale for a South Asian carnival event.

Background

Apna Rossendale is a community organisation based in Haslingden and has been established around four years ago. They are a heritage and arts project, and work within South Asian communities to support and empower local women, giving them a meeting place, and classes in languages, crafts, wellbeing, healthy eating and fitness and help develop social and life skills. Their other activities include a drop-in centre and gallery right in the heart of Haslingden, Rossendale. It provides a friendly space for all, but particularly for ladies from local South Asian communities. The organisation work is through securing grant aid and commissions. Horse & Bamboo Company commission them to provide South Asian heritage content to the Heritage Rossendale festival.

Apna Rossendale's model of arts-based work is through commissioned projects with community groups they represent and partnership organisations in the locality. It facilitates project to produce and showcase a wide range of visual and performing arts forms including the traditional heritage. The process helps build confidence and empowerment with the group members and provides local artists new audiences to work with. Apna Rossendale is a local organisation which contributes to festival and events within the Rossendale area and does not have the capacity or resource provision to initiate its own Mela programme.

However, there is scope for collaborative working with PCM. This is through sharing artists contact and introducing new art forms to the Preston City Mela future programmes. This provides artists in the Lancashire post code catchment to show case their skills, talents and be part of cultural arts programme. A number of gaps in the PCM programme were discussed, where there is scope for identifying artists, who can fulfil this need.

Apna Rossendale will consider PCM request, contact artists who have worked with them previously, obtain consent and forward details to PCM to follow up.

6.7 Catch the Wind Kite Festival – Morecambe

Background:

More Music is a music and education charity, with over 25 years of experience delivering workshops, training, performances and festivals across the district, region and beyond. It is based in the West End of Morecambe. The organisation seeks to build confidence and spirit in individuals and communities through the arts, especially music. More Music is an Arts Council National Portfolio Organisation and part of Youth Music's Alliance for a Musically Inclusive England.

More Music places arts at the heart of all its work, by being the lead organisation in the area to organise events, festivals and music gigs and provide artists new opportunities to perform and showcase their artistic talents. Some of the key events include:

- ***West End Festival***
- ***Catch the Wind Kite Festival***
- ***Women in Music: 'Women Will'***
- ***And many more collaborative events***

These events are held at different times of the year, but mainly during the festival seasons of summer and autumn. These events have established experience including artists from diverse backgrounds and especially from the South Asian origin. Some of the examples of the artists taking part in More Music programmes include:

- Desi Sangeet Music Project
- Jason Singh Beat Boxer
- SAMYO from Milapfest
- Dhamak Bollywood Brass Band
- Jasdeep Singh Degun – Sitar Player

More Music events attract large audiences, for example the Catch the Wind Kite Festival which is held over two days in June has around 25,000 people attending.

More Music has a strong marketing and publicity approach for their community events/festivals, which are through;

- Printed literature disseminated through community settings and networks
- Use of the social media accounts
- Dedicated web site, with a 'What's On' section.
- Use of radio and printed materials.

In one of its events the "Times of India" provided coverage.

If PCM were involved through collaborative working and commissions, with More Music; the Mela logo will be used in future marketing and publicity. A PDF version of the logo and strapline will be required by the organisers.

Preston City Mela Engagement & Artistic Input

Through this survey meeting More Music has strongly demonstrated a desire to work with PCM to contribute to its festivals in 2020 to increase the profile of its diverse community. There is also a strong indication to meet the funding requirements of the cash and in-kind [infrastructure support] match for PCM input. More Music has suggested that the ***Catch the Wind Kite Festival*** would be the most appropriate event for the collaboration to take place. They are also keen to explore some pre-workshop / performance sessions in youth or college settings.

For 2020 Outreach programme, the contribution could include four [4] components, to be agreed prior to compiling the PCM and Outreach programme for 2020. These will need to be worked up during July 2019.

1. South Asian artists to contribute to Catch the Wind Kite Festival on 27th & 28th June 2020. The artistic input will be shared over the two days and will include both performances and pop up workshop sessions. All the input will try to keep within the theme of the event, for example have the kite symbol incorporated in the henna design. [Synopsis: *enjoy beautiful and impressive kites of all shapes and sizes flown by professional kite flyers – or bring your kite and fly it on the beach. There will live music, arts and crafts, street entertainment, stalls and many fun activities to enjoy too*].
2. Explore a 3-4-week Bollywood dance tutorial programme either in a local college setting or with the youth setting during May 2020 then the young people to perform at the event. The training will be provided by Preston City Mela artist. More Music will be the lead organisation liaising with the local group.
3. PCM will liaise with artists from a Lancashire post code to contribute the More Music event. Details of the final contribution will be agreed prior to compiling the Arts Council of England funding application for 2020. The planning for this will take place in July / August 2019.
4. Explore the possibility of using Arts Council of England funded taster sessions for 2019 as a pilot, subject to match funding being in place. PCM provide an outline proposal with details of artists and breakdown of costs.

Mela Strategic Fit

There are lots of mutual benefits for both PCM and More Music to work in collaboration to promote South Asian Artists which have a Lancashire post code. It provides artists experience / opportunities to take part in large scale public event with audiences from a range of backgrounds. It should also help to bring the South Asian perspective to reflect the cultural demographics of the area. PCM involvement will ensure that they are able to help target the South Asian communities and other ethnic minority groups that reside in area and be part of the whole experience.

6.8 Tram Sunday – Fleetwood

Background:

Tram Sunday organised by Fleetwood Festival of Transport has been running for many years. It is a fun-packed family event that celebrates transport. It's the largest free event of its kind in Lancashire, attracting crowds of 70,000.

SpareParts was created in 2014 through a unique partnership between volunteer led Fleetwood Festival of Transport, Creative People & Places project LeftCoast and Wyre Council's Arts and Events team. The festival is now funded by Arts Council England's Strategic Touring Fund. SpareParts went 'on the move' in 2017 & 2018 and toured to Sandbach Transport Festival, TrAction Crewe alongside the original Tram Sunday in Fleetwood. In 2019 they welcomed Accelerate Transport Festival in Oldham and plan to introduce another new location in 2020.

This year Tram Sunday will take place on 21st July 2019. Each year the festival has a theme. For 2020 the theme is yet to be confirmed but will be linked to "*People & Places Connecting Travel*" and the event will take place on 19th July 2020. The event starts at 10am and closes at 4pm. Artists are required to make a **6-hour** input on the day. A focus of the event is a parade which starts at 3pm through the Town Centre and lasts for one hour.

SpareParts programmes and commissions UK and International artists to perform on the day; in 2019 artists included those from the Middle East, Ireland and America. It also places local engagement and involvement as a key priority. By mobilising the local community to take part in arts-based activity and showcase this at the event and in the parade. One of the artist-led projects for 2019 which includes local community participation event is entitled 'Roots' which focus on migration and will include working with local asylum seekers and women's groups in Fleetwood from Syria.

Fleetwood Festival of Transport has a strong marketing and publicity approach for their event, with a dedicated part-time freelance marketing officer to lead this work stream, it includes;

- Printed literature disseminated through community settings and networks, 3 weeks before the event.
- Uses all available social media platforms.
- Has a dedicated 'Facebook' account
- Use of radio and other media outlets.

If PCM were involved through collaborative working and commissions, with SpareParts; the Mela logo will be used were its appropriate in the marketing and publicity. A PDF version of the logo and strapline will be required by the organisers.

Preston City Mela Engagement & Artistic Input

SpareParts through this consultation has indicated a wish to work with PCM to contribute to its festivals in 2020 to increase the profile of its diverse community. This is very much dependent of the artistic input required for the event. There is also a strong indication to meet the funding requirements of the cash and in-kind [infrastructure support] match for PCM input. This will include the in-kind infrastructure requirements for gazebos, table and chairs and refreshments for artists. SpareParts are also keen to explore some pre-

workshop / performance sessions in Housing Association setting and with community groups.

There is some limited opportunity to include possibly two pop-up workshops on the 21st July 2019. These must have a transport theme. One of the suggestions is to have a henna artist who can incorporate a transport theme within the henna design. PCM will liaise with local artists to identify a suitable workshop that could be signposted for this year's event.

Mela Strategic Fit

Preston Mela to reach new audiences and showcase traditional arts link to transports. Considerable shared benefits for both PCM and SpareParts to work in collaboration to promote South Asian Artists which have a Lancashire post code. It provides artists with more experience / opportunities to take part in large scale public event with audiences from wide range of backgrounds. It should also help to bring the South Asian perspective to reflect the cultural demographics of the area. PCM involvement will ensure that they are able to help target the South Asian communities and other ethnic minority groups that reside in the area and be part of the whole experience. There is the possibility of including the overseas students at the Fleetwood Nautical College.

7. Outreach Programme- Education & Young People Setting

As we approached the end of the academic year, it was imperative that contact was made with Educational settings before the summer break, to ensure that potential opportunities for collaborative working and creating artists programmes had the scope to be included in the 2020 Mela Programme. Due to this tight timescale only limited work in this setting could take place.

7.1 Event: Proposed Name- Ormskirk Multi Cultural Community Arts Festival

Background:

Edge Hill University [EHU] is one of the three universities in Lancashire based in Ormskirk – West Lancashire. The organisation has a strong ethos of collaborative and partnership working with colleges, schools, business and community organisations, to help their students fulfil their full academic and life skills experience and potential. EHU has a strong grounding in inclusion, diversity and promoting its organisational civic responsibilities. One recognised specialist area is the arts programmes the university runs, which has a dedicated arts centre. The Arts Centre is a professional venue with a year-round programme of theatre, dance, music, film, comedy, literature and visual arts, and attracts professional artists and performers with a national and international profile.

The Arts Centre provides all Edge Hill University students with cultural opportunities and experiences through learning, performing, creative arts and engagement with audiences from a range of settings. EHU has a strong element of music, dance, performing arts, media and technology as part of its offer.

EHU is keen to establish new collaborative and partnerships to help raise its profile and show case the organisation and its student population with the local population. Most of the artistic productions at the university attract local community audiences, as well as student audiences, all performances are open to both students and the public. It estimates that around 4000 people external to the university form part of their audience experience, and around 10,000 students.

EHU consider using arts as one of the ways of promoting its civic responsibilities.

EHU arts productions are marketed through:

- 18,000 printed brochures disseminated through community settings,
- Mail outs of the brochures via their networks
- Use of the social media accounts

If PCM were involved through collaborative working and commissions, the Mela logo will be used in future marketing and publicity. A PDF version of the logo and strapline will be required by the organisers.

Preston City Mela Engagement & Artistic Input

EHU has demonstrated a strong desire to work with PCM to co-produce, a major event in 2020. This would include contribution to four components:

1. One day festival [Ormskirk Multi Cultural Community Arts Festival] held on **Saturday 26th September 2020** on the EHU site open up to the public.
2. A pre-event workshop held in July 2020 aimed at 4 or 5 high schools [year 9 /10 pupils] to produce 52 A4/A3 printed commonwealth country flags. These would be used to dress the festival site and used a public competition, designed by students to name the flags. This will be facilitated by PCM artists [x2].
3. A 4-week Bollywood programme in a college setting and then the students to perform at the festival. The training will be provided by PCM artists.
4. To commission PCM artists to contribute to the festival. Details of the final contribution will be agreed prior to compiling the Arts Council of England funding application for 2020. The planning for this will take place in September 2019.

Mela Strategic Fit

Working with the university brings a number of strategic fits such as extend the cultural experience to reach new audiences and promote South Asian Artists. Through this collaborative project with Edge Hill University it creates for first multi-cultural event open to the public and engagement with its student population. Preston City Mela involvement will ensure we help target the South Asian communities that reside in West Lancashire. The festival will give Mela artists new experiences in performing and holding workshop for mainly non-Asian Communities and with diverse population groups. The event has the potential to identify hidden talent that could contribute to future Mela programmes.

7.2 Event: UCLan Diversity & Inclusion Festival

Background:

University of Central Lancashire [UCLan] is one of the UK's largest with a student and staff community approaching 38,000. Internationally the University has academic partners in all regions of the globe and it is on a world stage that the first-class quality of its education was first recognised. The University has an increasingly thriving campus in Cyprus delivering UCLan programmes and original research within a Central Lancashire environment and culture.

In 2010, the University became the first UK modern Higher Education institution to appear in the QS World University Rankings. In 2018, the Centre for World University Rankings estimated Central Lancashire to be in the top 3.7 percent of all worldwide universities, highlighting the progress the institution has made in providing students with real-world learning experiences and reflecting the institution's broad pool of academic talent.

UCLan has a strong ethos of collaborative and partnership working with colleges, schools, business and community organisations, to help their students fulfil their full academic and life skills experience and potential. UCLan places inclusion, diversity and promoting its organisational civic responsibilities at the forefront of its work. One of its

recognised specialist areas is the Faculty of Culture and the Creative Industries; in which art, design, fashion, media and performance are studied.

UCLan uses every opportunity to engage with external organisations as ways of promoting its civic responsibilities. It also has a strong collaborative relationship with the student union and its members.

UCLan events are mainly targeted at staff, students and open to the community. Special events or arts-based productions such as the fashion show are marketed through;

- Printed brochures and disseminated throughout the organisations and community settings,
- Mail outs of the brochures via their networks
- Use of the social media accounts and website
- Use of its internal networks.

If PCM were involved through collaborative working and commissions, the Mela logo will be used in future marketing and publicity. A PDF version of the logo and strapline will be required by the organisers.

Preston City Mela Engagement & Artistic Input

UCLan has established a strong desire to work with PCM to contribute to its **Diversity & Inclusion Festival**, which is a week-long event across the whole organization involving staff, students and the community. Mela input would include contribution to four components:

1. Providing South Asian artistic input to the one-day carnival event as part of the diversity & inclusion festival. The proposed date will be during **March 2020** on the UCLan site open up to the public.
2. A pre-event workshop held up to 4 weeks prior to the carnival within a local college aimed at performing arts students for Bollywood training programme and then the students to perform at the festival. The training will be provided by PCM artists.
3. Consider working with UCLan students to produce artistic design to address the Mela main site [Preston Flag Market].
4. To commission PCM artists to contribute to the festival. Details of the final contribution will be agreed prior to compiling the Arts Council of England funding application for 2020. The planning for this will take place in September 2019.

Mela Strategic Fit

It would be of great benefit for PCM to be involved in a collaborative project with UCLan and link its work with a local college as well. PCM involvement will help UCLan delivery its diversity and inclusion agenda, which are key elements of the Mela ethos. The involvement will give Mela artists new experiences in performing and holding workshops

for mainly non-Asian Communities and will diverse population groups. The event has the potential to identify hidden talent that could contribute to future Mela programmes.

7.3 Event: UCLan Student Arts Development Programme

BA (Hons) Textile Design is part of the School of Art, Design and Fashion at the University of Central Lancashire.

Background:

The Textile Design course is a broad course that covers a wide range of practical textile skills from weaving through to surface pattern design. The course actively participates in live briefs with industry and the community to encourage students to develop their professionalism and employability skills.

Julie Mosley would co-ordinate and lead the project. She is a lecturer on the BA (Hons) Textile Design course and has many years previous experience of working as a freelance community artist.

The Mela banner project would be delivered as a live brief with Year one Textile Design in Semester two. Our average intake of students is 12-20 per year and all first-year students would participate.

Students would also design and deliver a workshop to run at the Mela.

Detail proposal and project time would need to be developed in collaboration with PCM.

Mela Strategic Fit

The project would bring a cross cultural focus for UCLan students to increase their awareness of South Asian art and design and would introduce a South Asian artists practice to the group. Mela will enhance its profile and marketing leading up to the event.

8 Mela Research & Development Taster Sessions

The additional R&D artist budget secured from ACE application for some performance and workshop sessions to test our approach will give artist from South Asian Heritage an opportunity to engage with new audiences and at the same time capture audience views on our input.

Post meetings two proposals were formulated and presented to Catch the Wind -Kite Festival- Sunday 30th June 2019 and Kendal Torchlight Carnival Saturday 28th September 2019 and, as these events had sufficient time to plan and agree a Mela contribution to the event.

8.1 Catch the Wind Festival -Morecambe - Sunday 30th June 2019

Introduction

PCM was invited to take part in the Catch the Wind -Kite Festival in Morecambe Bay, which is an annual festival attracting large audiences, in the thousands; to watch impressive kites of all shapes and sizes, flying over the bay.

More Music is a music and education charity, with over 25 years of experience delivering workshops, training, performances and festivals across the district, region and beyond. It is based in the West End of Morecambe and was the lead organisation for the event.

PCM Input included:

- Three Bollywood Dance performance by Abhinadana MK Dance Academy
- Two street and audience participation Dhol performance from PR Dholi's - Dhol players
- Two stage performance of Bollywood music tunes played Gayatri Suresh on her violin.

There were 7 workshop artists, who demonstrated traditional Indian arts forms:

- ArteeCraft Shreya Ghodke Saree Draping and Photo booth
- ArteeCraft Rakesh Ghodke kite making
- Arts 2 Heal Banu Adam Ebru Marbling
- Rangoli under water – Viraj Gandhi
- Henna Artist Bhagya Reddy
- Henna Artist Manisha Chauhan

Feedback taken on the day:

Abhinadana MK Dance Academy

Bollywood Dance at Morecambe – Catch the wind Kite Festival'

For our Bollywood performance at Morecambe, we specially choreographed a dance based around wind & kites to highlight the theme of the festival. The performers were a mixed group with Indian, British & Spanish origin who are regular learners of Bollywood

dance. The audience were delighted to get a taste of South Asian dance which they could see as well as participate in taster sessions.

Abhinandana Kodanda

Comments from Public

"I'm Kate and we are mesmerised by the Bollywood dancing especially my three-year-old who didn't want to leave because he was enjoying watching it so vibrant lovely colours so much energy this be lovely to see that in Morecombe!!!! thank you

"My name is Scarlett Smith Natalie Scarlett Smith .. it was just very moving and it was fun"

"Hi, I am Mary Kate Smith and I liked it because it was good to dance and there was a load of girls doing it with me"

"My is Tilly and I liked it because it was energetic and fun great"

"Alex Buss from the Sound of That One of the DJs and they're absolutely love working with Abhi and the girls and brilliant, all the Bollywood dancing and everything actually getting the audience involved brilliant thank you very much"

PR Dholi's - Dhol players

Parading down the promenade and playing the Dhol help engage with the audience to come and have a go playing the Dhol. However, it was more challenging to play the Dhol in one static place without any PA provision.

Deepak Singh

Comments from Public:

"I know it was good fun for the family and get people out in the fresh air mixing with different cultures and people like that, yeah its good fun thanks."

Chris Bell

"That's the first time in all my life I play the Dhol and I really joyed it, thank you very much thank you" Liz Templeman

Where are a YouTube Channel Five-Up.... This is really important because it brings a lot of fun for the children and had a good day and enjoy the music" Malcolm

Gayatri Suresh - Violinist

"Absolutely beautiful and talented musician skills absolutely gorgeous... yeah my name is Liz Tapner I but I used to be a music teacher thank you"

"I think it's very good" Ann

"it's really good, nice bit of diversity" Gary and Nancy

"This was absolutely brilliant really something different" Alan

"My name is Tracy and I thought you were absolutely fantastic and really enjoyed listening to something different instead of the same thing all the time"

"My name is Margaret Harrison I have never seen a girl be so confident and play a little party song and I'm really enjoying thank you very much"

Henna Workshop One

People who came to me to get their Henna done on their hands were really amazed, excited and looked very happy to get their temporary tattoo with different Patterns on their hands, by looking at their happiness I was even more happier and I'm so much thankful to Preston City Mela for giving me this great opportunity and also lots of People including children and adults were even started to ask when we are next going back to Morecambe with a new event.

Bhagya Reddy

Henna Workshop Two

The visitors were very happy and excited to have henna paintings done on their hands and top of their arms and leg. There was a long queue for HENNA tattoo's and unfortunately we had to say no to some people that was very upsetting There were around 95 people who got it done, which included some young children and the adult were getting henna for the first time.

Manisha Chauhan

The Two ArteeCraft Workshops [Saree Draping & Kite Making] *were very well received by participants. We made more than 100 Indian traditional kites and some of them tried to fly them as well. In the Saree draping workshop apart from girls and ladies, some boys also tried the Saree. Most of the participants draped the Saree for the first time and we all thoroughly enjoyed interacting and exchanging ideas."*

Shreya Ghodke

Rangoli Under Water

Morecambe event was absolutely fantastic. It was busy & lots of people came to visit my stall & did Underwater Rangoli. They enjoyed it while they were doing it. People were asking so many questions about it & I like to tell them about my culture & feeling so good. Arrangements were brilliant

Viraj Gandhi

Arts 2 Heal Banu Adam Ebru Marbling

As always, the festival was well organised and popular. There was a good turnout, approximately 60 -70 people participated in the marbling, it was a steady flow all day. The participants, a good range of ages, were really enthusiastic and many asked lots of questions about the materials used. We had lots of positive feedback. One significant difference we noticed in this festival is almost everyone returned to collect their artwork. A wonderful day, thank you once again for including us.

Banu Adam

Thanks so much to you and the Preston City Mela team and artists for bringing such a rich presentation of South Asian culture to Catch the Wind Kite Festival.

The relaxed and assured performances from Abhinandana Dance Company, PR Dholi and Gayatri Suresh really lifted the event and it's great that performers are so willing and interested in connecting with audiences on a one to one basis. It's going to make those moments stay with people for a long time. The arts and crafts workshops were of a very high standard and the artists were very professional and fitted in with the friendly and flexible festival ethos, thanks to all! Having input from Preston City Mela at Catch the Wind really deepened the cultural offer of the festival, thank you!

Ben McCabe, Creative Producer More Music

8.2 Kendal Torchlight Festival Street Party - Saturday 28th September 2019

Introduction

Following the one to one introduction meetings Kendal Torchlight Festival has invited Preston City Mela to contribute to their festival this year, on Saturday 28th September 2019 as part of the Street Party. The Torchlight is annual festival attracting large audiences over a two day event.

More Music is a music and education charity, with over 25 years of experience delivering workshops, training, performances and festivals across the district, region and beyond. It is based in the West End of Morecambe and was the lead organisation for the event.

PCM Artistic input included:

- Three Bollywood Dance performance by Abhinandana MK Dance Academy
- PR Dholi Dhol performance with audience participation

There were 7 workshop artists, who demonstrated traditional Indian arts forms,

- ArteeCraft Shreya Ghodke Saree Draping and Photo booth
- ArteeCraft Rakesh Ghodke Wooden Block Printing
- Arts 2 Heal Banu Adam Ebru Marbling
- Rangoli under water – Viraj Gandhi
- Henna Artist Bhagya Reddy
- Henna Artist Manisha Chauhan
- Henna Artist Yogni Patel

9. Artists Consultation

9.1 Artists Consultation Workshop

It was important to ensure that local artists also understood and engaged with the PCM aspirations and proposed development. A communication was sent out via email to invite artists who had previously contributed to PCM Programme to a workshop.

The workshop set the scene for PCM as a new Community Interest Company [Not for Profit]. Explaining how it is increasing its ambition and developing the outreach Mela programme for 2020. Mela see this as a great opportunity for mainly South Asian artists to experience different audiences and challenges and help to raise the profile of traditional South Asian arts in events that do not include this perspective.

The Arts Council of England [North West] was keen for PCM to explore the feasibility of taking the Mela concept to new audiences across Lancashire. We have been successful with some Research and Development [R&D] funds from the Arts Council to undertake this task.

Mela cannot function without have South Asian artists and activity as part of its core function.

A workshop / consultation session was held on **Monday 24th June 2019 at 5:00pm to 6.30pm**. The venue was Preston Town Hall, Lancaster Road.

At this meeting, artists were informed of:

1. Report back on the R&D project to promote South Asian Heritage Arts
2. Set out our aspirations for 2020 Mela Programme and Outreach Programme
3. Establish which artists would like to get involved with a possible 8-10 outreach programmes for 2020 from March to November 2020.
4. Have some agreement on artists payments to help cost the Arts Council Application
5. Identify new traditional South Asian artistic components to be included in the programme.
6. Explain our new approach for commissioning artists involved with Preston City Mela in more than one event.

All of the above information will be used to report back to the arts council and help formulate PCM 2020 Arts Council Application.

35 local artists were invited to attend the consultation workshop, of which 21 attended, 10 were unable to attend, but committed to be involved with Mela 2020 programme and 1 artist did not reply to the invitation.

The artists that attended came from both performing arts background and those involved in delivering workshops. The consultation session also attracted artists that have had a long relationship with Mela in the past and new artists. This was the very first time in the long history of Preston Mela such a consultation workshop with artists had taken place.

There was great enthusiasm from the participants to subscribe to PCM ethos, ambitions and approach to build the capacity and capability of local artistic talent to take part in Mela and its proposed outreach programme for 2020.

Following the information sharing aspects of the workshops, participants viewed the proposed programme for out reach sessions to be undertaken in 2020. They were then invited to comment on the artistic content of the Mela programme, which listed the artists, a narrative of their skills and input and asked to consider any gaps and sign post any new emerging talent. It was agreed that a copy of this table be sent to all participants for further consideration and additions.

Abhi MK Dance provided more information on the range of dance options that can be included in the future Mela programme. These narratives have been added to the programme contents.

An open discussion took place regarding costing artistic input, particularly for the main event and outreach session; as this would require additional funding to cover travel costs. PCM presented its case for pricing artistic input to Mela and how through this R&D project it was able to benchmark its payment to those made by other events organisers. PCM's payment of £25 per hour for contact time, plus material costs and travel costs is comparable with other events across the North West, but more importantly it demonstrated an equitable approach for artists payment across the programme.

There was a general consensus with the PCM approach and offer. However, it was suggested that consideration be given for preparation time and the rate for this should be lower than the contact time payment. The discussion also led into material costs and to quantify this. A basis guide would be for 5 hours of contact time would equate to seeing about 30-40 people [5-10 minutes per person]. Performance artists are expected to be in the duration of 30mins which includes audience participation

Travel costs are paid at £0.45 per mile. However, artists are expected to car share when feasible.

It was agreed that the draft costing be sent out to all participants for them to populate, and if the cost per hour is more than the proposed £25 payment, then the artist provides reasons why the payment should be greater for the Mela Board to consider.

See appendix 1 on attendance list

10. New Talent

The R&D study has provided an unintentional opportunity to identify new talent in the locality, who are from South Asian heritage. By speaking with event's organisers and other artists, new performing artists were signposted to PCM. What was encouraging was tapping into young people's talents who play Indian instruments as a hobby. PCM contacted these individuals to encourage them to step up and take part in show casing their talents at the Mela events. We have offered the young people guidance, support and encouragement to take part. We have also found some white indigenous artists who play classical instruments and are keen to create a fusion with both classical and Bollywood styles.

10.1 Gayatri Suresh (Violinist)

Phone: 07875365424

A 15-year-old who plays violin. She can play Bollywood tracks and classical tunes. [Contact from Gujarat Hindu Society] Gayatri Suresh is a passionate budding violin artist from Blackburn. She is 15 years old and has been learning Violin since the age of 7. Gayatri belongs to a culturally inclined family. Her keen interest in music and creativity has helped her achieve good grades in Violin in a very short time. She is now a grade 5 student and has given many performances across Lancashire. She has performed for Lancashire Hindu Association, Pendle women's Forum and various other community events and won appreciation and accolades for her crisp and entertaining Bollywood tunes.

10.2 Farzana Patel [Blackburn] Arabic Calligraphy [contact from Apna Rossendale]

Email: farzana.patel@hotmail.co.uk

Social Media Links: https://instagram.com/arametric_arts?igshid=6nox8e5hy

Phone: 0783597440

Farzana Patel is a Research Scientist by day and an Arabic Calligraphist in her spare time, who was taught a unique style of Calligraphy from Senior Calligraphist Hudhaifa Al Awaidi from Oman. Adopting her own style and creativity to what was taught by her respected teacher, she went on to become a part of a Calligraphy society, participated in various workshops and hosted many exhibitions. She now specialises in bespoke pieces of work for customers and attempts to share her passion for Arabic Calligraphy in her spare time

10.3 Danny Singh Bhaker- Dhol Player

Email: deepaksb71@gmail.com

Phone: 07399575750

Aged 17 studying for BTEC in Engineering at Preston College, in his spare time has a passion for playing the Dhol.

10.4 Maryam Golubeva (Islamic Paper Cutting Design)

Email: marygolub@gmail.com

Social Media Links: www.maryamgolubeva.com

Phone: 07432628475

Born and raised in Russia, **Maryam Golubeva** is a British artist and designer currently working in the field of Islamic art, creating handmade bespoke artworks, patterns, and inspirational customised emblems. She works in a wide range of media, using tools from simple manicure scissors and paper to graphic design software. Maryam created a 3 by 1.5 metre hand-cut installation for exhibition spaces and has also organised a series of workshops for local community groups. Her art was recently showcased at MOCAfest at the World Islamic Economic Forum in Dubai and Malaysia. In 2015 and 2016, she was shortlisted for Muslim News Alhambra Award for Excellence in Arts in the UK

10.5 Preston Steel Connection – interested in performing with a fusion of Caribbean & Bollywood style tunes [Contact from UCLan - Mariam]

Email: prestonsteelconnection@hotmail.com

Phone: 07767129963

10.6 Nikita Mhatre [part of the ArteeCraft Group of Artist]

Email: nikitamhatre0594@gmail.com

Phone: 07480809151

Nikita Mhatre, work as a Production Manager at Xyfil Ltd. Few of my hobbies includes swimming, read books and Art. Art and craft has played major part in my life. I've learned art forms such as Emboss Painting, Making Stocking flowers and Painting abstracts and sketching still life drawing etc. After assisting Shreya Ghodke for one of the art and craft event, I realised what I have missed over the past few years due to education and work commitments, but it is never too late for anything. I think it will be fantastic to take part in the upcoming Art and Craft events.

10.7 Tapasvi Trivedi [part of the ArteeCraft Group of Artist]

Email: 4tapasvi84@googlemail.com

Phone: 079677786361

Tapasvi Trivedi currently work as a freelance artist and have a fine art's degree. I specialise in 3D abstract oil paintings and in textured palette knife paintings. I have experience creating oil paintings for various interior designing projects and for offices. My paintings were part of many successful exhibitions. My hobbies are Henna, Rangoli, Spin Art, Glass Painting, & foil painting.

10.8 In addition, **3** more henna artists joined the Preston City Mela artist team:

- Pravina Mistry – 07548203808
- Rekha Maru - 07482310027
- Pooja Parekh – 07404250517 pooja.parekh1@outlook.com

As these individuals were already established in their art form, PCM signposted the artist to join the a-n network and obtain public liability insurance so that they are able to perform at future Mela events.

10.9 Furthermore, one of the biggest challenges PCM faces year-on-year is to attract suitable caterers that provide traditional and authentic south Asian food at the Mela

event. This research project has thrown up another really good opportunity and it has identified individuals within the local South Asian community who have been involved in catering for community organisations but have not had the experience at I'm doing this on a commercial basis.

Two sets of catering provision have been identified *Dipak Chauhan and Beenita Chauhan – not related*] to provide a wide range of South Asian traditional food for future Mela vents. PCM will work with these individuals to ensure they obtain their food hygiene certificates, public liability insurance and fire safety certificates in advance of any future events so that they can take part in the Mela programme. We will also signpost the caterers to the local authority environmental health department to obtain guidance and support on what is required for street food provision.

11. Community Based Arts Organisations – Potential Future Commissions

Arts Council of England Relationship Manager Angela Chappell recommended that Preston City Mela contact arts-based organisations across the North West of England, who have experience of and have contributed to other Mela's through commissions. Two contacts were put forward, these were followed up as part of this R&D work to establish the feasibility of including commissions within the PCM 2020 programme. Only one organisation responded to the request, Space Cadets – specialist in air design. See *appendix 3 for details*.

12 Mela Outreach 2020 Proposed Programme and Requirements

All responses from the introductory email and telephone contacts resulted in organised visits with event's organisers and having a face-to-face meeting. These meetings provided an opportunity to raise the profile of Preston City Mela and its offer. The purpose of these meetings was to explore the feasibility of Mela activities being part of these events and identify any logistical, technical requirements and the potential for match funding, both in cash and in-kind. This discussion was based on three groups of questions:

- pre-compiled questions around their events
- what kind of in kind support the organisation can offer and
- what would they like to see from Preston City Mela artistic input at their event?

One of the key expected outcomes of this R&D project was to produce an outline proposed programme of activity that will constitute the PCM 2020 Outreach Programme. This section of the report considers the findings from the one to one meeting, with event organisers and educational establishments and builds on the potential for future collaborative working. We have also included within what the Mela requirements are likely to be if a collaboration takes place. It is essential to note that further work is required beyond the scope of this R&D project to create the 2020 Outreach programme. This will include securing:

- A commitment in principal from event's organisers to work in collaboration
- Identify the level of "In-kind" support been offered by the Event
- Agreeing what level of cash match can be allocated for Mela artistic input.

Below is the list of the potential events in chronological date order and all the operational details are included, so that it will be easier to refer once agreements are in place and for planning purpose.

There are likely to be a total of eleven events, 10 outreach programmes and Mela Main programme in Preston.

Event One:

March – July 2020 UCLan First Year Arts & Design Student Project

BA (Hons) Textile Design is part of the School of Art, Design and Fashion at the University of Central Lancashire.

Students would complete a one-day workshop of ideas inspiration with a South Asian artist before experimenting with a variety of print and textile skills. They would produce collage designs that combine a variety of techniques that focus on South Asian design and culture. The Designs would be reproduced on a large-scale printed banner to be exhibited outside of The Harris Museum and Art Gallery and on lamppost banners in Preston town centre. The resulting outcomes would be used promotionally prior to the event and then provide an aesthetically pleasing backdrop to enhance the atmosphere during the Mela.

Students would also design and deliver a workshop to run at the Mela.

The Mela banner project would be delivered as a live brief with Year one Textile Design in Semester two. Our average intake of students is 12-20 per year and all first year students would participate.

The project would be run as a 4-week live brief that consists of 20 total teaching hours and 36 hours of independent student study time. The brief would aim to ensure that a contribution from every student is seen, students that produce outcomes that answer the brief most accurately would have a higher presence in the final outcomes.

The Student cohort is drawn from the locality, throughout the UK and internationally. Students and the School of Art, Design and Fashion would benefit from an enhanced connection with the diverse communities of Preston. The project would help students to integrate within the Preston community in general.

The project could lead increased opportunities for work placements in the area.

The project would bring a cross cultural focus for our students to increase their awareness of South Asian art and design and would introduce a South Asian artists practice to the group.

The project would give our students the opportunity to showcase their work at a high-profile event in the public realm. This could lead to increased recruitment as it would lead to greater awareness of the courses in the School of Art, Design and Fashion.

Timeline

- January to March: Planning project, liaising with Mela staff to select a South Asian artist
- March to May : Delivery of project brief with students
- May : Selection of designs to be printed
- Mid June: Installation of banners in Preston town centre
- July: Students to attend Mela to deliver workshop

In kind costs:

- Studio hire, print room digital print and digital embroidery and technical staff expertise £350
- Materials for the brief £150
- Teaching costs £500

Total £1000

Preston Mela CIC contribution to costs for printing:

- Large banner 8m x 3m £400 (inc vat)
- x Lamppost banners £480 (inc vat)
- Workshop materials on the day £20
- Preston Mela CIC to provide one-day workshop with artist £500

Total £, 500

Event Two:

Date: **18th March [TBC]**

Event: **UCLan Diversity & Inclusion Festival**

Location: Fylde Road Preston PR1 2HE

Duration: **11am to 2pm**

Artists Contact Time: **3 hours for workshops and 1-hour stage programme**

Summary of Input: **5 workshops & 3 performances**

Suggested artistic input could include:

Five [5] workshops- to be agreed

Three stage performances of 30 minutes each

- a) Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- b) Local College Bollywood dances
- c) Dhol Players and audience participation

In addition, UCLan will include its other partners from the area to contribute to the festival and it include other arts forms such as:

- Chinese Dragon dances
- Steel Band music

Engagement Requirements

Preston City Mela's involvement with UCLan is subject to the following:

- a) That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by PCM.
- b) That ACE criteria is met for funding which is 20% in cash and similar in "In-kind" support from the organisers.
- c) Mela artistic input will be [commissioned for 4 hours contact time input] and performing acts for stage around 30 minutes input including audience participation.
- d) Scope and cost the Student resource requirements for artistic input for Mela site dressing
- e) That funding for both ACE and host organisation is in place 6 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

UCLan are able to provide the following to ensure Mela Outreach programme can be delivered:

- a) Access to power for workshop which require this.
- b) Gazebos, tables and chairs to accommodate PCM workshops.

- c) Changing room facilities for artists who will be performing on the stage.
- d) Access to PA systems and backing tracks can be played via USB or CD.
- e) Free car parking for artists taking part at the festival
- f) UCLan will be the lead organisation for this event and bring together other contributors

Preston City Mela will provide:

- a) List of artists taking part with details of their public liability insurance policy numbers and values.
- b) Involvement with at least 1 meeting prior and all other communications will be via email.

Event Three:

Date: **13th April**

Event: **Preston City Council Egg Rolling**

Location: Avenham Park PR1 ???

Duration: **11.30am to 3.30pm**

Artists Contact Time: **4 hours for workshops and 1-hour stage programme**

Summary of Input: **8 workshops & 2 performances**

Suggested artistic input could include, Seven [7] Workshops:

- ArteeCraft Fabirc Birds Home décor
- ArteeCraft Wooden Block Printing
- Ebru Marbling
- ArtFull Birds of Paradise x2 artists
- Silk Painting Jane Blackburn x2 artists
- Henna Artists 1
- Henna Artists 2

Three stage performances of 30 minutes each

- a. Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- b. Prathap Ramachandra -if we commission

Engagement Requirements

Preston City Mela involvement with Preston Council is subject to the following:

- a) That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by PCM.
- b) That ACE criteria is met for funding which is 25% in cash and similar in “In-kind” support from the organisers.
- c) Mela artistic input will be [commissioned for 5 hours contact time input] and performing acts for stage around 30 minutes input including audience participation.
- d) That funding for both ACE and host organisation is in place 6 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

Preston City Council are able to provide the following to ensure Mela Outreach programme can be delivered:

- a) Access to power for workshop which require this.
 - b) Gazebos, tables and chairs to accommodate Preston City Mela workshops.
 - c) Changing room facilities for artists who will be performing on the stage.
 - d) Access to PA systems and backing tracks can be played via USB or CD.
 - e) Free car parking for artists taking part at the festival
 - f) PCM to provide list of artists taking part with details of their public liability insurance policy numbers and values.
 - g) PCM will need to be involve with at least 2 meetings prior and one post meeting for evaluation. All other communications will be via email.
 - h) Preston City Council will be the lead organisation for this event.
-

Event Four:

Date: **18th April**

Event: **Let's Grow Preston Spring Fair Preston**

Location: **Ashton Community Garden, Ashton Park**

Duration: **11.00am to 3.00pm**

Artists Contact Time: **4 hours for workshops and 1-hour stage programme**

Summary of Input: **8 workshops & 2 performances**

Suggested artistic input could include:

Eight [8] workshops- to be agreed

Three stage performances of 30 minutes each

- Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- Dhol Players and audience participation
- Gayatri Suresh (Violinist)

Engagement Requirements

Preston City Mela involvement with Let's Grow Preston is subject to the following:

- e) That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by PCM.
- f) That ACE criteria is met for funding which is 20% in cash and similar in "In-kind" support from the organisers.
- g) Mela artistic input will be [commissioned for 5 hours contact time input] and performing acts for stage around 30 minutes input including audience participation.
- h) That funding for both ACE and host organisation is in place 6 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

Let's Grow Preston are able to provide the following to ensure Mela Outreach programme can be delivered:

- i) Access to power for workshop which require this.

- j) Gazebos, tables and chairs to accommodate PCM workshops.
- k) Changing room facilities for artists who will be performing on the stage.
- l) Access to PA systems and backing tracks can be played via USB or CD.
- m) Free car parking for artists taking part at the festival
- n) Preston City Mela to provide list of artists taking part with details of their public liability insurance policy numbers and values.
- o) Preston City Mela will need to be involve with at least 2 meetings prior and one post meeting for evaluation. All other communications will be via email.
- p) Let's Grow Preston will be the lead organisation for this event.

Event Five:

Date: **7th June [TBC]**

Event: **Picnic in The Park , Chorley Council**

Location: **Astley Park, Chorley PR7 1XA**

Duration: **11am to 3 pm**

Artists Contact Time: **4 hours for workshops and ??-hour stage programme**

Summary of Input: **4 workshops & 1 performances [including 1 project with local group]**

Suggested artistic input could include

Eight [8] workshops- to be agreed

Four stage performances of 30 minutes each

- Local College or Youth Zone Bollywood dances
- Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- Dhol Players and audience participation
- Steel Band Bollywood Fusion

Engagement Requirements

Preston City Mela involvement with Chorley Borough Council Community Event is subject to the following:

- a) That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by PCM.
- b) That ACE criteria is met for funding which is 20% in cash and similar in "In-kind" support from the organisers. *As a guide only £2500 worth of artistic input would require the host organisation to provide £500 in cash plus in-kind*
- c) Mela artistic input will be [commissioned for 4 hours contact time input, from workshops from times to be agreed; and performing acts for stage around 30 minutes input including audience participation.
- d) That funding for both ACE and host organisation is in place 6 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

Chorley Borough Council are able to provide the following to ensure Mela Outreach programme can be delivered:

- a) Access to power for workshop which require this.
- b) Gazebos, tables and chairs to accommodate PCM workshops at an indoor or outdoor venue/s
- c) Changing room facilities for artists who will be performing on the stage.
- d) Access to PA systems and backing tracks can be played via USB or CD.
- e) Free car parking for artists taking part at the festival can be arranged
- f) PCM to provide list of artists taking part with details of their public liability insurance policy numbers and values.
- g) PCM will need to be involved with at least 2 meetings prior and one post meeting for evaluation. All other communications will be via email.
- h) Evaluation has to be incorporated into the project to capture event's organisers feedback and audience. Vox pop could be an option to capture public feedback.

Event Six:

Date: **14th June**

Event: **Penwortham Gala -Family Day**

Location: **Hurst Grange Park, Cop Lane, PR1 9XH**

Duration: **12 noon to 3pm**

Artists Contact Time: **3 hours for workshops and 1-hour stage programme**

Summary of Input: **8 workshops & 2 performances**

The following are the suggestion for these **workshops**:

Eight [8] workshops- to be agreed

Two stage performances of 30 minutes each

- Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- Gayatri Suresh (Violinist)

One outreach workshop at Penwortham Library/ Community Centre 3 weeks prior to main event. This workshop will be ArteeCraft – creating bunting using flags of all 52 commonwealth countries. This bunting to be used to dress the Penwortham Gala site to promote diversity and inclusion.

This artistic input is for suggestion only, final programme will be agreed with Penwortham Town Council in August 2019 ready for ACE application submission for 2020 funding.

Estimated cost for Option Two £2,000, this would require a 20% -25% cash and in-kind match support from the organisers.

Infrastructure Requirements

- a) Due to the event being in a park setting there is no access to power, therefore careful consideration needs to be made to ensure the artistic input taking part can be delivered without this requirement.
- b) The organisers do not have any gazebos to accommodate PCM workshops. These need to be sourced elsewhere, a minimum of 3 gazebos would be required for 7 workshops. This may incur additional costs for the Mela for hiring.

- c) There are no changing room facilities for artists who will be performing on the stage.
 - d) There is access to PA systems and backing tracks can be played via USB or CD.
 - e) PCM are to provide table and chairs and the transportation again this may incur additional costs for Mela in hiring.
 - f) There is no on-site parking
 - g) Artists will have to make their own arrangements for refreshments
 - h) There is no requirement from the organisers that artists have public liability insurance. PCM will ensure this is in place to maintain good governance.
 - i) PCM are not required to attend any planning meetings and all communications will be via email.
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-

Event Seven:

Date: **28th June**

Event: **More Music - Catch the Wind Kite Festival**

Location: **Morecambe Bay Sea Front LA3 1QT**

Duration: **12 noon to 5pm**

Artists Contact Time: **5 hours for workshops and 1.5 hours stage programme**

Summary of Input: **6 workshops & 3 performances [including 1 project with local group]**

Suggested artistic input could include

Six [6] workshops- to be agreed

Four or five stage performance of 30 minutes each

- a) Local College or Youth Group Bollywood dances
- b) Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- c) Dhol Players and audience participation
- d) Violinist – Bollywood Fusion
- e) Steel Band Bollywood Fusion

It is also proposed that PCM meet with More Music Events Project Team to finalise an outline programme for the ACE application.

Engagement Requirements

Preston City Mela involvement with More Music Event is subject to the following:

1. That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by PCM.
2. That ACE criteria is met for funding which is 20 – 25%% in cash and similar in “In-kind” support from the organisers. *As a guide only £3,000 worth of artistic input would require the host organisation to provide £600- £750 in cash plus in-kind*

3. Mela artistic input will be [commissioned for 5 hours contact time input, from workshops from 12 noon to 5pm; and performing acts for stage around 30 minutes input including audience participation.
4. That funding for both ACE and host organisation is in place 8 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

More Music are able to provide the following to ensure Mela Outreach programme can be delivered:

- a) Access to power for workshops which require this.
- b) Gazebos, tables and chairs to accommodate PCM workshops at an indoor or outdoor venue/s
- c) Changing room facilities for artists who will be performing on the stage.
- d) Access to PA systems and backing tracks can be played via USB or CD.
- e) Free car parking for artists taking part at the festival can be arranged
- f) Preston City Mela will need to be involve with at least 2 meetings prior and one post meeting for evaluation. All other communications will be via email.
- g) Evaluation has to be incorporated into the project to capture event's organisers feedback and audience. Vox pops could be an option to capture public feedback.
- h) Preston City Mela to provide list of artists taking part with details of their public liability insurance policy numbers and values.
- i) Preston City Mela in consultation with artists involved provide a full risk assessment of the input.

Event Eight:

4th July Saturday Preston City Mela Main Event [5 hours workshop & 5 hours stage programme]

Event Nine:

Date: **19th July**

Event: **Tram Sunday Fleetwood Festival of Transport - (Spare Parts)**

Location: **Fleetwood Town Centre FY7 7AR**

Duration: **10am to 3pm**

Artists Contact Time: **5 hours for workshops and 1.5 hours parade programme**

Summary of Input: **TBA**

For 2020 Outreach programme, the contribution could include four [4] components, to be agreed prior to compiling the PCM and Outreach programme for 2020. These will need to be worked up during July/ August 2019.

1. South Asian artists to contribute to SpareParts's programme at Tram Sunday through pop up workshop provision on 19th July 2020. All the input will focus on the theme of the event.

2. Explore the inclusion of two “rickshaws” that are dressed in a South Asian cultural theme created by a local group and included in the parade. This will be subject to availability.
3. Include in the parade alongside the rickshaws a street version of the Bollywood dance with Dhol or other drummers.
4. PCM will liaise with artists from a Lancashire post code to contribute to SpareParts’s programme at Tram Sunday. Details of the final contribution will be agreed prior to compiling the Arts Council of England funding application for 2020. The planning for this will take place in July / August 2019

It is also proposed that PCM meet with SpareParts Project Team to finalise a draft outline programme for the ACE application.

Engagement Requirements

Preston City Mela involvement with SpareParts is subject to the following:

1. That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by Preston City Mela.
2. That ACE criteria is met for funding which is 20 – 25%% in cash and similar in “In-kind” support from the organisers. *As a guide only £3,000 worth of artistic input would require the host organisation to provide £600- £750 in cash plus in-kind*
3. Mela artistic workshop input will be {commissioned for 5 hours contact time input, from workshops from 10am to 3pm; and performing acts for the parade around one hour.
4. That funding for both ACE and host organisation is in place 8 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

SpareParts provisionally aim to provide the following to ensure Mela 2020 Outreach programme can be delivered:

- a) Access to power for workshops which require this.
- b) Gazebos, tables and chairs to accommodate Preston City Mela workshops at outdoor venue/s
- c) Changing room facilities for artists who will be performing on the stage.
- d) Access to PA systems and backing tracks can be played via USB or CD.
- e) Free car parking for artists taking part at the festival can be arranged
- f) Preston City Mela will need to be involve with at least 1 meeting prior and one post meeting for evaluation. All other communications will be via email.
- g) Evaluation has to be incorporated into the project to capture event organisers feedback and audience feedback.
- h) Preston City Mela to provide list of artists taking part with details of their public liability insurance policy numbers and its values.

- i) Preston City Mela in consultation with artists involved provide a full risk assessment of the input.
-

Event Ten:

Date: **19th September**

Event: **Ormskirk Multi Cultural Community Arts Festival**

Location: **Edge Hill University, St Helens Road Ormskirk L39 4QP**

Duration: **11am to 3pm**

Artists Contact Time: **4 hours for workshops and 2 hours parade programme**

Summary of Input: **10 workshops + [including 1 schools project] & 4 performances**

EHU has demonstrated a strong desire to work with Preston City Mela to co-produce, a major event in 2020. This would include contribution to four components:

Suggested artistic input could include:

eighteen [18] workshops:

Five stage performances of 30 minutes each

- a. Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- b. Local College Bollywood dances
- c. Dhol Players and audience participation

In addition, EHU is keen to include its other partners from the area to contribute to the festival and it includes other arts forms such as:

- Chinese Dragon dances
- Media students Vox Pop Audio/ Visual feedback booth
- A one-hour stage time for students at EHU to perform music and dance

Engagement Requirements

Preston City Mela involvement with EHU is subject to the following:

- a) That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by Preston City Mela.
- b) That ACE criteria is met for funding which is 20% in cash and similar in “In-kind” support from the organisers.
- c) Mela artistic input will be [commissioned for 5 hours contact time input] and performing acts for stage around 30 minutes input including audience participation.
- d) That funding for both ACE and host organisation is in place 6 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

EHU are able to provide the following to ensure Mela Outreach programme can be delivered:

- a) Access to power for workshop which require this.
- b) Gazebos, tables and chairs to accommodate Preston City Mela workshops.
- c) Changing room facilities for artists who will be performing on the stage.
- d) Access to PA systems and backing tracks can be played via USB or CD.

- e) Free car parking for artists taking part at the festival
- f) Refreshments for Artists contributing to the festival
- g) PCM to provide list of artists taking part with details of their public liability insurance policy numbers and values.
- h) PCM will need to be involve with at least 4 meetings prior and one post meeting for evaluation. All other communications will be via email.
- i) EHU will be the lead organisation for this event.
- j) Scope to invite West Lancashire Council for Voluntary Service [Nicci Sutton-Kelsall] to help coordinate engagement with community organisations across West Lancashire for this event.

Event Eleven:

Date: **26th September**

Event: **Kendal Torchlight Carnival – Street Party**

Location: **Kendal LA9 4DL South Lakes**

Duration: **10am to 4pm**

Artists Contact Time: **6 hours for workshops and 2 hours stage or parade programme**

Summary of Input: **9 workshops + [including 1 schools project] & 3 performances [including 1 local group] possible involvement with procession**

Suggested artistic input could include:

Nine [9] workshops- to be agreed

Three stage performances of 30 minutes each

- a) Kendal College Bollywood dances
- b) Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- c) Dhol Players and audience participation

Engagement Requirements

Preston City Mela involvement with Kendal Torchlight Carnival is subject to the following:

- a. That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by Preston City Mela.
- b. That ACE criteria is met for funding which is 20% in cash and similar in “In-kind” support from the organisers. *As a guide only £2500 worth of artistic input would require the host organisation to provide £500 in cash plus in-kind*
- c. Mela artistic input will be [commissioned for 6 hours contact time input, from workshops from 10am to 4pm]; and performing acts for stage around 30 minutes input including audience participation.
- d. That funding for both ACE and host organisation is in place 6 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

Kendal Torchlight Carnival are able to provide the following to ensure Mela Outreach programme can be delivered:

- a) Access to power for workshop which require this.
- b) Gazebos, tables and chairs to accommodate PCM workshops at an indoor or outdoor venue/s
- c) Changing room facilities for artists who will be performing on the stage.
- d) Access to PA systems and backing tracks can be played via USB or CD.
- e) Free car parking for artists taking part at the festival can be arranged
- f) Refreshments for Artists contributing to the festival can be arranged
- g) PCM to provide list of artists taking part with details of their public liability insurance policy numbers and values.
- h) PCM will need to be involve with at least 2 meetings prior and one post meeting for evaluation. All other communications will be via email

Event Twelve:

Date: **7th November**

Event: Light Up Lancaster

Location: Lancaster City Centre LA1 1TH

Duration: **TBC**

Artists Contact Time: **TBC hours for workshops and TBC hours stage or parade programme**

Summary of Input: **10 workshops [include 1 school project] & 3 performances [including 1 local group] possible involvement with procession**

Light Up Lancaster Festival

Suggested artistic input to ***Light Up Lancaster*** Festival 2020 could include:

Nine [9] workshops- to be agreed

Three stage performance of 30 minutes each

- a) Local College Bollywood dances [Friday Night]
- b) Abhinandana Dance Academy (Traditional & Bollywood dances including audience participation)
- c) Dhol Players and audience participation

Engagement Requirements

Preston City Mela involvement with Light Up Lancaster Festival is subject to the following:

- a) That the artistic input is costed and included in the Arts Council of England [ACE] application for 2020, which will be led by PCM.
- b) That ACE criteria is met for funding which is 20% in cash and similar in “In-kind” support from the organisers. *As a guide only £2500 worth of artistic input would require the host organisation to provide £500 in cash plus in-kind*
- c) Mela artistic input will be [commissioned for 4 hours contact time input] and performing acts for stage around 30 minutes input including audience participation.
- d) That funding for both ACE and host organization (Light Up Lancaster) is in place 6 weeks prior to Festival date to ensure commissions are secured.

Infrastructure & Event Organisation Requirements:

Light Up Lancaster Festival are able to provide the following to ensure Mela Outreach programme can be delivered:

- a) Access to power for workshop which require this.
- b) Tables and chairs to accommodate Preston City Mela workshops at an indoor venue/s
- c) Changing room facilities for artists who will be performing on the stage.
- d) Access to PA systems and backing tracks can be played via USB or CD.
- e) Free car parking for artists taking part at the festival
- f) Refreshments for Artists contributing to the festival

Preston City Mela to provide:

- a) List of artists taking part with details of their public liability insurance policy numbers and values.
 - b) Involvement with at least 2 meetings prior and one post meeting for evaluation. All other communications will be via email.
-

13 Conclusion

This R&D project has considerably helped PCM identify the potential to raise its profile and develop considerable collaborative partners for future Mela programmes to give South Asian Artists engagement with a wide range of diverse events across Lancashire and South Cumbria. PCM as a Community Interest Company will have to introduce some new models of working and commissioning to ensure implementation of Mela activity is both systematic and equitable for its artist pool. It will also help to strengthen its governance arrangements and help build capacity and capabilities with new artists and contribute to other organisations' diversity and inclusion requirements.

However, any engagement with other events, needs to be mindful of the Mela strategic direction and ensure engagement has a significant fit to its work. Key points to remember would be:

- Is the event in line with PCM aims and objectives?
- Does it provide the opportunity to extend overall reach of PCM to wider populations?
- Can it provide opportunities to promote South Asian artists from Lancashire?
- Has opportunities to engage new artists?
- The organisation is supportive of collaborative working?
- Potential for match funding and In-Kind resource funding?

The project has the potential for 8 new Community & Education Setting outreach programmes for 2020, in collaboration with Events organisers across Lancashire and South Cumbria. None of these events currently have a South Asian aspect within their programmes. Five Community based organisations / events have already confirmed their commitment for 2020 outreach programme:

- Preston City Council - Easter Egg Rolling
- Let's Grow Preston Summer Fair
- Chorley Council - Picnic in the Park
- More Music - Morecambe Catch The Wind Kite Festival
- Kendal Torchlight Carnival

A further potential of 3 Education Setting outreach programme for 2020, which will involve arts and design students taking part in the delivery of the Mela programme. This may increase with a further two more mini projects in Kendal College and Ormskirk High Schools. Three organisations / events have already confirmed their commitment for 2020:

- University of Central Lancashire Clan School of Art - First year student design project
University of Central Lancashire - Diversity & Inclusion Festival
- Edge Hill University - Community Festival

Each of the partnership organisation has agreed in principle to provide a minimum of 25% cash match and In-Kind support as their contribution to the outreach programme for 2020

Ten new local artists recruited to Preston City Mela and 2 new South Asian Street Food outlets.

A programme of new South Asian traditional art workshops, and performing arts adding to the wider range of activities for Mela.

A new standardise approach for artists fees and payment schedule, which is fair and equitable. It also acknowledges the full costs of resources and preparation time.

Proposal to having Mela artists becoming “Associated Members” of Preston City Mela Community Interest Company

14 Recommendations

PCM Board should consider the following recommendations, if the ambition to expand the Mela offer is to go ahead and be established in a systemic format.

- 14.1 PCM to identify and support artists who are from South Asian Heritage, to help promote this talent across mainstream arts and cultural provision.
- 14.2 PCM to create an 'Associated Artist Membership' for local artists with a Lancashire postcode; to be part of a pool of South Asian artists committed to work with the Community Interest Company.
- 14.3 Offer Associated Artist Members an annual contract [commissions], in which payment is made based on involvement at both Main Mela and outreach events. The contract will include a declaration that the artist is responsible for the own statutory payments of tax and National Insurance payments from the fees paid.
- 14.4 All Associated Artist Members will hold valid Public Liability Insurance Cover to the value of £5M and supply these details to the PCM Board.
- 14.5 New artists who require mentoring and support, and have no Public Liability Insurance cover, will be sign posted to a-n Network to seek membership. Preston City Mela may wish to consider offering part payment of the membership fee as a 'one off' commitment.
- 14.6 Associated Artist Members will be paid within 72 hours of their performance / workshops; post the event. All payments will be made via BACs Transfer
- 14.7 Establish an Associated Artist Members payment rate, to assist with costing future outreach programmes.
- 14.8 Appoint in the first instance a highly skilled volunteer Business Administrator, subject to funding make this a paid role within the CIC. The Business Administrator will have three key functions:
 - Servicing the Mela Board
 - Managing financial transactions
 - Social Media lead
- 14.9 Re-profile to Project Team individual roles and functions to reflect the new changes and approach.
- 14.10 Agree to incorporating the proposed new outreach programme as part of its Mela offer for 2020.

Appendix 1: Feedback from Events Organisers on Mela Future Collaboration

Chorley Borough Council

Chorley Council run a number of successful community events each year as part of its events programme and we are interested in further exploring the proposals to incorporate workshops and performances relating to a wide range of cultures which make up our local community as part of these events.

Rebecca Huddleston - Director Policy & Governance

Light Up Lancaster Festival:

Light Up Lancaster Festival aims to provide a high-quality, stimulating cultural experience for its audience, which is made up of people from our district and visitors. We endeavour to be inclusive and, contributing to Arts Council England's Creative Case for Diversity, to give a platform to diverse artists and to present a programme which is reflective of contemporary society. Working with Preston City Mela supports our work by:

- a) Connecting our festival with artists from culturally diverse backgrounds*
- b) Contributing to our audience development goals, attracting a more diverse demographic to the event*
- c) Continuing the close association between Lancashire's cities, Preston and Lancaster, developing and strengthening the partnership established through co-commission between Light Up Lancaster and Lancashire Encounter in recent years programmes.*

Julie Brown – Freelance Arts Manager (Artistic Director, Light Up Lancaster)

Kendal Torchlight Carnival

Kendal Torchlight Carnival would welcome the involvement of Preston City Mela in our Procession and Street Party. This opportunity would enable us to celebrate diversity and inclusion and build greater social cohesion. We will no doubt learn a great deal from one another. We will work to create an ongoing partnership between our organisations. We come from very different traditions and collaboration within one another festivals would strengthen us both.

Craig Russell Chairman

More Music: *This is a fantastic opportunity to increase and celebrate diversity in our programme at Catch the Wind Kite Festival. It's a great match between two organizations which share an ethos of promoting and developing local talent and presenting it on a par with visiting national and international artists.*

Ben McCabe – Creative Producer More Music

SpareParts [Tram Sunday]

This is a great opportunity to introduce the work of Preston Mela's artists into the SpareParts programme at Tram Sunday. Our participation programme is an essential part of our work and a great opportunity for South Asian artists to work with local communities in Fleetwood to share their skills, artistic practices and culture, which could generate vibrant additions to the SpareParts parade. Also, on the day workshops would be a wonderful addition

Jodie Gibson Artistic Director for SpareParts

Edge Hill University

A collaboration with Preston City Mela would be an incredible opportunity for Edge Hill University to bring an amazing arts and cultural event to Ormskirk, offering our local audiences of both students and members of the public a fantastic opportunity to see and engage with some of the best, most interesting and diverse range of arts, crafts and performance. Having a professional Arts Centre on Edge Hill University's campus allows us to open our doors to many different people and audiences on a weekly basis, and this collaborative festival will offer something unique to our audiences and will be something we can build on to ensure that we are offering a diversity of arts and cultural experience year-round. We're really excited by the potential to work with an organisation with the profile and success of Preston City Mela and are delighted to have been approached as a potential partner. This event would be a major highlight of our 2020 programme, and this would form a significant partnership for both the University and The Arts Centre.

Cathy Butterworth – Artistic Director - Arts Manager

University of Central Lancashire [UCLan] *The university's location within the City of Preston is at the heart of who we are. We are a local university with global reach and the Mela outreach programme brings a vibrancy to our campus and the opportunity to bring staff, students and community partners through the celebration of culture and art.*

Linda Tompkins - UCLan Equality Diversity Inclusion Manager

Appendix 2: Mela Future Collaboration Contact Details

1. Penwortham Town Council

Contact Name: Samantha Jones - Events Coordination Officer

Address: Kingsford Drive, Penwortham PR1 9EQ

Tel. 01772 750533

Email - samantha@penworthamtowncouncil.gov.uk

Web Site: www.penworthamtowncouncil.gov.uk

2. Chorley Borough Council

Contact Name: Rebecca Huddleston - Director Policy & Governance and Victoria Willett

Address: Civic Offices, Union Street, Chorley PR7 1AL

Tel. 01257 515151

Email - rebecca.huddleston@chorley.gov.uk

victoria.willett@chorley.gov.uk

Web Site: <http://main.chorley.gov.uk>

<http://checkoutchorley.com/whats-on/>

Mayor of Chorley: Cllr Hasina Khan Tel 07855765065 Email:
hasina.khan@chorley.gov.uk

3. West Lancashire Council for Voluntary Service

Contact Name: Nicci Sutton-Kelsall – Social Prescriber

Address: West Lancs CVS Certacs House 10-12 Westgate Skelmersdale WN8 8A

Tel. 01695 733737

Email - nicci@wlcvs.org

4. Light Up Lancaster Festival

Contact Name: Julie Brown – Freelance Arts Manager (Artistic Director, Light Up Lancaster)

Address: The Creative Hub, The Storey, Meeting House Lane, Lancaster, LA1 1TH

Tel. 07931928803

Email - julieproduces@gmail.com

Web Site: <https://www.lightuplancaster.co.uk>

5. Kendal Torchlight Carnival Limited Company

Contact Name: Craig Russell – Torchlight Director

Address: Kendal LA9 4DL South Lakes

Tel. 07725817745

Email - craig.russell@kendal-torchlight-carnival.co.uk

Web Site: <https://www.kendaltorchlightcarnival.co.uk/>

6. Apna Rossendale

Contact Name: Arezun Nessa [Array]

Address: Haslingden BB4 5TE

Tel. 07876635841.

Email - arrynessa@me.com

Web Site: <http://theapna.blogspot.co.uk/>

7. More Music

Contact Names: Ben McCabe, Kathryn MacDonald & Loz Kaye [Artistic Director]
Address: More Music, 13-17 Devonshire Road, Morecambe LA3 1QT
M 07796 798986 [Ben McCabe]
T 01524 831997
Email: ben.mccabe@moremusic.org.uk
W: www.moremusic.org.uk

8. Fleetwood Festival of Transport & SpareParts

Contact Names:
Robert Brown - Chairman of Fleetwood Festival of Transport
Jodie Gibson - Artistic Director for SpareParts
Event Address: Fleetwood Town Centre [Lord Street] FY7 6AH
Organisation Address: Fleetwood Festival of Transport CIC (FFoT), c/o Jones Harris Ltd, 17 St Peters Place, Fleetwood, Lancashire FY7 6EB
T 01244 409113
Email: jodie@gibsonsights.co.uk
W: www.sparepartsfestival.co.uk and fleetwoodfestivaloftransport@live.co.uk

9. Edge Hill University

Contact Name: Cathy Butterworth – Artistic Director - Arts Manager
Address: St Helens Road Ormskirk L39 4QP
Tel. 01695 584468
Mobile 07949025884
Email Cathy.Butterworth@edgehill.ac.uk
Web Site <https://www.edgehill.ac.uk/>

10. University of Central Lancashire

Contact Name: Linda Tompkins - UCLan Equality Diversity Inclusion Manager
Address: Fylde Road Preston PR1 2HE
Tel. 07522489937
Email - Ltompkins@uclan.ac.uk
Web Site: <https://www.uclan.ac.uk/>

11. University of Central Lancashire

Contact Name: Julie Mosley Tutor BA [*Hons*]- Textiles, MA Surface Pattern and Textiles M
Address: Fylde Road Preston PR1 2HE
Tel. 01772 8933183
Mobile:
Email - jmosley@uclan.ac.uk
Web Site: <https://www.uclan.ac.uk/>

Appendix 3: Community Arts Organisations Potential Future Commissions

Background

Specialist Art Form: Spacecadets Air Design are designers and inventors of the unexpected, creating temporary inflatable sculptures and environments for visual, arts and cultural events, digging out the unknown undiscovered parts of the imagination, transforming landscapes and opening minds...

These inflatable art forms are static and used as an interactive art with people and can be used in processions.

Mela Experience

Space Cadets Air Design have been involved with Manchester Mela and Diwali programmes and have experience of working with diverse communities. Some of their current art forms have been specially commissioned for the South Asian art festivals.

Examples of their work with the Indian Association in Manchester are listed below

<http://spacecadets.com/news/manchester-diwali-mela-2013/>

<http://spacecadets.com/news/manchester-diwali/>

<http://spacecadets.com/portfolio/detail/manchester-mega-mela-snakepit-temple/>

Commissions

Engagement is twofold, firstly on new commissions with art work designed to client's specification. Secondly and which would be more of an interest to Preston City Mela will be to hire the inflatable art forms already available. These consist of the following:

Elephant which is 4m high by 3m wide and 5.5m long. It requires 2 people to construct and manoeuvre.

<http://spacecadets.com/portfolio/detail/inflatable-indian-elephant/>

Breathing Lotus Flower which is 4m High by 5.5 m diameter. It requires 2 people to construct and manoeuvre.

<http://spacecadets.com/portfolio/detail/inflatable-lotus-flower/>

Snake Temple which is 4m High by 5.5 m diameter. It requires 2 people to construct and manoeuvre. <http://spacecadets.com/portfolio/detail/snake-temple/>

All 3 art forms can be used in processions pulled by their staff and light up for evening events.

Access to power is required [13 amp] for each form when used as a static and if in procession then batteries are used, which have 4 hours of duration.

A minimum of 8 weeks' notice is required to hire this art form to secure booking. However, if no booking is in place the art form can be made available at short notice subject to availability of staffing.

The commissioner has to provide Sand bags [up to 25] or herras blocks to secure the art form down.

Space Cadets are happy for joint marketing and publicity if commissioned.

The cost of each existing art form for a 5-hour input is £1,200 + VAT. This includes: art form, hire, transportation, staffing and evaluation of the impact at the event. If two art forms are commissioned at the same time the cost will be **£2,306** including VAT.

Space Cadets Air Design hold their own public liability insurance to the value of £5M

Contact Details

Org: **Space Cadets Air Design**

Contact Name: Jamima Latimer

Address: Union House, Hall Street, Todmorden OL14 7AD

Tel: 01706 814048

Mobile 07110608366

email@spacecadets.com

Web Site: <http://spacecadets.com/>

Appendix 4: Mela Artist Workshop [24/06/2019] Attendance List

Performance Artists

Abhi MK Dance
Red Rose Ragas x2 Dr Sakthi Karunaithi Plus 1

Workshop Artists

Viraj Gandhi
ArtFull - Bernie Velvick
Islamic Art Paper Cutting Maryam Golubeva [Lancaster]
Silk Painting Jane Blackburn
Silk Painting Ken Blackburn

ArteeCraft x4:

Shreya Ghodke,
Rakesh Ghodke,
Benita Chauhan &
Nikita Mhatre

Henna Artists x5

Mohini Soni
Yogini Patel
Nirali Parekh
Manisha Chauhan
Pooja Parekh

Preston City Council – Richard Baxter Events Manager

Future Mela Catering

Barkha Rani “Group for Occasions
Mr Dipak Chauhan

Apologies [10] Send and Confirm Involvement in 2020 Programme

Arabic Calligraphy Farzana Patel [Blackburn]
Arts 2 Heal Banu Adam [Blackburn]
Henna – Shnehil Patel
Henna – Bhagya Reddy
Henna – Pravina Mistry
Henna – Rekha Maru
PR Dholi Deepak Singh & Danny Singh
Violinist - Gayatri Suresh
Gold Thread Bobbins – Kim Graham
Jay Acharya -Compere

Undecided Require More Information

Preston Steel Connection – Mariam Bollywood Fusion

Appendix 5: Artistic Pool for Mela Outreach Programme

The contents in this section of the report describes the range of South Asian Arts available from Preston City Mela and the details of the artistic talents. This appendix will be shared with other Events Organisations for them to chose which component they would like to be included into their programme.

Workshop Artists

Artists	Narrative
ArteeCraft – 4 artists <ul style="list-style-type: none"> • Shreya Ghodke • Rakesh Ghodke • Tapasvi Trivedi • Nikita Mhatre 	Please note this traditional art based organisation has 4 artists in the team , each of the workshops is led by one artist. Currently ArteeCraft provide a range of 11 different workshops.
<p>1) Saree Draping: Get to know the saree (an unstitched garment) in this hands-on experience as you learn about the diversity of cultures within southern Asia. This is a unique experience: you learn to drape a saree with the guidance of our artist and the fashion of Indian culture is put on display. You'll practice draping the sari in different regional styles, and we'll have a range of sarees which we'll be happy to answer any questions about. In addition, there will be a large Zarokha style photo frame for you to take a picture as a memory for you to cherish</p>	
<p>2) Warli painting: Warli is a style of ethnic art mostly created by the tribal people from the Maharashtra, India. This tribal art was originated in Maharashtra, where it is still practiced today. The Warli culture is centred on the formations of Mother Nature and elements of nature are often focal points depicted in Warli painting.</p> <p>The Warli paintings are made with only white pigment made from a mixture of rice paste and water, with gum as a binder. Walls are painted only to mark special occasions such as weddings or harvests. Since the 1970s, Warli painting has moved onto paper and canvas. It looks best on natural terracotta coloured base or dark backgrounds.</p> <p>Why not pick up the finest brushes available and try this mesmerising art form to create something as unique as you are.</p>	
<p>3) Lippan Kaam (Mud & Mirror Work): Lippan Kaam or Lippan work is a traditional art form from Kutch-Gujrat, India. This mud relief work is done on walls of huts. LIPPAN means Mud-washing and KAAM means work.</p> <p>Apart from the wall decoration this traditional art is used over wooden panel to create beautiful murals. Each pattern in embellished with small mirrors of various sizes and shapes. In addition to geometric patterns and Kutch motifs, it is common to see birds, trees, animals, and human figures in Lippan Kaam.</p> <p>In this workshop you can create your own little Mud and mirror work mural or help us to make a commemorative plank for Mela.</p>	

<p>4) Bandhani – Indian Tie and Dye: Bandhani is a popular type of tie and dye method in India. The word “Bandhani” comes from the Hindi word “Bandhan” means tying. Bandhani work is mostly done in the Indian states of Rajasthan and Gujarat. Bandhani is a type of tie-dye fabric decorated by plucking the cloth with the fingers into many tiny bindings that form a design. Earliest evidence of Bandhani dates back to Indus Valley Civilization where dyeing was done as early as 4000 B.C. The art of Bandhani is a highly skilled process. The technique involves dyeing cotton or silk fabric which is tied tightly with a thread at several points, to produce a variety of patterns. Explore this age-old technique to create your very own piece of art.</p>
<p>5) Fabric Birds hanging (Fabric Recycling project): Lancashire has rich heritage of Cotton Fabric manufacturing. Keeping this in mind, a Home Decor project will be crafted using assorted scraps of printed cotton fabric, brads, thread etc. This vibrant, hanging decor piece is traditionally used in Indian houses to add a bright splash of colour and welcoming look to living space.</p>
<p>6) Paper lanterns (Kandeels): Paper lanterns in various shapes and sizes are to be seen all over India and other South Asian countries, particularly during Diwali, the Hindu festival of Light. Kandeels are traditional lanterns, hung up from the start of Diwali. Across India people celebrate Diwali via symbolic diyas or kandeels. The triumph of good over evil; the moment when light overpowers the darkness. Participant will learn the art of Kandeel making that is easy to pick up and very enjoyable too.</p>
<p>7) Terracotta Diya Decoration Workshop: Diya, Deepak is an oil lamp, usually made from clay, with a cotton wick dipped in oil. Terracotta Clay diyas are often used temporarily as lighting for special occasions, while diyas made of brass are permanent fixtures in homes and temples. Diyas are native to India, and are often used in Hindu, Sikh, Jain and Zoroastrian religious festivals such as Diwali. We will provide Terracotta Diyas to be decorated with variety of materials such as paints, glitters, craft decorations etc.</p>
<p>8) Wooden Block Printing on Fabric: India has been renowned for its printed and dyed cotton fabric since the 12th century and the creative processes flourished as the fabric received royal patronage. Though the earliest records mention the printing centres in the south, the craft seems to have been prevalent all over India. Block printing can create beautiful prints in rich and vibrant colours. Originally natural dyes were used, however to make it cost effective acrylic paints will be used. The main tools for the printing activity are wooden blocks in different shapes and sizes. Blocks are made of seasoned teak wood.</p>
<p>9) Traditional Kite Making: Kites are great fun to make and fly outside on a pleasant, slightly windy day. Making a traditional Indian diamond kite is an easy and enjoyable craft activity. Our expert artist will show you how you to make the frame for the kite. Then, measure and cut the sail for the kite in the shape of a diamond. Finish up the kite by adding the flying line and the tail to ensure it flies properly. You can also decorate the kite when it is done so it looks extra pretty as it rises in the air.</p>
<p>10) Marigold Flower Garland Making: Marigold flower is one of the auspicious flowers of India. They are mostly used during festivals, auspicious day decorations and also offered to Indian deities during puja. Since Marigold flowers are not available in UK, we will make it out of paper. We</p>

<p>will have some garlands ready to welcome guests and for those who are unable to make but would like to have one.</p>	
<p>11) Traditional Rangoli Design using Fresh Flowers: Rangoli is an ancient art of decorating, practiced throughout India. Patterns are created on the ground, usually with coloured powder and embellished with sand, rice, candles or flower petals. We will create beautiful Rangoli designs with seasonal flowers, leaves etc.</p>	
<p>12) Traditional Rangoli Design Rangoli: Rangoli is an ancient art of decorating, practiced throughout India. Patterns are created on the ground, usually with coloured powder and embellished with sand, rice, candles or flower petals. Rangoli design is a safe, beautiful and communicative tool that can bring people together to work towards a common creative goal, eliminating age, language or cultural barriers. Rangoli is a therapeutic artform and is quite meditative in process. The purpose of rangoli is beautification, and it is thought to bring good luck. In India people decorate their house with Rangoli designs during festivals and celebrations.</p>	
<p>13) Underwater Rangoli - Viraj Gandhi Rangoli Under Water: is an art form, originating in the Indian subcontinent, in which patterns are created on the floor or the ground using materials such as coloured rice, dry flour, coloured sand or flower petals. It is usually made during Hindu festivals. Designs are passed from one generation to the next, keeping both the art form and the tradition alive. To make the workshop more interesting we are adding a little twist, we will be doing under water Rangoli.</p>	
<p>14) Henna – 9 artists</p> <p>1) <i>Bhagya Reddy</i> 2) <i>Nirali Parekh</i> 3) <i>Manisha Chauhan</i> 4) <i>Yogni Patel</i> 5) <i>Mohini Bhen Soni</i> 6) <i>Shnehil Patel</i> 7) <i>Pooja Parekh</i> 8) <i>Pravina Mistry</i> 9) <i>Rekha Maru</i></p>	<p>Henna: Henna is an ancient tradition practiced in South Asian countries on many occasions like weddings and festivals. It is also known as 'Mehndi'. Henna can also refer to the temporary body art resulting from staining of skin from the dyes. Here in our workshop we apply henna designs using 100% natural henna cones, which will give a beautiful temporary henna tattoo on skin that will last for few weeks. Henna artists will create their design to fit with the theme of the event / festival. There are 9 Henna artists in the team. Each artist will run their own workshop.</p>
<p>15) Arts 2 Heal - Banu Adam www.banu@arts2heal.org</p> <p>Ebru Marbling: Arts 2 Heal specialise in a range of therapeutic art forms which focus on improving mental health and wellbeing. Ebru Marbling is one of our specialisms; it is believed to have originated in Turkey in the 13th century and is the art of painting on water using special tools including brushes made of horsehair bound to straight rose twigs. While the end result is</p>	

beautiful, Ebru is one of a few art forms which is more mesmerising while being created. Hence, Ebru is perfect for this type of an arts festival. The audience can expect to enjoy watching delicate patterns created on water then charmingly captured onto paper. We hope to inspire individuals to take part and perhaps even develop a new interest in this therapeutic art.

16) Arabic Calligraphy - Farzana Patel [Blackburn]

Farzana Patel is a Research Scientist by day and an Arabic Calligraphist in her spare time, who was taught a unique style of Calligraphy from Senior Calligraphist Hudhaifa Al Awaidi from Oman. Adopting her own style and creativity to what was taught by her respected teacher, she went on to become a part of a Calligraphy society, participated in various workshops and hosted many exhibitions. She now specialises in bespoke pieces of work for customers and attempts to share her passion for Arabic Calligraphy in her spare time

17) Gold Thread Bobbins - Kim Graham

You'll be able to screen print a unique design onto a cotton bag, using our gorgeous gold inks. Once the design is dry you'll be able to keep your cotton bag and take it home on the day. Just drop in, no experience needed as we'll be there to help. We use easy access screens, safe water-based inks and we'll have previous designs to show how the process works.

You'll get to wear one of our gorgeous gold aprons and you'll get a bobbin badge!

18) Islamic Art Paper Cutting Maryam Golubeva

Born and raised in Russia, Maryam Golubeva is a British artist and designer currently working in the field of Islamic art, creating handmade bespoke artworks, patterns, and inspirational customised emblems

Would you like to develop an extra art skill and learn to use manicure scissors in creative way? Come and join us for a papercutting workshop. Learn the story of papercutting, get inspired by intricate Asian inspired patterns, learn to use manicure scissors in a creative way and have fun creating your own work.

In this workshop, participants will be introduced to the history of papercutting, various intricate designs and will learn the ancient skill of papercutting.

- Meet new friends
- Learn new designs
- Boost yourself with creative ideas
- Learn new skills
- Join us and create your own Moon inspired artwork.
- Workshop age group: 5+

The workshop will cover the following areas:

- an introduction to paper cutting with a look at some examples,
- a quick run-through of the tools needed,
- essential tips and tricks in paper cutting,
- work on practice sheets,
- create a final project from a choice of the original templates.

Don't worry - drawing skills are not essential! You just need a steady hand and a bit of patience. You can expect to proudly walk away at the end of the session with some beautiful Asian inspired art piece.

19) ArtFull - Birds of Paradise

ArtFull is a collective of skilled artists based in Preston; Becky Atherton, Bernie Velvick and Teresa East. ***Our workshops will have either 2 or 3 artists working at the same time.***

Our birds are made from brightly coloured paper and strung with glittering beads to create a little paradise. We deliver an engaging workshop for visitors to the Mela and encourage all ages to make a bird or two to take home. Origami is a technique that appeals across ages and genders. We teach a range of models of different complexity, so we can cater to a wide range of ages, abilities and aspirations and we can adjust our models to fit different themes.

20) Silk Painting- Jane Blackburn

A workshop for all ages and abilities using silk painting as its main focus. The workshop will offer the opportunity for visitors to Preston Mela 2019 to help paint large piece/s of silk that has already been prepared and outlined. No experience is needed as you will be shown what to do, and all materials and equipment shall be provided. The resulting jointly produced piece of fabric/s will be used to create a banner/ flag/umbrella/ lantern or other artwork to be decided by the Artists and displayed at future Mela Celebrations

21) Make your own Bracelet-Benita Chauhan

Bracelets are worn by Indian women during Indian festivals, so they match the colour of their outfits. The workshop will allow people to make their own Indian style bracelets using a selection of different types and coloured beads and pendants.

A selection of beads and pendants will be placed in containers for people to choose for their bracelet. Once the beads have been selected, the chosen chain or cord can be used to feed through the bead holes and then finally the cord can be tied or chain fitted with jump rings so the beads cannot fall out. For making one bracelet it should take less than 10 minutes. Help with tying the cord and fitting jumps rings will be provided.

The exact style/colour of bracelet will be dependent on the selection of the beads that are made available at the workshops.

Performance Artists

Artists	Narrative
<p>Abhi MK Dance</p> <p>Indian Traditional classical and folk dances</p> <p>Traditional Indian dances will be performed which reflect the theme of festival celebrations. The dances will be vibrant & enriching as they will showcase culture, traditions, props and heritage of India.</p> <p>There will be light up props used to enhance the thematic presentation. The dancers will have battery operated serial lights attached to their costumes and use light up sticks as props during performance.</p> <p>Bollywood dances & workshop - High energy Bollywood dances to entertain the audience of all age groups. The dancers will be in colourful costumes and perform on popular Bollywood music. Dance workshop will be conducted to involve the audience who can learn and perform alongside the main dancers</p> <p>1. Bollywood dance performance & audience participation Very popular Bollywood dances presented in colourful costumes and vibrant music. A short workshop involving the audience led by Dance expert.</p> <p>2. Indian Classical & Bollywood performance & workshop Traditional Indian temple dances performed in grand silk custom made costumes. Intricate footwork, hand gestures and facial expressions are the highlights of these dances. Very popular Bollywood dances presented in colourful costumes and vibrant music. A short workshop involving the audience led by Dance expert.</p> <p>3. Thematic Dance presentations Indian dance is very versatile art form which can create & showcase various themes. Depiction of nature, colours, handloom, lights, festivals etc. can be presented through dance with various props.</p> <p>4. Figure dance - Dancer creates a picture with feet while dancing on coloured powder. Pictures of Lion, Kite, lamp, vehicle (Bicycle, car etc.) or any other theme can be created.</p> <p>1. Educational settings Plate Dance performance & workshop - Dancing on the brass plate is an ancient Indian dance form which explains rhythm in dance and displays dexterity of the dancer. Audience/students can have a trial. Bollywood Dance - Variety of Bollywood dances taught to the students and work towards preparing for a performance with traditional Indian dance costumes. Stick dance - Very entertaining dance performed by using bamboo sticks as props. Stick dance teaches coordination, rhythm sense, team work and special awareness. Indian Classical dance - Traditional Indian temple dances performed in grand silk custom made costumes. Intricate footwork, hand gestures and facial expressions are the highlights of these dances.</p>	
<p>PR Dholi Dhol Players</p> <p>Deepak Singh & Danny Singh, are two local dhol players, performing as duo Dhol beats with one to one audience participation</p> <p>They can perform on the stage and around the festival site.</p>	

<p>Gayatri Suresh (Violinist) Gayatri Suresh is a passionate budding violin artist from Blackburn. She is 15 years old and has been learning Violin since the age of 7. Gayatri belongs to a culturally inclined family. Her keen interest in music and creativity has helped her achieve good grades in Violin in a very short time. She is now a grade 5 student and has given many performances across Lancashire. She has performed for Lancashire Hindu Association, Pendle women’s Forum and various other community events and won appreciation and accolades for her crisp and entertaining Bollywood tune</p>	
<p>Red Rose Ragas: Red Rose Ragas are budding community band of musicians from the age of 8 to senior citizens. They play to promote art/music and its relevance to harmony, health, peace and cohesion in the community - and of course for fun! Their speciality is to fuse western and Asian music with an aim to inspire everyone to realise the benefits of music making. They play in various community festivals and gatherings and would love to share their music with everyone.</p>	
<p>Preston Steel Connection – Bollywood Fusion</p>	<p>TBC</p>

Appendix 6: Mela Artists Workshop & Performance Hourly & Performance Rates

Workshop Artists Hourly Rate

Artists	Hourly Rate	Preparation Time/rate	Materials Cost
ArteeCraft – Shreya Ghodke ArteeCraft – Rakesh Ghodke ArteeCraft -Nikita Mhatre ArteeCraft- Tapasvi Trivedi	£25 per hour for each artist used	Standard Rate of £10 per hour	Cost based on as per Activity
		Lippan Kaam (Mud & Mirror Work) 3h - £30	Lippan Kaam (Mud & Mirror Work) £100
		Bandhani – Indian Tie and Dye 4h - £40	Bandhani – Indian Tie and Dye £125
		Warli painting (Tribal art) 2h - £20	Warli painting (Tribal art) £60
		Saree Draping and Photo props 4h - £40	Saree Draping and Photo props £85
		Kandeel (Lantern) Making 3h - £30	Kandeel (Lantern) Making £70
		Kundan Work on fabric 2h - £20	Kundan Work on fabric £95
		Traditional Rangoli 2h - £20	Traditional Rangoli £55
		Terracotta Diya Decoration 2h - £20	Terracotta Diya Decoration £105
		Traditional Kite Making 2h - £20	Traditional Kite Making £80
		Fabric Birds home decor 2h - £20	Fabric Birds home décor £95
		Marigold Flower Garland Making (using paper) 4h - £40	Marigold Flower Garland Making (using paper) £60
		Wooden Block Printing on Fabric 3h - £30	Wooden Block Printing on Fabric £70
		Rangoli Design using Fresh Flowers 2h - £20	Rangoli Design using Fresh Flowers £80
Underwater Rangoli Viraj Gandhi	£25	3 hours at £10	£10 to per hour
Arts 2 Heal Banu Adam	£25	2 @ £10.00 per hour	£43.99 ebru marbling pigments Di ionised water £7.99

			Oxgall + Alum + marbling sheets £10.00 Total= £61.98
Henna – Bhagya Reddy	£25 for each artist	Not required	£5 per hour for cones and sanitizer for each artist
Henna – Nirali Parekh			
Henna – Manisha Chauhan			
Henna – Yogini Patel			
Henna – Mohini Bhen Soni			
Henna – Shnehil Patel			
Henna – Pravina Mistry			
Henna – Rekha Maru			
Henna – Pooja Parekh			
Gold Thread Bobbin Kim Graham	£25 per artists each	3 x £15 per hour Also includes 10 hours in kind time for each project for labels, design and sourcing materials, services , bags, inks and screen transfer.	The material costs vary depending on the product. For an all-day event materials are £370 (approx.), which includes 100 bags, bespoke labels, printing inks and mixing medium, transferring design onto screen.
ArtFull– Team of 3 Artists <ul style="list-style-type: none"> • Bernie Velvick • Becky Atherton • Teresa East <p>Note: either 2 or all 3 artists will work together on one workshop. The costing therefore should be times the number of the artists to work</p>	£25	£150 per day	£20 per artists per session
Arabic Calligraphy -Farzana Patel [Blackburn]	£35 [includes preparation time]		Pens £30 + £10 for card= £40
Islamic Art Paper Cutting Maryam Golubeva – [Lancaster]	£25	4 @ £15	£60 for workshop
Make Your Own Bracelets - Beenita Chauhan	£25	1Hr @ £15	£50
Silk Painting Jane Blackburn Note: 2 artists will work together on one workshop.	£25 (each x2 Artists)	1 day @ £100 x 1 artist	£90

Notes: Performance Artists Performance Rate

Performance are expected to be in the duration of 30mins which includes audience participation

Artists	Performance Rate	Materials
Abhi MK Dance	15 minutes Indian dance performance & 10 mins audience participation - £200(Preston) £250(Out of Preston) 45minutes Indian Dance performance plus audience participation (2 slots) £300 (Preston) £350(Out of Preston)	Any additional material or special costumes costing will be done accordingly
Abhi MK Dance Tutorial Rate for work in college settings and youth centers	75 per one hour Local £75 plus travel (out of Preston)	
PR Dholis -Dhol Players	£75 per 30 minutes performance £120 for Parade Performance 1 hour Plus Travel	
Gayatri Suresh (Violinist)	£50 (Preston) £50 Plus travel (Out of Preston)	
Red Rose Ragas	£200 & Certificates for young performers	
Preston Steel Connection – Mariam Bollywood Fusion		

Project Management Costs

£175 per day rate on average for each outreach project 2.5 days £437.50 Plus Travel

This includes:

- Project management including - proposal and costings, attending 2 meetings and email liaison.
- Liaising with artists, on input, availability and contract
- Compiling Risk Assessments with artists
- Collating and submitting Artists Public Liability Insurance Details
- Providing artists publicity and marketing materials to host organisation
- Assisting with evaluation
- Writing ASCE activity report for each outreach programme

Appendix 7: Sample Mela Associate Artists Membership.

Preston City Mela Associate Artist Member Agreement

Insert Name commit to joining Preston City Mela Community Interest Company [Reg Mo. 11620054] as a 'Associate Artist Member" and agree to [subject to my availability] to contribute to the Mela community arts based programme.

Preston City Mela will provide Associate Artists Members:

- Opportunities to showcase South Asian traditional arts, culture and heritage.
- Commission my work as a key component of the Mela offer
- Take part in a range of Mela activities across Lancashire and the North West.
- Engage and network with other artists, locally and nationally.
- Provide artists a platform for constructive feedback and help shape Mela contents.
- Completed commissioned work, will result in payment being made within 72 hours post event.

I understand as an 'Associate Artist Member" my responsibilities are :

- A. I will be commissioned to provide artistic input to the Mela programme
- B. Be classed as self-employed and as such are responsible for my own statutory deductions of income taxes and national insurance charges.
- C. Hold up to date Public Liability Insurance cover and provide these details on request.
 - Policy Number
 - Name of Insurance Company
 - Value of the cover
 - Renewal date
- D. Provide details of my artistic work and images for use in Mela publicity and marketing.
- E. Promote Mela events via my own social media networks.
- F. Agree to supply my bank details for Mela Payments

Appendix 8: Research & Development Project Costings

Income

ACE Application NO. – ACPG 00169893	£6,500
Preston City Mela Contribution	£ 250
Taster Sessions Contribution More Music	£ 540
Taster Sessions Contribution Kendal Torchlight Festival	£ 650
Total Project Grant	£7,940

Expenditure

Implement Research & Write Up Study [20 days]	£3,500
Outreach Taster sessions More Music	£1,715
Outreach Taster sessions Kendal Torchlight Festival	£2,025
Travel Costs	£ 700
Total Expenditure	£7,940