

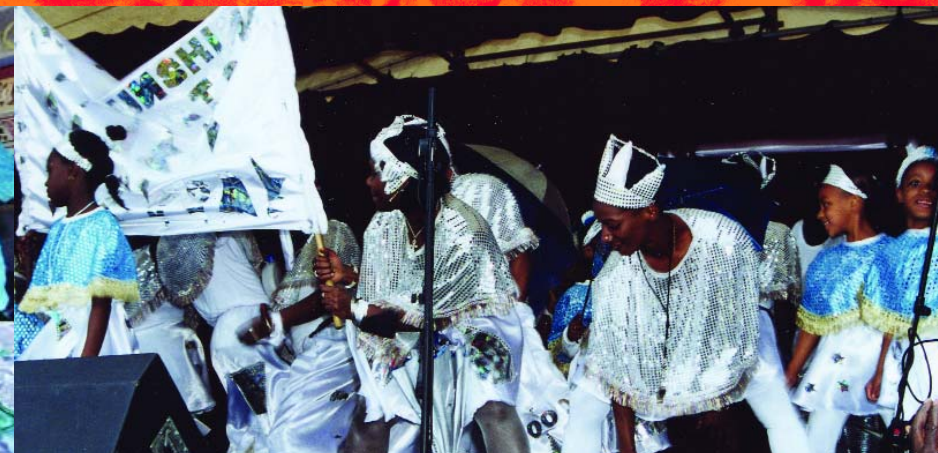


Huddersfield
carnival
conference report 2004

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Saturday 27 March
Castle Hill Suite
University of Huddersfield



Huddersfield Carnival would like
to thank the following people:

Steve Byfield
Henry Cudjoe
Clara Crehan
Elizabeth Thomas
Marilyn Cato-Bedeau
Arden Hamilton
Boyd Taylor
Gracelyn Gabriel
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Phil James
Michael Bedeau
Andrassy Design
Andrea Alexander
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Alison Andrews
Wes Zepherin

Richard Bealing
Pax Nindi
Paul Anderson
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Jorge Borges (photos)
Ian Charles
Phil Wood and
North Stars Steel Orchestra
Professor Glen Hardaker
Carolynne Lappier
Edra Caines
Natalie Pinnock-Hamilton
Victoria George
Hyacinth McMahon
and all the people
who attended

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background to the Huddersfield Carnival

Huddersfield Carnival is organised by an independent, constituted, voluntary management committee and a full time director.

From its inception in 1984 (as a development of The Lord Mayor's Parade) Huddersfield Carnival has steadily grown in stature and is now one of the largest outdoor festivals in West Yorkshire.

Drawing inspiration from the Caribbean, the Carnival provides a medium through which local communities can develop and display their talents in costume design, music, dance and drama.

The Carnival is celebrated over a two day period, starting with the Carnival Queen Show on Friday evening. Here, designers and community groups display their creations in a spectacular competition, vying for the accolades of Senior and Junior Queen and the honour of leading Saturday's procession.

Saturday is unique in Huddersfield's year when the streets resound to an explosion of colour and music, courtesy of hundreds of costume masqueraders and thousands of spectators.

The parade culminates in Greenhead Park with a live stage-show, sound systems and a wide variety of food, craft stalls, fairground rides and all-round family entertainment enjoyed by thousands.

However, the event continues to develop and grow in stature and this presents new problems for the organisation. Increased publicity and marketing in 2003 alongside a higher profile entertainment programme (including an additional stage involving young people) resulted in an increase in stall applications, more floats on the road and more people attending all events. The success of the 2003 event generated a great deal of interest in 2004 where we will celebrate 20 years of Huddersfield Carnival.



North Stars Steel Orchestra provided lunchtime entertainment at the conference

In order to ensure that we are ready to accommodate this major celebration, Huddersfield Carnival organised an open conference in order to address a range of issues related to the event:

- Why do we celebrate Carnival
- Funding and support for Huddersfield Carnival
- The impact of other initiatives on Huddersfield Carnival
- Links to other strategies, events and organisations
- Health and safety
- Carnival costume design
- Stall holders (facilities and site layout)
- The Carnival procession
- Edutainment
- Event management and infrastructure
- Stewards and security
- Sponsorship

This year's '20 years of Carnival' event takes place in Greenhead Park on Saturday 10 July, 12:00 noon to 8:00pm. The Queen Show will be at Huddersfield Town Hall the day before.

For more information regarding any aspect of this year's event contact:

Steve Byfield (Director)
Huddersfield Carnival Committee
The Media Centre
7 Northumberland Street
Huddersfield
HD1 1RL

telephone:
0870 990 5118

email:
huddcarnival@btconnect.com



A range of organisations and individuals attended and invited speakers included:

Henry Cudjoe
Chair, Huddersfield Carnival Committee

Alison Andrews Arts Council England, Yorkshire

Paul Anderson
Luton Carnival Arts Development Trust

Pax Nindi Arts Council England

Richard Bealing Kirklees Cultural Services

Professor Glen Hardaker University of Huddersfield

In addition, a number of other Carnivals were represented: Leeds, Leicester, Preston, Sheffield and Bradford attended and one of the unexpected outcomes from the conference was a request from the other Carnivals that a Northern Carnival Conference is organised in Huddersfield this year to involve them in the process. This effectively puts Huddersfield in a strong position to lead the debate on behalf of Carnival events in the North as the proposed Regional Conference would be part of Arts Council England's National Carnival Strategy which was launched with the On-Route National Carnival Conference in London last year, which Huddersfield Carnival representatives attended.



the discussion with Arts Council England, Yorkshire

Early discussions (2002) with Arts Council England, Yorkshire (ACEY) regarding funding for Huddersfield Carnival emphasised the lack of meaningful dialogue with our Regional Arts Board for too many years.

ACEY were helpful but it is difficult for them to establish how we would benefit from a major grant. As a result we found them to be positive but understandably cautious. We were successful in securing a £10,000 grant from the Regional Arts Lottery Programme for Huddersfield Carnival 2003, albeit after requesting an independent assessment of our application.

Since then, we have continued the discussion and we received a grant from ACEY to organise the conference. In addition, we have two separate applications to Grants for the Arts awaiting a decision from ACEY:

1. £4,500 to produce this year's Carnival newspaper
2. £4,900 to provide entertainment involving local and international artists at this year's event

In addition, we have applied for £5,000 from Awards For All to meet the cost of presenting the 'Young Blud Entertainment' stage this year.

Pax Nindi (Senior Carnival Arts Officer, National) is extremely helpful regarding national and regional Carnival issues. His support and guidance has been essential to Huddersfield Carnival in terms of suggesting possible ways forward for the organisation.

Stop press: The above applications were successful.

West Yorkshire Grants

We were unsuccessful with our recent application for £20,000 to West Yorkshire Grants. This would have enabled us to employ two Carnival costume designers to work with local groups, costume materials, premises and transport. Despite strong local Kirklees Officer support, we were told that our application was rejected because:

"Huddersfield Carnival is of no benefit outside the Kirklees area".

This is despite the application making it crystal clear that Huddersfield Carnival's audience is made up of people from all over West Yorkshire and the world. According to West Yorkshire Grants therefore, the success of this conference (where regional Carnivals are discussing a range of important issues and establishing common ground) is completely irrelevant!

Kirklees Culture and Leisure Services

For the past three years we have applied to Kirklees Main Grants programme for a total grant of £25,000. However, we have actually received £4,270 and for the last two years we received an additional £3,000. In 2003 we received £9,761.00 from DV1. This funding (DV1) is not available this year.

We have recently re-applied to Kirklees Culture and Leisure Services for £21,000 towards this year's event and we have involved Councillor John Smithson (Lib Dem) in the discussion. A detailed budget for Huddersfield Carnival 2004 has been sent to Councillor Smithson and Senior Kirklees Officers. This course of action was agreed at a meeting with Kirklees Officers on 6 April.

Following discussions between Kirklees Officers and Councillor Smithson, Huddersfield Carnival will then attend a meeting on 5 May to discover the outcome from the discussion.



Huddersfield carnival conference 2004

welcome address

First of all I would like to welcome everyone and say thank you for attending. During the time I have been involved with Huddersfield Carnival I have seen a lot of changes and we are moving forward. When we attended On-Route (the national Carnival Conference) in London last year, it was interesting to meet organisers of other Carnivals and discuss some of the issues with them. In addition, various presentations provided food for thought and it became very clear that in order to receive the kind of support we are hoping for, we would need to hold an open discussion with participants and potential funders in order to be clear regarding the requirements of both groups. Also, as there are plans to organise a regional Carnival Conference (following on from On-Route) we need to be absolutely clear about the important issues regarding our event. The main points from today's discussion will influence the content of Huddersfield Carnival's next three or five Year Plan. As you can see from the Conference

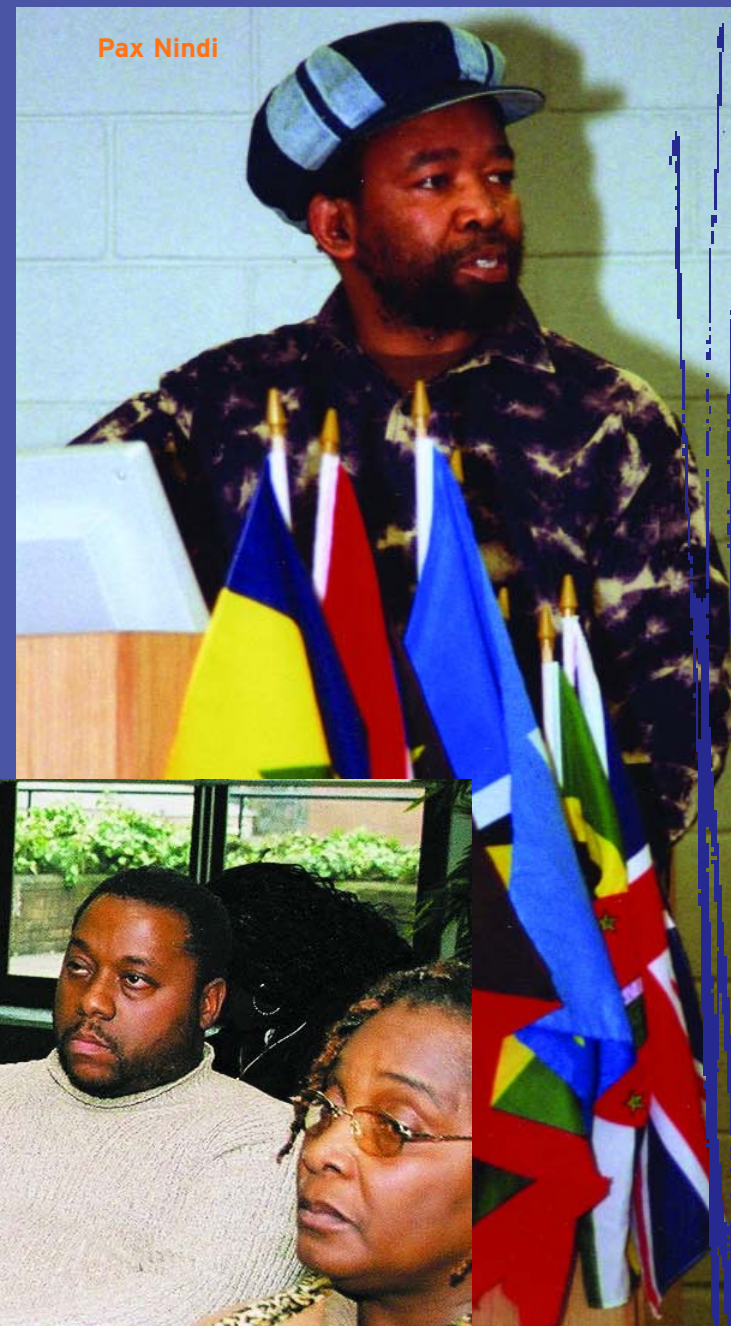
Schedule we have several speakers today and I would like to introduce you to Pax Nindi (Arts Council England's Carnival Arts Officer and organiser of the On-Route Carnival Conference).

Henry Cudjoe

Chair, Huddersfield Carnival Committee



Huddersfield Carnival Committee and invited speakers



Pax Nindi

Pax Nindi (Senior Carnival Arts Officer National - Arts Council England) outlined the national picture regarding Carnival arts development.

The On-Route Conference attracted 250 people from around the world as delegates, panel members and speakers. They joined together for a series of debates and discussions exploring the past, present and future of Carnival arts. The main themes were:

- The critical and cultural context for Carnival arts
- Carnival artform development
- Carnival infrastructure
- Delegates included British Carnivalists from across the UK, including Birmingham, Bridgewater, Derby, Ipswich, Kendal, Leeds, Huddersfield, Leicester, Luton, Nottingham, Norwich, Preston and Swansea. The majority of Carnivalists attending the conference had experience of working in African Caribbean Carnival. They were able to share their experiences with those working in African Caribbean Carnival.
- International guest speakers included: Dr Hollis Liverpool from Trinidad; Mestre Esteves from Rio Carnival; Marie Keller, Los Angeles Carnival organiser; the late Jackie Semela from South Africa's Soweto Carnival; Selman Lewis, President of ICCA and Miami Carnival; Akin Oyetade, an academic from Nigeria; Dawn Batson from Miami University; Alyson, a Carnival performer from Trinidad; Nandita Palchou Dhuri, an artist from India and Henry Van der Kroon, President of the European Federation of Carnival Cities.

A series of associated events was programmed alongside the main conference. These included visits to London-based Flamboyant Carnival Club, Yaa Asantewaa Centre and Mahogany Mas Camps where delegates networked and witnessed costume preparations for the Notting Hill Carnival 2003. There was also a visit to Mangrove Steel Band's Pan Yard at The Tabernacle to hear the latest steel pan tunes. Delegates enjoyed music performances at Ocean, Cargo, Afrika Centre and the Calypso Tent at Yaa Asantewaa Centre during the week.



Phil James

delegates



health and safety

Richard Bealing (Kirklees Culture & Leisure Services) pointed out that his earliest recollections of working with Huddersfield Carnival were mainly related to a complete absence of a meaningful health and safety policy for the event. Event organisers are obligated by law to reasonably guarantee that the event is safe for the public to attend and participate in Carnival.

However, Huddersfield Carnival Committee initiated the first official Site Safety Risk Assessment for the event in May 2003. This was provided by industry leaders Symonds Group LTD (who also provide Risk Assessments for a range of festivals and other events including Leeds West Indian Carnival and Glastonbury Festival).

A range of agencies were consulted and participated in this Risk Assessment including Kirklees Officers and West Yorkshire Police.

Health and safety needs to be continually assessed and monitored and this must be a major consideration in the discussion of funding for the event.

University of Huddersfield the Huddersfield carnival website

University of Huddersfield staff have assisted Huddersfield Carnival with the development of our website. Furthermore we are in an on-going discussion with Professor Glen Hardaker regarding software which would enable us to manage and make changes to our own website and much more. This software is in its developmental stage. In addition, we are discussing the possibility of accessing Learning & Skills Council funding through partnership working with the University as some funding can only be accessed by universities and bids are usually led by colleges and community education groups.

Grants for the Arts

Alison Andrews (Performing Arts Officer - Arts Council England, Yorkshire) outlined the opportunities available to local artists through Grants for the Arts.

Grants for the Arts are for individuals, arts organisations, national touring and other people who use the arts in their work. They are for activities that benefit people in England or that help artists and arts organisations from England to carry out their work.

You can apply at any time until 28 February 2005 and all the documents you need to make an application are available to download from the Arts Council's website: www.arts.org.uk or contact Alison Andrews for advice on 0845 300 6200.



Luton Carnival Arts Development Trust

Paul Anderson, Director of Luton Carnival Arts Development Trust (LCADT) outlined some of the processes that his organisation had successfully undertaken on the way to receiving a £2.3 million grant.

A major aim of LCADT is to build and run a multicultural National Carnival Arts Centre in Luton. The national centre will:

- create a venue which will provide 'state of the art' facilities for all the major stakeholder groups: Carnival artists, visitors, educationalists, trainers and the community
- enable these groups to develop and adapt Carnival skills for a wide variety of interest groups
- be a leader in the development and promotion of Carnival arts and artists both nationally and internationally
- be a centre of excellence and enhance the creative capabilities of those taking part in Carnival.

The national centre will use Carnival arts as a vehicle to build strong links within the wider community through the development of inventive education, training, outreach, community schemes and activities.

For more information contact
Paul Anderson, Director
01582 728011

conclusion

Huddersfield Carnival as an organisation needs to work hard to enable our funders (existing and potential) to feel confident about giving us a major grant.

Huddersfield Carnival Committee has undoubtedly progressed rapidly as a result of a limited training programme (Team Building and PQASSO accredited Customer Care). Specialist event management training may be necessary. However, it is possible that requesting a voluntary management committee to participate in this kind of in-depth technical training may be a step too far. It is quite possible that this activity will overstep the boundaries of what is acceptable in terms of voluntary time. Payment (for the management committee) or more paid staff/event professionals then becomes an issue. In any case, it is doubtful if appropriate event technical training relevant to organising a Carnival event exists at all.

Young people are the future of the event. Therefore, we need to find a way to involve more schools and young people in the event as a matter of priority. However, the conference made it clear that involving more young people in Carnival was only part of the real overall issue. It is also important to attempt to encourage young people to celebrate Carnival in the perceived 'traditional' manner, i.e. in Carnival costume and playing soca and calypso music rather than hip-hop, garage, r&b or drum & bass music for example.

A Northern Region Carnival Conference would provide an opportunity to establish common ground between the various events. An inclusive discussion would enable event organisers with fewer resources and less knowledge to benefit from agreed outcomes and would also raise awareness regarding training and other funding opportunities.

Huddersfield Carnival needs to find a way to take control of Carnival costume making and design. We should be providing local community organisations/groups with materials, access to designers, premises with sewing machines and transport for costumes. At the very least we should be formalising our links with Carnival participants and this conference provided a good example of the way Huddersfield Carnival as an organisation could do more to enable community groups to access information and funding.

All groups and individuals who attended the Huddersfield Carnival conference (and provided their contact details) will receive details of any future meetings or developments regarding Huddersfield Carnival or the proposed regional Carnival conference.



immediate outcomes

An open discussion session highlighted the need for:

A Northern Region Carnival Network.

More funding and support for Huddersfield Carnival (an immediate £50,000 grant to consolidate and build upon the success of the 2003 event).

An overall funding package aiming to raise £100,000 for Huddersfield Carnival 2005 is to be developed.

A more structured approach towards involving young people and schools in Carnival needs to be developed.

Openness and transparency regarding the Carnival event organisation process.

There is a possibility that a unified Northern Region Carnival Organisation would be more successful in raising funding.

More use of the internet to market Carnival.

The regional conference format could be used regularly to establish common ground between the different events.

More attempts should be made between the various events to share information.

Local Huddersfield Carnival groups should take more advantage of the opportunities available e.g. a group from Huddersfield visiting another event qualifies for a 'Touring Arts Grant'.

Developing a year round Carnival Arts Programme.

Voluntary Carnival organisers, groups and other participants need to take more advantage of local training opportunities and opportunities to upgrade skills and technical knowledge.

A coordinated strategy for attracting private sector sponsorship must be developed.

Kirklees Metropolitan Council and other potential funders are not treating Huddersfield Carnival fairly and/or appropriately e.g. a strong application for funding (with the support of senior Kirklees Officers) was rejected by West Yorkshire Grants on the grounds that Huddersfield Carnival "is of limited benefit outside Kirklees."

A regional Carnival conference (hosted by Huddersfield Carnival) should take place in September 2004.

The next 3-5 year plan should outline our aim to develop a great Carnival celebration. In three years' time we hope Huddersfield Carnival will be the artistic heart of black communities in the Kirklees area.

On the stage we hope to see performances by the biggest names in the entertainment industry which will always surprise, inspire and stay in our memory. Guest designers from all cultures will work together with our resident creative partners to produce Carnival costumes which will celebrate the use of traditional techniques, technology, moving parts and fibre optics.

At the heart of the programme should be Carnival Costume Design projects which are unique to Huddersfield. Some of the work will be organised in partnership with other Carnivals from Britain and around the world.

A wide ranging schools programme would provide the opportunity for young people to engage with Carnival as a cultural celebration and shape the future of the Carnival event in Huddersfield.

Many projects will develop close partnerships with and for members of Kirklees' communities, through a year round programme of community participation and celebrations of talent in Kirklees communities.

People of all ages, abilities, and racial and/or cultural backgrounds should feel that Carnival belongs to them.

More private sector sponsorship could be raised for Carnival but we need to consider bringing in another organisation to assist us.





Huddersfield carnival

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For more information regarding any aspect
of this year's event contact:

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