



# Surrey Culture Fest 2024

#SCF2024

6TH & 7TH SEPTEMBER, 2024

**THEME: Faces of Culture**

The Surrey Cultural Festival aims to promote and celebrate cultural diversity, inclusivity, and community cohesion. It provides a platform for residents to come together, share their cultural heritage, and foster understanding and appreciation for different traditions and customs. It is time to put human faces to our diversity. It is time to put human faces to our cultures.

## **The festival is a 2-day event**

**Date: September 6th and 7th**

**Day 1: Workshop for policy makers,  
ethnic groups, and community stakeholders.**

*Topic: "Building Inclusive Communities: Policies and Practices."*

### **Proposed Venue:**

Surrey County Council, 11 Woodhatch Rd,  
Cockshot Hill, Reigate RH2 8EF.

### **Day 2: Festival Celebrations**

#### **Proposed Venues:**

Working Park (Kingfield Rd, Working GU22 9BA)

Priory Park (Bell St, Reigate RH2 7RL)

Redhill Memorial Park

(Memorial Park, London Rd, Redhill RH1 1JU)

# PROGRAMMING, ACTIVITIES, AND ENTERTAINMENT

## **Day 1: Workshop for policy makers, ethnic groups, and community stakeholders.**

*Topic: "Building Inclusive Communities: Policies and Practices."*

### **Format- II Sessions**

**Session I-** Policy as a tool of change and development

*Speaker- 3 Panelists*

**Session II-** Policy Practices- Implementation & Government Relations

*Speaker- 3 Panelists*

## **Day 2: Festival Celebrations**

Venue: Working Park (Kingfield Rd, Working GU22 9BA)

Priory Park (Bell St, Reigate RH2 7RL)

Redhill Memorial Park

(Memorial Park, London Rd, Redhill RH1 1JU)

### **1. Main Stage Performances:**

- Traditional Music: Performances by local musicians representing various cultures, including drumming, singing, and instrumental music.
- Dance: Traditional dance performances showcasing the diverse dance styles of different ethnic groups.
- Theater: Cultural theater performances highlighting folklore, legends, and stories from different cultures.

### **2. Demonstrations:**

- Traditional Crafts: Hands-on demonstration of traditional crafts such as beadwork, pottery, weaving, basketry, etc.
- Cooking Demonstrations: Chefs from various ethnic groups will demonstrate how to prepare traditional dishes from different cultures, with samples for tasting.
- Cultural Storytelling: Storytellers representing various ethnic groups will share myths, legends, and folktales from various cultures.

### **3. Art and Cultural Exhibitions:**

- Art Displays: Exhibitions showcasing traditional and contemporary artwork by local artists, highlighting themes of culture, heritage, and identity.



- Cultural Exhibits: Interactive displays and exhibits showcasing artifacts, costumes, and cultural practices from different ethnic groups.

#### 4. **Interactive Activities:**

- Dance: Interactive dance activities where attendees can learn traditional dance moves and participate in group dances.
- Drum Circles: Drumming workshops where attendees can learn basic rhythms and participate in a drum circle.
- Language Lessons: Basic language lessons in various languages.

#### 5. **Children's Activities:**

- Kids Zone: A designated area with activities such as face painting, arts and crafts, and traditional games.
- Storytelling Sessions: Interactive storytelling sessions for children, featuring folktales and stories from different cultures.

#### 6. **Fashion Show:**

- Cultural Fashion Show: A fashion show featuring traditional and modern interpretations of cultural attire, showcasing the diversity and beauty of the various ethnic groups.

#### 7. **Live Art and Performances:**

- Live Painting: Artists creating live paintings inspired by the various cultures and traditions.
- Spoken Word and Poetry: Performances of spoken word and poetry celebrating various cultures, identity, and heritage.

#### 8. **Community Art Project:**

- Collaborative Art Project: A community art project where attendees can contribute to a single large-scale artwork that represents unity in diversity.

#### 9. **Modern Interpretations:**

Contemporary artists will present modern interpretations of traditional art forms, blending traditional and modern elements.

Curate a lineup of artists who can provide a fresh perspective on traditional art forms.



## 10. Closing Ceremony:

- Cultural Parade: A parade featuring representatives from different ethnic groups, showcasing traditional costumes, music, and dance.
- Closing Performances: A grand finale featuring performances by local artists, cultural groups, and musicians, celebrating the diversity and richness of the various cultures.

# LOGISTICS AND OPERATIONS

Logistics such as stage setup, sound and lighting, seating, signage, and waste management will be coordinated to ensure smooth operations. Health and safety regulations will be strictly followed, and all necessary permits and licenses will be obtained.

## 1. Stage Setup:

- Main Stage: A large, central stage will be set up for performances, with professional sound and lighting equipment.
- Smaller stages or designated areas will be set up for demonstrations, equipped with necessary audiovisual equipment.

## 2. Sound and Lighting:

- Sound System: High-quality sound systems will be installed to ensure clear and impactful audio for performances and presentations.
- Lighting: Professional lighting will be used to enhance the visual experience and create ambiance for evening activities.

## 3. Seating:

- Chairs: Sufficient seating will be provided for attendees, with designated seating areas for different activities and performances.
- VIP Area: A VIP seating area will be designated for special guests, sponsors, and dignitaries.



#### **4. Signage:**

- Directional Signage: Clear signage will be placed throughout the venue to guide attendees to different areas and activities.
- Information Boards: Boards displaying schedules, maps, and event information will be placed at key locations for easy reference.

#### **5. Waste Management:**

- Waste Bins: Adequate waste bins will be placed throughout the venue for proper waste disposal.

#### **6. Health and Safety:**

- First Aid Stations: First aid stations will be set up with trained medical personnel to provide assistance in case of emergencies.
- Safety Measures: Safety barriers and precautions will be implemented to ensure the safety of attendees, performers, and staff.
- Crowd Control: Crowd control measures will be in place to manage the flow of attendees and prevent overcrowding.

#### **7. Staffing:**

- Event Staff: Trained staff will be on hand to manage logistics, assist attendees, and ensure the smooth running of the event.
- Volunteers: Volunteers will be recruited and trained to assist with various tasks, such as directing attendees, providing information, and helping with setup and cleanup.



# MARKETING AND PROMOTION STRATEGY

## **1. Social Media Campaigns:**

- Create dedicated social media pages (Facebook, Instagram, Twitter) for the festival.
- Regularly post engaging content such as event highlights, artist profiles, and behind-the-scenes looks.
- Use targeted advertising to reach a wider audience, including demographics interested in cultural events.
- Encourage attendees to share their experiences using event hashtags.

## **2. Press Releases:**

- Distribute press releases to local newspapers, magazines, and online news outlets.
- Highlight key aspects of the festival, including the theme, lineup, and activities.
- Offer exclusive interviews or previews to media outlets for added coverage.

## **3. Posters and Flyers:**

- Design eye-catching posters and flyers to be distributed in key locations around Surrey.
- Include essential details such as date, venue, theme, and highlights of the festival.
- Partner with local businesses, community centers, and schools to display posters.

## **4. Partnerships with Local Media Outlets:**

- Collaborate with local radio stations, TV channels, and online media platforms for coverage.
- Arrange for interviews, live broadcasts, or feature stories about the festival.
- Offer media sponsors opportunities for branding and promotion at the event.

## **5. Community Engagement:**

- Engage with local businesses, artisans, and vendors to participate in the festival.
- Offer sponsorship packages that include promotional opportunities and booth spaces.
- Encourage community organizations to promote the festival to their members and networks.

## **6. Contests and Giveaways:**

- Host online contests or giveaways to generate excitement and encourage participation.
- Offer prizes such as VIP tickets, merchandise, or exclusive access to festival activities.
- Use contests to increase social media engagement and reach a wider audience.

## **7. Event Listings and Calendars:**

- Ensure the festival is listed on local event calendars, websites, and social media pages.
- Submit event information to community newsletters, blogs, and online forums.
- Use event listing platforms to reach a broader audience outside of Surrey.

## **8. Collaborations with Influencers and Ambassadors:**

- Partner with local influencers, bloggers, and community leaders to promote the festival.
- Invite them to attend the festival as ambassadors and share their experiences with their followers.
- Leverage their reach and influence to attract a larger audience to the event.

## **9. Engagement with Local Schools and Universities:**

- Reach out to schools and universities to promote the festival to students and families.
- Offer special student discounts or educational activities to encourage participation.

# COMMUNITY ENGAGEMENT

**1. Partnerships with Cultural Groups:** The festival will collaborate with local cultural groups representing various ethnicities and traditions in Surrey. These groups will be invited to participate in the festival by showcasing their traditional music, dance, arts, and crafts. They will also have the opportunity to host interactive activities and demonstrations to educate attendees about their culture.

**2. School Involvement:** Local schools will be encouraged to participate in the festival by showcasing student artwork, performances, and cultural projects. This will not only provide students with a platform to share their cultural heritage but also educate attendees about the diverse backgrounds of Surrey's youth with modern touches.

**3. Community Center Activities:** Community centers in Surrey will be invited to host activities, like, cultural storytelling, traditional games, and hands-on craft, etc.

**4. Local Business Participation:** Local businesses will be encouraged to participate in the festival by setting up booths to showcase their products and services. This includes food vendors offering traditional cuisine, artisans selling handmade crafts, and businesses promoting cultural services. This will not only support local businesses but also add to the festival's vibrant atmosphere.

**5. Cultural Exchange Activity:** The festival will organize a cultural exchange activity where attendees can interact with representatives from different cultural groups. This will provide a unique opportunity for cultural exchange and promote understanding and appreciation for different traditions.

**6. Community Workshops and Talks:** Day One of the festival could also be broken down into a series of workshops and talks led by community members and cultural experts. Topics could include cultural history, language, music, and dance. These workshops will provide attendees with a deeper understanding of different cultures and promote cultural appreciation.

# VOLUNTEER MANAGEMENT

Volunteers will be recruited and trained to assist with various aspects of the festival, including guest services, information booths, and setup/cleanup.

## **Volunteer Recruitment:**

- 1. Online Sign-up:** Create an online sign-up form on the festival website and social media channels for volunteers to register their interest.
- 2. Community Outreach:** Reach out to local community centers, schools, and cultural organizations to promote volunteer opportunities.
- 3. Word-of-Mouth:** Encourage current volunteers, staff, and attendees to refer friends and family to volunteer.

## **Volunteer Training:**

- 1. Orientation Session:** Hold an orientation session for all volunteers to familiarize them with the festival, their roles, and responsibilities.
- 2. Role-Specific Training:** Provide training for specific roles, such as guest services, information booths, and setup/cleanup, to ensure volunteers are prepared.
- 3. Cultural Sensitivity Training:** Offer training on cultural sensitivity and inclusivity to ensure volunteers can effectively engage with attendees from diverse backgrounds.

## **Volunteer Management:**

- 1. Assign Roles:** Match volunteers with roles based on their skills, interests, and availability.
- 2. Provide Support:** Have a volunteer coordinator or team leader available to support volunteers throughout the event.
- 3. Recognition:** Acknowledge and appreciate volunteers' efforts with certificates, thank-you notes, or small tokens of appreciation.
- 4. Feedback:** Collect feedback from volunteers after the event to identify areas for improvement and recognize outstanding contributions.

## **Action Plan:**

- Pre-Event: Start recruitment efforts and begin planning volunteer training sessions.
- Week Before Event: Conduct orientation session and role-specific training for volunteers.
- During Event: Assign volunteers to their roles, provide support and guidance as needed, and ensure they have breaks and refreshments.
- Post-Event: Collect feedback from volunteers, recognize their contributions.

# EVALUATION AND FEEDBACK PLAN

## **1. Feedback Collection:**

- Feedback forms: Attendees, participants, and stakeholders will be provided with feedback forms to share their thoughts and suggestions.
- Online surveys: An online survey will be conducted post-event to gather feedback from a wider audience.
- Focus groups: Small focus groups will be organized to delve deeper into specific aspects of the festival.

## **2. Data Analysis:**

- Feedback data will be compiled and analyzed to identify trends and common themes.
- Qualitative feedback will be categorized and quantified for easier analysis.
- Key metrics such as attendance numbers, engagement levels, and satisfaction ratings will be analyzed.

## **3. Action Plan:**

- Based on the feedback received, a detailed report will be prepared highlighting the strengths and weaknesses of the festival.
- Actionable insights will be identified, and specific recommendations will be made for improvements in future editions.
- Adjustments will be made as necessary to ensure that the festival continues to meet the needs and expectations of its audience.
- Post-Event: Collect feedback from volunteers, recognize their contributions.

# BUDGET PLANNING

## **Venue Rental:**

- Action Plan: Secure the venue and ensure all necessary permits are obtained.

## **Permits:**

- Action Plan: Obtain permits for the festival, including health and safety permits, noise permits, and any other required permits.

## **Entertainment:**

- Action Plan: Book local artists, performers, and cultural groups to showcase their talents at the festival.

## **Marketing:**

- Action Plan: Develop and implement a comprehensive marketing strategy, including social media campaigns, press releases, posters, and partnerships with local media outlets.

## **Staff:**

- Action Plan: Recruit and train volunteers to assist with various aspects of the festival, including guest services, information booths, and setup/cleanup.

## **Miscellaneous Expenses:**

- Action Plan: Allocate funds for any unforeseen expenses or last-minute needs that may arise during the planning and execution of the festival.

## **FUNDING SOURCES:**

- **Sponsorships:** Approach local businesses, organizations, and government agencies for sponsorships. Offer different sponsorship packages with benefits such as logo placement, booth space, and promotional opportunities.
- **Grants:** Apply for grants from local government agencies, arts councils, and cultural organizations that support cultural events and initiatives.
- **Ticket Sales:** Sell tickets to the festival to cover some of the expenses. Offer early bird discounts and group rates to attract more attendees.

## **ACTION PLAN FOR FUNDING:**

- Create a sponsorship package outlining the benefits and opportunities for sponsors.
- Implement a ticketing system and start selling tickets online and at select locations.
- Promote sponsorship opportunities, grants, and ticket sales through marketing channels and outreach efforts.

The Surrey Cultural Festival 2024 will be a vibrant celebration that showcases the richness and diversity of the community's cultural heritage. It will be a memorable event that everyone can identify with and take pride in, fostering a sense of unity and belonging among residents.



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