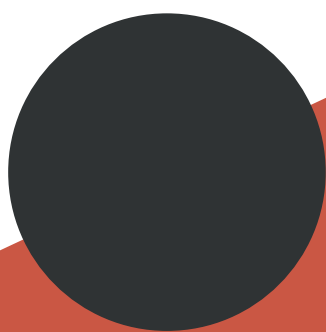


# September Event Proposal: **We Are Weymouth & Weymouth Town Council**

April 2022



Supported using public funding by  
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## Overview and Introduction: Activate and Inside Out Dorset

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Activate exists to promote, support, and produce performing arts projects in our communities. In everything we do, we have just two rules. Anything's possible. And everyone's invited.

We bring world-class events to unexpected places, like town centres, village squares, beaches, and hilltops. And we've been doing it for over 30 years.

Our aim is to break down barriers and reach the widest possible audiences, while celebrating our natural landscape and sense of place.

Fourteen years ago, we launched the first Inside Out Dorset, a festival of outdoor art celebrating extraordinary events in extraordinary locations.

Our work outdoors is now nationally distinctive. It is arguably the only place that is committed to a model that deliberately works across both urban and rural locations; those choose locations and the artists based on our artistic vision and clearly offers a programme that is particular to our area.

Our relationship with artists, partners, audience, and place is rooted in an ethical practice that equally values these aspects of the work.

## 2021 Festival

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Inside Out Dorset is biennial and in 2021, the finale of our festival happened in Weymouth. During the day, the peaceful setting of Radipole Park Gardens was gently augmented by Drake Music's *Planted Symphony*. Using a specially created interactive audio trail app, audiences could immerse



themselves in the magic and mystery of music and nature.

Then, on both the Friday and Saturday evening, the streets of Weymouth town centre came alive with *Sense of Unity*. Featuring UK percussion ensemble Worldbeaters and German puppeteers Dundu, this parade show has been toured to towns and cities across the UK by Activate and we were delighted to be able to bring it to our own festival last year. Working with We Are Weymouth we created two



different routes through the town on each night, audiences delighting to the sight and sound of drummers, West African harp and the giant illuminated puppet.



An estimated 6,800 people attended the events over the weekend

**Supported and funded by:** Arts Council England, Dorset Council, We Are Weymouth, Weymouth Town Council, Department for Culture, Media & Sport, The Embassy of the Federal Republic of Germany, and the Ashley Family Foundation.

The events were a resounding success and the feedback from the public and the investors was extremely positive. Audiences at Inside Out Dorset 2021 rated the festival a success, with

98% of survey respondents rating the quality of the events as either good or very good.

The programme achieved strong outcome scores, with 92% of people rating themselves, on a scale of 0 -10, an 8, 9 or 10 for being likely to recommend the festival to others.

Over the summer in Weymouth, we delivered 12 half-day puppet-making workshops delivered by Dorset artists including Holly Miller and inspired by our Sense of Unity show. The sessions reached 147 participants who, in addition to the creative activity, received a hot meal, provided in partnership with the Dorset Council Holiday Activity and Food programme. From mid- August to the end of the festival, the puppets were displayed in shop windows in Weymouth, as part of a window trail supported by, We Are Weymouth.

During the festival, Dundu visited St Nicholas & St Laurence primary school, bringing Baby Dundu and the Kora to give a short lunchtime performance for 85 pupils.



*'So glad Dorset is part of this. Very well organised. Brilliant.'* – Audience member





## 2022 Approach

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The Monday following the presentation of Sense of Unity last September we were contacted by both Weymouth Town Council and the We Are Weymouth to say how pleased you were and that you were interested in us returning at the same time the following year. The events had met the priorities of both organisations and there was appetite to continue this work.

This led us to start considering another artistic proposal and for the two investors to raise resources to realise the costs of a presentation of similar quality and scale. 2022 is outside of our festival year, so this would be what we call a 'Signature Event'. We have presented events outside our festival in the past and usually as part of a wider programme, such as The Dorset Pommery Seafood Festival or Danny Boyle's Pages of the Sea with 14-18 Now.

## 2022 Proposal: Peixos by Sarruga

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Image: Peixos by Sarruga, Inside Out Dorset 2007, Photographer Roy Riley



We met with the lead partners and agreed that the dates for the event would be Friday 23<sup>rd</sup> September and Saturday 24<sup>th</sup> September 2022, and that the events needed to have a similar feel and ambience as the 2021 event.

An experienced event organiser, Activate researched companies that would fit the brief and we will deliver the proposed project, the outdoor parade show **Peixos** by one of Europe's most in-demand outdoor arts companies, **Sarruga**. There will be two evening performances in Weymouth town centre. The exact route/s is/are still to be finalised, but it is anticipated the parade will cover similar areas that took did with Sense of Unity, avoiding any underpasses. Potentially one route from the Pavilion to Hope Square and another, Weston Bridge to the Pavilion.

The show Peixos or 'fish from the deep', is presented by Barcelona-based company Sarruga, who we previously worked with in 2007 and who have been touring incredible street shows for nearly 30 years, delighting thousands of people.

Peixos is a spellbinding parade inside a submarine world, featuring luminescent sea creatures and gigantic bicycle-powered wizardry.

The audience will find themselves immersed in an exotic, undersea world where colourful aquatic creatures swim among the crowd. Marvel at schools of darting tropical fish and watch the luminescent jellyfish dancing above your head as you follow this watery procession accompanied by music and light. The colourful parade will take you through Weymouth's historic streets, celebrating the town's important links with the sea.

Since 1994, Barcelona-based artists Sarruga have perfected making their giant creatures from ingenious bicycle-powered mechanisms which are pedalled along to create an amazing processional spectacle. Their performances have been seen around the world from Europe to South America

Take a look at one of their showreels of Peixos that is hosted on their website and Youtube – scroll down on this page of their website to locate it: <http://sarrugaproduccions.blogspot.com/p/videos.html>

We would like to deliver engagement work in the lead up to the events, in a similar way that we ran workshops in 2021, again focussing on underserved communities around Weymouth. The full scope of what was delivered last year was thanks to additional funding from the Ashley Foundation, but we have budgeted for a smaller-scale version.

As this is outside our festival period, we do not have the same marketing resources as we do normally. We would look to our partners Weymouth Town Council and We Are Weymouth to support the promotion and publicity of the event. We have therefore only added a small budget for this (see below). We will focus primarily on the delivery of the artistic work and work collaboratively where we can on the promotion. We believe this work will support the theme of We Are Weymouth's autumn campaign, 'We Are Celebrating'.



We anticipate the shows could attract up to an estimated 5,000 over 2 nights. The free nature of the event and the event locations will attract a wide diversity of audience to the Town Centre, as previously seen with Sense of Unity, and once again delivering on the Town Council's priorities of Improving Weymouth and Marketing Weymouth.

## Budget

We understood that the intended budget anticipated for the event was around £40,000, which is less than the cost of presenting Sense of Unity in 2021, where we brought our NPO festival funds, and the other funds listed previously. However, we have added some of our own funds to contribute towards audience engagement.

Project Finance	Costs Description	Amount (£)
	Artistic & Engagement	20,889
	Production	8,005
	Marketing/Audience Development & Evaluation /offset with in-kind from We Are Weymouth & Weymouth Town Council	5,575
	Staff Costs	5,250
	Overheads	1,100
	Carbon offset contribution	1,177
	Activate Management Fee	5,000
Subtotal		46,996
Contingency	Recommended minimum 5%	2,350
Project Costs TOTAL		49,346



Project Finance	Proposed Investment Source	Amount (£)
	We Are Weymouth/Weymouth BID – confirmed in principle	20,000
	Weymouth Town Council - confirmed	10,000
	Weymouth Town Council – unconfirmed	10,000
	In-kind marketing contribution from We Are Weymouth/Weymouth BID and Weymouth Town Council	4,346
	Activate Funds	5,000
Investment TOTAL		49,346
Project Costs TOTAL		49,346
Surplus/Deficit		0

## Finally

We do hope that the remaining funds can be found from the Weymouth Town Council. Currently the budget allows for 2 workshop days with an artist in the lead up, so any further funding that can be found to increase the scope of the engagement work would enrich the programme further.

Please let us know if you need any further information.

Thank You.

**Kate Wood**

Executive and Artistic Director

April 2022

