

# Exodus Festival 2010 Evaluation Report

## Context

The *Exodus Refugee Arts Festival* is a unique celebration of arts and culture by Greater Manchester's diverse refugee communities including world music and dance from Angola, Afghanistan, Cameroon, China, DR Congo, India, Iran, Nigeria, Pakistan, Somalia, Sudan, Uganda, Zimbabwe and other countries.

The festival includes a mixture of live music and dance performances alongside dance, music and making workshops, food, crafts and information stalls. Much of the content for the festival was developed through CAN's Exodus participatory arts programme which is delivered across Manchester and Greater Manchester. The festival has previously been held in Hulme Park (2005 and 2006), Platt Fields Park (2007) and Urbis (2008 and 2009). This was the first year that the festival ran at Manchester Town Hall and Albert Square and CAN were delighted that the festival was hosted in such a high profile location.

## Summary

This year the Exodus Festival took place for the first time in the prime location of Manchester Town Hall and Albert Square bringing the festival from the margins of the city right to the heart of Greater Manchester. Given the high profile location and the fact that 2010 marked the final year of Exodus's Big Lottery Reaching Communities funding, CAN wanted the festival to be really special.

Audience, artist and staff feedback reflected that many felt that this was indeed the best Exodus Festival yet. This year the audience attendance was significantly larger than previous years with approximately 12,000 people attending, despite the disappointing weather. The festival was opened by his Right Worshipful the Lord Mayor of the City of Manchester and the Leader of Manchester City Council, Sir Richard Leese who both contributed positive messages about the right to refuge and sanctuary. Manchester MP Tony Lloyd also attended and made a supportive speech. Positive messages about refugees were reinforced throughout the day by the hosts on both stages, and various campaigning organisations had stalls at the event. The awareness raising aim of the festival was successfully addressed as 60% of sampled attendees felt that the event changed their knowledge or understanding of the refugee community. Of the remaining 40% of attendees, a high number already had a good awareness of refugee issues

There was a huge variety of activity across the site with a wide range of free family friendly arts, crafts, photography and dance workshops in the Town Hall, two stages (indoor and outdoor) packed with high quality music and dance performances, drumming workshops and martial arts demonstrations in the Albert Square, a range of colourful crafts and information stalls, and community food stalls. The site was decorated with big, beautiful, bold and colourful decorations that refugee participants from across Greater Manchester had been involved in creating. These included palm trees, colourful parasols, banners and willow and coloured tissue structures bringing a tropical feel to the site which belied the grey skies.

The new site and several new key staff members at CAN meant that this year's Exodus Festival was a new experience for all involved. However, the new venue turned out to be a really positive development with audience and stallholders alike commenting on the excellent location of the festival, the positive, friendly atmosphere and the layout of events. Crafts stalls, and arts workshops in the Town Hall contributed to a souk style atmosphere and the outdoor space was alive with the unique sights, smells and tastes of Exodus. The location also offered excellent transport links and the proximity to the central shopping area attracted passers by.

## Exodus Festival Figures

- Number of attendees: **12,000**
- Number of performance groups: **23**
- Number of workshops: **15**
- Number of individual performers: **93**
- Number of volunteers: **27**

- Number of staff: **33**
- Number of food stalls: **7**
- Number of craft/information stalls: **18**
- Number of countries represented: **32**
- Number of participants in site décor and parade making workshops: **92**
- Number of participants in dance, music and arts workshops on the day: **770**

### **Funded by**

The event was funded by Manchester City Council and the Big Lottery Fund.

### **Supported by**

Manchester Town Hall, Youth Community Action Salford, Manchester Youth Volunteer Project, Greater Manchester Youth Network.

### **Evaluation Methods**

The evaluation results included in this report have been compiled from a number of sources of information:

- 1) Questionnaires were completed by 48 festival attendees on the day
- 2) Vox pop video interviews were recorded with festival attendees on the day
- 3) Performers were asked a series of questions on the day and their feedback was noted
- 4) CAN held a staff evaluation meeting
- 5) Email feedback was collated from participants, stallholders and attendees
- 6) A 15 minute documentary film was made of the Exodus Festival

### **SWOT Analysis**

#### **Strengths**

- Large audience attending (12,000 people plus) and staying throughout the day
- Attendance of politicians and Lord Mayor
- High profile city centre location
- High quality and diverse programme on both stages
- A positive, relaxed atmosphere
- Presented positive images of refugee communities within a mainstream high-quality venue
- Exceptional hired support staff
- Volunteer support for the event
- Both stages ran very smoothly without any major issues. Backstage crew are extremely competent
- Extensive positive media coverage (print, radio, TV and online) generated 46 pieces of positive media coverage
- Diverse range of workshops which were very popular with over 700 participants attending
- Family friendly atmosphere and activities
- Great food that sold out
- Excellent facilities provided for community food groups
- Good mix of host community and refugee/asylum-seeker groups attending
- Site decoration and parade banners looked fantastic and drew attention to the site.

#### **Weaknesses**

- Lateness of Smiths Marquees and missing equipment compromised the set up of the festival
- Not as much room in marquees as envisaged so some groups had to be re-situated inside
- Town Hall café decided to run at the last minute which meant that swift re-programming of workshops had to be done
- One of the hosts for the Outdoor Stage did not show up on the day (an email was sent on Saturday which was not picked up by the team) which placed a lot of stress on co-host, Segun Lee French on the day

- One performance group dropped out at the last minute when the programmes had already been sent to the printers. This led to some inaccurate information on the programmes
- Some felt that the drumming workshop wasn't located in the best place as there was a sound clash with the main stage
- There was less of a youth focus than in previous years which may be due to current CAN programming
- It might have been better to put the politician's address mid way through the programme when the event was busier
- There weren't many dance performers this year
- Some performers / workshop leaders seemed unclear about procedures for claiming expenses despite efforts to make this information clear on contracts and in telephone conversations

### **Opportunities**

- Look for more funding opportunities to enable the festival to grow and develop
- Nurturing links with the dignitaries and politicians who supported the event
- A collections bucket for future festivals as a source of income generation
- Mailing list development
- Volunteer development
- Sponsorship for the festival. However, it is recognised that sponsorship relationships need to be nurtured and often money and energy has to be put into developing relationships

### **Threats**

- 2010 is potentially the last Exodus Festival as Big Lottery Fund funding ends in March 2011. CAN and the Greater Manchester Refugee Arts Partnership need to look at possibilities for developing the festival in the future

### **Audience Feedback**

48 festival attendees filled in an evaluation form and gave the festival an average rating of **9/10** (which was the best rating we have had for any Exodus Festivals). These are some individual comments from the evaluation forms.

- Thanks to all who organised a great festival on Sunday. Our dad is working nights but insisted on taking us into Manchester on the bus to catch the excitement. We loved the music, costumes, dancing, food (bosnian curry..... yum yum). The best bit of the day was the willow sculpture activity. With Yasmin's help we made some beautiful butterflies that are hanging in our bedroom. We do hope you get funding for Exodus 2011 Lynda and Leah Walsh (aged 6 1/2)*
- Fundamental event for cultural awareness and awareness of self*
- Brilliant music, great to see refugee musicians in a true light. Great to see Town Hall open to the people (ALL the people)*
- Best day of my life! And I'm 24! I've had many good days!*
- Very lively, well organised*
- An excellent colourful fusion of things to do and see*
- Excellent event, lots of interesting things going on*
- This here reflects an ideology. It shows us that this city, this country is welcoming cultures. We are living in a global village, and look how beautiful it is!*
- Good range of music. Brilliant setting and venue*
- Lots of variety and good food stalls with information. Good use of Town Hall*
- Vibrant. Lots of different activities and things to do. Great food!!*
- Lovely atmosphere, great food and music*
- Great atmosphere. It got better as the day wore on in spite of grotty weather. Fantastic food and music. Good to see - diversity so celebrated.*
- Shame about weather. Good food. Music from drumming and stage interfering with each other*
- Different food and cultures*
- Lots of activities and variety*
- The best thing I've seen in Manchester since I've been here, it really reflects the richness and diversity of this city*
- Maybe better at Hulme Park?*
- Good family friendly activities*
- The effect on people's minds, the message came out, that this here is how people should be.*
- To see something like this, right in the centre of Manchester, in this imposing Town Hall building, it really shows me that Britain is moving forward. We are becoming a society that I can be proud of. I'd never been inside Town Hall and this was a fantastic first time*
- Friendly. Smelt nice!*
- Very welcoming. Good atmosphere.*

-Absolutely great  
 -Visually stunning. Uplifting. Relaxed  
 -Exciting, colourful, good music  
 -Well organised. Good atmosphere. Good stalls.  
 -Fantastic feel, great to have a refugee friendly space in the city centre. High quality music, performance. Really worth travelling for (from Birmingham)  
 -Lively, sociable and friendly  
 -Celebratory, stimulating, professional, diverse, well organised. Great to see refugees and asylum seekers performing at such a high profile event. Fantastic that it was free and open to everyone  
 -Fabulous music, joyful atmosphere, culturally diverse, raising positive profile of the contribution of refugees to UK.  
 -Good atmosphere. No tea and coffee. A fair trade stall would have been appropriate.  
 -Nice to see so many different cultures and experience new things from music to food  
 -Fantastic. Great for children  
 -Vibrant, exciting, well organised, informative, celebratory  
 -It was such a good event. The workshops were brilliant and I loved the bands. Such a good event bringing people together from all different groups and walks of life and all having fun and sharing something. It's such a good way of cutting across any divisions.  
 - We come every year and it just gets better and better. The bands are gelling and, even though they played well last year, their performances have moved on and are now top class. We are white British and abhor racism and wish there was greater understanding of what asylum seekers and refugees go through.  
 -I love everything about the festival. I think the festival is a great way of changing negative perceptions into positive ones.  
 -I loved the whole event - such a rich sharing of culture in a really good atmosphere. A terrific level of talent and great variety. Really entertaining and well run workshops. Lovely food and fantastic to have such a range of dishes and very reasonable prices.

## **Performer Feedback**

Some individual comments from performers at the festival:

- *I really enjoyed performing and was especially happy that I had an opportunity to showcase my fellow musicians from denifari djembe. The atmosphere in the Town Hall was great and the Lord Mayor's stage was a lovely, intimate venue which gave us a great opportunity to interact with the audience. Sidiki*
- *My performance, I felt, gave me an opportunity to let the people of Manchester know I am here - I have been here for only a few months and was very pleased to have the exposure in my adopted home city!*
- *It was the best platform the Exodus has provided since we've been involved with them. We felt extremely pleased with the audiences reception, it was a wonderful vibrant turnout.*
- *Over the months I have worked with a number of different artists from all over the world and feel that these connections will be longlasting*
- *We hope that we can continue to represent the Exodus Festival with performances like ours in the future, we hope that funding is continually provided to ensure the survival of this landmark event.*
- *We would like to thank you for fabulous Exodus Festival. It was a very good experience for us and we really enjoyed it. It was really nice to celebrate with other people, with music and food. We think festival's atmosphere was positive and valuable. Huge thanks*
- *Thank you for all your hard work you've done to bring this festival to us. It certainly grown my confidence by performing in such multi cultural atmosphere. I've been involving in exodus project for at least 4 years now, its such a high level festival for artist like me which brought me to know other musician to get involve with, i recorded a track in exodus studio 3 years ago and that was my first test of recording in studio, it helped me to carry on and take my music to next new level, i thank exodus for this opportunity, of course their courage take us on through. thank you and good job*
- *The Exodus Festival is our favorite festival. We love the atmosphere! (Bloco Novo)*
- *Lovely participation from a very willing, enthusiastic crowd. Was great fun!*
- *All of our group felt it was very enlightening and a great way to cut across negative attitudes generated by some ignorant sections of our society. Great to show that we can all perform and share talents and that quality music and entertainment is not the exclusive privilege of those who can afford it.(Solar Salsa)*

## Programme

### Music groups

#### **Asian Music Talent**

Asian Music Talent perform driving Bhangra and classical Asian music. They are a multicultural group who have come together to promote racial harmony via music.



#### **Exodus Beat Jam**

A new eclectic collective of singers, MCs, musicians and spoken word performers from diverse backgrounds, created by Community Arts North West & supported by Beating Wing Orchestra.



#### **Jah Mission Vibes and Mbackeh Darboe**

Jah Mission Vibes are a newly formed reggae band fronted by Jamaican singer songwriter Yesika Zevulana. The band was joined on stage by Gambian star Mbackeh Darboe who was touring in the UK.



#### **Educated Thugz!**

This up and coming band perform their own brand of Hip Hop and Rap bringing a refreshing taste of mainstream Hip Hop to the UK. Their unique approach has resulted in popularity on both sides of the Atlantic making these rising stars Manchester based, globally present.



### **DRIM Polish Hip Hop**

For over ten years DRIM were part of the underground scene in Krakow, Poland. They have 2 albums and dozens of concerts to their credit and have supported the legendary duo, *Das Efx*.



### **Testimony**

Women inspiring hope and joy through song. Three singers from across Central Africa perform an irresistibly exhilarating fusion of traditional African Gospel, Congolese dance music & American R & B.



### **Beating Wing Orchestra**

With musicians from countries as diverse as Kurdistan and Cameroon, Bangladesh and Brazil, Beating Wing Orchestra speaks a global music vocabulary, forging new connections between Greater Manchester's rich mix of communities.



### **Heritage Survival**

Formed in 2002, this group of talented musicians from Zimbabwe are now based in Wigan. They play a fusion of *Shona Mbira* music and Afro-Jazz and Reggae, and have recently recorded an impressive debut album.



**Bloco Novo**

An exciting, diverse and dynamic group of drummers, dancers and community artists based in East Manchester playing vibrant and funky Afro-Latin and global grooves.



**Ajah**

Hard-hitting lyrics that navigate the audience through their experiences of perception, local national & international identities, gender & sexuality, poverty, caste & class.



**Nouvelle Alliance**

Congolese band playing danceable grooves including Salsa, Rumba, Zouk and Folklorique.



**Ejovi**

Afro Hip Hop from acclaimed musician Ejovi whose debut album 'Another State' sold over 45,000 copies in Nigeria.



**Iranian Music Box**

Performing the haunting sounds of traditional Persian music.



**Kokoriko**

Laid back Jazz and Latin grooves, fusing British and African sounds. The band is fronted by Cameroonian pianist and composer Serge Tebu working together with musicians from the UK and Africa.



**Women Asylum Seekers Together**

A newly formed choir of women of all ages and backgrounds who refuse to be invisible and want to make their voices heard.



**Tolu**

A festival favourite, Tolu (meaning Sunrise) perform a lively mix of contemporary and traditional songs from Afghanistan.



**Danto Aya**

A Tuareg electric guitarist and singer from the Libyan Sahara, a newcomer to the Exodus Festival and playing a unique style of desert blues



**Ya Freddy**

Congolese pop singer (creator of the African anthem *Foe We All Miss You*) combines a love of song writing, football and humanitarian causes.



**Dems de la Paix**

Congolese band singing for peace in Africa.



**Kalayasasa**

An international collective of Rainbow warriors based here in the UK. Kalayasasa (meaning Stone People) is derived from the highlands of Maasai and Gikuyu in Kenya, a powerful, spiritual place. Like the stones, each musician brings their unique sound and expression creating a heartical fusion of Ride DJ JOMO to vibe, Afro Jazz to Hip Hop and Soul to Dub and World Beat.



**Sidiki Dembele**

A master drummer from Abidjan in the Ivory Coast, Sidiki has 20 years of professional drumming experience and also toured mainland Europe with the African circus company Afrika! Afrika!



**da Gospel Diva**

Zimbabwean live music and dance group combining the uplifting sounds of Rumba, Soukous, R n B and Soul.



**Dance**

**V-Trix**

This Vietnamese youth group performed the Vietnamese Lion Dance and Vietnamese martial arts



## **Manchester Chinese Centre**

Festival favourites of the Chinese New Year celebrations, the group perform traditional Chinese dance.



## **Food and Information Stalls**

Food has always been a popular element of the Exodus Festival.

The food groups attended a meeting at CAN with Mike Atkinson the Health & Safety Advisor, and Alan Oatey the Food Area Manager a month before the event. The meeting included health & safety advice, an overview of the equipment provided and menu planning. Each group submitted a menu plan beforehand and this was discussed at the meeting.

CAN didn't organise any commercial catering for the festival, except for an ice-cream van. This worked really well as all of the food stalls sold out of food by the end of the day.

The Town Hall café decided to serve coffee, tea and cakes at the last minute. Although this caused some inconvenience in the siting of activities on the day, it was felt that overall this café offered an opportunity for the public to sit down and relax in comfortable surroundings.

On the day of the festival there were 7 community food stalls serving traditional (hot) food. The following groups had a stall:

- Pakistani Refugee Organisation
- Women from the Far West
- Ceebee
- Eritrean Women's Group
- Ensemble French Supplementary School
- Bosnian Supplementary School
- Wing

The Eritrean women also ran a traditional coffee ceremony stall and three additional groups served cold food including cakes and snacks.

The food stalls are very popular with members of the public and are a fantastic way to break down barriers between communities.



## **Stallholders Comments**

Some individual comments from stallholders at the festival:

- *I think the festival yesterday was a huge success! I think it was the best Exodus festival yet! There was just a great atmosphere and a big variety of things going on for people to get involved in. The Peacemaker youth groups that came really enjoyed it!*  
(Zoe Speekenbrink-Sagna – Peacemaker)
- *It was a really good day. Just one slight niggle from my point of view, and that was that the volume from the PA meant that I really couldn't hear much of what people were saying to me when the bands were on. We were closest to the main stage, so other may have had less of a problem. I'm not sure what can be done*

about that, other than turning down the volume, but it did prevent some potentially useful conversations. Otherwise it was an excellent day. Thanks for all your hard work in putting it on. (Dave Smith – Boaz Trust)

- We enjoyed the festival enormously and the delay in setting up the stalls was no great inconvenience - everything was sorted out in the end, and in all other respects the organisation was good. Thank you and your staff for all your work - it was a great day.
- Well done to you and all your staff; also volunteers. It was a wonderful day for families. We all enjoy it very much. The Chinese Craft workshop went very well. We just constantly crowd with children and parents. (Jenny Wong)
- It was a nice atmosphere and our book stall proved popular – we sold out! (Pete Kalu- Commonword)
- This is just to congratulate you on the fantastic event, having been to previous years event I think change of venue was a positive incident, my volunteers and I have enjoyed the event a great deal. Maryam Patala
- Its one of the best Exodus we have. You been brilliant organiser everything very well prepared and organized. PRO made good profit in food stall all the member very excited about. Thanks for your all help and support (Kashif, Pakistani Refugee Organisation)
- We had a wonderful day despite the weather and we sold all our cakes. We were thrilled to see our decorated brollies being put to such good use! We also enjoyed decorating them and would love to take them off your hands when you have no further use for them! Thanks for including us every year. (Sue Arnall, Eagles Wings)
- Thank you for the event- a cracker as ever which compensated for missing main Sunday worship and lunch with my Mrs. (Stephen Pennells)

### **Site Décor Project**



The site decoration project was led by Wendy Meadley and a team of 4 visual artists who worked with 6 community groups (Bolton Red Cross Women's group, GELL Youth Group in Old Trafford, Oldham Peacemakers, Bury Eagles Wing, George House Trust and Rainbow Haven in Manchester) to create work to add to the visual impact of the festival site. A total of 92 refugees, asylum seekers and local host participants participated in the making workshops in the lead up to the festival producing an array of beautiful work.

### **Parade**

The festival parade has become a feature of the Exodus Festival and a colourful, dynamic expression of the energy of Exodus. The parade this year was led by community samba band Bloco Novo and a Vietnamese lion dance courtesy of V-Trix Vietnamese Youth Group. It also featured around 30 members of the public and community participants with colourful banners and willow structures made during the site decoration project and in Alison Vaas's workshop on the day of the festival.



### Dance Workshops

Dance workshops took place in the Conference Hall throughout the day. The workshops were very popular and the room was consistently busy with participants of a wide range of ages. We estimate that 100 people participated in the workshops during the course of the day.

- Tai Chi workshop with Zhou Juan
- African and Caribbean dance workshop with Magdalen Bartlett
- Salsa with Solar Salsa
- West African dance with Mbackeh Darboe

### Drumming and Martial Arts workshops

West African Development ran two very popular African drumming workshop sessions throughout the day on Albert Square. These workshops were extremely busy with a constant flow of participants. We estimate that around 120 people of different ages and ethnicities participated during the course of the day. The only problem was that the location was a little close to the Outdoor Stage which led to sound clashes.

V-Trix ran a high impact demonstration of Vietnamese Martial Arts which was extremely impressive. Around 50 people came to watch the demonstration.

The Capoeira Do Ouro group ran a Brazilian capoeira demonstration which gathered a crowd of around 20 participants.



### Arts, Crafts and Photography Workshops

A number of free participatory arts and crafts activities took place during the festival. The majority of these took place in the foyer area of the Town Hall alongside other crafts and information stalls. This worked particularly well and created a busy, souk style atmosphere. As the workshops were running in a shared space, this also enabled participants to wander from one workshop to the next. We estimate that around 480 people participated in the workshops over the course of the day.

- **Alison Vaas** ran a dove making activity from tissue and willows. Around 30 people attended
- **Miselo Kunda** ran a theatrical portrait photography workshop with opportunities for participants to dress up. The resulting photos formed part of an onsite exhibition until 4pm when the participants were invited to take their photos home. Around 100 people participated in this workshop
- **Maclade Bezy** ran an African ceramics workshop on Albert Square with support from a volunteer. The activity attracted around 20 participants

- **Anna Buttery and Lydia Northall** ran free face-painting for children throughout the day attracting around 120 participants
- **Chinese Art Centre** ran a lantern making and Chinese calligraphy workshop attracting around 100 participants.
- **Akinyemi Oludele** worked alongside Stewart Kelly to run a mask making activity for children which attracted around 50 people
- **Saba Munir** was doing mehndi during the course of the day and also attracted around 60 participants



#### **The workshops:**

- Got the public involved in a creative activity which they might not have tried before
- Allowed individuals to input directly into the Festival activities and creativity
- Brought people together through creative and inclusive workshops
- Provided free fun activities for children, young people and adults adding to the festival's reputation as a great day out for all of the family

#### **DJs**

There were 2 DJs (one on each stage): DJ Buzz Bury from Blackpool Promoting Music on the Lord Mayor's Stage and DJ Sashwati on the Outdoor Stage.

#### **Comperes**

Yusra Warsama and Borhan Mohammad compered on the Lord Mayor's Stage, while Segun Lee-French compered the Outdoor Stage. Jean Blanchard-Azip was due to co-host the Outdoor Stage with Segun but was ill on the day and unable to attend.

### **Marketing**

#### **Print, radio, TV and online**

Sara Teiger was hired to publicise the Exodus Festival to press, radio, TV and online. This resulted in the following exposure:

- 13 features in local and national press (including a feature in the Virgin Trains Hotline Magazine which has national coverage)
- 6 radio interviews
- 1 digital TV interview
- 34 pieces online

The coverage we received was extremely positive with complementary articles in Manchester Evening News, South Manchester Reporter and beyond and excellent coverage by BBC Radio Manchester.

Please see Appendix B for examples of media coverage.

#### **Leaflet**

20,000 A5 leaflets were produced, designed by Reform Creative with four different designs (each featuring a different Exodus artist). 20,000 leaflets were sent by direct mail to CAN's mailing list. 8,100 leaflets were distributed by Arts About Manchester, 7,000 were distributed by Stick Up Media and the rest were distributed through the Exodus networks, and by volunteers.

## **Audience Feedback**

The audience evaluation forms showed that the people sampled heard about the festival in the following ways:

Flyer	3%
Newspaper/magazine	18%
Radio/tv	0%
Website/email	17%
Word of mouth	50%
Other	12%

Of those sampled, word of mouth was as usual the most common way for people to hear about the festival. However the second most common way was from a newspaper or magazine, closely followed by website and email coverage.

## **Recommendations for the future**

- Use the Town Hall and Albert Square location again if possible
- Situate crafts and stalls indoors together as this works really well
- Capitalise on the relationships developed with volunteers
- Capitalise on the relationships with dignitaries and politicians
- If the festival needs to take a smaller format, consider using one stage which would reduce the administrative burden, split of audiences and communication between two spaces
- The site decoration and parade should continue to be a feature of future festivals

## **Appendix A**

### **Stalls**

The following organisations had stalls at the Exodus Festival.

1. Art Central (Polish group)
2. Boaz Trust
3. British Red Cross
4. Commonword
5. Eagles Wings
6. George House Trust
7. Greater Manchester Immigration Aid Unit
8. International Organisation of Migration
9. Iranian Music Box
10. Kashif Akram (Pakistani Gujerati fabrics)
11. Manchester WDM
12. New Steps for African Communities
13. Norba Crafts
14. Peacemaker
15. Salford Museum and Arts Gallery
16. The Lesbian and Gay Foundation
17. Women Asylum Seekers Together
18. Manchester Libraries

### **Food Stalls**

The following groups had food stalls at the Exodus Festival.

- 1) Women from the Far West
- 2) Ceebee
- 3) Bosnian Supplementary School
- 4) Pakistani Refugee Organisation
- 5) Eritrean Women's Group
- 6) Ensemble French Supplementary School
- 7) Wing
- 8) Ice cream van (commercial)

# Appendix B

## Press Coverage (some examples)

Publication	Virgin Hotline Magazine
Date	July issue



**MATCH THIS SPACE**  
**16-18 Sep National Theatre South Bank, London SE1**  
**AGE 14+ FREE**  
**www.nationaltheatre.org.uk**  
 London's South Bank is always a fun place to spend a few hours but it really comes into its own in July. The National Theatre's free annual outdoor festival Watch This Space returns to Theatre Square. Head for the auditorium and the giant green chairs to enjoy a rich variety of theatre, cinema, dance and music – in the case of David Morison, who performs at a vertical grand piano on masts in the air, all of these combined. You'll also find jugglers, wire walkers, acrobats and trampolines, plus family events like *The Flights of Fantasy*, a week of entertainment for younger audiences, including a special cabaret for children of all ages.



**THE RAILWAY CHILDREN** **4 Jul-5 Sep** The Waterloo Station Theatre, Waterloo Station, London SE1 (entrance is near the corner of York Road) **www.nationaltheatre.org.uk**

To coincide with the 40th anniversary of the Oscar-nominated film, a new theatre adaptation of E. Nesbit's enduring classic *The Railway Children* will be performed twice at Waterloo Station in the former Eurostar terminal. The auditorium, created especially for this production, has been designed with the audience seated either side of the original railway track, with the action taking place both on the track and on the platforms, featuring a period steam train from the National Railway Museum in York, and of course, one of the most memorable endings of all time. One not to miss.



**EXODUS FESTIVAL** **13-14 Jul** **www.exodusfestival.com**

Summer wouldn't be summer without a vibrant street festival – and Manchester's Exodus has a wealth of attractions to keep the entire family entertained. Billed as 'a celebration of the arts and culture of Greater Manchester's diverse refugee communities', it boasts two stages hosting music, song and dance from more than 25 international acts – ranging from Congolese pop to Polish hip hop. There's also a parade, an international cake stall and authentic home cooking from Pakistan, West Africa, Poland and Bosnia (all dishes are just £3). Best of all, entrance is free.



**BEST IN EDEN SUMMER FESTIVAL** **1 Jul-31 Aug** **www.bestineden.com**

The Cumbrian district of Eden is England's most sparsely populated region and – stretching from the Lakes to the Pennines – one of its most visually stunning. With more than 180 traditional, quirky and at times downright eccentric events (duck racing, anyone?) taking place around the area over July and August, they've decided to combine them all under one banner: the Best in Eden Summer Festival. Highlights include the Langwathby Scarecrow Festival (10-11 July), during which 150 lovingly crafted men of straw appear all over the town – not nearly as Wicker Man as it sounds. On 31 July, step back in time at the Brough Medieval Fair, a themed market with ancient craft demonstrations, falconry, a hog roast and of course, jesters. Elsewhere, you'll find a wide variety of agricultural shows – with horse-and-plough demonstrations, sheep dog trials, vegetable and cake competitions. A true celebration of traditional rural England.

**42 FAMILY PREVIEWS**  
**Damon Syson** is down with the kids



**NEW AT CHESTER ZOO** **17-19 Sep** **chesterzoo.org.uk**

If you're passing through Euston and you happen to spot a baby rhino, don't be alarmed. It's all part of Rhino Mania – a mass public art event set up by the people of Chester to raise awareness of important topics like climate change and animal extinction. From early July to mid-September a trail of these individually decorated pachyderms will lead the way to Chester and its award-winning zoo. And at Chester Station this summer a free 'Tiger' 16-seater shuttle bus (pictured) will be there pick you up and take you to the animal action. It's sure to be a roaring success.



**RACING GOES PINK** **9 Jul** **chesterzoo.org.uk**

Anyone with an aversion to pink should give Chester a wide berth on 9 July, as the town's racecourse will be hosting the world's first ever 'pink horse race'. The Breast Cancer Care Pink Mile aims to raise £25,000 for the charity. The all-female riders will be dressed in specially designed pink racing silks, and race-goes are also encouraged to wear pink. Sounds like fun – unless you're the commentator.



**IN THE NIGHT GARDEN LIVE** **17 Jul-1 Aug** **www.inthenightgardenlive.com**

If you've never heard of Igglepiggle, Popsy Daisy and Mokka Pakka then you obviously haven't hung out with a toddler recently. Since its launch in 2007 *In the Night Garden* has dominated pre-school TV. Now fans will have the chance to meet their favourites at *In the Night Garden Live*. Taking place in two inflatable domes, this theatre experience promises to make you feel like you're actually entering the magical (and let's face it, slightly psychedelic) world of this award-winning programme. For two and three year olds, it's the equivalent of U2. The Rolling Stones and Beyoncé all appearing on the same bill, so tickets will be going like hotcakes. After premiering in Liverpool the show transfers to London (O2 Arena, 14-30 Aug), Glasgow (Glasgow Green, 11-26 Sep) and Birmingham (Cannon Hill Park, 9-24 Oct).

JULYHOTLINE

FAMILY 4

JULYHOTLINE



Publication	Middleton Guardian
Date	8 July 2010

# Cultures in the mix for fun festival

AN ANNUAL festival is set to celebrate a range of cultures and musical genres. The Exodus festival offers visitors Polish cakes right through to Congolese pop and then a taste of Chinese dance.

The event will be held in Albert Square in Manchester city centre on July 18 and talented residents from Blackley and north Manchester will be taking to the stage to showcase their talents.

This unique family festival

has run for the past eight years and hopefully this year will not be the last as it is set to light up Albert Square with a myriad of colours, sounds and tastes from around the world.

Exodus is a free festival and a celebration of the arts and culture of Greater Manchester's refugee and diverse communities.

Last year saw 10,000 party in the sunshine.

Event organiser Community Arts North West (CAN) can't promise that the weather

will hold, but has programmed two stages and a range of family friendly workshops both outdoors in the square and inside the town hall.

Two stages will host music, song and dance performances from over 25 international acts, including Blackley's Emmanuela Yogoletto, singer with gospel group Testimony and the Beating Wing Orchestra.

Wigan-based Zimbabwean band Heritage Survival, local rappers Educated



STAGE STAR: Emmanuela Yogoletto will be at the exodus festival

Thugz!, which boasts members from three continents, Polish hip hop from Lorek Przemyslaw, and an exclusive collaboration between Gambian musician Mbackeh Darboe

Jamaican/British reggae/ska band Jah Mission Vibes will also take centre stage.

Headlining is the renowned Beating Wing Orchestra, veterans of the Manchester International Festival. This unique orchestra is made up of refugee and local musicians and has previously played with Palestinian singer Reem Kelani and Malian world music stars Amadou and Mariam.

You can test your taste buds with authentic home cooking from Pakistan, West Africa, Poland and Bosnia from the international food village. All dishes are just £3.

And Mr Kipling could only dream of the sweet treats in store from the cakes of the world stall.

Family friendly workshops and arts and crafts activities taking place both in Albert Square and the town hall will feature tai chi, African and Caribbean dance, African drumming, mask making, henna art, Congolese ceramics and Chinese calligraphy and kite making.

Stalls will include Indian handmade textiles, African crafts, Chinese crafts, fair-trade gifts and world music. A colourful parade featuring banners made by community groups and led by Afro-Latin band Bloco Novo will set off around the square at around 4pm.

Exodus Festival is funded by Big Lottery Fund and Manchester City Council.

Cilla Baynes, director of Community Arts North West, said: "Exodus festival is a true celebration of the contribution our diverse communities have made to the culture of Greater Manchester."

"It is a great free day out with integrity and it brings out the best in everyone."

Councillor Mike Amesbury, executive member for culture and leisure for Manchester City Council said: "It's great to see the Exodus Festival in Albert Square this year."

"It's gone from strength to strength over the past few years celebrating the tremendous diversity that we enjoy here in Manchester. It's a lively and creative family-friendly event which people of all ages will enjoy and I strongly encourage everyone to come along and join in the fun."



GANGSTER CREW: The cast of Our Lady's Sport College production of Bugsy Malone (s)

## Talented students make sure Bugsy comes to a sticky end

THE year is 1929 and the location is New York and a war is in full swing between two rival gangsters - Fat Sam and Dandy Dan.

The scene was set for cult classic Bugsy Malone, and it was one of the first films to put Oscar winner Jodie Foster in the spotlight in 1976 when she played the original feisty and flirty Tallulah.

In this Our Lady's Sport College production of the show, Codie Heyward certainly did the character justice and she worked well with Ryan Norton who played the title character Bugsy - a slightly dodgy wheeler dealer-type who means well but mainly ends up getting himself into trouble.

The action mainly takes place in Fat Sam's bar but the set changes are cleverly done with the use of a giant projection screen which signified the setting of the scene, with bar stools and table representing Sam's and an image of a large country manor for Dandy's Dan's rich empire.

Ruthless gang leader Dan was

by Denise Evans

played by Marcus Ovrmenko and his interplay with his gangster recruits was done very well.

With Bugsy battling to woo his girl, Blousy Brown - played excellently by Mariah Brown - who is a struggling musician trying to get a spot on Fat Sam's sought-after cabaret night, and fighting off Tallulah's affections, the play has moments of genuine awkward humour and laughs.

All lead characters excelled in their roles, especially Ryan Millar as Fat Sam, who portrayed the pathetic and bumbling gangster perfectly and Bolufite Bisiriyu played his nervous yet lovable sidekick Knuckles equally as well.

The musical numbers were done well, with the ensemble doing their part on the most famous songs, such as Fat Sam's Grand Slam, So You Wanna Be a Boxer and You Give a Little Love.

Doyin Akande as boxing coach Caggy Joe provided a mature and established sound with her powerful and soulful voice and Mariah Gallagher as Blousey nailed her attempt at the notoriously hard to sing Ordinary Fool.

The use of the New York drawl was also very well done by all characters who had a speaking part and it was obvious a lot of rehearsal and preparation time had been put into this performance.

The costumes, props and set design fitted with the period perfectly and the use of the 'splurge gun' was done well as those scenes are the ones we all enjoyed the most from the original film, especially the mass custard pie and foam fight in the final scene when the two gangs finally come to a head in Fat Sam's.

This was an enjoyable evening for all the family as it provided the audience with a bit of everything - romance, slapstick humour, drama, dance and singing.

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Publication	South Manchester Reporter
Date	8 July 2010

Thursday July 8 2010



**BANGRA BUDDIES:** Kashif Ali, second left, with his fellow Asian Music Talent musicians

# Culture fest of refugee talent

**M**usicians who have found sanctuary in south Manchester are tuning up for an annual festival of music, art, food and dance.

The Exodus Festival, held in the city centre on Sunday, July 18, is in its 10th year providing a platform for refugee and diverse communities to share their cultures.

One of the 25 acts taking part will be Withington singer Kashif Ali with his band Asian Music Talent which unites Pakistani and Indian musicians.

Kashif, who was born in Lahore, Pakistan, came to Manchester in 1999 as an asylum seeker. After living in Burnage he moved to Withington two years ago and has performed at Exodus every year since it started.

"It is a way for refugees and asylum seekers to show off their skills and how they can contribute them to improve British society," he explains.

"It's a great festival that has got bigger every year,

**SOUTH MANCHESTER LIVE!**

BY AMY GLENDINNING

and now it has a great location in the city centre."

Along with Asian Music Talent's three other members - Prince Ali Abas on tabla, Adil Azer on keyboards and Hazarah Singh on dhol drums - Kashif will be performing traditional Asian ghazals - slow, melody-led songs - and faster banghra music.

And Asian Music Talent, appearing on stage at midday, are not the only south Manchester acts to perform.

Polish hip hop artist Lorek Przemyslaw, who now lives in Levenshulme, and Moss Side acts Future Starz dancers and Nigerian gospel singer Ejovi will also appear.

Other musicians on the line-up include dhol drummer Hazara Singh from

Delhi and Ghazal singer Aatiq Hnook.

The festival will be headlined by the Beating Wing Orchestra, a group of musicians from around the world all now living in Manchester after coming to the city as refugees.

After a critically acclaimed performance at last year's Manchester International Festival, they will return with a unique world music sound using a range of brass, percussion and string instruments.

And music won't be the only attraction at the festival - a parade of colourful banners made by community groups will take place, along with food stalls selling cuisine from Pakistan, West Africa, Poland and Bosnia at an international food village.

There will also be family friendly workshops including tai chi, dance, drumming, mask making and henna painting.

The Exodus Festival takes place in Albert Square and Manchester Town Hall on Sunday 18 July, 12noon to 6pm. Entrance is free.

Publication	Manchester Evening News – City Life
Date	16 July 2010

M.E.N. FRIDAY JULY 16, 2010

CityLi

Must see

# Join the Exodus for family-friendly fun

Festival

**Exodus**  
Albert Square, SUNDAY

IN a diverse and culturally tolerant place such as Manchester, the rich mix of the city's demographics is something everyone acknowledges but few take the time to enjoy.

In fact, it's a staggering fact that Exodus Festival – now in its fourth year – remains a unique celebration of arts and culture put together by Greater Manchester's refugee communities.

But what a celebration it is. Taking over parts of Manchester for one afternoon each year, the festival is an explosion of international colour, from world music to global foods and fun workshops.

Last year, the festival attracted around 10,000 people to its main stage in Cathedral Gardens. And with that great success in mind, the organisers have decided to set their sights even higher and will host Exodus on two stages in Albert Square, in front of Manchester town hall.

Designed as a family-friendly day out (nothing more friendly than the free entry), the festival kicks off at midday and boasts musical flavours from right across the globe: Bhangra, reggae, British and Polish hip-hop, African gospel, Congolese dance and pop, American R&B, Afro-jazz and Afro-Latin, Chinese theatre, Sahara Desert blues, Kenyan spirituous, Zimbabwean rumba, traditional songs from Afghanistan and even a set from WAST – Women Aylum Seekers Together.

Among the musical acts are the big hit of Manchester Inter-



GO GLOBAL Performers from across the world play

national Festival, the multi-national Reading Wing Orchestra, plus Educated Thugs, Juh Mission Vibes, DILM, Bloco Novo, Iranian Music Box, Nouvelle Alliance, Ya Fexddy and Tulu.

Of course, it's not all about the music. At 4pm, the Exodus Parade takes off for a circuit around Albert Square, accompanied by live music, flag bearers, a Vietnamese lion and vari-

ous community groups. There's a market of international foods from Bosnian gribi to Eritrean coffee with meals (including vegetarian and halal) for just £3.

Arts, crafts and clothing markets are open from midday-6pm and there are creative workshops throughout the day.

Free drop-in dance, drumming and martial arts workshops also run from just after midday, which all makes for a combination that puts the contribution of our refugee com-

munities to city life at the heart of the festival.

Worryingly, though, Exodus is also under threat. Current funding streams end this year and organisers say it will not be back to mark its 10th birthday unless new funding is found.

CityLife is sure it's not alone in thinking that the loss of this festival would be a sad day for all involved. Now is the time to show your support.

Free.

File took in a whole new audience

Publication	Stockport Express
Date	14 July 2010

Wednesday July 14 2010

STOCKPORT EXPRESS CityLife 3

# Time to shine for teen jazz talent

## LIVE!

BY LAUREN STEADMAN

THREE teenage musicians from Stockport will take the stage at this year's Manchester Jazz Festival.

Sam Rapley, Cait Mayall and Ben Newton will perform for the first time at the two-week event, in which performances will take place across the county.

They will appear in the MJP Introduces concert series, organised to showcase new and local musical talent.

Sam, 18, a saxophonist from Heaton Norris, will play a free concert in the event's Festival Pavilion in Albert Square on Monday, July 26, alongside fellow musicians in the Sam Rapley/Adam Chatterton Quintet.

The former Manchester Grammar School pupil will start a four-year degree course in jazz saxophone at London's Royal Academy in September. While waiting to enrol, Sam has been working as a music department technician at his old school.

Jazz duo Cait Mayall, 18, from Gatley, and Ben Newton, 18, from Heaton Mersey, also play the Festival Pavilion stage on Tuesday, July 27. Cait sings jazz classics in the vein of Ella Fitzgerald and Stacy Kent, and has sung with the Hallé Choir.

In September, she will leave Loreto Grammar School, in Altrincham, to study music and performance in Leeds.

Ben studied music in sixth-form at Parrs Wood High School, East Didsbury.

The viola player and pianist has played with the Hallé Youth Big Band and says he is inspired by jazz legend Oscar Peterson.

Ben will train to become an orchestral viola player at the Royal Welsh College.

Steve Mead, artistic director of Manchester Jazz Festival, said: "An important part of what the festival does is to bring young, emerging jazz talent into the spotlight."

"Working with the Wigan Jazz Festival, we've selected the best young jazz players across the county who reflect the future stars we have on our own doorstep."

● Manchester Jazz Festival runs from Friday, July 23 to Saturday, July 31 at venues across Greater Manchester. For a free brochure ring 228 0662 or download one from [manchesterjazz.com](http://manchesterjazz.com)



**TALENTED** Sam Rapley from Heaton Norris will perform at Manchester Jazz Festival

## Pupils play with Hallé

YOUNG musicians from Stockport primary schools have performed with the Hallé Orchestra.

About 1,600 children were invited to Manchester's Bridgewater Hall to play a special arrangement of Tito Puente's Latin classic *Ran Kan Kan*. The hour-long show was the last in a series of events in which Greater Manchester schoolchildren performed with the world-renowned orchestra.

Hallé education director Steve Pickett said: "Performing alongside the Hallé in the Bridgewater Hall gives the children an unforgettable experience which will hopefully inspire them to continue playing their instrument long after they have left primary education."

"Through the dedication of the local music services and the Wider Opportunities scheme, we may even see some of them perform again on the Bridgewater stage."

## Learn how to use web VISITORS

to Cheadle Hulme Library will be shown how to use online tools.

The centre, on Mellor Road, will host a computer coffee morning on Friday, July 30 from 10.30am to 11.30am.

Staff will demonstrate how to use the online library, including News UK, the Oxford English Dictionary and Encyclopaedia Britannica.

● Are you organising a concert, exhibition or play? Let us know on 211 2956 or email us at [stockport.express@mermedia.co.uk](mailto:stockport.express@mermedia.co.uk)

# Iranian band get in the Grove

A STOCKPORT Iranian group will join in Manchester's largest celebration of world music.

The Iranian Culture and Art Community, based in Hazel Grove, is taking part in Exodus Festival, a free, family-friendly celebration of the arts and culture of Greater Manchester's refugee and immigrant communities.

The Wellington Road-based organisation, which has 150 members, will run a stall selling cakes and exhibiting painting, photography, carpet making and craft.

Its sister group, Iranian Music Box, will play a live session at 1pm using traditional Persian instruments including the tar, a type of lute, tombak, a drum made of wood and

animal skin. Tehran-born tar player Siamak Nemat Naser, of Iranian Music Box, said: "Music, after all, is the background score to our lives."

"It does not merely survive in our memory banks long after so many of our seemingly stronger memories have faltered, but serves to remind us of who we were at a given moment of our lives, where we were, what we dreamed of, what we feared and, of course, who we loved."

Exodus Festival will transform Manchester's Albert Square and town hall with the myriad colours, sounds and tastes of the world.

Organised by Community Arts North West, it will feature two

stages and a range of family-friendly workshops in the square and inside the town hall.

Two stages will host music, song and dance performances from more than 25 international acts, including Wigan-based Zimbabwean band Heritage Survival, Polish hip hop act Lorek Przemyslaw and Gambian musician Mbackeh Darboe.

Challenge your taste-buds with authentic home cooking from Pakistan, west Africa, Poland and Bosnia - dishes cost just £3.

Arts and crafts activities will include tai chi, African and Caribbean dance, African drumming, mask making, henna art, Congolese ceramics,

Chinese calligraphy and kite making.

If Exodus whets your appetite for world music, a different Iranian act will perform in Stockport the following weekend.

The Kamkars will play The Plaza, Mersey Square, on Saturday, July 24.

Tickets cost £25 in advance, £35 on the door and £35 for a deluxe seat.

To book ring 07984 917000 or 07774 989399. Alternatively, buy online at [quaytickets.com](http://quaytickets.com).

Doors open at 7pm.

● Exodus Festival is on Sunday, July 18 from noon to 6pm in Albert Square and inside Manchester town hall. Entry is free. For details see [can.uk.com/exodus](http://can.uk.com/exodus) or ring 234 2975

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Publication	Tameside Life
Date	8/7/2010

### Tameside group teaches the world to drum

Date published: 08/07/2010

A Tameside community group is looking forward to teaching the world to drum at a popular local festival.

The Ashton-based West African Development (WAD) group is offering free drumming workshops at Exodus Festival in Manchester on Sunday 18 July and it hopes that people from all backgrounds will be interested to take part. Exodus festival is a free and family friendly celebration of the arts and culture of Greater Manchester's refugee and diverse communities.

It returns this July for the ninth and possibly last year, promising to transform Manchester's Albert Square with the myriad colours, sounds and tastes of the world.



Last year saw 10,000 party in the sunshine. Event organiser Community Arts North West (CAN) can't promise that the weather will hold, but has programmed two stages and a range of family friendly workshops both outdoors in the square and inside the town hall.

Two stages will host music, song and dance performances from over 25 international acts, including Wigan-based Zimbabwean band Heritage Survival, local rappers Educated Thugz!, which boasts members from three continents, Polish hip hop from Lorek Przemyslaw, and an exclusive collaboration between Gambian musician Mbackeh Darboe and Jamaican/ British reggae/ ska band Jah Mission Vibes.

Headlining is the renowned Beating Wing Orchestra, veterans of the Manchester International Festival. This unique orchestra is made up of refugee and local musicians and has previously played with Palestinian singer Reem Kelani and Malian world music stars Amadou and Mariam.

Challenge your taste buds with authentic home cooking from Pakistan, West Africa, Poland and Bosnia from the international food village. All dishes are just £3. And Mr Kipling could only dream of the sweet treats in store from the cakes of the world stall.

Family friendly workshops and arts and crafts activities taking place both in Albert Square and the town hall will feature tai chi, African and Caribbean dance, African drumming from Tameside's West African Development Group, mask making, henna art, Congolese ceramics and Chinese calligraphy and kite making.

Stalls will include Indian handmade textiles, African crafts, Chinese crafts, fairtrade gifts and world music.

A colourful parade featuring banners made by community groups and led by Afro-Latin band Bloco Novo will set off around the square at around 4pm.

Exodus Festival is funded by Big Lottery Fund and Manchester City Council.

West African Development group secretary Gunita Ozola said: "We provide drumming lessons for families and young people in all sorts of settings such as schools, parks and at community centres. The participants learn how important drumming is in African culture. It is also important to break down cultural barriers between communities by having fun together."

Cilla Baynes, director of Community Arts North West, said: "Exodus festival is a true celebration of the contribution our diverse communities have made to the culture of Greater Manchester."

"It is a great free day out with integrity and it brings out the best in everyone."

Councillor Mike Amesbury, executive member for culture and leisure for Manchester City Council said: "It's great to see the Exodus Festival in Albert Square this year. It's gone from strength to strength over the past few years celebrating the tremendous diversity that we enjoy here in Manchester. It's a lively and creative family-friendly event which people of all ages will enjoy and I strongly encourage everyone to come along and join in the fun."