

Carnivals in Somerset Promotion Project Update – December 2010

The Carnivals in Somerset Promotion Project has come to the end of a first year of activities. The mobile exhibition unit has been on the road since the start of August and apart from attending the eight Wessex Circuit carnivals and the seven Somerset County carnivals, plus Blandford Forum and Midsomer Norton carnivals, the unit has also attended the Mid-Somerset Show, Weymouth carnival, Weston-super-Mare on Bank Holiday Monday, and Weymouth as part of the 2012 cultural Olympiad planning.

In 2011, now that the project is fully up and running, the aim is to travel further afield to events such as St. Pauls Carnival in Bristol, Semington Vintage Vehicles Show, the Bath and West Show, as well as the south west illuminated carnivals, including all of the South Somerset Circuit carnivals this year.

If any club or individual has any small-scale memorabilia or costumes that they would like to donate for the exhibition then please contact us through the website. This is to enhance the unit not just for the visits to events but for the schools' project whereby the carnival exhibition unit will be touring primary schools in Somerset and Dorset to explain the history and importance of carnival and also to hopefully encourage involvement in the tradition, especially amongst those who have moved to Somerset from beyond the county and are largely unaware of the ways carnival run and of how to get involved. A DVD for school children is also currently in production covering carnival history, importance, safety and how to get involved in the carnival art. This will be available to local schools by next summer.

A new version of the Somerset carnivals promotion leaflet is currently in pre-production and funding has been secured for an increased print run of 20,000 copies. 12,000 of this year's first leaflet were distributed within the south-west and beyond and covered not just the Somerset County Carnivals but also the South Somerset Circuit, the Wessex Grand Prix Circuit and independent illuminated carnivals. The popularity of the leaflet amongst tourist information centres, coach firms and tourist attractions meant that they had largely run out prior to carnival season.

For further information, resources, videos and contact details visit www.cispp.org.uk