

CISPP CARNIVAL EXHIBITION VAN TEXT

WHAT IS THE CARNIVALS IN SOMERSET PROMOTION PROJECT?

Early in 2009, a new voluntary group, Carnivals in Somerset Promotion Project (CISPP), was formed. This was in response to concerns that the unique heritage of the Somerset illuminated carnivals could potentially be lost in the future unless efforts are made to encourage more people to take part in the tradition. Within the UK, large amounts of public and private finance have been made available for 'outdoor celebratory events', usually in cities and mostly on events which have relatively short histories and less cultural importance. However, Somerset carnival clubs and organising committees have been overlooked for significant funding from heritage funding sources as carnival does not directly employ people or aim to build or conserve buildings. Traditional Somerset carnival has been largely overlooked as a valuable community resource which provides training and gives the opportunity for the acquisition of a variety of skills for people of all ages on a voluntary basis. Carnival, in addition, offers a range of other economic, social and cultural benefits.

CISPP aims to:

- Promote carnival to the wider community*
- Raise awareness of the historical importance of carnival*
- Promote learning of how Somerset illuminated carnivals differ from other carnivals around the world*
- Develop a carnival archive to take out into the rural community*
- Promote learning of carnival arts, skills and heritage in local schools*
- Promote cultural opportunities within the art form of carnival for older people*
- Create a DVD within an educational programme to explain to a range of audiences the experience of carnival participation*
- Stimulate tourism through Somerset carnivals*
- Build strong partnerships for Somerset carnivals to help protect their future*

The group comprises John Dando (Glastonbury Carnival Committee), Sue Stockman (Castle Cary Carnival Society and Cary Comedians CC), Gordon Stockman (Castle Cary Carnival Society and Cary Comedians CC), Geoff Sherring (Moving Art TV); and Dr Andrew Tallon (Mendip Vale CC). The group meets regularly and are engaged in three main

carnival promotion projects. The first is to take a mobile carnival exhibition unit in the form of a van around the county of Somerset and beyond, which contains interactive carnival archive materials to educate and encourage all communities in the Somerset area to understand and get involved in carnival. To achieve this, £41,000 of funding was secured from the Heritage Lottery Fund in March 2010. Funding and sponsorship has also come from Somerset County Council and Loders Garage (Dorchester).

The group has also secured funding from sources such as local councillors and carnivalites for an educational DVD for schools, to be filmed and produced by Moving Art TV, and to feature topics such as the origins and history of Somerset carnivals, safety issues and carnival, and how to join in, participate and have fun in carnival.

Finally, the group has also secured sponsorship for a marketing leaflet to advertise and promote Somerset carnivals (Somerset County Guy Fawkes Carnivals, South Somerset Federation and Wessex Grand Prix) which has been designed and produced to be distributed widely. The leaflet was sponsored by Bartlett Gooding and Weelen Solicitors. A video channel for archive carnival footage has also been established at <http://vimeo.com/channels/cispp>, and will have further videos added over time.

Visit www.cispp.org.uk for further details, carnival resources and contacts.

HISTORY AND HERITAGE OF CARNIVALS IN SOMERSET

Origins of carnivals in Somerset

The tradition of carnival in the county of Somerset evolved from religious celebrations generated by the failure of the Catholic plot led by Guy Fawkes to blow up a Protestant government led by the Catholic James I on 5th November 1605. The instigator of the plot is believed to have been a Jesuit priest named Robert Parsons from the village of Nether Stowey near Bridgwater in Somerset. Although bonfire night is now a major annual celebration across the whole of the UK, it is highly likely that the reason why the event was originally so keenly celebrated in Somerset was that the population was predominantly Protestant. From these beginnings over 400 years ago, carnival has evolved and continued to be a spectacular set of celebrations of economic, social and cultural importance. Illuminated

carnival parades now take place which take place in over 20 towns between August and November, each with up to 120 amazing entries, the most famous being the 'magnificent seven' of the Somerset County 'Guy Fawkes' circuit in Somerset in early November.

Carnivals in the UK, Europe and beyond

It is estimated that there are around 220 traditional 'English' carnivals still taking place usually based on historic religious events, Saint's Day Celebrations or agricultural celebrations. 'Traditional English Carnival' contrasts with English 'African-Caribbean style' carnivals that have originated from the immigration of black communities to the UK such as Leeds and Notting Hill. Traditional English carnivals include Devizes in Wiltshire, the Isle of Wight, Golowan Festival and Mazey Day in Penzance in Cornwall, Gloucester, and Kendal Torchlight Procession. The Notting Hill Carnival takes place across the August Bank Holiday weekend and regularly attracts upwards of 1 million spectators. It began in 1959 to celebrate the cultural diversity of the area in response to the race riots of the previous summer. Carnivals have also originated from celebrations traced to English pagan festivities, religious worship and events such as the Gunpowder Plot of 1605, for example at Lewes in Sussex. The world's most famous carnivals include the Brazilian Rio Carnival (the world's largest) and the Venice water carnival which take place prior to Lent. Many other towns and cities worldwide, particularly in Europe, Latin America and North America, have large and popular carnivals celebrations, mainly revolving around religious events. Although developing from religious origins, many are now key tourism generators and their historic origins are often forgotten. The unique qualities of the Somerset carnivals are that they are illuminated, night-time, winter events, and are organised and participated in by local communities on an entirely voluntary basis.

Defining carnival

*Carnival is generally accepted to derive from the Italian *carne levare*, meaning 'to remove meat' which is forbidden during Lent. Traditionally, carnival was an annual Christian festival season which occurred immediately before Lent during February or March. Carnival is mostly a Roman Catholic and, to a lesser extent, Eastern Orthodox celebration and generally Protestant areas do not have carnival celebrations. Carnival typically involved a public celebration or parade combining elements of circus and public street party with*

participants often dressing up or masquerading during the celebrations.

In the Somerset carnivals, mounted carnival entries were initially called 'cars' and from the late 1880s until the early 20th century they became referred to as 'carts' as they were horse-drawn farm vehicles. Carts were originally torch-lit by flaming lamps, but in 1903 electric bulbs were first introduced to carnival. Horses were last used to tow carts in 1948 when tractors and lorries took over.

Bridgwater carnival

The industrial town of Bridgwater in Somerset is branded as 'Home of carnival' and is believed to be the location for the largest illuminated carnival in the world, and the oldest traditional carnival in the UK. Originally the celebrations revolved around bonfires which took place from 1605 for 320 years until 1924 when the last bonfire was held on Cornhill. Effigies of Guy Fawkes or particular unpopular characters of the time were placed on the bonfires and costumes were used as disguises for masquerading mischief makers. In 1857 the term 'Bridgwater carnival' is first thought to have been used. The first officially organised procession was held on Monday 7th November 1881 and the first carnival concert was staged in 1883.

Black Friday

The day after Bridgwater carnival was traditionally a drink-fuelled social occasion for the participants in the carnival known as Black Friday which lasted from the 1960s until 2000. The origins of the name are thought to be either that it was a black day if licence extensions for pubs were not granted, or that there were many black-outs due to the effects of alcohol! Since 2001, the tradition has continued on the Sunday following Bridgwater carnival and is known as 'Black Sabbath'.

Carnival dates

Bridgwater carnival was held on the Thursday nearest 5th November from 1909-2001. The carnival moved to a Friday in 2001 and is now held on the Friday after the Thursday nearest to the 5th November. From 2012 Bridgwater carnival will move to the first Saturday in November for a trial period of three years. Dates of the other illuminated carnivals are generally arranged accordingly.

Squibbing

The post-carnival spectacular of squibbing, the simultaneous firing of lots of large fireworks or 'squibs', is one of the oldest traditions of Bridgwater carnival and is unique to the town. Squibbing probably preceded the officially organised carnival itself and dates from the mid 19th century, although it can be traced back to at least 1716 and squibs pre-dated Guy Fawkes. Historically, making squibs was not a problem as they were home-made with sometimes explosive consequences. Squibbing was associated with the Guy Fawkes night bonfire which lasted until 1924 in the Cornhill where the festivities were centred and hundreds or thousands of squibs were let off. Bridgwater squibs continued to be home-made until 1939. The practice was illegal and locals would often try to disguise this fact by labelling them 'Made in Germany', and the squibs became nicknamed 'Germans'. Squibs are giant fireworks which are attached to coshes. Once ignited by the 'rivers of fire' ground wads, squibs are held above by the squibber and point skywards. Until recently they expired with a loud bang known as 'the bounce'. In the early 20th century they were large at around 2 feet long and would last several minutes. Today they are about 1 foot long and burn for about 1 minute and the sparks reach about 18 feet high. The squibbing cup is awarded to the squib which lasts the longest. Around 150 squibbers take part in the display each year after the carnival parade in the High Street and Cornhill who comprise carnival club members and local dignitaries; 180 was the record number of squibbers in 2005. Since the 1990s squibbs have been professionally made for Bridgwater carnival by the only commercial licensed company in the UK that produces squibs.

Evolution of Somerset and West Country Carnivals

Although Bridgwater carnival is the oldest and most famous of the processions, illuminated carnival celebrations have spread throughout the counties of Somerset, Devon, Wiltshire and Dorset, collectively referred to as the South West of England Carnivals.

There are currently four competitive circuits of south-west illuminated carnivals:

East Devon Circuit

- Seaton*
- Colyton*
- Axminster*

- *Sidmouth*
- *Newton Poppleford*
- *Exmouth*
- *Honiton*
- *Ottery St. Mary*

South Somerset Federation of Carnivals

- *Wellington*
- *Ilminster*
- *Chard*
- *Taunton*

Wessex Grand Prix Circuit

- *Sturminster Newton*
- *Mere*
- *Frome*
- *Shaftesbury*
- *Gillingham*
- *Castle Cary*
- *Trowbridge*
- *Warminster*

Somerset County Guy Fawkes Carnival Association

- *Bridgwater*
- *North Petherton*
- *Highbridge and Burnham-on-Sea*
- *Shepton Mallet*
- *Wells*
- *Glastonbury*
- *Weston-super-Mare*

Independent

- *Midsomer Norton*

<i>Carnival</i>	<i>First held in present form</i>	<i>Number of years</i>
<i>Bridgwater</i>	<i>1881</i>	<i>129</i>
<i>North Petherton</i>	<i>1949</i>	<i>61</i>
<i>Highbridge and Burnham-on-Sea</i>	<i>1967</i>	<i>43</i>
<i>Shepton Mallet</i>	<i>1965</i>	<i>45</i>
<i>Wells</i>	<i>1902</i>	<i>108</i>
<i>Glastonbury</i>	<i>1922</i>	<i>88</i>

History and evolution of the three Somerset carnival circuits

Wessex Grand Prix

The Wessex Grand Prix Carnival Circuit celebrates its 25th anniversary in 2010. It was the brainchild of Keith Berry of Frome Carnival Association and Gordon Stockman of Castle Cary Carnival Society. Seeking to support and encourage local carnivals, Keith Berry made approaches to Shaftesbury and Gillingham carnival committees in the early 1980s, with a proposal to form a new circuit of carnivals. Keith respected that each carnival town had its own character, and that this needed to be preserved, but the formation of a circuit remained a pipedream. In 1985, Keith Berry met Gordon Stockman whilst judging at Midsomer Norton carnival. Gordon was inspired by Keith's concept and together they arranged meetings with local carnival committees. The circuit was based on the Formula 1 racing principle, so that the circuit was a supplemental competition over and above local competitions to encourage clubs and carnivalites from each town entering the circuit to compete for another range of awards. The formation of the circuit would not affect existing local carnival town awards and judging. In 1986 the Wessex Grand Prix circuit was established with the member carnivals being Frome, Shaftesbury, Mere, Castle Cary and Wincanton. Such was the success of the circuit that Gillingham carnival joined, followed by Warminster and Trowbridge shortly after. Sturminster Newton carnival also joined the circuit in the last decade. Today, the Wessex Grand Prix is a thriving community with its own Wessex Queen, regular meetings and a wide range of prizes and awards for entries ranging from large floats to individual walking masqueraders.

South Somerset federation

Around 1970, Chard, Ilminster, Taunton and Wellington formed the South Somerset Federation, and Yeovil was admitted at a later date until it was last held in 2005. Although the town parades have been going longer the federation was formed to provide a competition for the best entries from the five towns taking part with an overall federation winner in addition to the individual town results. The federation was formed by Bob Hurlstone of Ilminster and Colin Critchard of Taunton.

Somerset County Guy Fawkes Carnival Association

The Somerset County Guy Fawkes Carnival Association was created in 1951 and is today the main illuminated carnival circuit. It comprises the carnivals at Bridgwater, North Petherton, Highbridge and Burnham-on-Sea, Shepton Mallet, Wells, Glastonbury and Weston-super-Mare. In addition to the overall champions, 11 classes make up the county competition along with a further 11 cups not dependant on town carnival results:

- Tableaux***
- Feature***
- Comic feature***
- Juvenile cart***
- Single adult masquerader***
- Single juvenile masquerader***
- Pairs***
- Group of adult masqueraders***
- Group of juvenile masqueraders***
- Best decorated towing vehicle***
- Best dressed towing vehicle driver***

Each town announces its own results and awards its own trophies which also count towards the overall championship. The County Cup for the overall winner of the circuit was first awarded in 1953 and is the most sought after prize. The results of this are announced at a party after Weston-super-Mare carnival.

THE ROLE OF CARNIVAL IN THE COMMUNITY

The development of carnival clubs in Somerset

Most existing carnival clubs date from the twentieth century and historically were formed from employees at particular businesses, were usually named after the business, and the entries were constructed at the business premises or at a local farm. Today, each is usually based at a pub, has a written constitution, and meet at regular intervals. Entries are increasingly constructed in purpose build sheds rather than on farms, although some still do and some are still even constructed outdoors. Membership numbers vary from

around 10 to over 100 and Crusaders are the oldest carnival club still in existence. Formed in 1935 as the Hope Inn Carnival Club, they changed their name to Crusaders in 1977 and celebrate their 75th anniversary in 2010. There are currently over 50 clubs who build carnival carts and each act as a family of members.

Different types of carnival clubs

There are a range of different types of clubs and entries. Different clubs tend to specialise in a particular type of entry, although some change over time. Feature clubs build all action light and movement shows and are by far the most popular type of carnival entry and feature numerous moving parts and flashing light shows. Tableau clubs portray a still and lifeless scene and specialise in costumes, make-up, artwork, model work and immaculate finish; they historically dominated Somerset carnivals but now number less than ten. Comic feature clubs aim to amuse the spectators with humorous entries and there are about ten such entries. Juvenile clubs produce feature carts whose participants must be under 16 years of age. Individual masqueraders (juvenile or adult) parade in spectacular individual costumes which would often not be out of place in Rio or Notting Hill carnivals. Similarly, costumed walking groups dance to choreographed routines through the streets. Bands, majorettes and other items can also be seen at Somerset carnivals.

The economic, social and cultural importance of carnivals

Carnivals have long been recognised by the public sector, the private sector and local communities as having important economic, social and cultural benefits.

Economic impacts

Each year it is estimated that the local economy benefits to the tune of up to £40 million during the carnival season which lasts from late August until mid-November. Local businesses within the service sector benefit, particularly accommodation suppliers, retailers, pubs and other leisure facilities. Over £120,000 is raised from street collections and goes towards carnival running costs with the rest donated to local charities and voluntary organisations. Well in excess of £2 million has been raised by the Somerset County Circuit carnivals alone from street collections since 1980. In addition, carnival clubs fundraise and spend in the local economy the whole year around.

Each carnival attracts from around 5,000 to 150,000 visitors. The main mid-Somerset circuit of carnival lasts 11 days and the seven carnivals attract combined audiences of some half a million spectators.

Social significance

Carnival is a way of life for many people and communities across the West Country. It is estimated that over 10,000 people are actively involved in carnival, including those in clubs, on committees and those who act as helpers. 'Carnivalites' (as people involved in carnival are locally called) are committed all year round, taking part in fundraising activities, building of the carnival entries, running and attending social and awards events, and stewarding and participating in local events such as Glastonbury Festival. Through these activities, people of all ages and social backgrounds learn and develop an array of practical, team working, and social skills and attributes. These encompass a wide range of fields such as engineering, electrics, carpentry, painting, costume making, performance arts, public speaking, administration, and accountancy. An average club member can spend anything up to 1000 hours a year involved in carnival-related activities.

Cultural importance

Carnival has a rich cultural tradition dating back four centuries. Due to their historic roots in communities themselves, the illuminated carnivals remain bottom-up community-led events. Carnival is a tradition which glues communities together and is organised by and predominantly for these communities. This is in contrast to the majority of other carnivals and festivals in the UK which are funded and run by local authorities with other generous public and private sponsorship. Usually city centre-based events, these have much more recent origins based on economic regeneration rather than cultural tradition.

SOMERSET ILLUMINATED CARNIVALS TODAY

Some carnival facts and figures

- *Somerset illuminated carnivals date back to the Gunpowder Plot of 1605.*

- *Somerset carnivals are thought to be the largest illuminated parades in the world.*
- *Over 200 traditional English carnivals take place, of which 20 are the Somerset illuminated carnivals.*
- *Carnival floats are commonly referred to as 'carts' in Somerset as they were historically horse-drawn vehicles.*
- *Carnivals comprise illuminated floats or carts, costumed individual masqueraders, walking groups of costumed masqueraders, bands, majorettes and other exhibits.*
- *Up to around 60 giant illuminated carts and around 50 walking entries parade around each carnival.*
- *Feature carts are all-action life and movement shows, tableau carts portray a motionless scene, and comic feature carts aim to amuse the crowds.*
- *Around 10,000 people are actively involved in Somerset carnivals.*
- *Carnival clubs each boast memberships from around 10 to over 100.*
- *Carnivals take over 2 hours to pass any one spot on a two-mile route, and usually start at around 7.00pm and finish at around 10.00pm.*
- *Carts can be up to 100ft long, 11ft wide and 16.4ft high and can use up to 20,000 lamps powered by up to a megawatt generator.*
- *Carts can cost around £20,000 to construct, and organising committees spend between £10,000 and £30,000 to stage each carnival annually.*
- *Cart ideas are chosen early in the year and are guarded with utmost secrecy until the carnival season begins.*
- *There are over 70 judges and around 50 cups awarded at each carnival.*

- *Bridgwater carnival culminates in the unique squibbing display of over 150 giant squibs attached to coshes being let off simultaneously.*
- *Over £93,000 was collected at the Somerset County carnivals in 2009 and went towards the costs of staging the carnivals, and to local charities and organisations.*
- *Somerset county carnivals have raised in excess of £2 million from street collections alone since 1980.*
- *Over 500,000 coins can be collected on a carnival night.*
- *The local economy benefits to the tune of around £40 million each year during the carnival season.*
- *163 entrants took part in Bridgwater Carnival 2006, the record number.*
- *86 carts took part in the 1992 North Petherton carnival, the most ever.*

Collections and charity

Each carnival has a street collection of voluntary donations during the parade. In each carnival around 8 collection floats and up to several hundred walking collectors are present. Carnival collections benefit both the carnival through contributing to the running costs and selected local charities and voluntary organisations. Particular charities are selected each year to benefit from the collection at a particular carnival with the main criteria being that any money collected should be used to benefit local people and that the organisation provides collectors on carnival night. Charities who collect receive a share of the amount they collect, so the harder they work the more they benefit.

In Bridgwater carnival, collections prior to 1963 were carried out by the St. John's Ambulance. Since 1963 the carnival committee have taken responsibility for collections which have increased from £245 in 1963 to a peak of £30,701 in 2006. The number of coins collected in the 2009 Bridgwater carnival was 619,278 and the collection was £24,284. The 2010 carnival aims to collect at least £35,000.

Carnival competition, judging and results

Carnival is a highly competitive but friendly competition as well as being a spectacle in its own right. Each carnival is judged according to class of entry, and the results of each carnival are combined to produce overall winners in each class for each of the carnival circuits. The classes are judged by judges appointed by each carnival committee each year, to ensure the job is done properly and transparently. At Bridgwater carnival there is a minimum of six judges judging each class (classes 12 and 13 have three) and a further twelve judges judging the cup classes which makes a total of 72 judges. They are all volunteers who are issued guidelines to ensure there is consistency in the way entries are judged. Carnival routes are split into zones and judges are given a zone in which to judge to ensure an even spread of judges throughout the procession route. The 2009 Bridgwater carnival had 72 judges judging 13 classes of entries competing for 53 cups and prize money.

Carnival carts are judged on:

- Cart build-up***
- Presentation and general effect***
- Musical appropriateness***
- Life and movement or stillness or comedy content***
- Lighting***
- Costume and make up***
- Originality and entertainment value.***

Results of each carnival are announced a couple of hours following the procession with trophy presentations taking place for each carnival and each circuit competition in the months following carnival season.

Skills of club members

Although carnival requires a lot of hard work and dedication throughout the year, it also has the attractions of fun and celebration, and provides an opportunity to develop skills and knowledge, and to encounter different life experiences. Through being involved in carnival, participants develop and enhance a wide range of skills in fields such as engineering, electrics, carpentry, painting, costume making, performance arts, public speaking, administration, and accountancy. People also develop individual, team working and social skills. The 'skills you can learn by being in

carnival' diagram illustrates the variety of skills and other attributes that can be experienced and developed.

Diversity of the carnival community

Carnival is open to anybody to join, and Somerset illuminated carnivals reflect the diversity of the population as a whole in terms of age, gender, sexuality, ethnicity, nationality, social class background, and people who live beyond Somerset and the wider south west. People can get involved by joining a club, or by joining an organising committee, or by helping out on an informal basis.

Safety, rules and regulation

Health and safety is paramount in carnival and since the late 1990s there has been an increasing focus on the safety of carnival participants, spectators and the giant floats themselves. Every vehicle entered in a procession must have a valid Vehicle Special Order (VSO) and entrants must comply with procession condition of entry requirements. Committee marshals are specially trained in crowd control. However, the added expense and burden of such measures has impacted on the organisation of carnivals and the building of entries due to increasing financial and time burdens.

Carnival activities around the year

Being involved in the Somerset illuminated carnivals is a whole-year-round activity. Although the processions only take place during the period between August and November, participants spend the whole intervening period designing and constructing the carnival entries, fundraising to finance the club activities and entries, attending club and carnival organisation meetings, and running and attending social events and trophy presentations.

The future for carnivals in Somerset

Despite their recognised importance amongst communities, the public sector and businesses, the illuminated Somerset carnivals face a variety of threats to their future vitality and viability. Main problems include the recent economic downturn which is affecting all

aspects of carnival. Carnival clubs construct floats which can cost up to £20,000 to put on the road when considering construction materials, fuel, tractor and generator hire, costume and make-up costs, and insurance and health and safety costs. Carnival organising committees face similar outgoings, which include insurance, licences, barriers, road signs and prize money, and can total between £10,000 and £30,000. Illuminated Somerset carnivals receive very little in the way of private sponsorship and almost no financial support from public sector bodies. Committees and clubs also face the added burden of ever-increasing levels of bureaucracy associated with health and safety, various licences, and compliance measures before they can enter the carnivals. In addition, there are problems with enthusing the younger generation to get involved in carnival in the age of the internet and other competing interests, and clubs are losing the older generation over time meaning a shortage of members in many clubs who may subsequently fold.

In 2009, 58 different carnival floats appeared in the seven Somerset County processions along with about 50 walking entries. Although the standard today is undoubtedly of greater quality than in past decades, this compares with 90 floats in the early 1990s. Some smaller towns and villages have lost many or all of their carnival clubs which had acted as a focal point of their local communities and as a pastime for many of their residents. However, carnival as a Somerset tradition has survived threats from officialdom since way back in the mid-19th century, and has come through many past economic downturns and events such as the two world wars.

Because of the various threats to the future of this important Somerset community tradition, the Carnivals in Somerset Promotion Project aims to promote and encourage involvement in the Somerset illuminated carnivals to preserve the heritage and tradition for future generations.

Carnivals in Somerset certainly continue to thrive and contribute to the rich tapestry of traditional and offbeat festivals in the region, and continue to have social, cultural and economic significance in the life of a largely rural area. Carnival has been celebrated and central to many of our communities for over 400 years, and with continued support and appreciation, they will be for the foreseeable future.

Sources of information

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