

HARINGEY ARTS FESTIVAL PROPOSAL

PROPOSED ANNUAL EVENT, STARTING IN 2021

The logo for Haringey London, featuring the word "Haringey" in a bold, red, sans-serif font with a slight slant, and the word "LONDON" in a smaller, black, sans-serif font directly below it.

Haringey
LONDON



A NEW CULTURAL HUB FOR LONDON

- Affordable entertainment venues have been priced out of central London over the last 10 years.
- This is happening more in Zone 2 as well, with Camden and Shoreditch becoming more expensive.
- Affordable arts and entertainment have always driven London's culture.
- Haringey's brilliant transport links make it a great contender to become the next cultural and entertainment hub for London.



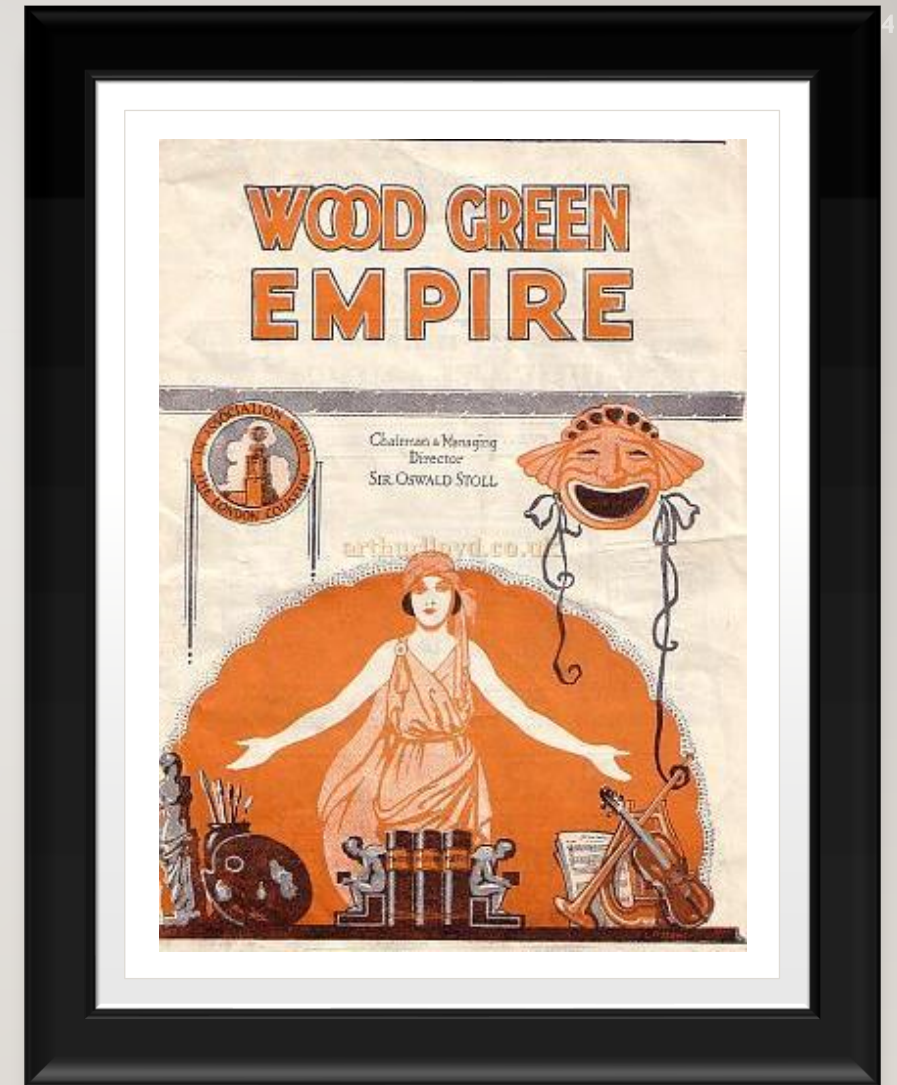
●
HARINGEY: A
POWERFUL
CULTURAL HISTORY



THE MUSIC HALL DAYS

Wood Green has always been known for entertainment and arts. Wood Green high street alone used to be home to multiple music halls and venues (a number of which are now churches).

A number of these venues are still available to hire for performances, although they are not commonly used as such.





THE BEST JAZZ/ROCK CLUB OF THE 50S-60S

“One of those legendary London music pubs where countless bands had played the blues before they became famous”

As seen in the BFI’s ‘Momma Don’t Allow’, Wood Green was home to one of London’s best jazz and rock clubs, The Fishmonger’s Arms – people came from all over London.

BEATLEMANIA - HARINGEY

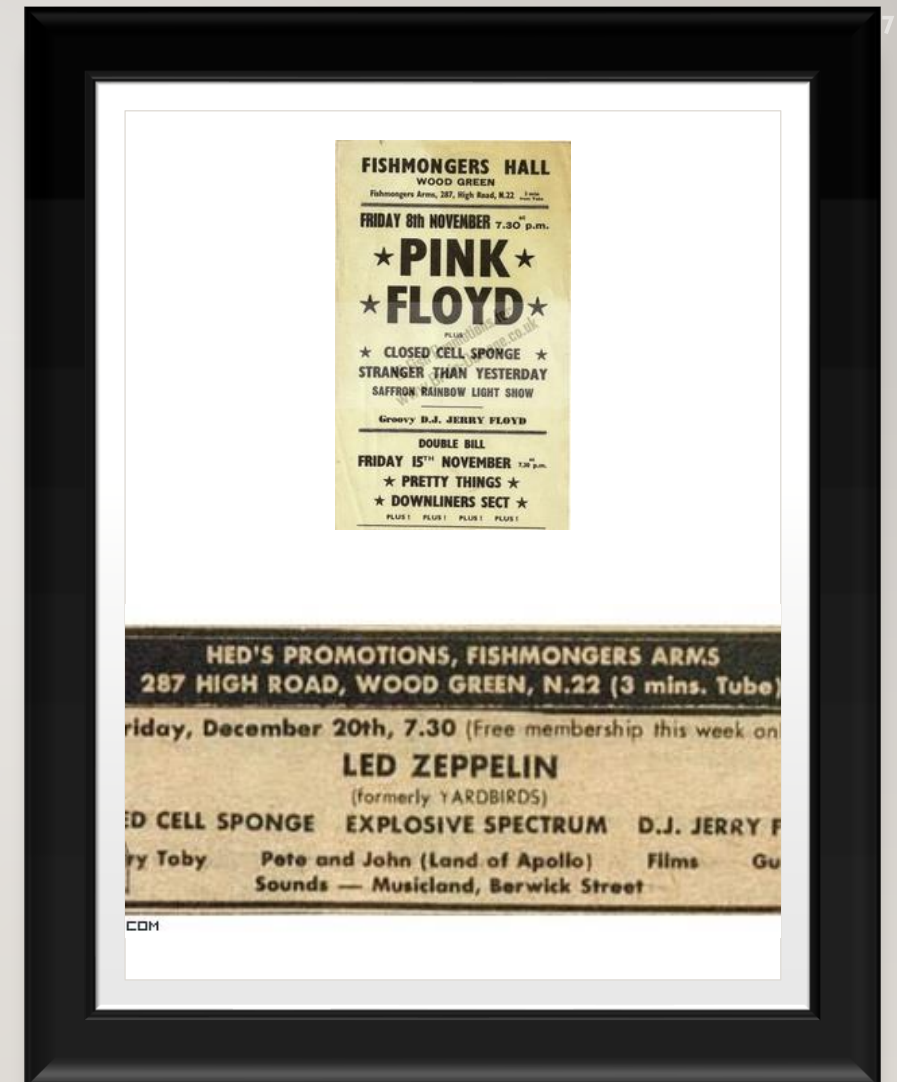
"That was the start of Beatlemania. The shows were from Christmas Eve 1963 until January 11, but sold out instantly.

The audience screamed when they walked out, and didn't stop screaming. George Harrison said they were the best shows they ever did, and said Finsbury Park Astoria had the best audience."



AN EARLY STAGE FOR BIG NAMES

- “A nice club for nice people”
- Jimi Hendrix, Pink Floyd, Led Zeppelin, Rod Stewart, Yes, Genesis, Fleetwood Mac, Cream... everyone came to Haringey to perform.



Haringey Arts
FESTIVAL



● EDINBURGH
FRINGE: THE OPEN
ACCESS MODEL





THE EDINBURGH FRINGE

- The Edinburgh Festival was started in 1947 “to heal the wounds of war through the languages of the arts”. This was a huge success and continues today – and it gave rise to the unofficial ‘fringe’ festival in alternative venues.
- By 1974, the Fringe was grossing more than the main festival. Today, it eclipses it.



OPEN ACCESS MODEL

An open access arts festival accommodates anyone with a desire to perform and a venue willing to host them.

The Edinburgh Festival Fringe Society facilitates the fringe, but does not curate or control it (or assume responsibility for content).

It offers advice and advocacy and facilitates:

- event registration
- promotion
- ticket selling

Haringey Arts FESTIVAL



THE HARINGEY ARTS FESTIVAL

Wood Green, Turnpike
Lane and Hornsey

- A 4-day event in 2021
- Live music, comedy, theatre, spoken word
- Dozens of alternative venues holding events at the same time
- Start of a 5-Year Plan



HOW DOES IT WORK?

Wood Green, Turnpike Lane and Hornsey

- Creating branding and promotion
- Selling tickets
- Encouraging and helping venues
- Setting up a self-sufficient steering group



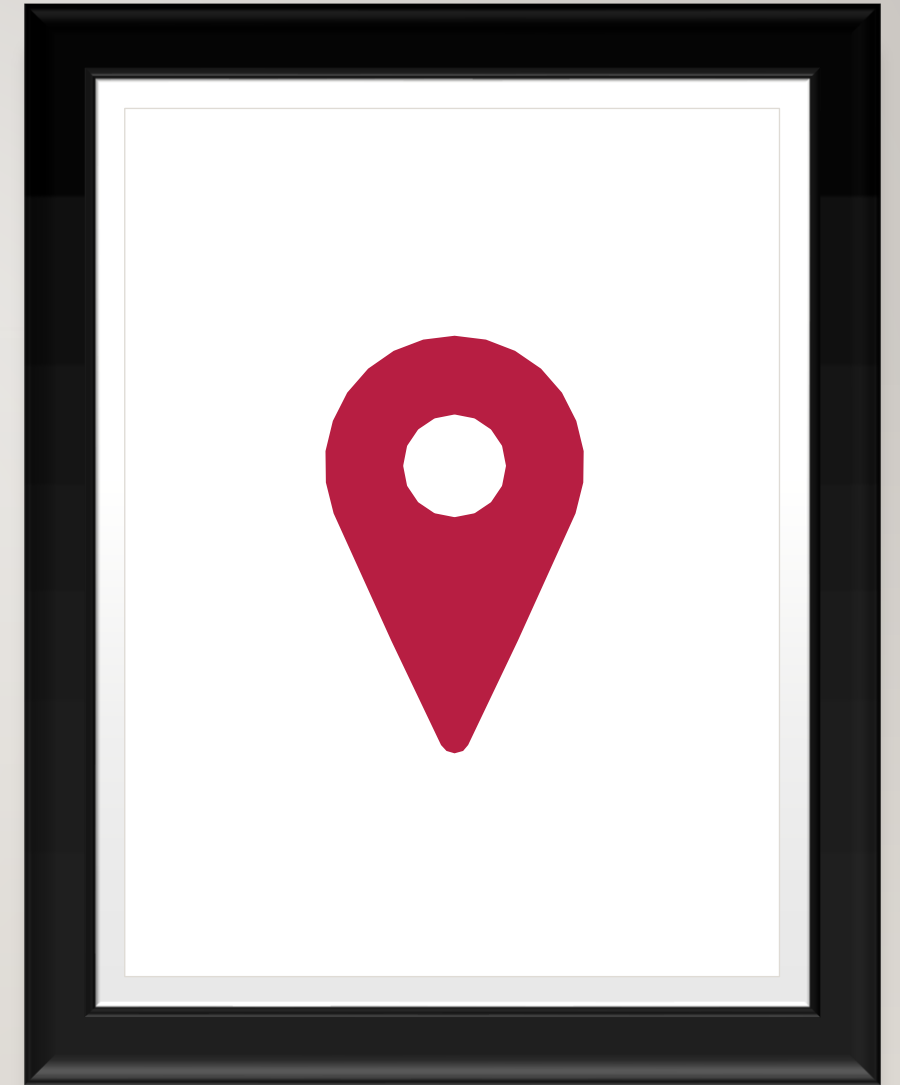
FUNDING REQUIREMENTS

Primarily set-up costs

- Main costs would be promotional, ticket sales, and any non-volunteer-led admin needed.
- If successful, by Year 3, a portion of ticket sales and venue contributions should be able to finance a committee.
- The aim should be for this to be self-sufficient and separate to the council.

ALTERNATIVE VENUES

THERE ARE TOO MANY TO LIST. BUT HERE ARE
SOME QUICK EXAMPLES.





BLUE HOUSE YARD

Seats: 100-150

Open Air (with optional canopy)

Great for music



GOODNESS BREWERY

Seats: 300

Away from residential area

Large garden

Great for music, dance, theatre





KARAMEL

Popular performing arts venue

Seats: 100

Great for all kinds of events



MCQUEEN THEATRE

Amazing experimental arts space

Seats: 250

Great for all kinds of events (they've even had wrestling!)



GREEN ROOMS ARTS HOTEL

Two performance spaces: 50 and 150

Full bar and restaurant

Great for music, comedy, theatre



ALL GOOD BOOKSHOP

Seats: 40

Also useful ticket seller

Great for music, comedy, theatre, spoken word



ST MARY'S TOWER

Intimate space

Seats: 25 inside, 150 outside

Great for small events, one person shows, spoken word



CAKES AND LADDERS

Small, unusual venue

Seats: 30

Great for music, comedy, spoken word



THE PRINCE

Popular local pub

Seats: 60

Great for: Music



LUCIA'S

Central to Wood Green

Seats: 60

Great for: Music



Haringey Arts
FESTIVAL



**COMMUNITY
BENEFITS**



WIDE-SPREAD BENEFITS

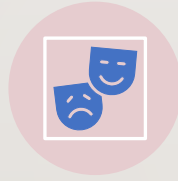
This would be good for Haringey businesses, residents and community groups.



Increasing footfall into Haringey



Creating confidence in local venues to run as venues



Supporting the local arts scene

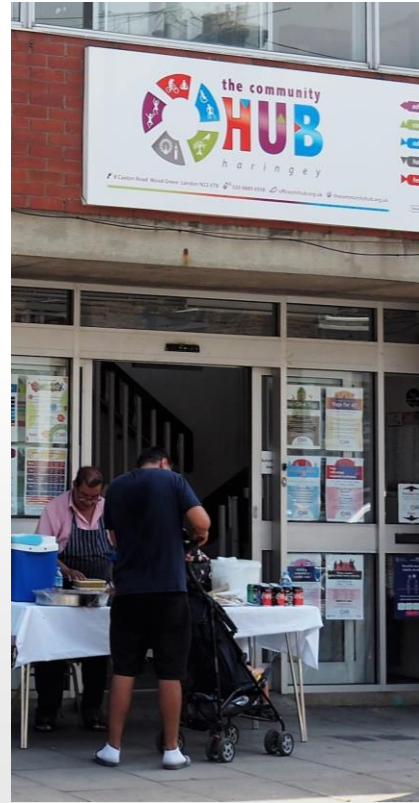


More profits for venues



Reasonably-priced entertainment for local population





HIGHLIGHTING DIVERSITY

- Haringey is a very diverse borough. Reflecting this by encouraging a breadth of culture-specific performances would make for a huge selling point.
- Venues and events could be themed for different cultures, giving a reason to promote and attract performers from outside Haringey.
- Help venues diversify their customer base in the long run.

GROWTH PLAN OVER FIVE YEARS

Test. Adapt. Grow.



IF ALL GOES WELL, ADAPT AND GROW

| YEAR 1 | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 |
|--|---|---|--|---|
| Set up | Expansion | Move to self-sufficiency in costs for what's already running | Repeat Year 3 (to ensure self-sufficiency and long-term goals) | Scale up |
| Smaller venues only | Smaller venues only | Larger venues (Haringey Theatres, Alexandra Palace, Duckett's Common) | Repeat Year 3 | Large stage events in Alexandra Palace Park and Finsbury Park |
| Focus on Wood Green, Turnpike Lane and Hornsey | Expand to Harringay (focus on walking distance) | Expand to Finsbury Park and Crouch End | N/A | Expand to Muswell Hill |