



EARL'S COURT FESTIVAL 2010

FESTIVAL REPORT



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Brompton Chapel, Brompton Cemetery
Philbeach Gardens
Earls Court Square Garden Committee
Nevern Square Garden Committee
Bramham Gardens Garden Committee
Courtfield Gardens East Garden Committee

Performers

Giacinto Palmieri

Orlando Seale
Imperial College Comedy Troupe
Jo King
Goodtime Mama Jojo
Bill Bruford
Tim Garland
Stevie Ruby
Samara
Imaani from Incognito
The Malleables
The Leaping Giraffes
Fenella Barton
Gareth Owen
Music Box
Rob Broderick and Abandoman
Sarah-Louise Young
Jay Foreman
Chris Young
Phildel
Kiki Kaboom
Spencer Maybe
Jimbo Lawton
Rosenella di-Constanza
Miles Winter Roberts
Nick Valentine
Richard Scott and Owen Wilson
Katya Lazareva
The Twin Tubs
Michael Hoy (Charlie Chaplin)
Vicky Chapman Cheerleader
Paul Duncan McGarrity
Harley Elliot and The Freerunners
Ebony (Steel Band)
Ben Bradley
Dave Panama
Mary Egan
Peter Carruthers
Rosie Wilson
Master Anton Van Thomas
St Cuthbert's with St Mathias Primary School choir
Crimson Skye
A. J. Moore
Amadis
Angelina
Bonnie Freechlyd
Emi Green
George Coutoudis
John Adeleye
John Du Toit
Kadija Kamara
Leesa Dasilva
Lejaune
Mantrixx
Nina Hatchwell
Pete Scott
Robbie Boyd
Sherry Davis
The Cat Walks Alone
The Scarletz
Esp (Sinai Negussie)
John Landau & The Giants (Headliners)
Natalie Chua (Simon Cowell's Angelis Project)
Nicol
Olando Seale
Shamini & Shasti Morgan
Will Owen
Audacity Chutzpah
The Folly Mixtures
Victoria L'Etoile
Emerald fontaine
Tallulah Tempest
Rebecca Gibson

Poets

Kit Wright
Alan Brownjohn
George Wightman
Eddie Linden
Imtiaz Dharker

Authors

Master Anton Van Thomas
Alex Hibbert
Patrick Woodhead
Bonita Norris
Major Chris Hunter
Carol Drinkwater
Delia Chiaro

Clea Myers
Manjit Kumar
John Carlin
Susan Godwin
Haley Cull
Stewart Lansley
Mark Hollingsworth
Jill McGivering
Stephen Grey
David Crystal

Prominent Guests

His Excellency Homayoun Tandar,
Ambassador of Afghanistan
Martin Bell
Chris Tarrant
John Stapleton
Suzanne Dando
John Battersby
Sir Malcolm Rifkind
The Mayor & Mayoress of RBK&C
STA Photographic Competition Judges:
Cee Weston-Baker
Robert Harding
Nicky Studdart
Pete Claydon
Julia Ruxton
Fraser Hall
Laila Dickson
Alex Hibbert
Janine Doggett

Festival Photographers

Charlotte Fielding
Justin Piperger
Stevie Thomas
Alicia Clarke

Film Producer

Mark MacLaine

Volunteers

Rosie Wilson
Avril Kennedy
Georgina Bream
Carol Pryce
Sue Malcolm
Mary Gardiner & grandchildren
Ilke Bowinckel
Yaa Antwi-Nsiah
Jane Zibarras
Natalie Clarke
Franziska Teichert
Sarah Janson
Katrina Quinton
Steve Milton
Nick Haines
Vincent Seabrook
Antoun Chidiac
Botras Khalel
Bakrey Mohammed
Rosana Tilahun
Roberta Barbriah
Stella Canabeare
Mary Corall
Eman Hawa
Manisha John
Camila Ruz
Esther Scott
Alexi Wedderburn
Anwara Begum
Allison Garton
Zeshan Ahmed
Astrid Treherne
Lise Svenson
Lisa Henderson
Nicola Kelly
Matthew Brown
Rachel Parker
Stuart Tomlinson & the ECO
Darren Lewis & the ISS world team
Dave Piggan
Alan Malcolm
Stephanie Agyeman
St. Cuthberts Centre team
Miss Q's team
Lotti Henley
Metropolitan Police



Earl's Court Community Trust

Chairman's Forward



Nicholas Woollven - Chairman of the Earl's Court Community Trust.

Literary Volunteers

Rebecca Gibson
Eloise Villez
Annette Leigh
Katarzyna Szyszko
Keith Mortimer Clancy

Steering Group

Mark Balaam
Michela Ferrara
Sean Duffy
Mary Corral
George Jasieniecki
Sharon Robinson
Martin Gilbert
Nick Valentine
Marianne Badrichani
PC. J.J. Jackson
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Anissa Chaldry
Rev. Ruth Lampard
Adrian Hodgson and the Filming & Special Events Team from the Royal Borough of Kensington & Chelsea
Gina Jardim and the Licensing Team from the Royal Borough of Kensington & Chelsea

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Andrzej Wdowiak

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On behalf of the Earl's Court Community Trust I commend to you this Report of the 2010 Earl's Court Festival.

The Trust extends its heartfelt thanks to all those named on the opposite page and below - from our Principal Sponsors to all other donors in cash and in kind, and to our many volunteers. Together you made the Festival possible. You have all helped it to survive and thrive, continue to increase its scope and to broaden its appeal.

This Report highlights some of our successes and those themes and activities which the Trust aspires to continue and grow. In this regard, the comments quoted from volunteers and others are especially important to us. Moreover, we want to strengthen ties and partnerships amongst the whole community - and hear and act upon the community's suggestions and needs - so that in successive years the Festival grows to reflect the whole kaleidoscope of Earl's Court.

In these 'Distracted Tymes' creativity, culture and the provision of the arts are all the more important - perhaps more than we might have imagined possible. You might infer that as our economic and social condition declines our need for all forms of art and culture shows an exponential increase. Still, when the going gets tough the Tough get going!

We count very much on your continuing support to enable the Festival to grow and develop from year to year and to involve more of you in its range of activities. Let's create our very own 'Big Society' in Earl's Court. In 2011 we're warming up for the 'Big One' next year, with not only some Olympic Volleyball in our very midst but also Her Majesty The Queen's Diamond Jubilee. We are entirely independent of any public sector funding and so we continue to rely upon the support of companies, trusts, local business and individuals. It really is a case of 'The More the Merrier' - come and join us!

Nick Woollven

Chairman - Earl's Court Community Trust



The Breakfast Interview hosted by Langans - John Stapleton interviews Chris Tarrant and Suzanne Dando.



EARL'S COURT FESTIVAL



Photographer: Charlotte Fielding.

***'The Earl's Court Festival offers fun,
accessible and affordable events which
entertains and educates the people
in Earl's Court and beyond'***

EXOTIC CULTURES & HIDDEN CURIOSITIES

Review & Financial Highlights



Rebecca Claydon - Festival Director.
Photographer: Erin Pewter, www.mrphoto.co.uk

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Earl's Court is a richly diverse part of London. Over 92 languages are spoken in our four primary schools. Of 15,000 Earl's Court residents, 4,000 live in social housing and a further 2,000 live transiently in hostels and temporary accommodation. It is the most densely populated low-rise community in Europe. Although there are many private green spaces, there are no community spaces where people can congregate or socialise.

The Festival offers a perfect opportunity for residents, other Londoners and visitors to hear the myriad voices of this international village. The 2010 Festival operated in tough economic times. We took advantage of this challenging situation. We attracted more in-kind sponsorship, and achieved greater solidarity among residents, new business and private links in the community. These are excellent foundations for the next Festival.

It increased its income by more than 21 per cent, reaching an audience of approximately 7,000 people drawn from both the locality and wider London. Festival ticket sales rose again. None of this would have been possible without the generous support of charitable Trusts and of our business Sponsors. We share our pride with them. We look forward to working with them again in 2011 and beyond.

We froze ticket prices at 2009 levels, added extra elements to individual events to offer more value for money and even increased our revenue.

In 2010 the Festival operated a revitalised marketing and PR

strategy. Working with local publications and national online resources as well as with local sponsor, Faron Sutaria, we distributed Festival information farther than ever before. The Festival was represented on a huge array of local, London wide and nationwide listings and networks.

It is our vision to bring the local community face to face with inspirational people through original, sometimes challenging events. The Festival will continue to engage and educate while also breaking down barriers in the community. Our Festival programmes will continue to be designed for all to see, hear, taste, and be stimulated.

Through their dedication, voluntary contributions, endless amounts of energy and positive attitude, many helpers made the 2010 Festival a resounding success. As can be seen the Earl's Court Festival is a cornerstone for community cohesion. It enriches lives, educates and more importantly brings a diverse community together. But we can only do this with public, political, commercial and private support, with Festival support. I hope this annual report makes it clear that your support is worth giving and I hope too that you will continue to work with us in 2011.

Rebecca Claydon
Festival Director

Earl's Court, a place for the arts

'The creative and cultural sector is closely linked to the tourism and leisure sectors. It brings people (and their spending power) into a locality, boosting its economy and raising its profile. It also has an important role to play in establishing and confirming the identity and character of a place...'



The Earl's Court Arts & Community Festival is a local social enterprise which offers cultural experiences live at the many venues in Earl's Court. The Earl's Court Festival has roots going back a quarter of a century to a day parade held on the forecourt of the Earl's Court Exhibition Centre.

It has grown into a fully-fledged Arts and Community Festival of world-class calibre, a month-long celebration of local talent

and ingenuity. The latest Festival supported 45 successful events, involving over 57 local businesses, 246 performers in 20 different venues.

The Festival helps local people to feel more attached to their neighbourhood. The Festival helps to shape the identity of Earl's Court. It has established a strong brand with which individuals and local businesses can associate.

... This aspect not only attracts visitors, but encourages more permanent residents to settle in our area and to feel more attached to this neighbourhood.'

'A place for the Arts: Understanding the Creative and Cultural Sector in Kensington and Chelsea.'
Produced by BOP Consulting. December 2008

Music Box performing at The Troubadour.
Photography by Charlotte Fielding.

The Festival Priorities and Aims

The festival programme prioritises arts and cultural activities and associated practices which:

1. Develops a stronger and more sustainable creative economy
2. Promotes the reputation and values of Earl's Court as a place of creativity and innovation
3. Demonstrates excellence in ambition, creativity and delivery
4. Encourages better health, engagement and well being for the residents of Earl's Court and its neighbours



Eloise & Esther enjoying a well earned break from volunteering at The Court Burlesque at Miss Q's. Photography by Justin Piperger

This year the Earl's Court Festival commissioned an original and inter-disciplinary show to inspire people of all ages to think about science and discovery.

Manjit Kumar, founder of Prometheus, an influential publication on the arts and sciences, talked about his bestselling book Quantum and the history of Quantum Physics.

Supporting Skills Development

This is achieved by:

1. Educating and supporting Skills Development
2. Being inclusive
3. Inspiring young people
4. Supporting local businesses
5. Providing exciting volunteering opportunities
6. Fostering unity in the community
7. Promoting the arts in the community
8. Celebrating local spaces

Festival events gave members of the community a chance to experience new and challenging concepts and art-forms. In addition the Festival Office provides meaningful and educational volunteering opportunities:

In 2010 the Earl's Court Festival involved volunteers in the development of the Festival programme. Volunteers were instrumental in marketing, design, bid writing, researching and planning of events. Four qualified volunteers created and implemented a strong marketing and PR strategy, boosting their confidence to seek further work.

Many events combined education and entertainment, bringing wide audiences to challenging topics.

Such subjects may sound intense, so we included a sketch-comedy theatre troupe from the Imperial College London, who were invited to be the support act.

Gilead Amit, Director of the Imperial College Drama Society comments:

'For over a century, university dramatic societies have lived in the shadows of the Cambridge Footlights.'

'None more so than the one from the nominally austere and humourless Imperial College of Science, Technology and Medicine.'

'We at this humourless dramatic society were therefore thrilled to receive a request from the Earl's Court Festival.'

'Our cast of one male mathematician and four physicists (one female) wrote, rewrote and rehearsed half an hour of physics-related sketches.'

Roberta Barbariah said:

'As a second year Event Management student I relish learning opportunities. I was very pleased to be a part of the 2010 Earl's Court Festival. It was a wonderful learning experience as I was able to put theory I had learned on my events management degree into practice...'

'I shadowed Rebecca Claydon, who was a wonderful mentor. I did tasks such as administration, event promotion, and event planning. Furthermore I worked on-site at some of the exciting events during the festival—the Festival Launch, Street Fair and Chas's Arm Wrestle Challenge'

Inclusivity

The 2010 Festival offered something for everybody, with events to suit every taste and budget. Most seat prices were frozen at 2009 prices. This was a real challenge but through Festival Sponsors and community groups working together, it was possible.

'...This year's programme presented events which appealed to the wider community. The stalls at the street fair had a very high standard of food on offer'

George Jasieniecki, local resident

Earl's Court Street Fair is the most significant event of the Festival.

'The Street Fair is one of those incredible events which allows everyone to forget their inhibitions for an afternoon. Laughing out-loud, dancing in the street and doing that thing which most people think Londoners are incapable of, chatting to strangers. The dizzying array of food brought people in and the uniformly excellent music got them to stay. A lot of people left very happy that night.'

Paul Duncan McGarrity – Compere.

'The Street Fair is one of my favourite annual events. The 2010 street fair was brilliant, providing entertainment and food from a huge variety of cultures. It was welcoming to all ages and all ethnic backgrounds and entry was free!'

Phidel Ng, Resident and Musician.

'Including Miss Q's was an excellent opportunity to bring the club to the heart of the community. Plus we were able to offer young musicians the chance to perform at a London Festival'

Nick Valentine – Co-Founder of Miss Q's, 180-184, Earl's Court Road, 4th July 2010.



Audience captivated by the performance on the main stage at the Street Fair. Photographer: Justin Piperger.

Inspiring Young People

In an area with limited youth provision, the Festival inspired a positive vision of what it is to be young in Kensington and Chelsea and neighbouring boroughs.

It harnessed young local talent and provided a safe platform on which to showcase it.



We worked with Kensington and Chelsea volunteers and Hammersmith and Fulham Events 4 Youth Volunteers, recruiting young people as volunteers at the Street Fair, setting up stalls, doing market research and running art workshops.

The Festival also made a connection with the Chelsea Youth Council. The Festival again worked with SEB Collective, a West-London based music collective, providing opportunities to a broad spectrum of young musicians.

The Festival also mounted events bringing young children and families together.

'The Garden Adventure captured the children's' imagination' - Michael Howard, Hon. Sec. Bramham Gardens Garden Committee.

'Rupert, aged 4 and Benedict aged 2 set out on the Great Garden Adventure with their Sherpa's and bag carriers, in tow... It was magical.

The Story Teller was like a Pied Piper, enticing you with his magical voice that was quiet and silvery. The children were soon completely absorbed,

The Story Teller then led us through the trees to a wonderful selection of magnifying glasses and a crib sheet with pictures of the animals and insects we might find and then we were off...the children were invited to draw what they had seen and the older ones made fans to keep them cool.

Rupert's had a bee, trees and flower on it and Benedict drew a great picture of what he said was a dragon. It was a perfect way to spend a Saturday morning.'

Katrina Quinton, Parent and Resident.



*Above: Harley Elliot and the free runners performing at the Street Fair.
Photographer: Stevie Thomas, Amalgamated Photographer(s)*

*Right: Roberto Lagnado story-telling at The Great Garden Adventure.
Photographer: Nicholas Woollven.*

Supporting Local Businesses

Earl's Court is an area of entrepreneurship and enterprise. The Festival boosts tourism, and increases money spent with local businesses.

35,000 homes received the Programme, advertising local business sponsors, who then benefit from increased, spend in Earl's Court.

20 local venues hosted events and also benefitted from online and brochure promotion, as well as links to performers and new customers.

*Right: The launch of the Earl's Court Festival at the Mosaic Rooms.
Photographer: Justin Piperger.*

*Below: The Mayor of RBK&C, Councillor James Husband and Ghalia Qattan, Events Manager from the Mosaic Rooms at the STA Exotic Cultures Photographic Exhibition.
Photographer: Sue Lupton.*



The Mosaic Rooms has worked with the Festival since 2008, last year hosting the Literary arm of the Festival. This year the venue hosted the Festival Launch and Launch of the My Word Project, and the National Exotic Cultures Photographic Competition in association with STA Travel.

The judges were a world renowned professional team of photographers and artists, including World Imagery's Robert Harding, Magnum photographer Zoe Whishaw and author and world-record-breaking explorer Alex Hibbert.

'The Earl's Court Festival, with its wide variety of events, allowed us to test what we could and could not do and this provided an excellent opportunity to gauge The Mosaic Rooms' full potential.'

Omar Al-Qattan, A.M. Qattan Foundation.



Faron Sutaria, the local estate agent, kindly sponsored the distribution of 35,000 Festival programmes within a 1.5 mile radius of Earl's Court.

'There were many reasons why Faron Sutaria wanted to be part of such a fantastic local event. Our parent company, Countrywide, has always taken great pride in supporting the local community.'

There IS no better place than the Earl's Court Festival to show our support. Before, during and after the festival, both on the buying and selling part of the business, numerous comments were made by our clients saying that this year's Festival surpassed all others.'

The Earl's Court Festival commands our full support, and we hope to continue our partnership.'



Christopher Simon
Branch Manager

Karen Kaldezar
Director South Kensington;
Earl's Court; Chelsea & Fulham

**Christopher Simon, Manager
Earl's Court Office.**

Partnerships Made Through the Festival

The Festival introduced the following:

*Music Box performing at The Troubadour.
Photography: Charlotte Fielding*



**The Leaping Giraffes
Theatre Company
and Miss Q's**

**Mines Action Group
and Major Chris
Hunter**

**Orlando Seale
and SEB Collective**

**Metro Bank
and Miss Q's**

**Cupcake Parlour
and Borough Market**

**Music Box Impro
and The Troubadour**

**Alex Hibbert
Photography
and Expeditions
with Bonita Norris**

**Jimbo Lawton
with AJ Moore
and Seb Collective**

**Healthy Planet
with Local Residents.**

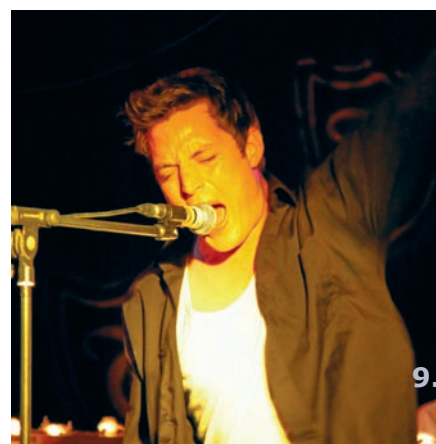
**Chas Brooks
with Events 4 Youth**



**We also worked in
partnership with the
following organisations
not already mentioned
in this report:**

**London Wildlife Trust
who helped organise
the bug hunt.**

**Sceper Village
Foundation who helped
organise the Teddy
Bears picnic.**



Fostering Unity in the Community

The Festival offers events that celebrate local opportunities, achievers and identities, promoting discussion and conversation, breaking down social and cultural barriers in relaxed environments:

Events ranged from Strawberry Tea hosted by the Earl's Court Square Garden Committee to Chips & Cabaret, Breakfast with the Ambassador of Afghanistan interviewed by Martin Bell, to the Children's Teddy Bear Picnic hosted by Susan Godwin, from Playing the Enemy by John Carlin to The London Academy of Burlesque Show, from Chris Tarrant's Heartthrob Breakfast to Carol Drinkwater's Olive Farm - and of course not forgetting Chas' Arm wrestling event.



Locals testing their strength arm wrestling at O'Neill's. Photographer: Sue Lupton.

The Festival ran two high-profile Breakfasts.

On the menu were politics, current affairs and the media world at our Breakfast with the Ambassador of Afghanistan and independent MP and author Martin Bell; while our Heartthrob Breakfast presented in conversation international sports star Susan Dando, journalist John Stapleton, and presenter of one of the best known game shows in the world, Chris Tarrant.

The Breakfasts saw vocal debate, a lot of laughter and some tears.

Open Air Jazz was delivered in partnership with the 606 club and Courtfield Gardens (East) Square Garden.

'The Earl's Court Festival transformed our local private Garden Square into a swinging, suburban park. With an outdoor stage and a marquee dispensing free champagne, sponsored by the local Flight Centre, as well as candles and plenty of extra seating, the Garden became a very magical venue.'

The evening was very special with a guest performance from American Smooth Jazz Awards Nominee, Imaani from Incognito. She sang with Samara.

With a ticket price of only £7, this evening of high-summer entertainment was incredible value. It brought the community together and by the end of the evening everyone was on their feet, dancing with their neighbours. The event even attracted a group of tourists from the local hotels. They followed the music to the garden and decided to party with the locals. The relaxed and open environment created combined with the world-class music made for an event that brought unity to the community through linking with both local artists and local businesses.'

Danny Josué, Treasurer of Courtfield Gardens (East) Garden Committee

'What do the following have in common: The Ambassador of Afghanistan, Martin Bell, Chris Tarrant, Suzanne Dando, John Stapleton, champagne and a famous restaurateur, Richard Shepherd?

Answer: I met them all at the Earl's Court Festival at Langan's Restaurant. The selfish part of me would like to keep it secret, but the Festival is too special, far too entertaining and endlessly creative to keep to myself. It really has "arrived" as a major London Festival. Anyone who doesn't know about it is really missing out. I can't wait for next year!!'

Annie Redmile - writer, blogger and founder of Active Link.

Volunteering

Volunteering with the Festival boosts individuals' self-confidence, and benefits the community.

86 committed and enthusiastic volunteers gained experience in the following areas:

- Marketing
- PR
- Event Management
- Event Logistics
- Event Hosting
- Customer Care
- Fundraising
- Design
- Creating the Festival Programme
- Commissioning Festival Events
- Sound Engineering



Photographer: Stevie Thomas, Amalgamated Photographer(s)



Michael Kay, aka Charlie Chaplin at the Street Fair. Photographer: Justin Piperger.

Vincent Seabrook has been unemployed or in part-time employment for the past six years. Since finishing his volunteering with the Festival, Vince is being considered for a position as a care worker in the local community.

'Volunteering means you're not just stuck watching Jeremy Kyle on television. When future employers ask me what I have been doing they'll say to themselves, "hang on this guy's been unemployed for years but he's been doing voluntary work, he's been out doing things, keeping active, keeping his brain working." The employment prospects for me got better.

I enjoyed working as part of a team with the organisers. At the Earl's Court Festival volunteers get respect.

I took responsibility too, using radios, controlling traffic and managing a bar. I was instructed in health and safety.

Volunteering is all about meeting people. At the Earl's Court Festival you meet so many different people and make loads of new friends, and you also get to see people enjoying themselves because of what you are doing. Getting positive feedback from people really helps your confidence.

The Earl's Court Festival cares for volunteers—we get food, refreshments and travel as well as great opportunities to take on new challenges, cope under pressure and take initiative as well as follow instruction. There are so many places you don't get that basic support.'

Promoting and Supporting Art in the Community

The Earl's Court Festival brings high-quality visual, literary, musical and theatrical art to the local community for a fraction of usual London prices.

It introduces the community to innovative, ambitious and creative art.

It works with young local artists and allows them to demonstrate their talents.

The Festival 2010 hosted even more literary, musical and theatrical events.



Left: Good time Mama Jojo hosting and performing at The Court Burlesque, Miss Q's. Photographer: Charlotte Fielding.

Below: Volunteers managing the event! Photographer: Justin Piperger.

The Court Burlesque

Burlesque literally means 'in an upside down style'. In our eclectic Festival at the heart of a diverse and crowded community, an evocative burlesque night was entirely fitting. This art form is about confidence and freedom of expression, extending to singers, comedians, dancers, and mime-artists.

From senior citizens and local Guiding commissioners to business representatives and young



students and professionals: the Earl's Court Burlesque attracted them all.

The 'Spirit of Burlesque' celebrates the freedom of the body in expression. Cathartic glee greeted the performances. Holding a Burlesque night as a part of a Community festival benefits both Community and the Burlesque Community.



The Follies Mixtures. Photographer: Charlotte Fielding

The Actor and Musician

'It has been a real pleasure working with the Earl's Court Festival. All the people running the events have been charming and enthusiastic, they clearly believe in the festival a great deal and want to celebrate our community.

I've also been very impressed by the depth and breadth of the ambitious programming.

I played gigs at the Street Fair, the Crystal Clear reading, and the Celebration of Summer at the Troubadour.

Each event attracted a very different sort of crowd, allowing me to reach audiences that I wouldn't normally have access to.

It was also good to practice playing in such varied spaces: the street fair attracted a drifting crowd. I enjoyed the challenge of capturing their attention!

We were greatly helped in this by the fantastic sound system provided by Miss Q's. It was good practice for the summer festivals we are playing on outdoor stages.

The Crystal Clear event at the Prince of Tech was an intimate gig in a room above a pub. Because the space was small I played a solo gig which is always a good discipline.

Every gig we did was different, and at every one the people were charming and we made new fans. The pleasure of playing and the opportunity to reach new audiences was a worthwhile investment.

I would definitely come and play again at the festival as I would love to see it grow, and build on this year's great achievements.'

**Orlando Seale,
Actor and Musician**

Music Box is a new improvised comedy musical group who have starting performing in London in 2010. Through the Earl's Court Festival they were able to establish themselves as one of London's most surprising new acts.

'The Earl's Court Festival was incredibly supportive of our group, and even let us rehearse in their office. This made a huge difference to the group's formation. One of the major difficulties for new comedy and drama groups is the cost of rehearsal spaces...

There was a musical comedy show at The Troubadour. The show allowed a new group, to appear alongside established acts like Sarah-Louise Young and Jay Foreman.

We achieved a larger and more diverse audience than a new group normally would...the marketing and management of the festival was excellent'

**Steven Roe,
Producer Music Box Impro**



Above left: Natalia Chua.
Photographer: Stevie Thomas, Amalgamated Photographer(s)

Above: Spencer Mayhe performing The Court Burlesque, Miss Q's.
Photographer: Charlotte Fielding.

Left: Sinai Negussie of ESP.
Photographer: Stevie Thomas, Amalgamated Photographer(s)

Local Spaces

Earl's Court has a unique geography. In 2010 the Festival used the following:

Brompton Chapel

Brompton Cemetery

Bramham Gardens

Courtfield Gardens East

Nevern Square Gardens

Earl's Court Square Gardens

St Cuthbert's Day Centre

Hogarth Road

Kenway Road

Philbeach Hall

The Lower Hall St. Mary The Boltons

St. Philip's Church



St Cuthbert's Day Centre

Chips and Cabaret, an event for the over 60s, brought theatrical flair to lunch at a local day centre, St Cuthbert's.

Theatrical screens, music-hall decorations, table dressings and old fashioned photographs of the local area brought a splash of colour to a delicious low-price lunch of Fish and Chips and Jam Roly Poly.

This led into a Cabaret, partnership with The London Academy of Burlesque and the 'Twin Tubs'.

'There was a real festive feeling, with hearts hanging over the windows and walls. Long tables trimmed with candles and decorations, and some old black and white photographs of Earl's Court as it used to be.

This was an Earl's Court from wartime and even before. Every effort had been made to make the setting inviting and fun.

The helpers were cheery and in fine dancing form; singing along with the band while waiting on us.'

Jean Gibson

Brompton Cemetery

Brompton Cemetery's chapel is rarely open to the public. It is a wonderful structure with a phenomenal acoustic, in a stunning location.

A baby grand piano sponsored by Markson's pianos resounded through the evening air.

'It is wonderful to see how the Festival has grown since those early times.

We were especially pleased to "host" this year the contrasting events of the Prom and of the Teddy Bears' Picnic. Such events help to bring fresh life to the areas around the Chapel and the Great Circle.

The Grade 2 listed Chapel is well worth a visit and it is a special pleasure when we have the opportunity to open it for the public.'

Arthur Tait
Chairman Friends of Brompton Cemetery.

*Below left: face painting.
Photographer: Sue Lupton.
Below right: Teddy Bears picnic at Brompton Chapel.
Photographer: Sue Lupton.*



Festival Statistics

Approximately 246 performers
7,000 visitors 5 poets
came to 45 17 authors
events over a 7 prominent
4 week period: guests
20 venues

Earl's Court Festival

Profit & Loss Account: 2010

Duration & No. of Events: 4 weeks : 45 events

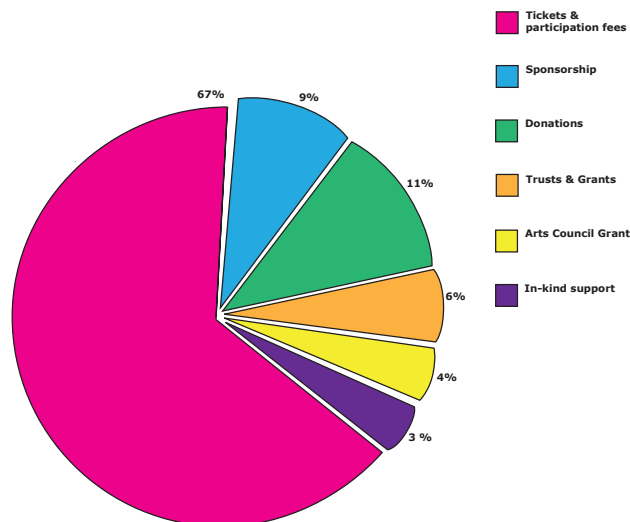
Turnover:	£58,198.79
Cost of Sales	£35,594.85
Gross Profit	£22,603.94
Administrative Expenses	£22,504.64

Operating profit (loss) to be carried
forward to the next Festival: £ 99.30

Sources of Income 2010:

Carried forward from 2009 Festival:	£ 5,698.79
Tickets & Participation Fees:	£ 13,700.00
Sponsorship:	£ 17,800.00
Donations:	£ 10,000.00
Trust & Grants:	£ 6,000.00
Arts Council Grant:	£ 5,000.00
TOTAL:	£ 58,198.79

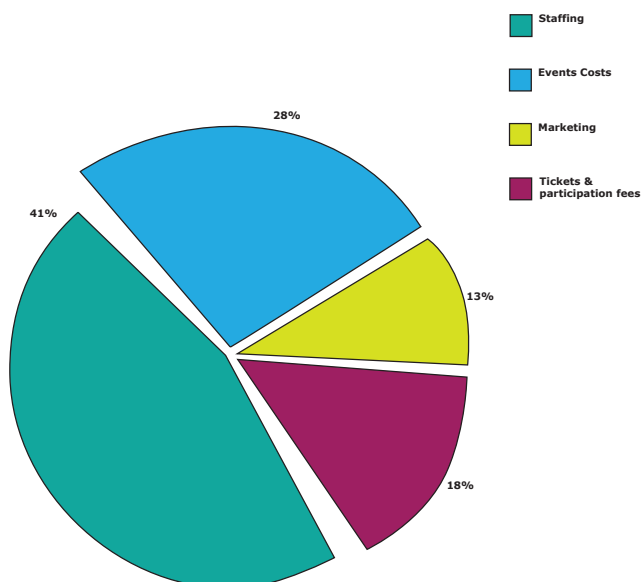
**In addition, estimated in-kind support: £108,000.00*



Areas of Expenditure 2010 :

Outstanding costs for 2009:	£ 3,349.49
Event Costs:	£ 15,600.00
Marketing:	£ 7,150.00
Overheads:	£ 9,600.00
Staffing:	£ 22,400.00
TOTAL:	£ 58,099.49

** Relates to credits on inside front cover*



Looking Forward

We aim to increase our audience numbers to over 10,000.

The Festival will achieve this through:

- **Providing art related outreach work in the community and showcasing it during the Festival period.**
- **Working in partnership with schools and community partners.**
- **Keeping ticket prices reasonable so that the festival is inclusive and accessible to all.**
- **Involving more members of the community in the Festival steering group.**
- **Establishing a volunteer event training programme linked to the Olympic 'Have you got what it takes' initiative.**

With the Royal Wedding in 2011, and the Queen's Diamond Jubilee and the Olympic Games in 2012, the Festival office is planning ahead.

Working with local embassies and art organisations; world-class performers, authors and celebrities are being secured.

Local businesses have supported the Festival for many years. The Earls Court Festival will now have the Olympics as a platform

Our activities already make a real difference to the quality of life of the people in Earl's Court. There is a real determination in the Trust, the Festival Office, and among the volunteers to build upon this for 2011.

We look forward to working with our loyal supporters and new ones to turn these opportunities into real benefits for the people of Earl's Court and London.



Festival 2010 Highlights

Look

Exotic Cultures National Photographic Competition in Association with STA Travel. A chance for young photographers nationwide to win wonderful prizes and have their own amateur photography displayed in a central London gallery.

A Celebration of Summer. A wonderful re-telling of Shakespeare's 'Midsummer Night's Dream' by an emerging theatre company.

The Court Burlesque. A dazzling burlesque night attracting 300 guests.

Listen

The Earl's Court Prom. Classical music in a classical listed venue, Brompton Chapel. Young classical musicians share their talents with the community.



Above: A.J. Moore and audience member playing the tambourine.

Photographer: Stevie Thomas, Amalgamated Photographer(s)

Above right: Rebecca Gibson performing at the Earl's Court Prom.

Photographer: Charlotte Fielding.

Vox Boxx

Filling the Earl's Court Tube station with quality music. Not busking, just a little something to bring a smile to every commuter's day.

The Court Cabaret. Comedy and music and a splash of tongue in cheek, the Troubadour club was full of fans of laughter and lyricism. The Festival brought London's most-upcoming talents to Earl's Court.

Open Air Jazz. Award-winning jazz ensemble Samara and guest singer Imaani, draw the local community into the spirit of jazz, free drinks provided by Flight Centre.



Photographer: Charlotte Fielding



Dancing shoes
Photographer: Justin Piperger

Read

Adventures and Misadventures. Young author-explorers, Alex Hibbert and Patrick Woodhead, introduce by record breaking Bonita Norris, bring tales of travel to Earl's Court.

The Hurt Locker Unlocked. Bomb technician Major Chris Hunter presents stories from British Army life. Mines Action Group reveal the devastation of explosives.

Laughs in Translation. One writes literature about laughing the other laughs about literature. Acclaimed linguistic theorist, Delia Chiaro, meets Italian comic, Giacinto Palmieri.

Return to the Olive Farm. Actress and author, Carol Drinkwater, comes to Gallery 286 to talk about her place in the sun.

Writing War - Fact or Fiction? How best tell the tale of Afghanistan? Journalists Stephen Grey and Jill McGivering compare their starkly contrasting approaches.

Bill Bruford of YES and Genesis. Steve Ruby owner of the 606 Club invited Classic minded and rock renowned jazz musician Bill Bruford to discuss his autobiography with saxophonist Tim Garland.

Invictus: Playing the Enemy. John Carlin, author of the book that inspired Clint Eastwood's film Invictus, comes to Earl's Court to talk about his relationship with Nelson Mandela.



Below: Street Festival scene
Photographer: Stevie Thomas
Amalgamate(s) Photography

Do

Street Fair. 2000 people passed through Hogarth and Kenway Roads enjoying live music, comedy, free-running, cheer-leading, street-magic, art workshops, classic London bus RT 3775 and food and fashion stalls. All free!

The Teddy Bears' Picnic. Art, craft & cookery. Plus a tour of the rainbow from an eager panda. Approx. 40 children (plus parents) swarmed Brompton Cemetery for fun & free books in Aid of the Sreepur Village Foundation.

Photographer: Justin Piperger



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