

SIDMOUTH INTERNATIONAL JAZZ & BLUES FESTIVAL 2022

Sidmouth International Jazz & Blues Festival 2 - 5 June 2022



Curtis Stigers Rye Jazz Festival 2019



Festival Overview Document Prepared By Ian Bowden - Festival Director

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'An Internationally Respected High Quality Music Festival'



About Sidmouth - The Coastal Jewel in East Devon

'A UNESCO World Heritage Site, Sidmouth is a seaside town like no other'

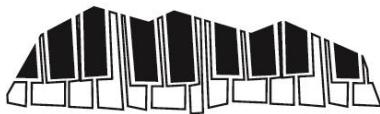
Located on the coast and surrounded by spectacular countryside and Blue Flag award winning beaches, Sidmouth allows you to enjoy the best of both worlds, with everything you can expect from a beach holiday as well as having a rural feel and a real community atmosphere.

'A Town Caught Still in a Timeless Charm'

Sidmouth offers beautiful gardens, leisurely walks, clean beaches and Regency history all of which is nestled beneath the majestic red cliffs, which, along with the green hills of the Sid Valley, will undoubtedly captivate all those that visit. Located in East Devon and full of friendly faces and beautiful scenery, it is no wonder that Sidmouth is a firm favourite among families and tourists looking for a seaside resort. The dramatic cliffs, fresh sea air and the abundance of attractions makes Sidmouth a wonderful place to recharge the batteries.

Sidmouth has many hotels, restaurants, pubs and cafes where you can spend time relaxing and soaking up the towns atmosphere. You can also explore the South West Coast Path or discover one of Sidmouth's regular festivals including the famous Sidmouth Folk Festival now in it's 65th year.

Sidmouth has been a favourite among families looking for a beach holiday since Queen Victoria was a child. She, like many of us, spent her childhood holidays enjoying the sun and sand at this charming town in East Devon. Connaught Gardens is one of the town's highlights, along with the seafront, Jacob's Ladder and catching some sunshine along the seafront promenade.



SIDMOUTH INTERNATIONAL JAZZ & BLUES FESTIVAL 2022

The Festival Concept/Vision Statement

'An Internationally Respected, High Quality Music Festival'

Music genres will include: Jazz, Blues, Roots, RnB, Soul, Funk, Gospel, Big Band, New Orleans, World, Contemporary and Cross - Over Music.

Sidmouth is a wonderful town to present the Sidmouth International Jazz & Blues Festival. Our clear vision is to establish an annual music festival building organically each year which will add to the superb events calendar that is already established within the town.

The festival will present an array of highly acclaimed International, UK, local and regional music talent at a variety of venues during the festival.

The festival programming will be high quality, dynamic, exciting, inclusive and provide a wide choice of music styles under the festival umbrella.

**Festival Timeline; From Thursday 2nd to Sunday 5th June 2022.
Reverting back to the end of May bank holiday weekend in 2023.**

Headline ticketed concerts will be presented at a main venue such as Blackmore Gardens or at a suitable venue under research.

Headline concerts at the Manor Pavilion Theatre, subsidised community music events at Connaught Gardens presenting regional talent over four days on Thursday 2nd, Friday 3rd, Saturday 4th and Sunday 5th June.

Fringe music events will take place at hotels, pubs, wine bars, café's restaurants and galleries with educational workshops, Masterclasses and potentially art and photographic exhibitions.

Free music will take place at approved locations within the town during the festival i.e. 'Sidmouth Market' and marching bands along the 'Seafront Promenade' which will create a vibrant, colourful and fun atmosphere.

We will work closely with other events that are scheduled to take place in early June as part of the Queens Platinum Jubilee celebrations

Our vision is to establish a wonderful, high quality, inclusive festival which will attract music fans and families locally, regionally and nationally.

**Projected attendances are subject to the final festival programme.
We aim to attract in excess of 10-15,000 visitors to the festival in 2022.**



Research/Development/Partnerships/Positive Economic Impact

Research is underway to present the Sidmouth International Jazz & Blues Festival to coincide with the Queen's Platinum Jubilee in early June 2022.

The chosen dates have been carefully selected so as not to clash with any existing festivals and events that currently take place within Sidmouth.

The organisers of the Jazz and Blues Festival are committed to working closely and collaborating wherever possible with the many other superb and established festivals and events that take place within Sidmouth.

We have introduced our initial plans and vision for the festival to a range of key stakeholders and appropriate contacts at Sidmouth Town Council,

East Devon District County Council, Sidmouth Chamber of Commerce, Sidmouth Folk Festival and tourism partners such as 'Visit Sidmouth' etc.

Our research will continue as we progress over the coming months, this will include making contacts and partnerships with businesses, hotels, restaurants, pubs, wine bars, art galleries and other local attractions.

We have received very positive feedback from all of our initial discussions and we are in ongoing contact with various parties to seek their further assistance, support, input, participation and advice.

Accommodation is a key consideration and we wish the festival to benefit the many hotels, guest houses, and B&B's not only within Sidmouth but also across the surrounding region.

The experienced and passionate festival organisers wish the festival to make a valuable positive economic impact to the town of Sidmouth and the region.

'Making a Positive Cultural & Economic Impact to Sidmouth & Devon'

Artistic Programming

The artistic programming will be diverse, eclectic and wide ranging providing a variety of music styles throughout the festival days.

We are currently considering a range of higher profiled artiste options that would be suitable for a larger capacity venue; these artists include Van Morrison, Imelda May, Gregory Porter, Jools Holland amongst others.

The organisers have superb contacts with artists, managers and agents and will explore various date options and fees as part of our ongoing research.

The festival programme will include respected, highly acclaimed and established artistes and emerging talent from across music genres that will include; Big Band Jazz, New Orleans Jazz, contemporary Jazz, Blues, RnB, Soul, Roots, Gospel, Funk, Afro Cuban Jazz, Latin & World.

A dynamic programme will also include a range of music workshops and Masterclasses.

Selection Of Acclaimed & Profiled Artistes Under Consideration



Irish Singer - Van Morrison



Irish Singer - Imelda May



US - Jazz Singer Gregory Porter



UK - Jools Holland Blues Band

Programming will also include subsidised and free music events at dedicated locations within the town, providing the platform for regional and local music talent to perform to a wider and appreciative audience.

'Headline Concerts, Street Music, Workshops, Street Pianos, Gospel Brunch, Community Music Stage, Music At Local Venues Within Sidmouth'



US - Jazz Singer Curtis Stigers



UK - Jazz Singer Clare Teal



UK - Jazz Singer Ian Shaw



Cuban Jazz - Roberto Fonseca



US - Jazz Artist Esperanza Spalding



UK - Jazz Singer Joe Stilgoe



UK - Ray Galeto Jazz Band



UK - Ronnie Scott's All Stars



UK - Soul Singer Beverley Knight



UK - Soul Singer Mica Paris



UK - Jazz Saxophonist Courtney Pine



UK - Gospel Kingdom Choir



UK - The Brand New Heavies, Funk



UK - Blues Singer Joanne Shaw -Taylor



US - Blues Guitarist Eric Bibb



UK - Blues Singer Ruby Turner Page 7



Music Masterclasses & Workshops



Community Engagement



Outdoor Free Street Music



Street Pianos



Outdoor Community Stage - Regional & Local Music Talent

Proposed Festival Performance Location Options

We are currently exploring the hire and use of two superb park locations within Sidmouth and are in discussion with East Devon District Council. Both sites have varying capacities which are subject to a number of key requirements including; audience capacities, licensing, staging, fencing, marquee structures, first aid, food and drink outlets, security, marshals, litter picking, power and water supply, public parking facilities etc.

We have been provided with information of the venue capacities at both locations however, these will be subject to further ongoing research.

All locations will be subject to a detailed 'Event Management Plan' and discussions with stakeholders and a SAG (Steering Advisory Group).

We are also open to exploring additional locations within Sidmouth as we continue to develop and research our further ongoing options.

Connaught Gardens - Community Stage Performance Location



Blackmore Gardens - Headline Performance Location





Manor Pavilion Theatre Sidmouth - Theatre Capacity 277



Proposed Free Outdoor Music Performances - Sidmouth Market



Tented Performance Structure/Capacity Options; 800/1,000/1,200/1,500/2,000



Outdoor Performance Stage/Capacity Options Ranging From; 3,000 - 4,000

High quality onsite food & drink concessions to enhance the overall customer experience, providing choice and variety. We will work in collaboration with local and regional producers; local and regional beers, wines etc.

We will look to provide family entertainment for those wishing to attend the festival such as; face painting, bouncy castle, clown show, Punch and Judy etc. All onsite aspects will comply with H&S, hygiene and insurance requirements.

Dedicated Site Bar Facilities/Local & Regional Food Producers



Gazebos/Outdoor Licensed Bar Facilities/BBQ Food



Children's Entertainment/Face Painting/Bouncy Castle Etc.



Festival Site Logistics

The proposed external festival site locations will require infrastructure.

We will employ specialist contractors to assist with these aspects.

Fencing, trackway, toilets, generators, water, power, lighting, marquee and gazebo structures will be determined by the size and audience capacity.

All aspects will be implemented in order to comply with the events industry [Purple Guide](#) health and safety executive (HSE) and site owners stipulations.

Site Enclosure High & Low Level Fencing/Site Protective Trackway



Toilet Trailers - Male/Female/Disabled/Silent Power Generators



Freestanding Site Lighting Units/Various Event Marquee Site Structures



Festival Site Logistics

The organisers will work closely with the appropriate stakeholders/land owners/district and local council departments and a steering committee.

Detailed site drawings and an 'Event Management Plan' will be created to include all aspects; method statements, security, first aid, public safety etc.

We are committed to executing an environmentally friendly festival which creates the least possible impact to the local and regional environment.

Onsite Box Office/Event Office/Payments/Communications



Event Security/Staffing/Stewards/Marshalls/Waste Clearance



Event First Aid/Event Traffic Management



Geographic Marketing Reach Across The South West & Beyond

The festival will be marketed geographically to attract audiences from Devon, Cornwall, Dorset, Gloucestershire, Somerset and Wiltshire.

We will target key cities, towns and the surrounding smaller townships and rural communities including and not limited to; St Austell, Falmouth, Newquay, Oakhampton, Tavistock, Plymouth, Torquay, Brixham, Newton Abbott, Oakhampton, Exmouth, Exeter, Tiverton, Barnstable, Minehead, Taunton, Bridgwater, Burnham-on - Sea, Bridport, Lyme Regis, Yeovil, Glastonbury, Wells, Warminster, Dorchester, Weymouth, Poole, Bournemouth, Blandford Forum, Salisbury etc.

Specific marketing will also be activated within other locations such as Bristol, Bath, Cheltenham, Southampton, South East regions and London.

It is key to market the festival across a wide region in to attract our audiences and to promote Sidmouth and Devon as a destination.

We will also market the festival in South Wales and the Midlands.

'Marketing The Festival Across A Wide Region'



Transport/Access/Parking/Accommodation

Traveling By Rail

Sidmouth is just over 2 hours on the fast train from London with the nearest stations to Sidmouth being at Tiverton and Honiton.

Tiverton and Honiton are accessible by using the South Western Railways service from destinations further afield and South Western Railway is the operator for western Surrey, Hampshire, Dorset, London, Berkshire, Wiltshire, and Somerset and Devon.

Great Western Railways provide train services from many of the major towns in Cornwall; Falmouth, Truro, Newquay, St Austell, loose etc.

Alternatively, there are services from the North, the Midlands and London Paddington to Exeter St David's. Frequent bus services connect St David's station with Exeter's main bus station and busses to Sidmouth.

Travelling By Road

Major A roads linking the M5 include the North Devon road (A361) serving North Devon from junction 27/A30 serving Okehampton and West Devon from junction 31 and the A38 and A380 serving Plymouth and Torbay respectively(a continuation of the M5 at junction 31).

We will also be exploring coach services from across the region.

Parking

Parking within Sidmouth has been identified and there are both short stay and long stay parking facilities for cars, coaches and motorbikes.

Car parks managed by East Devon District Council; Ham Lane East, Ham Lane West, Mill Street, Temple Street, Roxburgh and Manor Road.

Additional parking facilities are available and managed privately such as: the Church Street EDDC car park and the Bedford Lawn car park.

Additional parking and a potential shuttle bus service will be explored to transport audiences into the town from other parking locations.

Parking will be available at various hotels, guest houses, self - catering options and air B&B's where those attending the festival will be staying.

There are many superb established hotels within Sidmouth, guest houses, Air B&B's and nearby Holiday Parks that can provide additional parking.

The festival would also like to promote overnight camping at selected and approved camping locations, this is subject to further research.

Accommodation

We will promote accommodation partners to those wishing to attend the festival. This will have a positive economic impact to the town and area.

We will coordinate and forge relationships with tourism partners to assist in the promotion, awareness and choice of accommodation available.

Demographics/Audience

The festival programme of events will be wide ranging and appeal to both ardent music fans and families not only from Sidmouth but from across the region; Devon, Cornwall, Dorset, Gloucestershire, Somerset, Wiltshire etc.

In 2019 the population of Sidmouth was estimated at 13,280 broken down into age groups; 0-17 years; 1,830/18-64 years; 5746/65 + years; 5,704.

Predominately our audiences will be ABC1 and ABC2 profile and based on years of experience indicates that our core audience group sits between 30 - 75 depending on the style of music programming which is generally split equally 50/50 between Male and Female.

The festival programme will also cater for younger audiences providing a diverse range of music to attract and appeal to an age range of 18 - 30.

Blues, Soul, Funk and World music provide a larger segment of the live music audience in contrast to Jazz, which is a more specialist genre.

Jazz has seen a resurgence of popularity over recent years with more contemporary younger artists that provide a cross appeal. Jazz has also developed a more mainstream following through the success of pop/cross - over artists as Jamie Cullum, Gregory Porter, Melody Gardot and others.

Sponsorship/Partnerships

Commercial sponsorship and partnerships play an increasingly important part in the success and longevity of many live music festivals in the UK.

Partnerships naturally assist the business model in terms of additional revenues in return for marketing exposure for sponsors. In addition, it also creates confidence if the festival is associated with quality brands and businesses that appeal to our festival customers and database.

The festival will target appropriate brands and businesses from a range of industry sectors locally, regionally and nationally providing partners with exceptional marketing awareness and client hospitality benefits.

Sectors will include drinks brands/wine, banking, financial services, law, accountancy, insurance, luxury goods, accommodation, tourism, audio/home entertainment, automotive, property and development, healthcare, retail etc. We will also aim to secure cultural partnerships with the Arts Council, the Big Lottery and with local and regional authorities.

Additional commercial partnerships will be explored with media partners to provide exposure which has a financial value, in return the festival will provide benefits to these partners as part of these agreements.

A private patrons scheme and festival membership will also be developed providing a range of benefits to individuals wishing to support the festival.

Tourism/Business/Cultural Partnerships

The festival wishes to develop partnership with tourism and marketing partners across the county of Devon and further afield; Visit Sidmouth, Visit South Devon, Visit Devon, Visit South West England and others.

We will seek partnerships with local and regional business bodies such as the chamber of commerce and build mutually beneficial partnerships with transport providers; South Western and Great Western Railways.

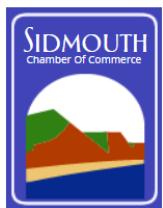
We wish to develop partnerships with Sidmouth Town Council, East Devon District Council and Devon County Council to deliver a cultural event that enriches the community, builds community spirit and meets the needs of various groups that unite through the enjoyment and power live of music.

We will explore funding support from a variety of areas which will include; The Arts Council England, Big Lottery Community Fund and additional grants that may be available from local, district and regional councils.

We appreciate that local, district and regional councils may have limited funds available due to the current climate. We sincerely hope that the festival will be viewed as a worthy cultural event and that we can be successful in obtaining support both financially/in - kind support.

The South West's tourism economy is the largest visitor region outside of London, attracting circa 17 million staying visitors, giving an estimated economic impact of £11.3 billion, however due to the COVID-19 pandemic tourism in 2020 has been hugely impacted and we all hope that over the coming months the challenges of the pandemic will improve so that we can encourage visitors back to the South West and Devon 2021 and 2022.

Prospective Partnership Organisations



Devon
Chamber
of
Commerce
Working across Devon



Supported by
**ARTS COUNCIL
ENGLAND**



Great
Western
Railway

Sidmouth Town Council



Public Relations/Media Partnerships

We will create local, regional and national media partnerships with newspaper/magazine/radio and TV partners to promote the festival.

Regional publishers such as Archant Media and Tindle Newspapers will be approached to provide regional media coverage within printed newspaper titles and online digital and social media platforms across the region.

Press releases will be generated providing up to date announcements, images and artists interviews over the timeline leading up to the festival.

We will seek coverage from regional BBC Radio Devon, BBC South West, ITV West Country, Jazz FM, music publications; Jazzwise, Jazz Journal, Blues Matters, Blues & Soul, BBC Radio 3/2 to preview the festival.

We will also work with regional and national online music forums/event listings websites/event listing publishers and explore other more regional 'What's On' and Lifestyle publications to promote and preview the festival.

Additional media coverage will be explored with national and regional media groups covering counties including Cornwall, Somerset, Wiltshire, Dorset etc.



Festival Ticketing

Tickets for the festival will be sold via an online booking platform through the festival website which will generate an e-ticket that customers will be requested to provide as a printed version or via a mobile device at events.

Additional tickets will be available for purchase through a carefully selected number of external ticketing agencies such as Ticketmaster, See Tickets etc.

We would also like to create the opportunity for tickets to be purchased at a suitable outlet within Sidmouth as some customers prefer physical tickets.

Tickets will also be available for purchase during the festival and on the day of ticketed events at a dedicated onsite box office facility via online payment.

Tickets will also be sold by the Manor Pavilion Theatre website for concerts that we wish to present at the theatre during the festival programme.

Strategic Marketing Programme

We are currently developing a range of branding concepts for the festival.

The festival branding will be clean, simple and stylish reflecting quality.

Our marketing and promotional strategy will be multi - channelled utilising a combination of both online and printed publicity collateral with our focus on reducing our carbon footprint wherever possible.

Publicity materials will be marketed extensively across the South West with distribution at retail, business locations and via tourism networks.

The festivals publicity will provide exceptional branding and awareness benefits to the festivals corporate sponsors and all associated partners.

Awareness through the festival website, social media and digital platforms; Facebook, Instagram and others will form the main thrust of our marketing.

We will create reciprocal third party partnerships to promote the festival to existing databases i.e. regional theatres, existing festivals, accommodation providers, tourism partners, online listings, radio and other media partners.

Printed publicity will include; A3 posters, A5 promotional leaflets, external promotional banners, high quality A5 festival guide to include listings and details of artists, the festival programme, about Sidmouth, about Devon, places of interest to visit, sponsors and partners advertisements and paid for advertisements from local and regional advertisers.

All of the festivals marketing activity will include branding awareness and profile for the festival partners delivering superb marketing benefits.

We are currently formulating a more detailed and comprehensive marketing programme which we would be very pleased to provide to you in the future.

Timeline & Funding

Research and development will continue over the coming months.

Cultivating partnerships is a key consideration and we will discuss our plans with various partners, stakeholders and potential parties throughout 2021.

We are currently preparing budgets on a range of programming, artistic and logistical options. The scale of the festival will be dependent and determined by the final level of funding that we are able secured from all funding areas.

Our target timeline is to secure funding, sponsorships and to have our partnerships in place by the last quarter of 2021. We plan to promote the festival from late 2021/early 2022 providing a 5/6 month lead-time.

The festival will be incorporated as a not for profit limited company by guarantee which will enable the festival to secure funding from areas such as the Arts Council, Big Lottery and appropriate sources.

Knowledge & Experience/Contact Details

The festival will be managed by a dedicated and professional team who will apply their expertise and knowledge to the success of the festival. Ian Bowden the Festival Director is a highly motivated and experienced producer with over twenty years of expertise in the live music industry. Ian's extensive experience is supported by a strong strategic sales and marketing background and his expertise includes full end to end project management from conceptualisation to the final delivery and execution.

A management team will be responsible for the day to day running of the festival and will manage sponsorship, media partnerships, overall logistics, artistic direction, finance, marketing and PR of the festival.

Ian is the Founder and Festival Director of the Rye International Jazz & Blues Festival which takes place each year at the end of August in Rye. The festival is established as one of the best high quality boutique music events of its kind in the UK attracting audiences of 10,000 plus each year.

Please see www.ryejazz.com and the following [Promotional Video](#)

Ian has presented events at venues such as; Leeds Castle, Hever Castle, The Royal Opera House, De La Warr Pavilion, Brighton Dome, Tunbridge Wells Assembly Hall Theatre, Canterbury Marlowe Theatre, Tonbridge School, Penshurst Place, Tonbridge Castle and Harewood House.

Artistes that Ian has produced include; Dionne Warwick, Gregory Porter, Simply Red, Corrine Bailey Rae, Nigel Kennedy, Joan Armatrading, Ian Shaw, Amy Winehouse, Courtney Pine, Beverley Knight, Katie Tunstall, José Feliciano, Sergio Mendes, Curtis Stigers, Rick Wakeman, The Isley Brothers, Kool & The Gang, Madeleine Peyroux and many others.

Ian will oversee and direct a superb team of professional partners and work with an existing dedicated number of personnel and volunteers.

A local team will also be established within Sidmouth to aid and assist the festival in a range of key areas; logistics, marketing and publicity.

Thank you taking the time to review our outline plans for the festival. Your support, input and participation in what will be an exceptional music event for Sidmouth and Devon will be extremely valued.



**Kindest Regards, Ian Bowden - Festival Director & Producer
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www.sidmouthjazzfest.com