

Discover  
Sandwell

Sandwell  
Metropolitan Borough Council



**SHINE A  
LIGHT  
FESTIVAL**

**SANDWELL CULTURAL  
EVENTS PROGRAMME  
PARTICIPATION PACK**

[www.discoversandwell.co.uk](http://www.discoversandwell.co.uk)



**SHINE A  
LIGHT  
FESTIVAL**

PARTICIPATE IN THE

# SHINE A LIGHT FESTIVAL

The Shine a Light Festival is an engaging and inclusive programme of cultural events across Sandwell in the build-up to and during the Birmingham 2022 Commonwealth Games. The events will run from April to September 2022 and will 'Shine a Light' on Sandwell's rich, diverse culture and showcase the best of arts, sports and culture from all ages, backgrounds, and parts of the community.

## What are the Shine a Light Festival events?

The Shine a Light Festival is a full programme of events and activities. These events and activities will take place over six weekends – one in each of Sandwell's six towns – ending with a 14-day Shine a Light Festival at Sandwell Valley from 25 July to 8 August.

## Shine a Light Festival Weekends (Free to attend and participate)

The six towns' Shine a Light Festivals will take place at town centres, heritage sites, public and open spaces from 10am – 4pm each day:

- Oldbury Town Centre - 23 and 24 April
- Wednesbury Town Centre - 7 and 8 May
- Smethwick - Lightwoods Park - 21 May and Bearwood Road - 22 May
- West Bromwich Town Centre - 11 and 12 June
- Rowley Regis - Cradley Heath - 25 June and Blackheath Town Centre - 26 June
- Tipton Town Centre - 16 and 17 July

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OLDBURY

**SHINE A  
LIGHT  
FESTIVAL**  
TIPTON

**SHINE A  
LIGHT  
FESTIVAL**  
ROWLEY REGIS

**SHINE A  
LIGHT  
FESTIVAL**  
SMETHWICK

**SHINE A  
LIGHT  
FESTIVAL**  
WEST BROMWICH

**SHINE A  
LIGHT  
FESTIVAL**  
WEDNESBURY

## Shine a Light Festival Evenings (Ticketed)

As part of the Shine a Light Festival Weekends in each town there will be ticketed evening festivals with fairs, live performances and entertainment, food and drink for children and adults at 4pm – 9pm each day:

- **Oldbury** - Barnford Park, 23 April
- **Wednesbury** - Brunswick Park, 7 May
- **Smethwick** - Victoria Park, Smethwick, 21 May
- **West Bromwich** - Dartmouth Park, 11 June
- **Rowley Regis** - Haden Hill Park - 25 June
- **Tipton** - Victoria Park Tipton - 16 July

*A small charge will be made for these ticketed events.*

## Shine a Light Festival – Sandwell Valley Park 25 July – 8 August

The culmination of Sandwell's Shine a Light Festival will be a two-week programme of events and activities at Sandwell Valley, including:

- **Shine a Light Festival Sandwell Valley opening evening – 30 July from 4pm – 9pm**  
The best of our festival performances live on stage as well as arts, culture and activities in the mini-stage areas and open spaces.
- **Commonwealth-themed food festival and market – 6 and 7 August**  
Celebration of food from across the Commonwealth made and sold by businesses, community groups and residents of Sandwell. This will include food stalls, cooking demonstrations and experiences.
- **Activities, performances, art installations and events**  
Throughout the two-week festival there will be activities for the whole community to get involved in, from art installations to performances and events across Sandwell Valley.
- **Other activities and events throughout Shine a Light Festival (to be scheduled)**  
Further exciting events and activities, engaging local community groups and residents will take place throughout the festival. The events will aim to engage local community groups and residence. These dates will be announced closer to the time.





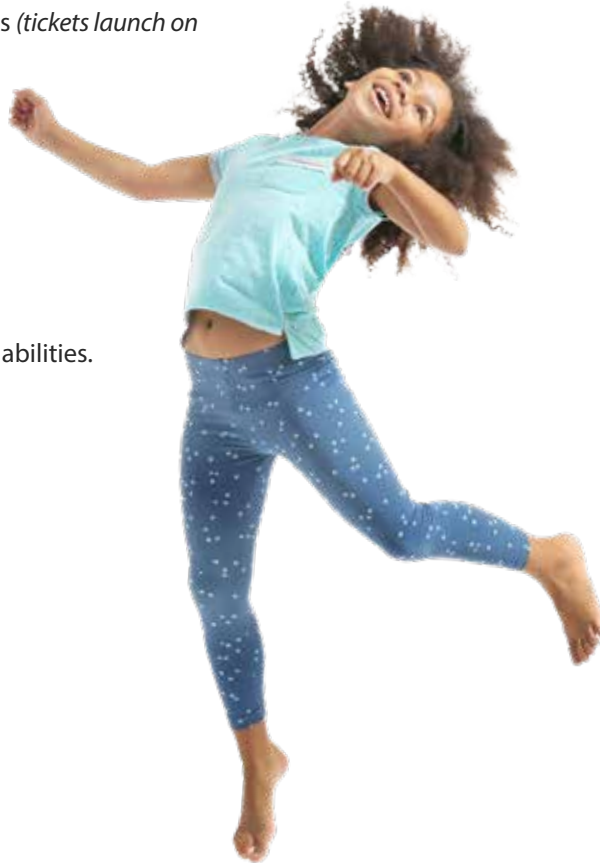
## How can Sandwell residents or groups get involved in the Shine a Light events?

- Perform at one of the festival events on one of our stages or performance areas.
- Display art at one of the festival event locations, in public buildings or open spaces.
- Deliver a performance, art, craft, or sport activity at one of the festival events.
- Sell or promote local products and services at one of the festival events.
- Attend any of the festival events programme of activities and performances, with both free and ticketed options (*tickets launch on 28 February*).

## Who can get involved in the festival events?

There will be options and activities for all ages and abilities. This includes:

- Schools and colleges
- Youth groups
- Community groups and charities
- Inclusive groups focusing on disability, diversity and inclusion
- Local services that benefit the community
- Amateur and professional artists and groups
- Sports groups
- Local businesses



## What are the activity themes and how can I get involved?

### ■ Telling the Sandwell story

Sandwell has a story to tell about its history and community. We want to support and showcase activities that tell this story.

### ■ The Commonwealth

The Commonwealth spans 72 nations and territories with Sandwell having a story to tell about its part in the history with the Commonwealth. There are many communities and residents within Sandwell and the wider West Midlands who have a story to tell about their Commonwealth history and journey to Sandwell. We want to support and showcase activities that tell this story.

### ■ Getting Sandwell active and celebrating sports

Sandwell has more than its fair share of sports success stories and a large number of sports groups offering a diverse range of different activities to help people get moving and active. We want to support and showcase activities that tell this story and encourage residents to participate in 'have a go' sports and get active.

### ■ Showcasing new and emerging talent

Sandwell has hidden talent. Some of this talent is new and has been developing and we want to support and showcase this talent through the festival events.

# What opportunities are there to get involved in?

## ■ Music and dance

Showcasing Sandwell talent with bands as well as solo dance performers to group routines.

### Examples:

- A local band is a regular performer at small venues and would like to showcase their music to a wider audience. We would then provide a performance slot to do this at one of our performance stages.
- A community group or school has an excellent choir and would like to showcase this. We would provide a performance slot on one of our stages.
- A dance group has a performance piece or would like to produce a performance piece for the festival. We would then provide a performance slot to do this and a small grant to develop this if needed (e.g. to fund rehearsal space).

## ■ Performance art and theatre

Showcasing performances from spoken word to theatre at one of our many stages at the festival events.

### Examples:

- An amateur dramatics club has a performance already prepared or would like to use one of our performance areas to present a new performance. We would then provide a performance slot to do this and a small grant to develop this if needed.
- A writer or performance group would like to develop a bespoke piece for performance at the festival.
- A community group or school would like to develop and deliver a performance to tell their Sandwell story.

## ■ Arts and crafts

Showcasing Sandwell's artists with pop-up art galleries, art installations as well as arts and crafts classes and activities for all ages. This includes opportunities for local artists to sell their pieces through stalls and pop-up galleries.

### Examples:

- A local artist wants to showcase their work or even design new work on one of the festival themes especially for display at one or more of the festival events. We would then provide times and a space to do this.
- A community or art group helping people to get involved in arts and crafts wants to run a themed activity during one of the festival events. We would then provide times, space, and potentially a small grant to support this.
- Artists and crafts groups or individuals who want to sell their work at one of the festival events. We would then provide a stall/space to do this for an affordable fee.



## ■ Food and drink

Showcasing the best of Sandwell's food and drink from community groups to local businesses with stalls and demonstrations.

### Examples:

- Business or community group has a new or emerging food or drink business and wants to promote and sell their products at the festival. We would then provide a space to do this for a small fee.
- A concessions provider wants to sell their food and drink.
- A local businesses or community group provides Commonwealth-themed food and would like to promote and sell.

## ■ Local businesses

Opportunities for Sandwell businesses, big and small to have stalls and promote their services at the festival.

### Examples:

- A local jewellery maker or cake business wants to sell their products at one of the festival events.
- Craft artists wants to sell their products at a stall.
- Community groups and service providers that want to promote their services and work at a stall.

## ■ Education and literature

Bringing to life education and literature for all ages in Sandwell, through creative storytelling, education activities and showcasing the best of our education and literature in Sandwell.

### Examples:

- A school or community group wants to bring to life a Commonwealth-themed or Sandwell-themed piece of literature.
- 'Have a go' education or literature-themed activities run by community groups, book clubs, libraries or schools on the festival themes.
- Performers that want to deliver a story-telling activity to children.

## ■ Sandwell heritage

Showcasing the best of Sandwell's heritage through storytelling, interactive performances and events at our heritage sites and buildings.

### Examples:

- A local heritage group wants to tell their story. We would provide a space to do this as part of the festival.
- A historical society, school or community group would like to tell the Sandwell story through costumed characters and interactive demonstrations.
- A school or community group would like to do a project that helps residents of Sandwell tell their Commonwealth stories.





## What does it cost to get involved?

The Shine a Light Festival will be accessible for all residents of Sandwell **at many free events** and some limited value-for-money ticketed events.

Non-commercial groups performing or running activities will be able to do so for free if selected by our Shine a Light Festival Events Panel. There are some small grants available to groups if they need help covering some costs and the event infrastructure (staging, space, sound) will be provided.

If selected by our Shine a Light Festival Events Panel, local businesses selling or promoting their services will be able to do so for an affordable fee. This fee depends on the size and nature of the business if selected by our Shine a Light Festival Events Panel.

## I would like to get involved in this. What do I do next?

If you are a group, organisation, business or individual that wants to deliver an activity, display or performance at one or more of the festival events, you just need to complete the short Participation Application telling us what you want to do, a little bit about your experience and what support you will need to do this.

**Go to [discoversandwell.co.uk](http://discoversandwell.co.uk) to complete your Participation Application**

## What happens when I have completed the Participation Application?

- **Step One:** Participation Application must be submitted by 3 March.
- **Step Two:** Your Participation Application will be reviewed by one of our team and you may be contacted for further information.
- **Step Three:** If your Participation Application meets our Terms and Conditions, it will be reviewed by our Shine a Light Festival Steering Group on 4 March.
- **Step Four:** If you are successful, our team will let you know by 10 March. We will then agree on any support and/or funding that we are able to provide or fees required to promote and sell products or services and agree your slot(s) with the festival team for the events.
- **Step Five:** The festival team will work with you to check information before we promote your activity or performance. The Shine a Light Festival Programme will be launched in full on 28 March (although some events and information will go live before then).



## Grants and support

Successful Applicants will be supported to take part in the festival with:

- Fully equipped performance, space, facilities and times at one or more festival events.
- Dedicated Event Lead to support on understanding the space and facilities available and answering questions in the build up to the event(s).
- If required, the option to apply for a small grant to support preparation of your activity/performance.
- We have a limited number of grants available, so only apply for funding if you really need it as this support is targeted at groups/individuals that would struggle to participate without this support. Funding support might be in the form of:
  - Providing free rehearsal/preparation space.
  - Providing the loan of equipment or resources to prepare.
  - Covering some costs to enable participation.

If you require financial support to participate you can let us know in your Participation Application. Depending on the amount and the nature of your request, we may require further information. The types of costs we are prepared to consider supporting are:

- Travel expenses for those who would not be able to afford to participate without support.
- Materials/resources to prepare work.
- Professional fees – for those that absolutely need this to complete their work, i.e. a fee to cover copyright use for performances.

Most of the financial support will be below £100. There are a limited number of larger amounts, but this would require a further funding application if your participation is considered. We will not be able to cover management costs, operational costs or artists or performers appearance fees or costs.

## How many people will attend the Shine a Light Festivals?

We expect:

- Between 1,000 – 3,000 tickets to be available at the evening festivals depending on the size of the park.
- Between 1,000 – 2,000 participants at the weekend festivals throughout the two-days.
- An average of 1,000 - 2,000 visitors a day to the 14-day Sandwell Valley festival

## How much will it cost to have a stall or promote my business?

If you would like to sponsor an activity or an event then please contact [discover@sandwell.gov.uk](mailto:discover@sandwell.gov.uk). We have a limited number of opportunities available.

If you would like to book a stall or concession, you can submit your Participation Application and if accepted, the following charges would apply:

Stall / Space	Space Type	Daily
Small stall	Small gazebo and table	£50
Large stall	Large gazebo/hut	£70
Concessions truck	Food truck/large hut	£100
Discounts		
Community groups/charities		50%
Two-days (full weekend)		20%
Multiple events		Contact us via above email



# FAQS

## **1. I have an idea for an activity or performance but I am not sure about how to get this organised?**

If you have an idea, submit the idea via the Participation Application – it's quick and easy to. If you want to talk to somebody in our team about your idea first then contact us at [discover@sandwell.gov.uk](mailto:discover@sandwell.gov.uk).

## **2. Will you be providing the equipment needed for the event?**

We will provide the performance/activity space and any other equipment that comes as part of that space i.e. the main stage space would include sound and technicians. There may be support for other equipment hire. Please include the support you need in the Participation Application.

## **3. How do I get tickets to the free or evening events?**

The full programme will be published in March when tickets will then be available to the public.

## **4. What impact will these events have on the community or local businesses?**

Businesses in town centres will not be impacted by these events – in fact, we hope these events will increase the numbers of people visiting the town centres.

The ticketed events will be organised in consultation with local residents. Ticket numbers will be capped to allow for adequate parking and travel to and from the event minimising disruption to local residents.



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