



*A local project celebrating the town and Valentine's Day
on Saturday 16th February 2013*

This was an event timed to provide a winter fillip for the townsfolk and traders at a difficult (and chilly!) time of year .

12 local and regional professional artists were engaged by Promenade Promotions to deliver a day of family-friendly activities animating The Lawn, the town & cafes from 11AM to 4PM and then an evening cabaret for adults at The Brunswick 8-10.30PM.

We estimate that approximately 500 people were engaged in activities as participants, passive spectators and audience members. The Imaginarium operated at half hour intervals throughout the day, providing family-based workshops and performances of music, stories and poetry. Concurrently, visual arts workshops created tokens of love and the Passion-o-Meter allowed people to demonstrate the power of love. Performers not only ran the participatory sessions in The Imaginarium, but also encountered visitors and residents up & down the streets in peripatetic promenade performances, as well as a programme of poetry and music in 4 local cafes and the library as well.

Most of the performers were then featured in the evening cabaret at The Brunswick Arms.

Comments *(This is a summary of the feedback forms which are attached in full):*

Average score on feedback forms (33 in total) for "How much have you enjoyed **Love Dawlish** on a scale of 1-10 (1 being not at all, 10 being very very much)" = **9.4**

- Could do with more stuff regularly.
- We need more excellent cultural events like this and in other creative areas too.
- Really great fun for us and the children!
- More of this, put us on the map.
- Fabulous, first visit to Dawlish, I'll be back.
- Great fun.

- Amazing day.
- Thanks for all your hard work.
- Made a fabulous change from an ordinary Saturday, thanks for bringing more love to town.
- I would love to see everywhere embracing this kind of live, informal entertainment.
- I feel that this will help keep Dawlish alive and stimulate business. Well done and thank you

Online Content:

Facebook and Twitter accounts were created for Love Dawlish in order to connect to relevant networks, target younger audiences, share varying types of promotional content, and extend the reach of the event.

The Facebook page has received over 90 'likes'/followers; given the time available to establish an online presence, combined with the short term nature of the project, this was a great response. We used the page to link up with the performers and venues involved, update people on project developments, share interesting articles/links, and to build a buzz around the event and the town a cultural destination. It also acted as a direct point of contact for the public, with a range of information about Love Dawlish, the connected events and the artists involved. The Facebook page was listed as the project's main website on promotional print – www.facebook.com/LoveDawlish

Our posts on popular local page Eyes of Dawlish enabled Dawlish Library to find out more about the event and subsequently get in contact with us; we were able to make a very positive connection with the Library, who went on to be part of the event. We connected with the Facebook accounts of Dawlish based businesses and venues, Devon/South West tourist sites, local arts organisations, events listings, and family friendly entertainment and heritage venues, in order to make Love Dawlish visible to the large numbers of people who frequent their pages and contribute content to them.

The page also helped us collect some great feedback after the event:

"Thank you for a very jolly day on the green"

"Looking forward to the next exciting event"

"You guys were amazing! Laughed so hard my face hurts. Great evening with great friends & made a few more. We loved it. Thank you so much "

The Twitter account has over 100 followers – this tool was useful when targeting specific organisations such as Devon Libraries to 'Re-tweet' about our events or share information (eg the call out for stall holders, the release of tickets for the Cabaret, additional events added last minute). It also allowed us to keep up a constant dialogue with venues, performers, local businesses and arts organisations, to promote the event as well as the town of Dawlish.

Love Dawlish also featured on Devon Libraries' Flickr account:

<http://www.flickr.com/photos/devonlibraries/8492382274/in/photostream>

We posted the event on several online listings: ThisisExeter.com, Dawlish.com, Eyes of Dawlish (Facebook), DawlishNewspapers.co.uk, MidDevonStar.co.uk, ThisisDevon.com

A feature was also written about the event on <http://www.johnfowlerholidays.com/Love-Dawlish-a-Great-Success> with the site highlighting the activities as an attraction for prospective holidaymakers.

The event was covered in the Western Morning News on the run up to the event on Tuesday 22 January - <http://www.thisisdevon.co.uk/Love-air-Dawlish-s-event-day/story-17928449-detail/story.html#axzz2MNKAYaNP>

The event also made the front page of the Western Morning News on the Monday following the event – a fantastic advert for the town and for future Dawlish based events - <http://www.thisisdevon.co.uk/Hundreds-town-centre-Love-Dawlish/story-18181528-detail/story.html#axzz2MNKAYaNP>



Some feedback from participating traders:

"Just a quick email to say how fantastic we thought your Love Dawlish event was.

We had lots of the performers in the cafe, all added to a great sense of buzz and atmosphere in the town.

People were talking about it for weeks before and all the posters and promotional materials were amazing.

It has made me so happy we chose Dawlish to set up business in. It is these sort of events that I think will help make Dawlish into the buzzing and thriving town it so deserves to be.

Thanks so much." Helga Beer, Ten Green Bottles and Jack Sprat's Cafe

From Taylors:

"The weekend was great. Just a shame that the money for the day wasn't amazing, but that's Dawlish for you. The people in the cafe who did come watching did enjoy it so that was all good. Thank you for everything you've done :-)"



The Brunswick Arms:

“The Love Dawlish Cabaret night at the Brunswick Arms was deemed a success for all as it brought a different crowd into the venue where they were met with a pleasant atmosphere and a great show unlike any other. The whole crowd seemed to be laughing and joining in and came out with smiles on faces. The cast were all friendly and would be welcome back again. If the council were to back another day like this, hopefully the town will be more willing to get behind it as word of mouth is the best promoter.”



Conclusions:

- On a cold February Saturday, when The Strand was entirely fenced-off from The Lawn, Prom-Prom succeeded in creating an innovative, accessible event for Dawlish (here’s a link

to a video of The Lawn in action - <http://www.youtube.com/watch?v=jU4SjLG-gms&feature=youtu.be>)

- Love Dawlish engaged with public of all ages, as well as local traders, to promote the town with high quality, creative activities.
- With extremely limited resources and a limited timeframe, Prom-Prom delivered exactly what had been envisaged – a new and intriguing event for the town which portrayed an entirely positive image.
- Overall, the coverage and impact we achieved were extremely good, with the front page of The Western Morning News being a highlight.
- Prom-Prom was only able to achieve this level of success with the support of the town council and the artists involved, who all agreed to work for half their usual fees. In addition, Prom-Prom invested its own resources to ensure the event was a triumph, as I believe it is important to try and ensure that Dawlish events are a match for anywhere else in the country.





Tony Lidington, "Love Dawlish"
Director, Promenade Promotions Limited
10th March 2013