



Consortium of Carnival Arts appoints Four Communications and *Cause4*

Catalyst Fund will be utilised to develop and grow the carnival sector

A consortium of carnival arts organisations, led by the UK Centre for Carnival Arts (UKCCA) has appointed agencies Four Communications and *Cause4* to deliver focused fundraising consultancy and PR support following a successful bid to Arts Council England's Catalyst Fund.

A collaborative first for the sector, the consortium of partners consists of The New Carnival Company, St Pauls Afrikan Caribbean Carnival, and Carnival Arts and Masquerade Foundation (CAMF) alongside the UKCCA and covers London, the South East, South West and East of England.

Four Communications is charged with raising the long-term profile of Carnival Arts and UK Carnival amongst a broad consumer audience and important stakeholders in the cultural industries as well as developing a case for sponsorship. *Cause4*, an organisation that supports charities, social enterprises and philanthropists in development and fundraising, will work on establishing a case for support and an enhanced fundraising strategy for the Carnival sector.

Rachel Clarke, Director, Four Communications and Michelle Wright, Chief Executive, *Cause4* said *"Carnival is one of the most interesting and inclusive art forms in the UK. Four and Cause4 are looking forward to working with the fantastic range of partners to ensure that the Carnival sector receives the funding, visibility and credit it deserves."*

The consortium will utilise the Catalyst funds to help build fundraising capacity and diversify income streams to support the development of Carnival Art forms such as music, movement and costume making and to demonstrate the impact Carnival has on neighbourhood regeneration, education, business development, tourism development and community cohesion.

ENDS

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Notes to editors:

Arts Council England Catalyst Arts: building fundraising capacity scheme is a £7 million fund which enables arts organisations with an underdeveloped fundraising model to increase capacity and expertise in this area and improve their resilience. Consortia were asked to apply for grants of between £60,000 and £150,000 for activity over two years. 164 applications were made to the scheme and 62 grants were awarded which will benefit 218 organisations.

www.artscouncil.org.uk/funding/our-investment/funding-programmes/catalyst-arts/

Carnival Arts and Masquerade Foundation (CAMF), is the umbrella organisation representing the carnival costume bands that participate at the annual Notting Hill Carnival and at carnivals throughout the UK and internationally and has been operating since November 2011. CAMF succeeded the Notting Hill Mas Bands Association (NHMBA), an ACE Funded Organisation. CAMF has a national remit to promote the arts of carnival, particularly costumes. CAMF supports Great Art for Everyone by making arts accessible to the whole community, helping its members deliver the highest quality arts at a grass roots and community level. Their programmes help bands to become more sustainable through training, improving design, costume making and practitioner skills, sharing and adopting best practice and facilitation.

www.camf.co.uk

Cause4 was set up in May 2009 to support charities, social enterprises and philanthropists in development and fundraising across the community, arts, sports and educational sectors. Cause4 seeks to be a modernising influence and leader within the charitable sector, offering relevant, contemporary solutions for charities and social enterprises at a time when more creative, entrepreneurial approaches are much needed. The organisation works in three main areas: strategy and fundraising, philanthropy and enterprise development.

www.cause4.co.uk

Four Communications is a leading independent integrated communications agency and one of the fastest growing over the last ten years. It is now the number 4 independent agency in the UK, number 12 in Europe, and the number 12 consumer agency and number 4 digital agency in the UK. Set up in 2001, Four is founded on four core principles - experience, passion, intelligence, commitment – which underpin all of Four's client programmes and define the way the business is run.

www.fourcommunications.com

St Pauls Afrikan Caribbean Carnival has been running for 44 years and attracted an audience 100,000 in 2011. The aim of St Pauls Afrikan Caribbean Carnival is to promote and advance the education, appreciation and practice of Afrikan and Caribbean arts, culture and history through delivery of an annual carnival. The organisation achieves this by promoting the talent that lies in the heart of the community, specifically around developing artistic quality and excellence with young people for African Caribbean arts.

www.stpaulscarnival.co.uk

The New Carnival Company CIC was established in 2011 to promote and diversify the nationally acclaimed carnival arts engagement and learning programmes emanating from the Isle of Wight. The organisation passionately believes that carnival and celebratory arts have the power to engage people and communities, to bring out the very best in them, helping them achieve their creative potential then celebrating with them through the production and delivery of excellent outdoor events. The Company focus much of their creative, learning and community development work on delivering two high-profile regional carnival events – The IW Arts Parade in June and Blazing the Bays in November.

www.thenewcarnivalcompany.com

The UK Centre for Carnival Arts is a registered charity dedicated and proven in the methods of using carnival arts to transform lives and unite communities, towns and regions locally, regionally, nationally and internationally. Its dedicated state of the art venue is the only one of its kind in the UK and is devoted to showcasing carnival arts across every carnival tradition worldwide from the oldest British Carnivals to



Caribbean Carnivals to Latin American Carnival to St Patrick's Day Parades. It is the remit of UKCCA to develop and provide a platform for people from all ages, backgrounds and abilities to experience this unrivalled inclusive art form.

www.carnivalarts.org.uk