



BOOMTOWN

Autumn Newsletter 2017

We would like to take this opportunity to say a MASSIVE thank you to everyone who was

part of the festival this year, where we had attendees, musicians and artists coming to the Matterley Estate from all over the world. We'd like to thank the thousands of you living locally who attended, the many local charities and businesses engaging with the festival and the local residents who took the time to offer their feedback regarding the positive and negative impact of the festival on the local community.



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A Fantastic Contribution to the Local Community

Boomtown Fair raises £32,000 for charities and projects in the local area!

Boomtown Fair has raised a record breaking £116,303 for charity with a staggering £32,000.72 going directly to charities and projects in the local area.

The festival's main charity partner for 2017 was Winchester based youth outreach organisation, **Street Reach**. Working directly with vulnerable and disadvantaged youth in Winchester, Street Reach has received **£8,702** directly from the optional £2 donation customers can make when they



purchase their tickets. This will help fund the weekly outreach sessions, youth club nights, drop-in projects and trips that are offered to young people in deprived Winchester communities.

“We are absolutely thrilled by the amount that was raised by Boomtown and we would like to thank everyone that made a donation to Street Reach. Through our partnership with Boomtown we involved young people working with us in their drop in arts workshops and we were able to take a group of young people on a unique and inspiring back stage tour of the festival. The donation will enable us to continue

supporting young people in need and those experiencing disadvantage through our outreach work across Winchester.” **Ben Martin, Project Manager at Street Reach**

Over the years Boomtown has worked with and donated to numerous local and national charities and 2017 saw the event expand its charity networks even further. In addition to Street Reach, Boomtown supported and collaborated with a **record breaking number of charities** including the following local organisations:

- Through the long-standing stewarding partnership, **Hampshire and Isle of Wight Air Ambulance** will receive a donation of **£8,148** to support their vital services in the area.
- **The Rose Road Association**, based in Southampton, were also in attendance at the festival, raising vital awareness on the work they do to ensure disability is not a barrier, they collected a total of **£1,020.72**.
- Another close to home collaboration for this year saw the **South Downs National Park Trust** running one of the **forest school sessions** in the **Kidztown area**, teaching those in attendance about the local wildlife that can be found within the Area of Outstanding Natural Beauty that is the SDNP



- Boomtown provided family tickets to the following groups for their fundraising activities: **Kingsworth Primary School PTEA, Winnall Rock Summer Raffle, Twyford St Mary's CE Primary School Summer Fair, Sun Hill Junior School Auction, Cheriton Primary School Raffle.**

“The Willy Wonka and his marvellous chocolate factory themed ball was a huge success with an amazing £4000 being raised to support Sun Hill Junior School. We are all extremely grateful for the support we received from the amazing Boomtown People!”

Sun Hill Junior School PTA.



“I am very pleased to say that with the incentive of the Boomtown Family Ticket prize, we had a successful raffle last week at our Summer Show raising circa. £1,200. I just wanted to thank Boomtown for the generous donation of the tickets, they certainly generated a lot of interest in the raffle.” **Peter Brown, Winnall Rock School - Project Coordinator**

- Based in Southampton, **The Purple Community Fund** ran an on site stall in Whistlers Green raising **£866** to help the Philippines break the cycle of poverty through education, welfare and livelihood programs.
- **Catch-22 Hampshire 24/7 Service** received a donation of **£130** as a result of a salvage operation partnership between ‘Catering & Leisure Supplies’ in Southampton and Boomtown.

“We are pleased to be recognised as a supporter and partner of the Boomtown community and look forward to supporting future events. The donation will directly benefit young service users and allow us to develop our work in promoting participation; to best ensure we deliver the best outcomes for all young people in the heart of the community.” **Catch-22 Hampshire 24/7 Service**



Outreach Projects Engage the Local Community

In the lead up to the event the festival worked on a number of outreach projects in the Winchester area including; **Naomi House, Trinity**

Winchester, Cheriton Primary School and Winchester Discovery Centre by hosting interactive carnival music, theatre and costume making workshops to be a part of the vibrant Kidztown Carnival at the festival. Participants and their families were provided with complimentary tickets to join in with the Sunday carnival celebrations and it was wonderful to see so many local families enjoying the fun and vibrancy the festival has to offer.

“The wonderful team from Kidztown, Boomtown Fair brought Keshav from Jus Now to the hospices for a super cool music session which has been mixed down into this track! Watch the video to see us making it! We LOVE it! :D Thank you Boomtown Fair”. **Naomi House**

Find video via this URL: <https://www.youtube.com/watch?v=CmzVOXFV57M>

Community Support Fund

Once again, the guest list donations collected at the entrance gates have been boosted by Boomtown to raise a solid **£10,000** for the five parishes that border the festival site. The parish councils are required to invite their parishioners to suggest what they think the money would be best spent on to benefit the wider community.



The 2016 Community Support Fund donations were spent on a variety of local causes including vital restoration projects, contribution to broadband technology, footpath and wild plant replanting schemes and equipment for school and community play areas and to also benefit local sporting organisations.

"This funding has been gratefully received by all and if there was further extra funding to be had we would be very happy as we were over-subscribed this year for the funding we had." **Cllr Paul Moffatt - Itchen Valley Parish Council**

In response to feedback received from local parishioners regarding the **Community Support Fund**, the **£10,000** raised from Boomtown Fair 2017 will once again be awarded to **Chilcomb, Cheriton, Itchen Valley, Itchen Stoke and Ovington or Tichborne** Parishes but distributed this year to reflect the parish populations. Local parishes will soon be contacted with regards to the distribution of the 2018 Community Support Fund and, for those living in these parishes, we encourage you to contact your local parish councils directly with your ideas for how these local funds will be spent.

National and International Support

In addition to the money raised for local specific charities, a phenomenal **£84,302.50** was raised for **national and international charities**, with **£49,009** raised via the **Oxfam Stewarding Partnership** plus a further **£13,000** raised through their onsite shop in Mayfair. **My Cause**, a multi-charity stewarding organisation, collected just over **£10,000** for over **1,600** different **charitable organisations**.

Other charities in attendance included:

- **Greenpeace** had a stall in Whistlers Green area to raise awareness on the global projects raised **£5,500**
- **TEMWA**, (Malawi Charity) ran the festival's onsite Lost and Found and information stands raising **£5,000**
- **Love Specs** had a stall and workshop and raised **£1,540** to help projects and communities in Malawi
- **Energy Revolution** - collaborative festival venture to minimise the carbon footprint of festivals raised **£927.50** via ticket donations
- **The Samaritans** were on site and provided a safe place for anyone who wanted to talk helping them to forge their own path
- **Long Live South Bank** were fundraising to restore sections of the legendary skateboarding spot - the Southbank Undercroft
- **Safe Gigs for Women** were on the ground providing support to women who face gender equality issues with interactive workshops and support



“Being able to raise vital funds and awareness to support a wide range of charities, community projects and those most closely located to the festival is something we are really committed to. We’re so pleased to have worked with so many organisations this year and really look forward to involving and developing relationships with even more local, national and international charities in the future. A huge thank you to everyone who contributed to this record amount by making a donation and for all the volunteers for giving their time.”

Lak Mitchell and Chris Rutherford, Boomtown Co-founders

The local economic impact of Boomtown promoted by the Cabinet Office!

Supporting the local community in a variety of ways is a huge part of Boomtown’s ethos and each year we work at encouraging local businesses to engage with the festival. The 60,000 capacity event that attracts attendees, musicians and artists from all over the world was also hailed a success by the **Cabinet Office** for its positive contribution to the region’s wider local economy who took to Twitter to show their support. The continued and growing popularity of the festival drives many people to the area and has positioned Boomtown as a perfect stage from which the local area can expose its areas of natural beauty, cultural and visitor attractions to thousands of additional tourists.

One of our locally focused initiatives this year, and a huge success, was the introduction of the first ever **Hampshire Farmers’ Market at the festival**, putting local food traders into the spotlight, giving them a chance to showcase a range of local produce and artisan goods to the 60,000 visitors. These included food traders from **Mrs B’s Bees, Broughton Water Buffalo, Cupcakes mmm Cookies, Baker Boys, Turner & Hardy Co, to Hampshire Pantry.**

A World-Renowned Festival built across Hampshire's Sprawling Hills

Press Reviews

We had some amazing reviews from around the world and have a small selection of the more local ones for you to view below:

Independent - *Just bear in mind once you go to this festival, everything else will feel a bit tame...*

The West Review - *In truth it would be disrespectful to even limit Boomtown to the label of 'music festival'; more a complete celebration of community and creativity. Boomtown is a shoe-in for festival of the year- an event simply incomparable, and like nothing else on offer in the UK.*

Hit The Floor Magazine - *Boomtown is leading in a lot of areas that others are failing. The story, attention to detail and sheer size of some of the stages are simply incredible.*

Independent Oxford - *If you only go to one festival in 2018, make it Boomtown. As it's indie, it makes a great effort to support indie traders, the local community and the larger creative community that makes its happen.*

Plymouth Herald - *Boomtown at its best: a potent mix of music and theatre, gargantuan and grandiose in scale, which manage to be both thought provoking yet exhilarating entertainment.*

Hampshire Chronicle - *Boomtown rated one of the UK's best value music festivals.*

Viva Manchester - *Experiencing Boomtown Fair for the first time, I find it hard to believe that any festival will ever compete. It's the biggest, maddest and most incredible place I've ever visited and I'm already counting down the days until Chapter 10.*



A Family Friendly Festival

The pre-event **Kidztown family carnival workshops** were more popular than ever before with lots of families taking part at the Discovery Centre and our additional outreach workshops with Naomi's House, Trinity Winchester and Cheriton Primary School attracting more local families to the festival than ever before.

This enthusiasm for all of the offerings of Kidztown and Whistler's Green area continued at the festival with the area filled with families all weekend partaking in the workshops, forest schools, circus skills, interactive street sets and family friendly musical acts.



Community Feedback

One of the key objectives for Boomtown is to maximise the opportunity for local residents to provide feedback to the festival and this year we have received an overwhelming response via email, public consultation events, door-to-door liaison, the Event Control operation and our feedback survey. We thank you wholeheartedly for contributing to this.

Feedback is key when we look to improve year on year and locally this is reflected in the operational planning, increase and fair distribution of local funding of charitable causes as well the development of ways to engage local residents and businesses in the festival. We welcome your feedback throughout the year so please do continue to send this to us via

local_community@boomtownfair.co.uk and by dropping into our public consultations held throughout the year (see dates for your diary toward the end of this newsletter).

In addition to the valuable input from local residents suggesting where we can improve, we are honoured to have received so many positive comments from the local community this year and have shared a snapshot of these with you below:

*I had always had reservations about Boomtown, believing it to be unsafe, with extreme substance misuse of every kind being tolerated. With great reluctance, I allowed my 17 year old daughter to go last year and as a result of her account of a fantastic weekend, I began to revise my opinion... So, my neighbour and I applied for day tickets and went along. It was incredible! We were absolutely bowled over by the extraordinary experience which beat any other festival I've attended. Ok, the music was not really our scene (me being a child of the seventies) but we were delighted to see the Wurzels hosting a sing along on the Town Centre stage, to a large crowd of young kids. It was really positive and life affirming! The attention to detail was amazing, with each district clearly thought through and planned meticulously, and we loved the whole running thread of the background "story" to Chapter 9. And as for drugs etc? We saw a handful of people who were clearly under the influence of something, but no more than at any other festival I've been to, and a tiny percentage of the huge number of people who didn't appear to have over indulged in anything. We felt safe at all times. So, I will be a strong advocate from now on for Boomtown, and will try to redress the bad press which it seems to get locally, for clearly no good reason. Best wishes, **Fiona McCreath (Twyford Resident)***

I just want to say a massive thank you for all your hard work and support in ensuring me a ticket to this year's Boomtown... It was honestly one of my favourite experiences (yes I did cheat and go home each day for a shower) and I can't wait to return next year! It's a sad fact that with all the negative media, the months of hard work and dedication that you have all put in can often be overshadowed, and as event organisers you have sometimes not praised for all of the positives that have been achieved! As a keen festival goer, I can boldly say you should all be very proud of this year's festival! I am most certainly very proud and privileged to be a local resident of such a unique and wonderful Festival! Boomtown 2017 – you have been amazing!

*Thank you again, **Abigail Bristow (Alresford Resident)***

*Good security, great atmosphere and many people enjoying themselves on a sunny weekend. Well done to the Boomtown team for pulling it all together. **Ian Kenyon, (Longwood Resident)***

As new residents in Ovington we awaited BoomTown with trepidation! Our feedback would be that we were pleasantly surprised. Yes the roads were a pain but we went the back way. We only had one Boomtown car parked in Ovington Main Street. The only night the noise level was unacceptable was the first night. We were very worried but the other days and nights were a lot better. As parents whose own kids have been to the festival, I would say its a pain but nothing in comparison with the Steam fair in Dorset where we previously lived!! Live and let live I say.

*Regards, **Mrs C, (Ovington Resident)***

Official Whistlers Green & Kidztown After-Film



Bridging the old with the new, the sanctuary of Whistlers Green overlooking Downtown, had global music choices at The Windmill, thought provoking talks at Speakers Corner and mini Boomers running the streets of Kidztown.

Film by Gary Thomas

Music by

Mike Love - Let the Healing Begin

Dub Fx - Beaming Light

Agbeko - Innocent (La La Lie)

VIDEO LINK (Or via this URL: <https://youtu.be/jyThe4eB1y4>)



Photo Gallery

Please take time to check out the full main gallery by taking a slow amble through all the memories [HERE](#)

(URL: <http://www.boomtownfair.co.uk/gallery/chapter-9/>).

There are some magnificent shots!



Looking ahead to Boomtown Fair 2018

Local ticket allocations for Boomtown 2018 now open!

Apply now for Sunday 12th August 2018 Local Resident Tickets!

New for Boomtown 2018, and our response to public consultations and feedback, will be a number of

complimentary day

tickets available for those

living locally that wish to visit the festival. The catchment area for those eligible to apply for these tickets is **SO21, SO22, SO23 and SO24**. Those not successful in securing a ticket from the complimentary allocation may be offered the opportunity to purchase a £40 day ticket, as has been offered in previous years, subject to availability*.

The order of priority given to applications will be:

- How close you live to the festival site.
- Date you submitted your application.

Useful Information

- Fill in the online application form. You can apply [HERE](#) (or by copying and pasting the URL: <http://applications.eventree.co.uk/apply/index/id/578>). Please note you will be asked to upload some recent ID to prove your place of residence.
- We will contact successful applicants in **January 2018** with a unique link that enables residents to complete the process by registering their tickets online.
- There is a limit of 4 adult/teen tickets per household (tickets for 0-12 year olds are available free of charge in addition to these, however, they do need to be included in your application).
- Please note that local tickets are not transferrable and can only be used by people living at the address specified (tickets cannot be bought on behalf of friends or family who do not live locally).
- **Applications deadline is Friday 26th January 2018.**

*Please note that these tickets are limited so apply early to avoid disappointment. Tickets are not for resale and you will be asked to provide proof of address when presenting your tickets on arrival.



Register now for Local Resident Pre- sale offer for Tier One Priced Full Weekend Tickets

In addition to the day tickets on offer, residents living within postcodes beginning **SO21, SO22, SO23 and SO24** will also be offered the opportunity to purchase **full weekend tickets at the Tier One price for 24 hours before public tickets go on sale.**

Public tickets at this price usually sell out in seconds!

If you would like to receive a link to enable you to take advantage of this offer please register [HERE](#) (or by copying and pasting the URL: <http://applications.eventree.co.uk/apply/index/id/579>) by **FRIDAY 13th OCTOBER 2017.**

Please note you will be asked to upload some recent ID to prove your place of residence.

Chapter 10 (2018) Local Charity Partner Applications Open



As well as the donations provided to the neighbouring parish communities, we will be looking for a Hampshire-based charity as our main charity partner for next year's festival.

Charities can apply directly via [THIS LINK](#)

(or copy and paste the URL <https://goo.gl/forms/zg2UDyOke7zhgpIR2>).

Please note: Due to tickets being released for sale on 1st November, the deadline for applications is Friday 13th October 2017.

Dates for the diary

2017

October 13th - Applications for Local Charity Partner 2017 close at midnight

October 31st - 24-hour Local Resident Pre-sale for Tier One Priced Full Weekend Tickets commences for local residents who have registered

November 1st - Chapter 10 Public Tickets Released and 2018 Local Charity Partner announced

November 9th - Final public community consultation of 2017

2018

January 22nd - Community consultation and presentation of planning for Boomtown 2018

January 26th - Deadline for Sunday 12th August 2018 Local Resident Tickets applications

January 31st - Final date for Sunday 12th August 2018 Local Resident Ticket applicants to be sent confirmations

May 14th - Community consultation and update on planning for Boomtown 2018

June 1st - Public Information Document sent out to local publications/websites

July 9th - Community consultation for Boomtown 2018

August 9th to 12th - Boomtown Fair 2018

September 10th - Community feedback consultation for Boomtown 2018