


Global Grooves





Our passion is to demonstrate and showcase the life-changing power of Carnival arts, creating the perfect environment for arts, people and communities to thrive.

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“What’s interesting about Global Grooves is it looks across all the art forms on an equal level. The maturity of the company is around working with those different art forms and getting experts in each of them.”

Angela Chappell, Arts Council England

“Now I’ve had some time being involved with Future Leaders and Global Grooves, I’m personally beginning to see the progress that the whole ethos is beginning to make.”

Steve White, Patron of our Future Leaders programme, and drum kit specialist (inc. Paul Weller, Style Council)



“I think Carnival’s unique. It’s not one person working in a studio by themselves, it means people coming together to make it happen.”

Emily Wood, Lead Artist

WHO WE ARE

Global Grooves is an artist-led Carnival arts organisation based in the North West of England.

Founded by three percussion artists who all grew up in community music projects, our directors Leon, Holly, and Eraldo have pushed forward the growth of the organisation and scale of ambition alongside dozens of talented artists.

We teach, develop, collaborate and inspire. Our work fuses celebratory music, electrifying dance, and spectacular visual arts.

We bring together the very best, culturally diverse artists from around the globe to create stunning Carnival performances.



Our team at The Vale, Mossley



We develop fledgling artists, incubate companies, and stimulate innovation in the sector. We inspire diverse communities to participate in the magic of Carnival, both in the UK and internationally.

We bring inspirational world-class artists to the UK to share their unique talents, skills and expertise with us and our people.

Since 2012, we have offered venue facilities to hundreds of local, national, and international artists and groups at our home, The Vale, set to relaunch in autumn 2021 as the first ever Carnival Centre of Excellence in the north of England.

'The Robots and I.O.L.A. 2.0' performing at Bluedot Festival, 2018



Why we do it

We believe in the overwhelmingly positive impact of Carnival celebration: it can uplift everyone.

We've realised our dream – a perfectly-tailored environment where people can come together to celebrate, share, and develop skills, in whichever way appeals to them most.

We embrace diverse global traditions with great integrity and respect, and we seek positive change for everyone.

We profoundly hope to leave a legacy of talented people to steward, protect, and grow the art forms we love.



**Press play
to watch the best
short sizzle reel of
Global Grooves'
content**



Our home, The Vale



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

“The development of The Vale is of national significance to the Carnival arts sector. Providing new opportunities for innovative work and, in particular, the next generation of Carnival arts leaders and creators.”

Angela Chappell, Relationship Manager, Arts Council England



Artist render of the exterior of The Vale, Architectural Emporium



Who we are | Our programmes | The future | Join the movement

Global Grooves has been based at The Vale, an old converted mill in Mossley, Tameside, since 2012. Two years later, we opened our mixed-use studio to artists for rehearsals and making space and to the community for gigs, cinema and other happenings.

But as our ambitions as a company have grown, so have our requirements for The Vale. In 2018, we were awarded a grant from Arts Council England to develop the Northern Carnival Centre of Excellence.

The Northern Carnival Centre of Excellence will enable us to refurbish, renovate and recreate The Vale to provide top notch facilities for the development of Carnival, locally and internationally. Building work commenced in January 2021 with the new, high quality venue launching later in the year.

Developments include:

- **Purpose-built accessible studios for a wide range of visual arts and making activities**
- **High quality performance venue with an audience capacity of 300**
- **State of the art lighting and sound technology**
- **Research and Development facilities**
- **On-site accommodation for artists in residency**
- **Outdoor community space**
- **Storage designed for our needs.**

We're always open to exploring new partnerships to extend the reach and ambition of The Vale and you're very welcome to drop in and see the new facilities for yourself.



OUR PROGRAMMES

We draw on worldwide cultural art forms to deliver jaw-dropping, inspirational Carnival experiences through music, dance and visual arts. As the only Arts Council England National Portfolio Organisation (NPO) in Tameside, we are proud to develop artistic programmes for and with young people, organisations, artists and communities, locally and internationally.



Bhangra dance workshop at Future Leaders, 2018



Young People

Our core team became passionate about Carnival as children. It was a passion that opened doors, developed skills and led to all sorts of journeys across the globe. Now, we facilitate masterclasses, workshop experiences, work shadowing, and training for young artists. Our varied projects in the community take us into schools, colleges, universities, and youth groups. Individual young people come to us seeking opportunities, training, and employment in Carnival arts, and we are delighted to offer them a variety of personalised ways to get involved with our programmes.

Future Leaders is our flagship programme for young artists aged 12-25. We facilitate a wide variety of masterclasses and training in music, dance, and visual arts. Crucially, we continue to mentor Future Leaders after their cohort ends, providing them employment opportunities and chances to grow their creative practices.

“The thing I like about Future Leaders is it’s led by people who’ve been on the same journey as the young people who are taking part in it.”

Dave Moutrey, Director of Culture, Manchester City Council



Organisations

We are partnered with over 100 arts organisations, supporting the growth of new and existing events around the UK and internationally. Carnival thrives because of the differences between those involved.

When Global Grooves partners with another organisation (whether a corporate client or a community band), we go 'all in'. We believe the best partnerships demonstrate an understanding of each other's work, can explore similarities and differences in a safe space, and mutually benefit everyone involved with bags of enthusiasm and openness.

Our process tends to look something like this:

- **offer a supported space or environment for an idea or project to thrive**
- **lend an ear or be a sounding board for great ideas to form**
- **commit to finding ways to achieve our goals together**
- **share learning and offer organisational and business development opportunities**
- **develop artists at every stage of their career**
- **enjoy a high quality output**
- **promote and champion other organisations and signpost our participants to follow up opportunities**



We thoroughly enjoy the variety of organisations we have the pleasure of working with, in both community and corporate environments. Examples of our partnerships include:

In the community

ABNEY ORCHESTRA

our resident community orchestra.

BRIGHTER SOUND AND MORE MUSIC

we partner regularly with education-based organisations around the North West to see young people circulating between all of our shared opportunities.

CABASA

we are very proud to support and celebrate the flourishing development of this incredible organisation, a key collaborative partner for almost two decades.

INCREDIBLE PLASTIC STREET BAND

a unique brass band for young people aged 5-12, filling our venue with the delightful sounds of plastic trumpets and trombones!

RECREATE

we supported this group of local residents to come together, share skills, and establish their own self-led craft group.

SAMBAYABAMBA

we support community bands and organisations all over the UK with business development and mentoring to help them achieve their dreams.



Incredible Plastic Street Band performer



Our corporate clients include:

British Airways

British Council

Chester University

Chester Zoo

Girlguiding

InTu Trafford Centre

Liverpool City Council

National Football Museum

Manchester City Football Club

Manchester Metropolitan University

Oldham Metropolitan Borough Council

Royal Manchester Children's Hospital

Tameside Metropolitan Borough Council

The University of Central Lancashire

Travel Counsellors

UNICEF



Artists

We support artists at every career stage, offering access to international Research and Development opportunities, practice-sharing forums, national networks, and employment.

Part of this is our regular masterclass series taking in a host of art forms and often linked to high profile events in our calendar. We also reach large numbers of new participants via our digital creative courses.



Productions

We dream big and explore innovative ways to fund and deliver an exciting artistic vision. Our productions offer something for everyone, from community parades to corporate events, and we collaborate with leading artists from diverse, cross-arts disciplines to ensure that every Global Grooves production raises the bar higher: reaching thousands of audience members and providing dynamic training opportunities for our artistic community.



'Jab' dancer performing at Mossley Light Festival, 2017



Creating Carnival

Our pioneering 'Creating Carnival' model is one such training opportunity, giving new and emerging artists the chance to learn and grow skills that can take their career to the next level. Through Creating Carnival, we have connected to a global network of Carnival artists and our productions have travelled to and learned from communities in Singapore, Trinidad, China, The Gambia, Australia, New Zealand and Brazil.



The Tempest, Brazilica Festival 2016



Communities

We believe that Carnival isn't just a spectator experience – it's about bringing everyone together and offering access to high quality arts to foster genuine connections and experiences.

A happy, healthy community is an engaged one, and a driving ambition for our organisation is to increase the capacity of arts organisations in both Carnival and non-Carnival sectors to collaborate through authentic – and more diverse – cultural arts. We are stronger together, and the Global Grooves door is always open for other organisations and individuals to seek advice, partner and collaborate or to simply share ideas, initiatives and energy to make great things happen.



“Mossley is indeed fortunate to have such an organisation as Global Grooves located within the town. The commitment shown by the organisation to community engagement in everything it does is quite breathtaking.”

Mossley Town Council

Community workshop participants parading, Mossley Light Festival, 2017

Local work

The community on our doorstep is, of course, vitally important to the work we do.

Our year-round programme of skills development courses and learning together initiatives helps grow a connected community, and we are dedicated to offering volunteer and employment opportunities to local people.

Equally important is our commitment to providing arts and cultural experiences to our doorstep communities, and we have enjoyed staging a number of community productions and celebrations in which our local community can participate and enjoy.

Since 2015, we have worked closely with a range of community partners, including Mossley Town Council, to build upon previous successful lantern parades and create a new event that would inspire, promote and excite the communities within Mossley. The Mossley Light Festival has grown to become an inspiring, high quality winter event that has seen collaboration with established local and international artists as well as homegrown opportunities for local people to get involved.



Mossley Light Festival, 2017



International work

Our Carnival work continues to be inspired and developed by many global traditions and it is crucial we provide our artistic community the chance to grow their own understanding through performance and Research and Development opportunities. Recent trips include:

QATAR (2019)

Over the festive season, seven Global Grooves performers, including two Future Leaders alumni, hit the streets of Qatar to share 'robo-grooves' with visitors to Souq Waqif and Souq Al Wakra. Between 21st December 2019 and 4th January 2020, Doha's third edition of the Spring Festival offered an array of cultural programmes and international performers, drawing in audiences in their thousands each day. Fifteen days, 46 performances, and the development of a new musical street show.



Puppet making in The Gambia



ITALY (2019)

In the summer of 2019 our musicians and puppeteers were invited to perform with our fire-breathing puppets, Bessemer the Dragon and Toni the Bat, in Sorrento.



'Bessemer' the fire-breathing dragon, performing in Italy, 2019



THE GAMBIA (2018)

We took a team of 40 artists of all levels to the Gambia on an international study experience. One of the main focus points for the trip was to help provide a sustainable funding model and support the bi-annual Kartong Festival, as well as take an illuminated Carnival to a poorly lit community area to inspire local artists and residents.

NIGERIA (2018)

Our performers took to the streets to celebrate the Imo State Unity Carnival alongside artists from Brazil, France, Grenada, Trinidad and Tobago, USA, South Africa, Jamaica, Ghana, UK, Barbados, Nigeria, and Zambia. Alongside artists from Gemz Mas (London), we enjoyed an intensive weekend of outdoor Carnival parades to audiences who smiled and danced along with us.



Global Grooves performing in Imo State Carnival, Nigeria, 2018



Our growth

- 1990s** An exciting era with teenagers blossoming into arts leaders in the midst of a growing UK Carnival scene
- 2003** Leon, Holly and Eraldo found Global Grooves to share Carnival far and wide
- 2009** Our first ever Global Grooves street carnival, 'Afoxé Manchester'
- 2012** We move into part of the building at The Vale
- 2014** Studio opened to the artists and wider community to enjoy making facilities, rehearsals, gigs, live music, and cinema
- 2018** Storage facility in Stalybridge burns down. Over ten years' worth of work is lost
- 2018** 'Project Phoenix' is launched to create new work and the recovery process begins
- 2018** Global Grooves becomes an Arts Council England NPO
- 2020** Work begins to build The Northern Carnival Centre of Excellence
- 2021** The Vale reopens as a world-class Carnival arts facility

'Phil the Phoenix', Manchester Mega Mela, 2018



The Numbers 2017-2020

Audiences of
2.8 million

120 
Future Leaders now in our network

Artists worked, studied,
and performed in over
15
countries

 **42** 
early career artists supported
into paid employment

Nominated for
2
awards

6644 
school workshop participants

Workshops with
75
schools and
other organisations


263
volunteers

11 
long term projects delivered

 **39** 
puppets and outdoor creations made

Supported by
22
funders

Worked with
64
arts and cultural
organisations

 **24,500**
hands-on participants

1151 paid performance
opportunities for
217 artists 


34
masterclasses
and courses

10  partner orgs
based at The Vale

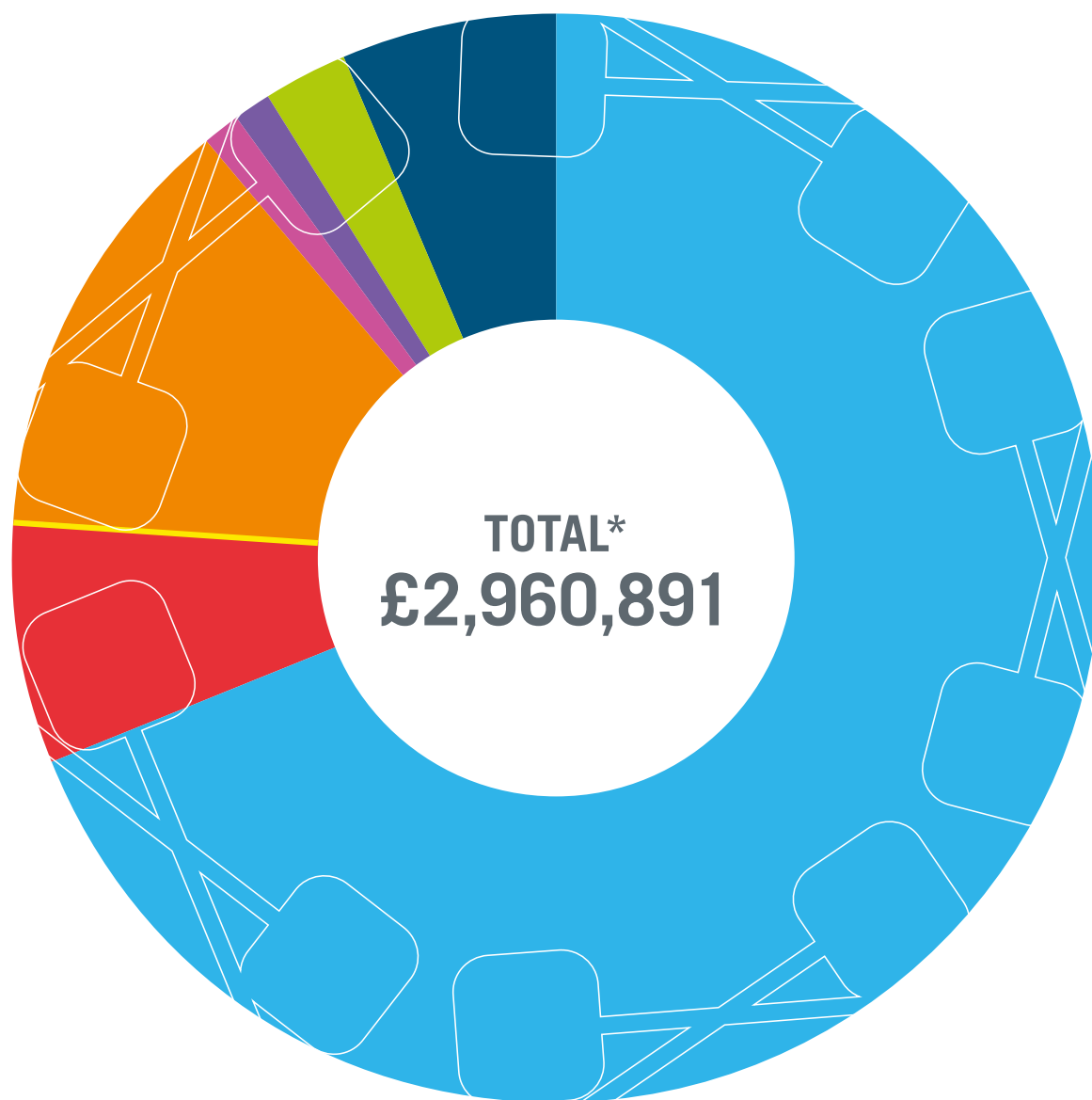
 **35**
live music and
cinema events

 **52**
different shows performed
around UK and internationally

 **6,792** miles walked by drummers (or thereabouts)



Finance 2017-2020



- PUBLIC GRANTS AWARDED**
£2,042,569
- OTHER RESTRICTED INCOME**
£213,301
- ADMISSIONS**
£5,053
- COMMISSIONS**
£374,457
- DONATIONS**
£29,467
- INTERNATIONAL**
£38,000
- EDUCATIONAL ACTIVITIES**
£75,196
- PARTNERSHIP SUPPORT AND OTHER**
£182,848

***OF WHICH**
£999,617 ALLOCATED TO CAPITAL*



The future

Though Global Grooves is relatively young, we have packed in a great deal in our years of operation, building up significant resilience and experience. We are ambitious to grow our organisation, our scale and scope, and we are seeking collaborative partners that match our level of aspiration.

We want to work with local and national brands with ethics and cultural relevance to the creative scene in the UK. Partners should be:

Environmentally conscious.

We have ambitions that our operations and venue will become carbon neutral and we want to work with environmentally thoughtful brands with similar aspirations.

Responsible to their community.

We want to engage with brands that want to play a part in raising the bar for diversity inclusion and training in the local area by participating in our studio programmes and supporting young and disadvantaged people's growth and pride.



Danny Henry, performing at Manchester Mega Mela, 2018



We are open to approaches from a variety of brands working in diverse sectors. These may include:

Audio and video technology.

We would be interested to hear from brands that could help us bolster the production capabilities of our venue, studios, shows and digital content to the highest level, enable high-level live streaming capabilities, PA Systems, studio production facilities and live performance technology for our performances.

Digital technology and distribution.

Partnerships with brands that could develop our productions for digital audiences and extend our online capabilities and reach, and networks to grow the scale and engagement opportunities of our fanbase, would be extremely valuable.

Water, pourage and premium drinks.

We want to work with forward-thinking producers from the local area and wider UK to pour and showcase products in musical environments.

Fashion and trend leaders.

We would love to hear from brands that have relevance to our audiences, to showcase new fashion, products and styling for our artists in performances and in situ in our unique settings.

Ticketing.

As our new box office gets up and running, we are especially keen to learn more about ticketing technology and distribution throughout our platforms, especially to enable us to make our processes as eco-friendly as possible.

Food and consumables.

We are eager to partner with brands that want to launch or showcase their products in creative settings to connect with our aspirational, forward-thinking audiences, including the possibility for pourage and supply across our venues and productions.



Join the movement

As community-minded folks, Global Grooves is always on the lookout for fellow innovators and creatives to join our movement. Between our management team, we have over 80 years of experience in delivering high-quality programmes and events both home and abroad.

As the only Arts Council England National Portfolio Organisation (NPO) in Tameside, we are set to make a huge impact with the relaunch of our community venue, The Vale, by programming an exciting offer for local residents and artists, whilst also being a going concern for (inter)national artists seeking interesting new venues to tour their work.



We want to work with leading brands that share a similar social and environmental consciousness in a fun, effortless way at this time of extraordinary organisational growth. We are particularly aware that the kind of work we do will be extremely powerful at the current time, when freedoms, celebration and togetherness have been decimated by the global pandemic. We are ready to ignite the celebrations as people once again come together on the streets of the UK, and our expertise and resources lend themselves perfectly to retail initiatives being planned for the reopening of town centres everywhere. We exist to offer celebratory Carnival in the community – and we can't think of a time more suited to everything we do.

As such, we've developed a number of ways to engage with this adventure to allow our partners to benefit from the power of association with our brand and audiences, and collaborate with us without breaking the bank or being overly-complicated.

Read on for ideas about how you could connect with us, or alternatively, get in touch with your own proposal.

Presenting sponsor or presenting sponsorship.

Headline branding rights in association with Global Grooves, or sponsorship across our entire venue and studios, with full billing, signage and inclusion on all digital and offline communications in relation to the property and programmes. Full physical activation, workshop curation, digital content and marketing comms package developed across the community for a multi-year deal.

Studios sponsor.

Sponsorship of a physical area of the studio space with opportunity for live brand activations, branding throughout, equipment contribution, workshop participation and curation.

Water at The Vale.

Your canned water on stage and backstage, as part of our standard of carbon neutrality at the venue. Full supply deal on offer.

Alcohol and premium drinks pourage.

Supply across our live spaces and in the studios for all our artists and audiences.



Technology supply partner.

Supply of your pro-level gear and expertise to spec in return for brand acknowledgement in key comms where other partners appear.

Education workshop sponsorship.

Capturing topical lesson-based content and live videos of our studio magic.

Live events.

Opportunities for gigs, education and PR events, product launches, corporate entertaining and other branded events within a cutting-edge space and for target audiences.

Online content development.

The chance to engage as ambassadors for our rising talent, supporting artist development and tapping into their own communities, both on and offline

We like to shout about our partnerships and the potential to reach new audiences. As such and as standard, we would offer our partners:

Brand association:

the chance to be seen as an official supporter of Global Grooves with brand name and logo on our website, marketing material and other outputs where other partners appear. We would also grant partners licence to use Global Grooves' name, images and supporting announcement across their own brand communications, subject to creative agreement.

Digital and media:

credit and post / retweet for your brand in all online communication (Twitter, Instagram, Facebook) and the opportunity for a photoshoot / photocall with staff and/or products for use in communications and other promo.

Tickets:

allocation of complimentary tickets to gigs and events at The Vale in exchange for promotion in own brand communications.





Global Grooves



Leon Patel, CEO



Holly Prest, Artistic Director



Eraldo Marques, Executive Director & Financial Director



We are immensely proud that our work enables us to bring people together in harmony and celebration. We actively seek partnerships and collaborators so that we may increase these possibilities. Our work takes a global view, fostering acceptance, compassion, empathy and commonality.

We invite you to get in touch to explore ideas or opportunities you may have in mind.

Let's make things happen.

Leon Patel, Chief Executive Officer

Global Grooves

The Vale, Unit 2, Vale Mill, Micklehurst Road, Mossley, Ashton-under-Lyne, OL5 9JL

0161 870 6895 | hello@globalgrooves.org | www.globalgrooves.org