

IMPACT REPORT

2022



Creativity, culture and community

The **Southampton Mela Festival** is a long-standing summer highlight in the Southern region events calendar celebrating modern and traditional Asian culture.

Over the last two decades, this much-celebrated festival attracts thousands of people per year from along the South coast to enjoy a fusion of music, dance and family activities, all of an international flavour from world-class artists.

Over 20 years and counting, we have built a reputation as a great family day out with plenty of entertainment and activities for young and old plus entrance is free, as are most of the family focused activities.

IMPACT SNAPSHOT

28,500

VISITORS

471

ARTISTS PERFORMED

1,051

WORKSHOP
PARTICIPANTS



OUR REACH

Visitors, traders and artists travel from many regions of the U.K. to attend the Southampton Mela including:

- London**
- Birmingham**
- Manchester**
- Leeds**
- Bradford**
- Belfast**
- Edinburgh**
- Bournemouth**
- Poole**
- Portsmouth**
- Isle of Wight**
- Bristol**
- Weymouth**
- Truro**





DIGITAL REACH

95k

REACH ON SOCIAL MEDIA

9k

UNIQUE WEBSITE VISITS

500+

EMAIL AND WHATSAPP COMMUNITY

Unique and return visits and views online from **UK, USA, Bangladesh, China, Canada, Brazil**

Audience

Age range 18 - 44

Female 71%



AS FEATURED IN

BBC

SOUTH TODAY

itv NEWS

Meridian

SOUTHERN Daily Echo

voice FM

Awaaz
99.8 FM



Data analysis from May to Aug 2022



WORLD-CLASS PERFORMANCES

MUSIC

QWALLI
BHANGRA
BOLLYWOOD
BANGLADESHI FOLK

DANCE

ODISSI
BHARATAYNATYAM
KATHAK
BOLLYWOOD
BHANGRA

INTERNATIONAL

ROCKBAND
CHINESE
AFGHANI
SPANISH
AFRICAN
SPANISH
BELLY DANCING
FOLK

AROUND THE SITE

STREET THEATRE
PUPPETRY
INSTALLATIONS
WORKSHOPS



THE NUMBERS

471

ARTISTS PERFORMED

28

PERFORMANCE
GENRES

4

STAGES
MAIN, WORLD, COMMUNITY
& SPORTS ZONE



RENOWNED ARTISTS



Pooja Rana Angra



Vidya
Thirunarayan



Rahki Sood



Navin Kundra



Pandit Sanju Sahai



ARTS & MUSIC WORKSHOPS

MUSIC INCLUDING AFRICAN, CHINESE, ASIAN, RAP

VISUAL ARTS

DANCE

THE NUMBERS

1,051

PARTICIPANTS

21

ARTIST LEADERS



OUR ARTS PARTNERS

ARTS
UNIVERSITY
BOURNEMOUTH

Mayflower
Theatre

John
Hansard
Gallery



TRADERS & LOCAL BUSINESS

40+

TRADERS

£15

AVE. SPEND PER PERSON PER STALL

FOOD

ASIAN
GREEK
HALAL
DESSERTS
SNACKS

DRINK

COFFEE
SOFT DRINKS
BAR

OTHER

CLOTHES
FABRIC
BEAUTY
ARTS & CRAFTS
TOYS

INFO STALLS

HEALTH & WELLBEING
EDUCATION
COMMUNITY
CAMPAIGN AWARENESS



LOCAL BUSINESS PROFILE

" I HAD A REALLY GREAT DAY TRADING! I'VE JUST STARTED MY LOCAL BUSINESS AFTER THE PANDEMIC AND THE SOUTHAMPTON MELA HAS GIVEN ME A REAL BOOST IN SALES AND PROFILE THIS YEAR! THANK YOU!"

PARTNERS IN COFFEE, SOUTHAMPTON

SUPPORTED COMMISSION OF NEW WORK

LIVES OF CLAY

If clay could talk, what would it say?

Stories of women from ancient myth and modern life are brought vividly to life through thrilling classical Indian dance, original music and half a ton of clay.

Internationally renowned Vidya Thirunarayan combines her expertise in Bharata Natyam dance with her skill as a potter in a unique theatrical event.

"AN UNBELIEVABLY THRILLING, CONCEPTUALLY DEEP AND EMOTIONALLY RICH CREATION."



Lives of Clay was presented in association with Supple Productions, supported by 101 Outdoor Arts and Arts Asia with funding from Arts Council England.

Directed by Tim Supple, choreographed by Debbie Fionn Barr, designed by Julie Belinda Landau, with original text by Vayu Naidu, and score by Barry Ganberg.



NUTKHUT PARTNERSHIP



Nutkhut's Giant Puppets – The Mall, London 2022

Working in partnership with Nutkhut and the Mela Partnership we welcomed Nutkhut's *Bride and Groom* to Southampton Mela 2022. These two giant puppets stand 4-metres-tall and were featured as part of the Platinum Jubilee Pageant celebrations in Central London.

Seen by over a billion people worldwide, the puppets are draped in the world's first sustainable Sari fabric, as featured on the BBC and Sky News. The puppets have focused attention on Nutkhut's campaign for sustainability through the lens of fashion.

"The Southampton Mela is a genuine celebration of the love of its city, of community and home." **Ajay Chhabra, Co-Artists Director – Nutkhut**

NUTKHUT

mela
partnership
MEMBER



OUR FUNDERS, SPONSORS AND VOLUNTEERS

We can only run this much-celebrated festival with the support from our funders, sponsors and volunteers. Thank you for your continued support.

We are committed to working with like-minded partners to extend the reach and programming of the Southampton Mela. Join us in celebrating the vibrant, rich culture of South Asia by sponsoring the Southampton Mela. Be seen by thousands of people as we showcase exceptional talent and promote diversity and inclusivity in our community.



Supported by
**ARTS COUNCIL
ENGLAND**

Supported by




**ARTS
UNIVERSITY
BOURNEMOUTH**

SOLENT
UNIVERSITY
SOUTHAMPTON



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