

Local Latin Boom is on
its way

CARNAVAL DEL PUEBLO





The Organisation

- We were an inward looking organisation
- We are now an outward facing organisation
- Members of Locality, First Steps



History in Figures



- 1998 - 4,000 - stage at Bermondsey Carnival
- 2004-7 - £1.5m 15 Partner ESF EQUAL Celebrating Enterprise research project on economic impact of festivals, City University
- Southwark Council/Uni Event Training
- More London, Visit London, GLA tourist destination
- 2007 - 130,000 - Burgess Park
- 2004 - £2.3m/2007 - £4.1m - Economic Impact
- 2007 - created 90 part time jobs
- Busiest day for Tescos (barring Christmas)

Building blocks for 2016 Rio Olympics-Paralympics

- 19 countries

Regeneration - opportunity

- Lend Lease, Delancey, Southwark High Street Challenge, GLA, Arts Council, Locality, Peabody

- Plaza Latina

- East Street Shops

- Carnaval del Pueblo 2016



Creative Industries

A group of people in vibrant, traditional costumes with tall, colorful feathered headdresses are marching in a parade on a city street. The costumes are primarily green and yellow with plaid patterns. The background shows a city street with buildings and a traffic light.

- Target audience segmented:
- Tourists
- New residents
- Affluent neighbours

This area will rock!

- Tourist destination
- Community
- Niche market
- Creative industries – high end
- Environment
- Local strategic Partnership
- Expo Presence in festival
- East Street Market – Latino



The background image shows two women in traditional Latin American folk costumes. They are wearing white blouses with colorful embroidery and long, flowing skirts. The woman on the left has an orange skirt, and the woman on the right has a blue skirt. They are both wearing gold necklaces and have their eyes closed, suggesting they are dancing. The background is a blurred crowd of people, including a person in a high-visibility vest.

What you may wish to do
now

SPACEHIVE CAMPAIGNS

<https://spacehive.com/>

Please pledge now:

‘East Street Latin Festival’

‘Latin Carnival Workshops for All’

Contact us via

www.carnavaldelpueblo.com

www.plazalatina.co.uk

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