

## The Apple Fairs



*The art of British popular entertainment*



**Blazing Tales**

Since 2012, Promenade Promotions has been working in collaboration with The Common Players & Blazing Tales to create interactive, participatory celebrations of the apple orchards of Devon. Using storytelling, performance, games, visual arts and even a travelling apple press, we work with a variety of age groups and abilities from the local communities to celebrate the apple harvest each Autumn. This is a continuing project, so do get in touch if you'd like to be involved...

## **This is a report of 'The Dawlish Apple Fair' in 2012**



### **Overview:**

An estimated 500 local people turned-out on a bitterly cold, windswept Sunday to enjoy the range of new activities and attractions on Dawlish Lawn for Apple Fair.

The aim had been to create a celebratory, Autumnal event that would augment (rather than compete with) existing attractions of the town and be a family-friendly, accessible event.

There were making workshops, stories, participatory games, sideshows and even a mummings play with circle dancing for everyone to join-in. As can be seen from the accompanying photographs, there were quite large numbers involved in dancing the apple processes from picking to juicing!

Despite the poor apple harvest, we were able to provide a large number of local apples for juicing and although there weren't many to juice from local orchards and gardens, there was a keen interest in the free information, recipes and advice on offer.

All the feedback on the event has been very encouraging – particularly from local traders, who made a point of saying how much they appreciated the council supporting new initiatives.



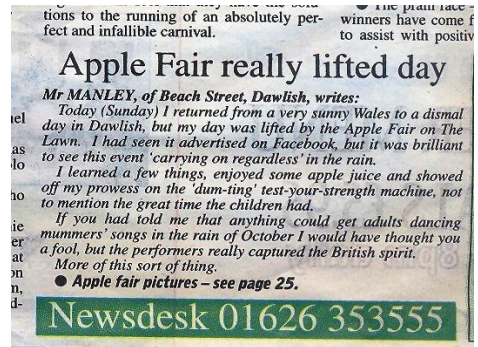
*Thank you so much for yesterday. I would have bet against anyone getting us dancing on the Lawn in the October rains, but the whole event was excellent, despite the weather. Please come back to Dawlish next year (although try to bring better weather with you!)*

**Local Advocacy:**

The project support provided by the community promoters was crucial to the success of the events, and helped to integrate The Apple Fair into the three distinct localities.

The feedback was very positive with all respondents rating the events 7 or more out of 10 in terms of enjoyment (9 of the 25 replies rated it as 10 out of 10). Almost all of the respondents said that the event fitted in 'Very Well' with their community. 20 out of 25 of the replies said they learnt something new from the Fair.





**Conclusions:**

- The event fulfilled its principal requirements of appealing to a wide demographic audience and raising the profile of the town.
- It was a new and inspiring addition to the town’s attractions.
- The costs came within expected budgets.
- Good coverage in terms of imagery and print means that future events can learn from the project.
- The support of traders and local people means that The Apple Fair could potentially become a regular feature, but the costs of the project do require subsidy or sponsorship of some sort in order to be viable.



**Tony Lidington  
 Director  
 Prom-Prom  
 December 2012**