






Introduction

Hullabaloo in the Park was a two-week outdoor festival for families at South Park in Darlington, 12 - 25 July 2021.

The dynamic outdoor programme of live performance, storytelling, crafting, dance, games, installations, play - even a Beastie Boogie – was aimed at reinjecting the fun and wonder into the park that has been a daily lockdown destination for local families and to engage new audiences and reengage local families with the work and mission of Theatre Hullabaloo. This was of particular importance due to the temporary closure of The Hullabaloo because of COVID-19.

Main aims of the festival:

-  To provide a wonderful creative programme for a diverse range of families, including new parents and babies
-  To engage a broader range of audience demographics from across the Tees Valley and...
-  To re-engage local families with the work of Theatre Hullabaloo following the period of closure

"Delightful to have us here in the park, especially free activities!"



During the festival over 6,000 people attended more than 154 sessions and activities in the park!

Programme

We worked closely with local companies and artists to create a programme of live children's theatre, messy play, storytelling, crafts, workshops, dance and installations across the two weeks.

The programme celebrated diversity across family events and championed working with local and regional partners.

We programmed theatre for babies and messy play and music and movement for new parents, specialist performance for young people with learning disabilities and even a Rainbow Hullabaloo pride event.

Little Wonder commissions were targeted at northern artists developing new cross artform work for families that encouraged them to see their local park in a new and wonderful way. More than 40 projects were proposed in response to the commission and the following Little Wonders were presented at Hullabaloo in the Park;-

- **Musical Adventures**

Artists Bridie Jackson and Carol Bowden - armed with a musical treasure map, the smallest of children explored the sensory garden in a musical, hide-and-seek journey, with a little help from their grownups. This creative trail experience encouraged young children to discover the park and the hidden spaces within.

- **Solar Chimes**

Artist Chris Ruffoni - a constellation of solar powered copper chimes hung from trees creating a new take on the classic wind chime.

- **Pancha**

Artist Payal Ramchandani - an Indian storytelling promenade with music and dance which showcased Kuchipudi dance.

- **ImproPlay Interactions**

Artist Katy Hewison - a responsive contemporary dance journey where audiences watched, played and , then joined in to make their own dance creation.

Theatre Hullabaloo also developed and distributed free family craft bags throughout the festival in recognition of the ongoing pandemic restrictions and 1,132 craft bags were given to children during Hullabaloo in the Park.

154
sessions /
performances

49
artists

16
companies

4
Little Wonder
new artist
commissions
involving 12
artists

Total
audiences to
Little Wonder
commissions:
3,484

"Instructor was
brilliant - an
amazing experience
and I want to come
to the theatre
now!"





Audiences

During a period of closure at The Hullabaloo, we wanted to re-engage existing audiences and attract new audiences to the work of Theatre Hullabaloo. We wanted to broaden our audience demographics by offering a mix of free and paid for activities.

In addition to the main programme at South Park in Darlington, we extended the programme to Firthmoor Community Centre in Darlington and invited local school groups and families to attend storytelling, crafts and messy play.



6,188 people attended shows and events at Hullabaloo in the Park



4,674 attended free / non ticketed events



1,514 attended ticketed events



Bookers came from 16 different Local Authorities with the top 3 for household reach being Darlington, Richmondshire and Stockton-on-Tees.



50% of bookers came from 1km of our venue, The Hullabaloo, in Darlington



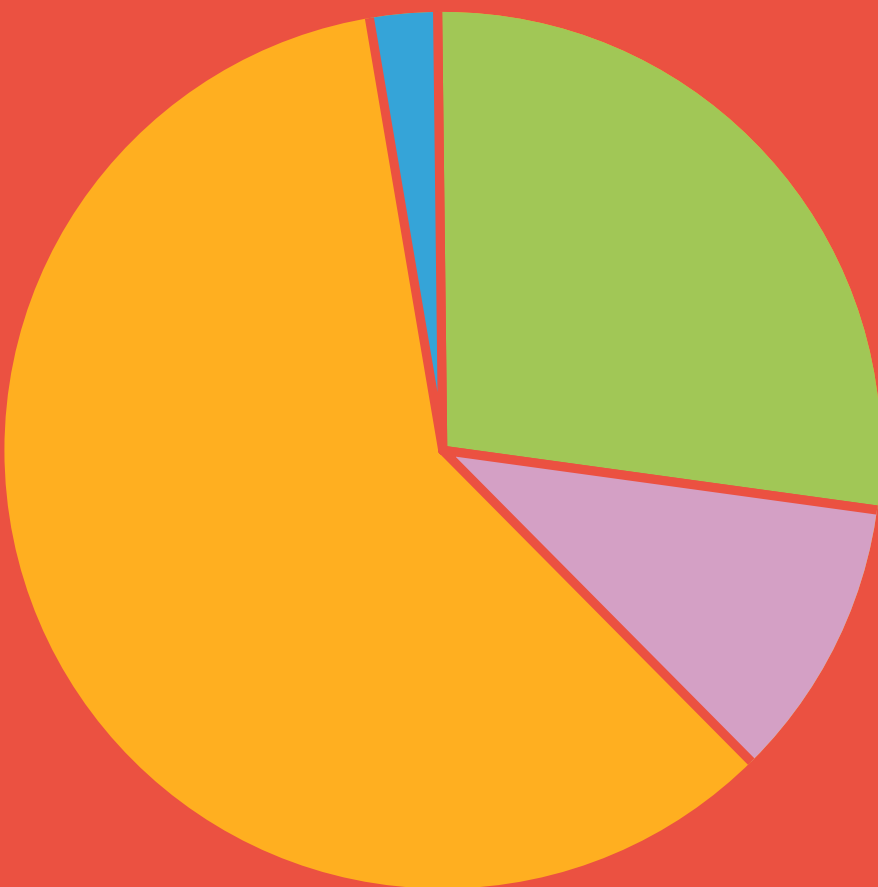
Almost 50% of Hullabaloo in the Park attendees had not been to The Hullabaloo before



"Interesting
and very good
- made the kids
stop and think."

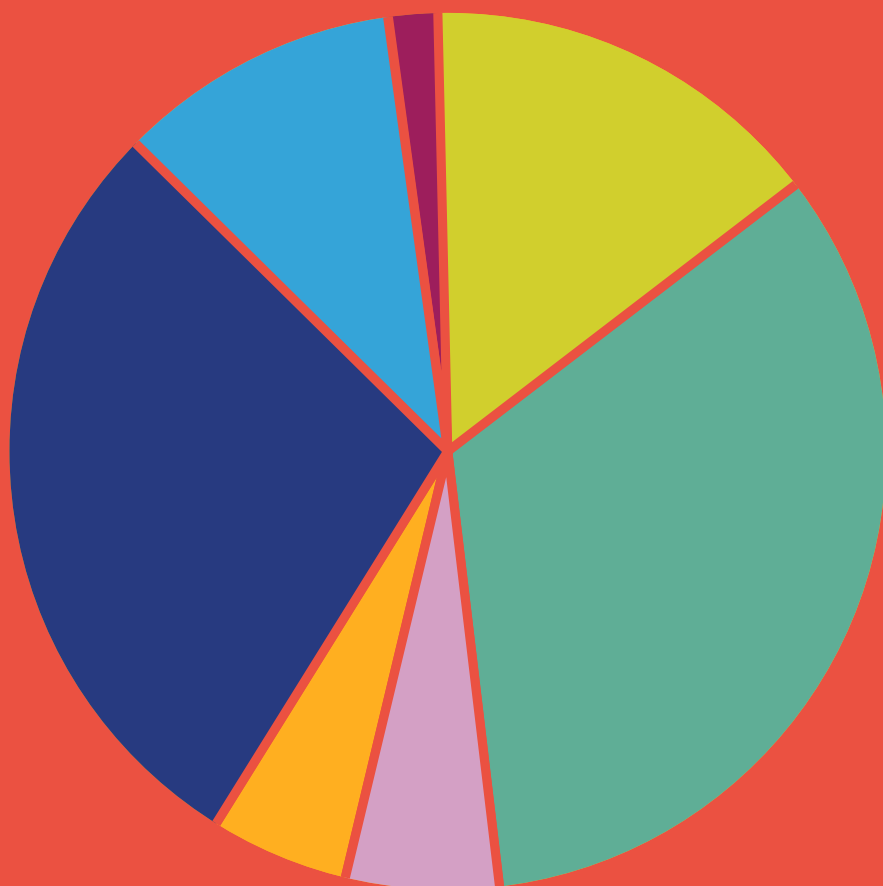


Income & expenditure



Income

- Tees Valley Combined Authority
- Darlington Borough Council
- Arts Council England
- Ticket sales & donations



Expenditure

- Development
- Event costs
- Digital
- Marketing
- Programme content
- Staffing
- Evaluation