

CREATE, INSPIRE & CELEBRATE IN SWINDON



**BECOME AN
ARTISTIC PARTNER**

22ND JULY - 3RD AUG 2024

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Signal is managed by Prime Theatre but a project owned by Swindon and all Signal Partners. Initial development has been supported by:



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**ARTS COUNCIL
ENGLAND**



WHO AND WHAT IS SIGNAL FESTIVAL SWINDON:

Signal is an indication of worth, a spotlight on talent, a beacon of hope and a call for change. Signal is led by 6 Producers under 28 who grew up in and make work in Swindon. Signal is a response to a series of consultations with Swindon's youth population.

A radical showcase of fresh talent and youth opportunity

DANCE, DIGITAL ARTS, MUSIC, THEATRE, VISUAL ART, WORDS

OUR VISION:

A Swindon where art is easily accessible and young people are empowered to create it.

OUR VALUES:

Inclusion, Optimisation and Connection

- ✓ Signal wants every young person in Swindon to be able to access art and culture.
- ✓ Signal wants every young person in Swindon to see themselves reflected and represented.
- ✓ Signal wants young people to feel more positive about themselves and about Swindon.
- ✓ Signal wants to be the start of rich conversations, creative collaborations and civic change.

OUR KEY AUDIENCES:

Signal celebrates art and young people in art. It welcomes young people, work that platforms young people and adults who support young people and their potential.

- ✓ 11+ is for Audience and Participation
- ✓ 14+ for Careers and Professional Development
- ✓ 17+ Emerging Professionals



WHY BECOME A PARTNER?

Invest in Young People

Demonstrate a commitment to improved access, inclusion and aspiration. Provide more opportunities for skills, cultural & social development. Build youth community and wellbeing.

Change Swindon's Narrative

Shine a spotlight on the good things in Swindon. Promote potential, positivity and pride. Help train and retain the next generation of artistic talent and creative thinkers.

Raise Your Profile amongst the young creatives

Access new, long term audiences. Be associated with radical optimism and the start of new growth. Amplify your messaging, be an advocate for change and a force for good.

Be part of a new Civic network

Make connections with creative young people and professionals in Swindon. Advertise your services and opportunities. Develop your place in Swindon's cultural ecosystem.



HELP SIGNAL FESTIVAL BE FREE OR LOW COST TO ACCESS

Join our ever growing list of founding partners



GET IN TOUCH TODAY TO PARTNER WITH US!