



Southwark Events

APPLICATION SUMMARY

This document is NOT a permit to hold an event

Ref No: **SWKEVE000532**
 Title of event: **Identities- Latin America Film Festival - 2nd edition**
 Submission date: **06/06/2022 | 12:54**
 Submission number: **3**

Venue **Dulwich Park**

Location details: **West Lawns next to the Dulwich Clock Cafe. SE21 7BQ.**

Set-up datetime: **23/07/2022 14:00** Audience profile: **Families**
 Clear-up datetime: **24/07/2022 22:30** **Young People**
 Start time: **23/07/2022 18:00** **Older People**
 Stop time: **24/07/2022 22:00** **All ages**

Ticketed: **No**
 Open to Public: **Yes**
 Invited guests only: **No**



Event funded: **£5,000 Southwark Council £1,000 Embassy of Mexico £ 1,000 Embassy of Argentina £1,000 Film London £1,000 Embassy of Chile**
 Budget for this event: **£10,000**

Event details:

Description: **i-d-e-n-t-i-t-i-e-s** is a Latin American festival that will celebrate LATIN AMERICA by way of independent cinema, dance, music and regional cuisine on 23-24 July at Dulwich park. The festival will pay tribute to LATINO FILMMAKERS for a whole weekend with a competition of exciting Latin American short films, exploring diversity and cultures to shine a light on the Latino community. Food and drinks stalls will be available during the festival.

Promotional activity: **The updated marketing plan includes a social media strategy that works with specific FB groups dedicated to cinema, countries or specific cultures. We also reach out to specific demographic and interest groups on MEETUP and Internations. We maximise the use of original video content such as a promo and edited Q&As together with other related video content on our YOUTUBE channel. We have media partnerships going with a digital TV and niche radios that cater for our target audience. We are expanding our PR efforts reaching out to film, music, dance and food bloggers as to amplify our overall reach on socials and we are particularly focusing on influencers that can boost our events with their crowd. Our main partners, embassies, cultural Institutes and local organisations and associations are co-promoting the event and supporting us through the use of their branded newsletter and local publicity.**

Benefit to local community: **Local families and youth will find on their doorstep a very entertaining and free event that is tailored to their needs. We offer a wide variety of activities such as dance and music performances, screenings with Q&As, food and drink stalls and children activities to be enjoyed by everyone.**

Type of activity: **Festival**
 Event activities: **Dance, Films/Movies/Video screening, Recorded Music, Live music, On-site Catering**
 Waste management: **Temporary Toilets, Litter Bins, Recycling bins, Food waste**
 Other facilities: **Barriers or fencing, Seating or tables, Vehicles on-site for set-up, Vehicles on-site during event, Signage, Volunteers, Vehicles on-site for clear-up**

Event Safety Information:

Crowd management: **Yes**
 Fire prevention: **Yes**
 Temporary structures: **Yes**
 Sustainability: **Yes**
 Lost children management: **Yes**
 Accessibility plan: **Yes**

Required Consents and Permissions:

Food vendors: **Yes**
 Stalls | concessions: **Yes**
 Sale of alcohol: **Yes**

Marquees | temp structures: **Yes**Leaflets distribution: **Yes**Recorded: **Yes**Live music: **Yes**Performance of dance: **Yes***Note: Any questions that were not ticked in the checklist will not appear on the application summary or permit***SUPPORTING DOCUMENTS**

Document name	Type	Event
Charges-00623-SWKEVE000532-.pdf	pdf	Identities- Latin America Film Festival - 2nd edition
Insurance cover	pdf	Identities- Latin America Film Festival - 2nd edition
Application-SWKEVE000532-summary-V-3.pdf	pdf	Identities- Latin America Film Festival - 2nd edition
Risk assessment	docx	Identities- Latin America Film Festival - 2nd edition
Children safeguarding	doc	Identities- Latin America Film Festival - 2nd edition
Dulwich park map with festival	png	Identities- Latin America Film Festival - 2nd edition
Event management 23-24 July	doc	Identities- Latin America Film Festival - 2nd edition
Supporting_information_-_Jan_18_update.doc	doc	Identities- Latin America Film Festival - 2nd edition
Application-SWKEVE000532-summary-V-1.pdf	pdf	Identities- Latin America Film Festival - 2nd edition
Event management plan Dulwich park	docx	Identities- Latin America Film Festival - 2nd edition