

Southend CARNIVAL

Did you know?
in its lifetime
Southend Carnival
has given £10m to
local charitable
organisations.



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Souvenir Programme

12th - 20th August 2011

A full week full of FUN!!



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Southend Carnival's 2011 programme

Welcome to **Southend Carnival's 2011** programme. Carnival is great fun for all the family. For years people have enjoyed events across the town and helped **raise money for local charities**.

I feel privileged to be **Southend Carnival Queen 2011** to lead our **biggest procession** to date and represent Southend. I will also have the opportunity to meet lots of people, with **Princesses Harley and Tanya** by my side. We hope you enjoy this year's programme and in particular vouchers for the Southend **Summertime** Fair.

If you have any ideas of how Carnival could improve or would like to get involved please email info@southendcarnival.org.uk, visit www.southendcarnival.org.uk or find us on Facebook.

I can't wait to see you at this year's events and help raise as much as we can for our local community.

Queen Charlotte

Queen Charlotte



THE WEEK AT A GLANCE...

12 - 20th August 2011

- Southend **Summertime** Fair 12 - 20 August
- Southend Canine Society Dog Show on 14 August
- Junior Prince and Princess Competition on 16 August
- Teddy Bear's Picnic on 17 August
- Children's Fancy Dress Competition on 17 August
- Southend **Summertime** Carnival Procession 20 August

DID YOU KNOW
Southend carnival
are supporting the
Southend Lifeboat
Station and Peaceful
Place this year?

Carnival Court 2011

How to make a carnival court...

1. Complete Court Entry Forms (opposite) for an interview in February.
2. Notify successful Queen and Princesses.
3. The new court select 2 sets of dresses for attending engagements through out their reign. The dresses are provided by LA Bride on Southchurch Road who specialise in bridesmaid, prom and evening dresses as well as accessories.
4. Meanwhile maintenance work is carried out by Bishop Brothers on the crown and tiaras. The chains of office have additional links added with the new Queen's name and year of reign.
5. Court's Float re-decorated.
6. Court buy suits for engagements when dresses are not appropriate.
7. Three new sashes which the court keep are made.
8. In mid-April the new court are crowned.
9. Engagements continue throughout the year with the highlight of their year, Southend **Summertime** Carnival Procession on the 20th August.



L.A. Bride

Bishop Brothers

INGREDIENTS:

- Entrants
- Court Entry Forms
- 6 x Dresses
- 3 x Suits
- 1 x Crown
- 2 x Tiaras
- 3 x Sashes
- 1 x Carnival Float
- 3 x Chains of Office



Court profiles

Queen Charlotte

Age: 17

School: Westcliff High School

Interests: Fitness & swimming

'I am very excited about Southend Carnival Week where I will be representing my local community as Carnival Queen. I am looking forward to meeting new people and taking part in new, exciting challenges with my two princesses and raising fund for Southend Lifeboat Station and Peaceful Place.'

2012 Court Entry Form

To be part of Southend Carnival Court 2012 complete this form and send it along with a passport sized photo before 3 Feb 2012 to 43 Thorndon Park Drive, Leigh on Sea, SS9 4RF or courtenry@southendcarnival.org.uk

Place Photo Here

Full Name.....

Date of Birth..... Address.....

Postcode.....Tel.....Email.....

Please tick whether you are entering to be Princess or Queen:

Princess I am over 14 and under 16 on 1st May 2012

Queen I am over 17 and under 22 on 1st May 2012

By signing and entering you are agreeing that you meet the below criteria:

- I live in the Borough of Southend-on-Sea and have done so for the last six months.
- I am available for Southend Carnival 2011, June 23 and for weekend engagements throughout 2012.
- I enclose a passport size photograph.* (signed on the back)
- I am available to attend the selection day on 4 February 2012 and Court Crowning on 15 April 2012.

.....
Signature of Parent/Guardian (Under 18's only)

.....
Signature of entrant

Princess Harley

Age: 15

School: Eastwood School

Interests: Majorettes



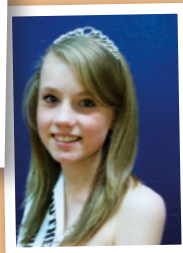
'I am very excited about being chosen as Southend Carnival Princess 2011/12, I'm really looking forward to the upcoming year and hope to be a positive role model. I am looking forward to making new friends and taking part in events throughout the year.'

Princess Tanya

Age: 14

School: Sweyne Park School

Interests: Majorettes



'I hope to bring Southend pride and be the best role model I can be. I am looking forward to being a princess and meeting lots of new people and hoping to make Southend a better place.'

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- A carer
- Living with someone who is severely mentally impaired
- On a reduced income
- Have modified your home because of disability

You may be exempt if you have a property which is

- Empty
- Uninhabited

To find out more
call us on 0181 606 606
www.southend-on-sea.gov.uk



please
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lighten the load...

Don't forget...

We now offer a choice of four payment dates for customers paying by direct debit. Payment can also be made on-line or by Allpay card.



2011 Carnival Beneficiaries

Each year Southend Carnival Events support organisations that bring benefits to community members in Southend. 2011 is no different...

Peaceful Place:

The Independent Registered Homeless Charity for Peaceful Place

Peaceful Place offer specialised help and support for people living with younger onset dementia. Operating five days a week with a high staff to member ratio, they aim to stimulate the mental, physical and social skills of members in an age appropriate environment. They achieve this by providing a wide range of recreational activities such as regular day trips and restaurant visits, Tai Chi, snooker, table tennis, arts and crafts including pottery, games and quizzes, dancing, live entertainment, cookery and gardening.

Carers also benefit from their work and can have time for themselves knowing that the person they care for is being looked after in a safe, caring and happy environment. Southend Carnival are supporting their ongoing work within the community.



For more information

visit <http://www.peacefulplace.co.uk/>.

Southend RNLI

Southend RNLI have asked Southend Carnival to support them in raising funds to build a new Lifeboat Station on the shore end of Southend Pier.

At present there is a temporary building for the inshore rescue hovercraft and a very old building housing the inshore rescue lifeboat. They plan to replace these with a new purpose built station to house both the lifeboat and the hovercraft and provide facilities for the volunteer crews. The new building will incorporate suitable changing rooms and a training centre. There are 235 Lifeboat Stations in the UK and Ireland and Southend was the second busiest in 2010 having launched 127 times and to save 130 people.



Lifeboats

Fundraising in aid of the RNLI

For more information

visit <http://www.southendlifeboat.org/>.



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Southend Summercare Carnival Fair 2011...

Southend Summercare Fair 2011 will take place from **12 – 20 August** at **Chalkwell Park**, London Road, Westcliff and is **open daily at 2pm - 10.30pm** except for 14 August when the Fair closes at 8pm. There will also be two **family days on 16 and 18** when from **2pm – 6pm** up to three accompanied children can gain **free entry** to the Fair and rides will be discounted

There is a small charge to enter the Fair. (£1 per adult including 2 children 14 and under, 50p for age 14 and under)

When you visit the Fair look out for the ice cream van by the main entrance selling the **award winning** Original Rossi Ice Cream. Rossi, like the Carnival, have a long history in Southend and are one of the few UK makers of artisan ice cream still using milk, butter and cream as opposed to just milk powder and this gives Rossi its **unique delicious taste** which you cannot get from bulk produced ice creams. To find out more visit **www.rossiicecream.com**.

A **Free Event** for disabled children will be taking place in conjunction with the Showmen between **10am and 12pm on Monday 15 August**, when rides considered safe for disabled people are opened. Rossi will also be providing ice lollies to children free of charge.

For more information visit **www.southendcarnival.org.uk** or our Facebook page.

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ice cream
SOUTHEND-ON-SEA



summercare



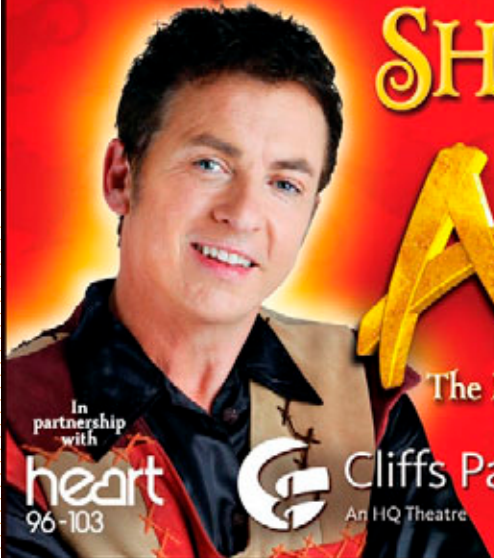
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Southend Summertime Carnival Procession 2011

The Procession includes bands, decorated floats, Notting Hill Style costumes and pedestrians. The Procession is a great opportunity for local businesses and organisations to get their message across and have some fun!

This year's procession is being supported by **Summertime** who are a Southend based company aiming to make a positive difference to the quality of life of people by supporting every individual to fulfil their true potential in their care homes. They wanted to support Carnival because this is a way to carry out their mission to support the community.

The **closing date for entries** into the procession is **17th August**, but it is best to get your application in early as entries are limited. Queen Charlotte would like to encourage as many people as possible to take part in this year's **Procession on the 20th August**. It is a chance to meet with many local people and to raise funds for Southend Lifeboat Station and Peaceful Place.

Each year there is strong competition between the entrants with prizes distributed on the day where possible.

The **Procession on 20th August, leaves Chalkwell Shelter at 7.45pm** passing Southend Pier at 8.30pm and aims to arrive at the Castle Public House, Eastern Esplanade at 10pm. For more information or an entry form visit www.southendcarnival.org.uk

At a glance:

Southend Summertime Carnival Procession 20 August

Departs Chalkwell Shelter, -
Southend Seafront @7.45pm



summertime



Carnival 10 events

August 13th-21st...

Friday 12th August - Saturday 20th August

Southend Summertime Carnival Fair

2pm to 10.30pm (Sunday 2-8pm) Chalkwell Park, London Road, Westcliff. £1 per adult, 50p children under 14

Saturday 13th August

Meet Southend Carnival Court

10am-4pm, Southend High Street.

Sunday 14th August

Dog Show

Entries from 11am Priory Park, Southend-on-Sea
Competitors Entrance Fees: Pedigree dogs-£2,
Novelties-£1.50
Free to Observe

Monday 15th August

Disabled Children's Day - Carnival Fair

10am - 12noon Chalkwell Park, London Road, Westcliff-on-Sea, Free





Tuesday 16th August

**Junior Prince/
Princess Competition**

Registration 10.30am Judging 11.00am
The Function Suite, The Kursaal, Southend-on-Sea
£2 per entry



Wednesday 17th August

Teddy Bears Picnic

11-30am Priory Park, Southend-on-Sea £3

Wednesday 17th August

**Children's Fancy Dress
Registration**

12.30pm Judging 1.30pm Bandstand, Priory Park,
Southend-on-Sea £2 per entry



Saturday 20th August

Carnival Indoor Market

12noon - 6.00pm
Kursaal Function Suite

Saturday 20th August

**Southend Summertime
Carnival Procession**

Leaves Chalkwell Shelter at 7.45pm
Route runs from Chalkwell Shelter to Castle Pub on Eastern
Esplanade by 10pm Free





Southend Summerco Carnival Procession Saturday August 20th

All times quoted are for the head of the procession
The procession will take around one hour to pass any point on the route
The procession will stop for 15 minutes for the firework display



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Highway of the road

Western Esplanade

START!
Procession starts from
Chalkwell Shelter 7:45pm

7.45pm

Homlet Court Road



Chalkwell Shelter

the original ROSSI ice cream

Chalkwell Avenue

Chalkwell Park

London Road

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Whilst every effort is made to ensure accuracy at the time of going to press, The Carnival Association cannot be held responsible for any errors or omissions or subsequent changes.

Children's events...

Junior Prince & Princess Competition

After being interviewed by our judges about themselves the winning boy and girl will be crowned Prince and Princess of Southend Carnival 2011. Their prize will include riding in the Southend **Summercare** Carnival Procession in the open top bus with the Mayor and other dignitaries each with an accompanying adult, trophy, tiara and sash for the Princess and crown and trophy and sash for the Prince.

Competitors must be over 8 years and under 12 on the day of the competition and be accompanied by an adult at all times. Children entering must be available on **20 August from 6pm** and live in the Borough of Southend.

The Junior Prince and Princess Competition is being held at the Kursaal Function Rooms, Southend's perfect venue for all your events, parties, wedding receptions, birthdays, school proms and corporate events. Visit www.kursaalfunctions.com for more information.



Teddy bear's picnic...

This year's **Teddy Bear's Picnic** will be held in **Priory Park** and this year's event looks set to feed the hungry tummies of even the largest of bears!

Children are invited to attend with their **furry guest** of honour from **11.30am on Wednesday 17a August immediately before the Children's Fancy Dress competition.**

Everybody can take part as long as they have a furry friend accompanying them. **Games and entertainment will be aimed at the under 7s** and children aged 3 years to 7 years are invited. There is a fee of £3.00 per entry and numbers are limited to 150 entrants, so make sure those sleepy bears are on time.

Please bring your own picnic. Party games for the children plus a free **Goody Bag** will be provided for all attendees.



- *Teddy that looks most like its owner*
- *Most loved Teddy*
- *Teddy the Carnival Queen would like to own*

Children's fancy dress...



At a glance:

This year's **Fancy Dress Competition** takes place on **Wednesday 17 August** in **Priory Park**. Registration begins at **12.30pm**, judging starts at 1.30pm.

Junior Prince & Princess Competition

16 August, 10.30am

£2, per entrant, Kursaal

Children under 13 on the date of the competition are invited to take part. Entries are accepted from individuals, pairs, groups, best fancy dress child and guardian, and decorated wheeled entrant. A fee of £2.00 is charged for each class entered.

Teddy Bear's Picnic

17 August, 11.30am

£3 per entrant, Priory Park

Entries to this competition can also take part in the Illuminated Procession on the **20 August** but first you will need to complete a procession application form. People under 16 must be accompanied in the Procession by an adult.

Children's Fancy Dress Competition

17 August, 12.30pm

£2 per entrant, Priory Park

Further information on these events and application forms for the procession can be downloaded from

www.southendcarnival.org.uk or call 07940 208110.



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Dog show

The annual **Carnival Dog Show** will take place on **Sunday 14 August** in **Priory Park**, entries from **11am** in conjunction with [Southend Canine Society](http://www.southendcanine.org.uk).

You can enter as many classes as you wish.

All dogs must be kept on a lead. No puppies under six months. No bitches in season. Cups & rosettes 1st VHC will be awarded after each class.

There will be special Displays by trained groups of Dogs and a large Tombola and **collection for the Southend Carnival Association** who are supporting the HARP and the Bosom Pals appeal.

Southend Carnival Association would like to thank, **Eddie Bishop, President of Southend Canine Society**, and his helpers, for all their hard work in organising and running this event.

You can **view photographs** and **more information** on the **Carnival Dog Show** at www.southendcarnival.org.uk.

At a glance:

Dog Show

14 August, 11am

Pedigree dogs-£2, Novelties-£1.50. Priory Park



Classes

Pedigree - Judging from 12pm

- A.V. Puppy
- A.V. Toys & Hounds
- A.V. Pastoral & Working
- A.V. Utility & Terrier
- A.V. Gun Dog
- A.V. Open
- A.V. Veteran

Novelties - Judging from 3pm

- Mayor's choice
- Carnival Court's choice
- Fancy Dress
- X Breed
- Junior Handling
- Waggiest Tail
- Best Rescue
- Happy Families
- The Dog the Judge would like to Take Home



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2010 Donation...



Last year **Southend Carnival Events** supported organisations that bring benefits to community members in Southend with over £5000...

Homeless Action Resource Project (HARP): £3750

People from all walks of life arrive at HARP in desperation to seek help from them as a result of different circumstances. Homelessness can happen to anyone, anytime. The Day Centre provides advice and support on every aspect of Homelessness and its causes. HARP's Night Shelter provides emergency short accommodation to help people off the streets to then attempt to secure more permanent living arrangements for them. HARP's endeavours to break the cycle of Homelessness is now a reality by helping to place the clients into supported accommodation, assisting them into training and then employment. With the tremendous demand for HARP's services, they plan to re-build the Day Centre. This would increase the number of clients that HARP can work with. Southend Carnival are proud to have worked with HARP and provide funds towards this work.

To find out more visit www.harpsouthend.co.uk.



Supporting
your community
and
local charities!



Southend Hospital Bosom Pals Appeal: £750

Unfortunately breast cancer is now the most common cancer in women in the UK. One in nine women will develop breast cancer at some point in their lifetime and men can get breast cancer too: around 300 men in the UK are diagnosed every year. But there is hope for the future. Treatment for breast cancer has seen great improvements in recent years, with more patients living longer. Much of this success is due to earlier diagnosis and improved screening which is what the Bosom Pals Appeal is raising funds for. In 2009 Southend Carnival also donated £3000 to the appeal.

For more information on each of the funds visit www.southendcarnival.org.uk.



Other donations included: Southend CAB :
£400, SOS Bus: £400, Leigh-on-Sea Lions Club: £350, St John's Ambulance: £600 and other smaller £50 donations to various groups.



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Southend Carnival in 2012

London 2012 Cultural Olympiad

Southend Carnival is involved in a national project which brings together various carnivals across the UK in celebration of the **2012 London Olympics**. The London 2012 **Cultural Olympiad** is the largest cultural celebration in the history of the modern Olympic and Paralympic Movements. Spread over four years, it is designed to give everyone in the UK a chance to be part of **London 2012** and inspire creativity across all forms of culture, especially among young people. Since the Cultural Olympiad started in 2008 11.2million people from across the UK have participated in or attended over 5,400 public performances as part of the Cultural Olympiad and programmes inspired by 2012 and funded by our principle funders and sponsors. Over 67,000 people have attended 6,800 workshops as part of Cultural Olympiad programmes.

The culmination of the Cultural Olympiad will be the **London 2012 Festival**, bringing leading artists from all over the world together from 21 June 2012 in this UK-wide festival – a chance for everyone to celebrate London 2012 through dance, music, theatre, the visual arts, film and digital innovation and leave a lasting legacy for the arts in this country.

For more information on how you could get involved visit www.london2012.com/culture.



OLYMPUS

Your Vision, Our Future

Olympus KeyMed Committed to the Community Supporting the Southend Carnival

Olympus KeyMed, based in Southend-on-Sea, is one of the principal business centres of the Olympus Corporation of Japan and now employs approaching 1,200 staff in Southend-on-Sea and at its facilities in Plymouth and Dublin.

Since its formation in 1969, Olympus KeyMed has established a worldwide reputation as a leading supplier of specialised products to both medicine and industry, not only in the UK and Ireland, but also in many other markets around the world.

In 2008, Olympus KeyMed also became responsible for the distribution of the Olympus range of digital cameras and voice products to high street retailers such as Currys, Boots and Argos. Olympus KeyMed is a company committed to the community and is actively involved in supporting many groups and charities in the United Kingdom and overseas.

Olympus KeyMed, KeyMed House, Stock Road, Southend-on-Sea, Essex SS2 5QH
Telephone: 01702 616333 Facsimile: 01702 465677 e-mail: info@olympus.co.uk





Southend is blessed with a diverse range of charities, helping local people when help is needed most. But the charities themselves need help to fund their work.

Many of these local charities, particularly smaller ones, are known only to those who use their services, and it can be very difficult for them to compete for funds against the high profile, national charities. Local people cannot donate to local charities such as those Southend Carnival are supporting that are unknown to them, even though they may want to give to their local community, so

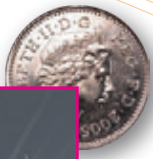


The Southend Fund is here to help the people of Southend, bringing together the donors with the do-ers; a charitable fund set up by local people to make it easy for local people to support local charities.

2011 is a special year for **The Southend Fund**: All donations into the Southend Fund will be increased by a minimum of 50% through the Grassroots Match Challenge, a Government funded initiative aimed at building a long-term endowed fund to help the people of Southend, forever. Around £100,000 in match funding is available if Southend rises to the Challenge; if not, the money will be returned to the Treasury.

This is a rare opportunity to maximise your charitable giving and know that the money you give will support voluntary and community activity in Southend in perpetuity.

Full details of the Fund along with grant case studies and an online donation facility are available on the website www.thesouthendfund.org.uk



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The Registration Service, Civic Centre, Victoria Avenue, Southend-on-Sea SS2 6ER



Acknowledgements

...Southend Carnival Association is grateful to the following for their invaluable help and support during the last year.

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