



**ON**

**BLACKHEATH**

In partnership with **John Lewis**

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**2014 FESTIVAL WRAP-UP**

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*“A kind of Latitude for local South Londoners, or Field Day for foodie families”*

Line of Best Fit



# *OnBlackheath 2014*

## *A local festival for London*

**Imagined by three local music lovers, and bought to fruition with legendary concert promoter Harvey Goldsmith, alongside the support, energy, and imagination of John Lewis, 2014 saw the inaugural OnBlackheath Music and Food Festival.**

**Over two days in September, over 26,000 people came to one of London's most beautiful open spaces and enjoyed great music, delicious food, family fun, and surprises galore.**

**From Massive Attack, the unconquerable Grace Jones, to Frank Turner, and local heroes Athlete, via the musical worlds of Gilles Peterson, and Heavenly Recordings, all mixed up with culinary delights from some of the country's finest chefs, the weekend delivered a feast of entertainment for all.**



*“Producing an event which caters for young and old, music lovers and food lovers, dance junkies and local families, is no easy task...the organisers have got this one spot on”*

News Shopper

# *Audience Demographics*

## **Gender:**

**55% Male  
45% Female**

## **Age:**

**0-12     3%  
13-16    8%  
17-24    9%  
25-34    41%  
35-44    20%  
45-54    10%  
55-64    6%  
65+      3%**

## **Postcode:**

**South East London    33%  
East London            25%  
North London          18%  
West London            15%  
Outside London        9%**

## **Total Capacity:**

**30,000**

## **Total Attendees:**

**26,081**

A photograph of Grace Jones performing on stage. She is wearing a black, shiny, draped jacket and has a tall, thin, black, ring-like headpiece on her head. She is holding a microphone in her right hand and has her left hand raised. The background is a solid blue color.

*“Grace Jones  
completely stole the  
show...”*

Tom Thorogood, *The Sun*

# *Main Stage Entertainment*

*Saturday 13 September*

**MASSIVE ATTACK**

**GRACE JONES**

**ALOE BLACC**

**YOUNG FATHERS**

**JOE GODDARD**  
(HOT CHIP) DJ SET

*Sunday 14 September*

**FRANK TURNER**

**& THE SLEEPING SOULS**

**IMELDA**  
*May\**

**Levellers**

**ATHLETE**

**SLOWCLUB**

**TOM HICKOX**

*“Massive Attack were on superb form and captivated an astonishingly huge audience, especially for a first time festival”*

Vulture Hound Magazine



A man in a dark suit, light blue shirt, and grey flat cap is performing on stage. He is holding a microphone in his right hand and has his left hand raised. In the background, another man wearing sunglasses is visible behind a keyboard. The stage is lit with purple and blue lights.

*“OnBlackheath  
may even have  
the potential to  
turn into London’s  
Glastonbury”*

The Londonist



*“Farvis Cocker was such a great surprise”*

The Londonist

# *Village Stage Entertainment*

The Village Stage showcased local London legends as well as the winners of the Play OnBlackheath competition, Rhys Lewis & The Relics. Saturday was wrapped up with a surprise DJ set from Jarvis Cocker and Steve Mackey, while Chris Holland and his All Star Band sent the crowd wild on Sunday.

## Full line-up:

- THE CHRIS HOLLAND ALL STARS
- JARVIS COCKER & STEVE MACKEY
- TANGLED ROOTS
- HI-FI SNEAKERS
- RHYS LEWIS & THE RELICS
- BRUISE / SUMUDU
- THE RUDE VANDALS
- DJ GAVIN BLACK

In partnership with John Lewis



*“The line up was fantastic”*

Nouse Online

# *Gilles Peterson & Heavenly Stage Entertainment*

**DJ Gilles Peterson and record label Heavenly Records curated a day each on this hugely popular stage.**

**BADBADNOTGOOD • HIATUS KAIYOTE  
ANUSHKA • SWINDLE (LIVE)  
ZARA MCFARLANE  
IBIBIO SOUND MACHINE**

**DJ SETS FROM  
GILLES PETERSON, THIRIS TIAN  
& BRADLEY ZERO**

**RADIOPHONIC WORKSHOP  
STEVE MASON • TOY  
JAGWAR MA • STEALING SHEEP  
CHARLIE BOYER AND THE VOYEURS  
THE WYTCHEs • KID WAVE**

**DJ SETS FROM DON LETTS,  
HEAVENLY JUKEBOX & DAVE MACLEAN**

*“OnBlackheath  
is a perfect blend  
of good food and  
fantastic music...”*

The Times





## *The Neff Food Stage*

OnBlackheath is just as much about discovering fantastic food, as it is about enjoying incredible music. The Food Village featured some of London's finest street food traders, as well as a food demonstration stage and a 'Chef's Club' pop-up restaurant.

Celebrity and Michelin Starred chef's performed cooking demonstrations all weekend on the 'Neff Food Stage', hosted by the YouTube's Food Busker, John Quilter.

**Chef's included:**

**GIZZI ERSKINE • RICHARD BAINBRIDGE • SIMON HULSTONE • NEIL RANKIN • JACK STEIN • VALENTINE WARNER • ADAM SIMMONDS • CARL CLARKE • ROSS SHONHAN • MERINGUE GIRLS**



*“Outstanding!  
5 Stars!”* The Metropolis

A photograph of a woman with dark hair and bangs, wearing a striped shirt, and a man with a beard and glasses, wearing a white chef's coat and a dark cap with a logo. They are both smiling and looking towards the camera. The background is a festival tent with wooden poles and white fabric, with other people visible in the distance.

## *Gizzi Erskine's Chef's Club*

**In a festival first, guests could watch their favourite chef's cook on the Food Stage, then head straight in to Gizzi's Chef's Club and experience a delicious two course meal with cocktail cooked by the very same chef! They even paired the meal with their very own playlist. It was a truly emissive food and music experience, all hosted by Gizzi Erskine.**

**Whether it was Richard Bainbridge's unique take on a hearty Sunday roast, Neil Rankin's delectable duck, afternoon tea from the Meringue Girls, Jack Stein's Cornish squid or Gizzi's Korean culinary delight, the OnBlackheath chef menu offered something for everyone.**



*“The first festival  
on the heath was  
rockin”*

Blackheath Mercury



# *Kids Fun Factory*

Besides all the incredible music and amazing food, there was also a whole host of interactive fun, games, workshops, entertainment and activities for kids (and adults) of all ages at the festival.

## Activities included:

Hoola hooping with the unstoppable Marawa the Amazing and her team of hooping Majorettes; The Flying Seagull Project and their ragtag team of travelling musical clowns, magicians and face painters; Village Fete style sack races, egg and spoon races and tug-o-war; Swing Dancing classes with the Swing Patrol; Re-mixing, beat boxing and t-shirt graffiti workshops with the Urban Arts Experience; The Bubble Wizard... and a whole lot more!



*“Amazing weekend... such a good friendly vibe”*

News Shopper



*“A spectacular show”*  
South London Press



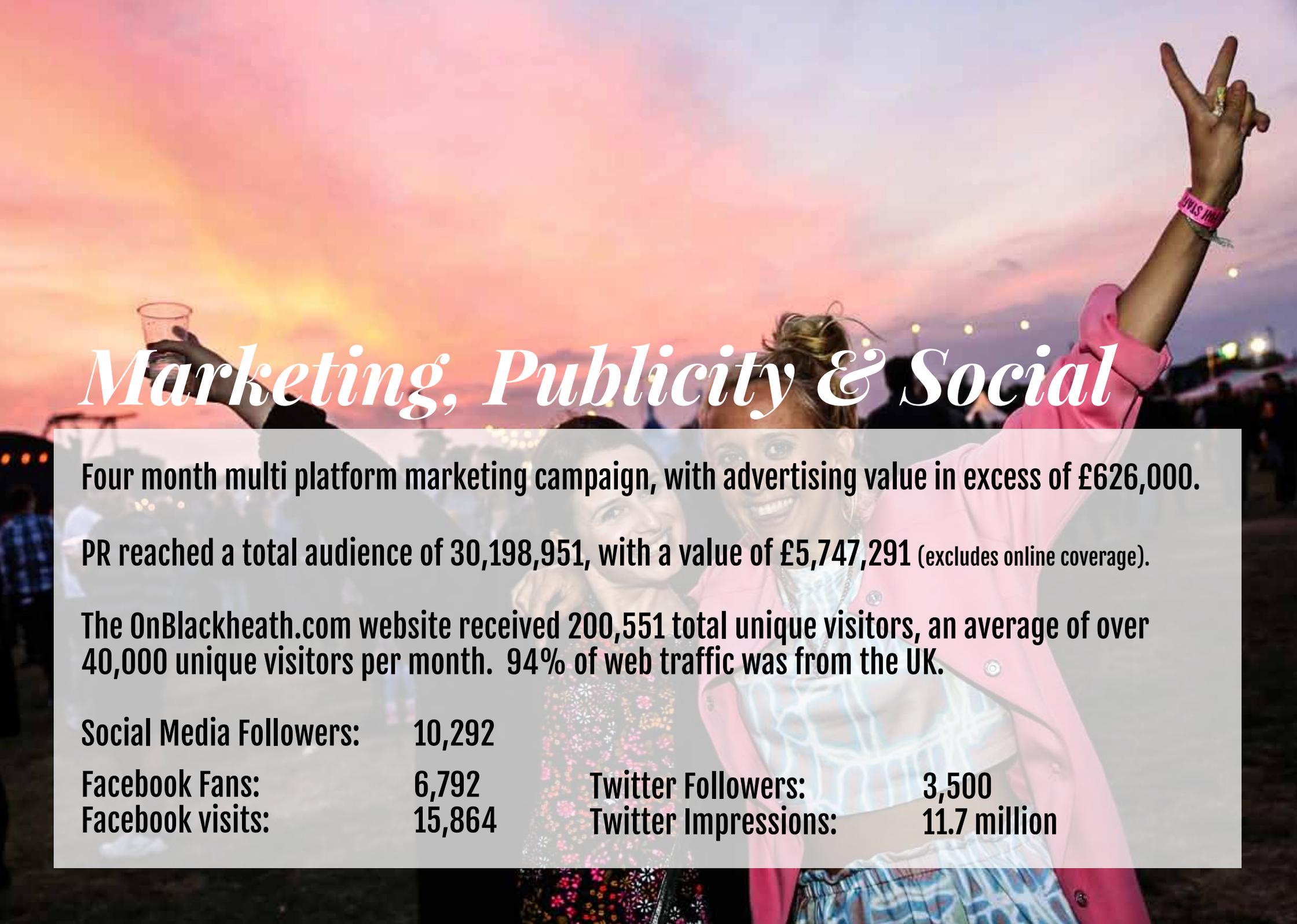
*“On Blackheath  
was undoubtedly a  
smashing victory”*

The Metropolist



*“OnBlackheath was a  
resounding success”* **VultureHound**



A woman in a pink jacket is making a peace sign with her right hand, wearing a pink wristband. She is smiling and looking towards the camera. The background shows a sunset sky with orange and pink hues, and other people at a festival. A hand holding a glass is visible on the left side of the image.

# *Marketing, Publicity & Social*

**Four month multi platform marketing campaign, with advertising value in excess of £626,000.**

**PR reached a total audience of 30,198,951, with a value of £5,747,291 (excludes online coverage).**

**The OnBlackheath.com website received 200,551 total unique visitors, an average of over 40,000 unique visitors per month. 94% of web traffic was from the UK.**

**Social Media Followers: 10,292**

**Facebook Fans: 6,792**

**Facebook visits: 15,864**

**Twitter Followers: 3,500**

**Twitter Impressions: 11.7 million**



*See you on September 12 & 13 2015...*