

Activity Title: Festival of Kindness

Activity Delivery Date: Monday August 26th 2024

Activity Location: Sparrow's Nest, Lowestoft

Activity Senior Responsible Owner (SRO): Harry Scott

Event Overview	<p>Norfolk and Waveney Mind's Festival of Kindness was created during lockdown and brought to life in 2023 in collaboration with Lowestoft Town Council as a way of bringing people together to celebrate kindness and it's benefits on mental health.</p> <p>The impact of a kind word or gesture can be felt in both generating the kindness and receiving it. Even witnessing kind acts can boost our mood. Kindness has the potential to bring people together even in the most trying of times and as we know connection is often so important for mental wellness.</p> <p>Our 'real life' Festival of Kindness, hosted at the Sparrows Nest in Lowestoft, will aim to promote this message using a variety of content often seen at festivals-wellbeing, art and music, encouraging people to connect, spread the kindness, whilst enabling us to raise awareness of mental health, our charity and others, and provide a range of information and resources.</p> <p>Up to 84% of people will experience a mental health problem at some point in their lifetime, so the event will be targeted at all people living in Norfolk and Waveney, with a focus on the Lowestoft community and their needs, and will be suitable for families too.</p>
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What is the key purpose / objective of the activity?	Awareness raising, Fundraising, engaging local communities, charities and organisations to promote kindness, mental health and wellbeing
What will be measured?	Income, participants, engagement with local communities, charities and organisations
Financial considerations	Sponsored, grants (LTT), merch sales, fundraising activities, food/drink stalls
What resource level is required to deliver this activity?	High
What teams / people are required to deliver this activity?	Events Fundraising Corporate teams Marketing Trustees Services Volunteers Community Project teams ELT
Does the activity align / support us in delivering our strategic objectives?	Yes, by raising awareness and income generation for long term stability. Also maintaining and initiating relationships with local people and organisations that share a similar goal of supporting the mental health and wellbeing of the local community.

Summary of Festival of Kindness 2023

Festival of Kindness 2023, although ending up having to be ended early due to extreme weather, was a success. The music and activities on offer were well received and people of all ages attended and enjoyed the event.

Feedback from a lady in Norwich who has received support from us in the past: She struggles with social anxiety but made the journey from Norwich to attend our Festival of Kindness. She expressed her genuine enjoyment of the event, emphasising how the family-friendly atmosphere made her feel at ease and looks forward to coming back next year.

Press Coverage and images

<https://www.lowestoftjournal.co.uk/news/23755260.lowestoft-festival-kindness-takes-place-sparrows-nest/>

