



MEDIA RELEASE

For immediate release

Contact: Liz Fox

Phone: 07586 348372

Email: liz@seedsedgemoor.com

seedsedgemoor.com

Bridgwater - a Clash Town

Feb 9 2023: Tuesday 9 February is International Clash Day. We're celebrating it here in Bridgwater, the adopted hometown of late great resident Joe Strummer who moved into Broomfield towards the end of his life.

On Saturday members of Seed Sedgemoor's Guitar and Bass Group staged a pop-up performance on the streets of Bridgwater. Sharing Clash songs with passers by some of whom were new to the band, others who had heard of and even known Joe Strummer personally.

Six songs were featured including Guns of Brixton performed outside a gym, and Straight to Hell performed outside the Church. Bankrobber was played in Fore Street – home to a number of banks and building societies in Bridgwater, and London's Calling close to the phone shop. As with last year Should I Stay or Should I go was performed at the Blake monument in the town centre. along with a rousing finale of 'I Fought the Law.'

These Clash songs resonate with Bridgwater, a self-titled 'rebel town' that has a strong sense of pride in their own residents. Bridgwater has also twinned itself with Seattle home of the US radio station KEXP who organise and host the annual International Clash Day. DJ Kevin Coles will feature the performance in his recap of the day during his Drive Time Show today <https://www.kexp.org/shows/drive-time/>.

The performance went down a treat with Bridgwater locals. "Its really great to have music here - More than anything it has made our High Street busier, especially with all the shops on the high street closing and I can hear all the songs whilst I'm here at work" said one shop worker.

Cllr Brian Smedley said "Bridgwater is a Clash Town. Its exactly what Bridgwater is about – creative, alternative, radical music in a working class town".

"its just.. well wonderful!" said another young audience member.

The Guitar and Bass Group meets monthly and aims to re-engage people with music and get rusty players to pick up their instruments again. Guitar and bass players of any level of experience are welcome to join the group.

Seed is the Arts Council England funded Creative People and Places project for Sedgemoor.

For more information and videos of the day visit www.seedsedgemoor.com/clashmob or youtube @seedsedgemoor <https://www.youtube.com/channel/UCFCu5m3QIIOWv-xMR-cnQzA>

IMAGES

Full size Images to accompany this release can be downloaded via:

https://drive.google.com/drive/folders/1L6hgYQVoSNW-G5NGjzz14sKP-JmdXo0e?usp=share_link





Seed Sedgemoor

The Engine Room | 52 High St. Bridgwater Somerset TA6 3BL info@seedsedgemoor.com | 01278 433187

Seed is a Consortium of local organisations comprising:

- Homes in Sedgemoor,
- Community Council for Somerset,
- Bridgwater Senior Citizens Forum,
- Somerset Film; Young Somerset and
- Bridgwater Town Council.

We believe that arts, culture and creativity are not elite activities, but should be an ordinary part of everyday life, created by, with and for the people. This can be achieved in partnerships with artists in all forms of the creative arts, working in response to the collective imagination and reflecting the things that are important to the communities of Sedgemoor. We seek to make creative arts, culture and heritage part of everyday life in Sedgemoor by growing new opportunities for its people to participate, create and celebrate.

Seed is part of Arts Council England's Creative People and Places programme (CPP). Creative People and Places is about more people taking the lead in choosing, creating and taking part in arts and culture experiences in the places where they live. It is an intervention by Arts Council England to inspire new ways of thinking about cultural engagement in local authority areas where the official statistics showed historically low levels of engagement. There are 39 projects across the country, each located in a place where people are least likely to engage with arts and culture. The Arts Council is committing £38 million to the programme between 2022-2025. Between 2012 and 2019 it created 7.4 million engagements with the CPP programme and 86% of people who participate in weren't previously engaging regularly with arts and culture.

#createyourplace

www.creativepeopleplaces.org.uk

www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects

If you would like further information about Seed, this announcement or to arrange an interview please contact Scott O'Hara

via scott@seedsedgemoor.com or on ph. 07484 820672

interview please contact Liz Fox

via liz@seedsedgemoor.com or on ph. 07586 348372

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