



**Multicultural  
Cumbria**  
Enabling Positive Change

Thanks to our funders and sponsors



Thank you to all the team at Richard Rose Central Academy for the use of the venue.

Sharing Our Similarities and  
Celebrating Our Differences To  
Create An Equitable Society

**Saj Ghafoor OBE**

Director of Strategy & Partnerships

# CB 2026 REVIEW

Saturday 18th April 2026 11am -5pm

**MULTICULTURAL COMMUNITY  
EVENT FOR ALL THE FAMILY**

**PERFORMANCES**

**WORKSHOPS**

**STANDS**

**DISPLAYS**

**STALLS**

**DANCE**

**FOOD**

**MUSIC**



*Event delivered at Richard Rose Central Academy, Lismore Place, Carlisle, CA1 1LY*

# Culture Bazaar: A Celebration of Togetherness



Saj Ghafoor - OBE

*Founder & Organiser of Culture Bazaar*  
Director of Strategy & Partnerships

***It has been 19 years since the first Culture Bazaar in  
Greystone Community Centre, Carlisle in 2007.***

The purpose was simple; bringing people from diaspora communities to share their heritage & the local community to have the opportunity to share it with them. Music, food, dance, arts and crafts crosses all language barriers. A safe, friendly environment that is about community cohesion, spirit, unity and kindness.

It is needed now more than ever, as silence does not mean agreement to the negative forces. It is not always safe to voice disagreement. Something as simple as a smile to a stranger who feels vulnerable, afraid, lonely or isolated can make their day.

Culture Bazaar reaches out to bring joy and to be proud of heritage and cultural identity, to free to be oneself and share the humanity that is in all of us. It continues because it is owned by the community and that is relevant today as it ever was.

Next year will be our 20<sup>th</sup> anniversary, so get involved and make the change you want to see!

As ever, Culture Bazaar remains a beacon for both diaspora and local communities, highlighting the essence of unity and collaboration. This year, over 1,500 visitors participated, immersing themselves in a variety of activities that promoted solidarity and support, including performances, workshops, community stands, and displays.

Thank you to all our volunteers without whom Culture Bazaar would not happen!

Thank you to all our participants, businesses and organisations that worked with us.

# OBJECTIVES

# DELIVERED

Involve educational, health based and statutory institutes through the entirety of the project	North Cumbria Integrated Care - Had a stall to communicate with community and delivered blood pressure checks
Ensure that the event achieves value for money and does not burden the free reserves of the Charity by delivering as many activities as possible for the funding obtained specifically for the project	The event was delivered with the funding we had and was under budget.
Involving as many employers in the local area as possible and promoting their organisations through sponsorship and partnership recognition without diluting the promotion and recognition of MCC as the ultimate deliverer of the event	Businesses, organisations and statutory bodies engaged through activities, sponsorship and information stands
To meet the needs of the community based in the chosen area, specifically targeting those of ethnic and cultural minorities and delivering an event of at least equal quality as past versions, to be enjoyed by all groups	Our range of activities around other cultures and participation by diasporas as well as local British people were as equally attended and enjoyed and commented upon. Visitors also shared their wishes for how to improve future Culture Bazaar's.
Empower the local community through volunteering, participation and feedback opportunities	The event's performances included community groups and individuals, such as The Irish Dance performance and the African group who delivered performance and a fashion show with children from aged 8 upwards.
Create an ideal environment for networking opportunities to explore future collaborations and partnerships as well as expanding our volunteer base and capturing evidence of this	Many participants connected with other people and the environment was friendly, fun and participation on the main stage included visitors who were inspired to share some of their culture on the main stage. Promoting ownership on the day, as every attempt was made to enable visitors to participate in a way they wanted.
Meet the objectives of all funders and sponsors throughout the event and beyond	Funders were on all promotional items and shared on social media. Sponsor was promoted on social media and had a stand.
To obtain additional income generation for MCC throughout the event dates	Multicultural Cumbria had a fundraising area, selling refreshments, Positive Message Tshirts and other gift items.
Promote local organisations and groups with objectives in line with MCC's vision and of those whose services will benefit the community	Multicultural Cumbria invited organisations that they collaborate with throughout the year, such as PiNC and Carlisle Refugee Action Group.



# Winners

Get in Touch:  
Office Tel: 0300 30 20 924

mp@multiculturalcumbria.org.uk  
www.multiculturalcumbria.org.uk



**Winner of Country Search competition!**

Maeve was the lucky winner who entered the Country Search competition that was on the CB2026 leaflet. She won a basket of fruit and foodie bites from around the world!

“ Maeve was thrilled with her prize, says Mum, "I got the best prize of all, there are kiwis!"



**Winner of School Diversity Session Competition**

Cumwhinton School was the winning school to receive a free diversity session in Diversity Week in June. Nominated by Rebecca Wallis, who was delighted to know that the school had won!

“ We thought it was a hoax as we couldn't figure out who had nominated Cumwhinton School”





# Participants

Steel Alive  
Drums

Joy Dale  
African Dance

Minali Sinha  
Shakhti Yoga

Hijamah  
by Rashid



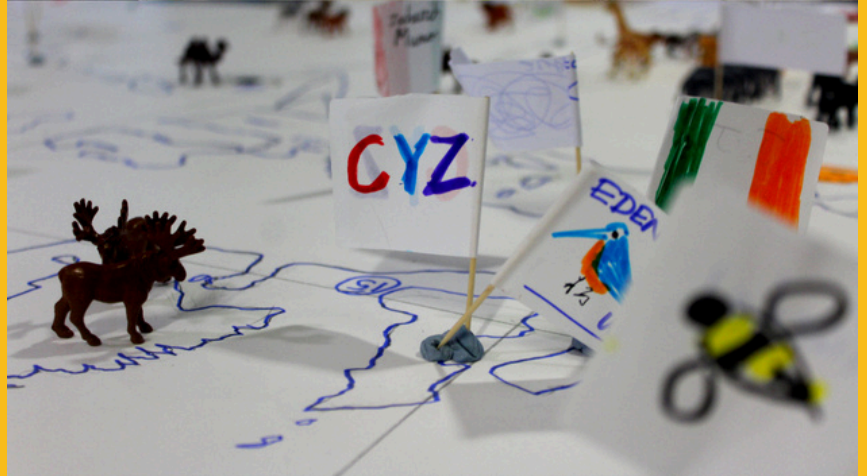
What a positive event it was, need more of this to combat the more negative views. Everyone was super helpful and friendly. The Syrian pastries were yummy too!

Cath Howard 😊

We had an epic time chatting to people at Multicultural Cumbria 's Cultural Bazaar event this weekend! Thank you to everyone who stopped and shared their ideas for next year's event, celebrating 20 years!!  
Oak & Elephant Events

Just wanted to say well done and thank you to you and the whole team for all your hard work making Culture Bazaar such a successful event on Saturday. It was a really great day and fantastic to see people coming together from so many different communities. Keep up the good work!

Phil Hewitson



# Facebook and Instagram Data from 20<sup>th</sup> March 2026 - 20<sup>th</sup> April 2026

## Who Engaged?

Visitors



Volunteers



Organisations



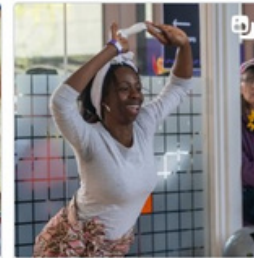
Businesses



Only 2 days to go! The food demos and stall...

16 April 20:01

👁️ 2.1K    ❤️ 30  
👤 0    ➡️ 6



6 days to go! Shake a leg at Culture Bazaar...

12 April 20:06

👁️ 2.0K    ❤️ 28  
👤 1    ➡️ 3

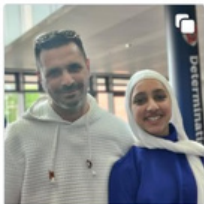


4 days to go! The Nepalese community...

14 April 19:24

👁️ 1.6K    ❤️ 42  
👤 3    ➡️ 2

📷 Top content by views



With over 80 nationalities living an...

17 April 19:48

👁️ 608    ❤️ 28  
👤 0    ➡️ 1



Culture Bazaar's first shindig was bac...

15 April 11:50

👁️ 443    ❤️ 15  
👤 1    ➡️ 4



Get ready for a wild ride, folks! We've...

14 April 11:52

👁️ 1.1K    ❤️ 16  
👤 1    ➡️ 4



If you've never been to the Culture Bazaar...

28 March 05:52

👁️ 281    ❤️ 8  
👤 0    ➡️ 1



Only 2 days to go! The food demos and stall...

16 April 20:01

👁️ 250    ❤️ 10  
👤 0    ➡️ 0

📊 Content overview

All Posts Stories Reels Live

Views 📈 51.7K ↑ 18.5%    3-second views 📈 2.7K ↑ 249.6%    1-minute views 📈 1 ↓ 66.7%    Content interactions 📈 1.1K ↑ 2.1%

📷 Content overview

All Posts Stories

Views 📈 4.8K ↑ 498.7%    Reach 📈 872 ↑ 191.6%    Content interactions 📈 152 ↑ 424.1%





