

## Hitchin Priory rocks to Rhythms of the World

Hitchin will be rocking to the Rhythms of the World when the charity celebrates the 20<sup>th</sup> anniversary of their “Festival of World Music”. Held at Hitchin Priory on Saturday 9<sup>th</sup> and Sunday 10<sup>th</sup> July, the festival has evolved into one of the biggest world music events in the UK, last year attracting over 31,000 music fans. This annual event showcases artists and musical cultures from across the UK and around the world including India, Cuba, Australia, Congo, China, Senegal, Singapore & Germany.



Rhythms of the World at Hitchin Priory is a weekend of entertainment for the whole family

The Festival of World Music has been held in the Hertfordshire market town of Hitchin since 1992. The influx of people from far and wide is a great boost to the local economy, but it became a victim of its own success, taking over the town centre for the duration of the festival. Issues of noise, crowd control, alcohol and rubbish disposal were becoming a real headache for the local authority and police and were threatening to put an end to this very popular national event.

In 2009 ROTW the event moved to Hitchin Priory which is only a 2 minute walk from the town centre. The whole site of Hitchin Priory is provided free of charge by Chartridge Conference Company (CCC) to ensure the future success of ROTW as an award winning charity.

Hitchin Priory is a historic Carmelite monastery dating back to the 12<sup>th</sup> century. The 19 acres of rolling parkland with natural contours and screening allows the 7 seven stages to be strategically placed, so visitors can enjoy over 150 different acts from around the world without sound overlap. For those who want a break from the music, there is plenty of space

to relax, have a picnic or visit the community arena, the children's area, 'Blunt Beats' chill out zone and the many food, drink, craft and community group stalls.



Over 150 international bands will be appearing during the weekend

To celebrate the 2011 event, a real cask Ale, "Golden Rhythms" has been brewed specially for Rhythms Of The World festival, while non-ale drinkers can enjoy a delicious cloudy red apple cider from Somerset. Both are available exclusively at Priory Bar in the marquee.

The Priory building overlooks the entire site and is an ideal centre for running the event and security control, which was proven last year when only one minor incident was reported compared with over 50 arrests when it was last held in the town centre.

Peter Darnell, managing director of Chartridge Conference Company commented, "Supporting the local community is an important part of the Chartridge culture, and since it relocated to Hitchin Priory it has become an even greater success. Local businesses gain from the huge influx of fans, yet it doesn't disrupting the entire town centre for the weekend. There is better security for the bands and visitors and it's easier for the organisers to manage this huge event while the fans can enjoy the music in beautiful surroundings. Rhythms of the World has put Hitchin on the world music map, and we are delighted that we can play a part in its continued success."

The Festival of World Music takes place at Hitchin Priory with music playing on all the stages from 12 noon till 11pm on Saturday 10<sup>th</sup> July, and from 12 noon till 9pm on Sunday 11<sup>th</sup> July.

For more information visit <http://www.rotw.org.uk>

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## **Editors Notes**

High-resolution photos available on request

## **More about Chartridge Conference Company**

The Chartridge Conference Company runs and manages Hitchin Priory, The Node at Codicote and three other dedicated conference and meeting venues located in the Home Counties and West Midlands. All CCC venues are set in out-of-the-ordinary locations that provide the perfect secluded environment for meetings. All venues provide the highest standards of fully equipped training facilities in rooms that are bright, inviting and adaptable with on-site technical support. Superb food is created with care and flair by dedicated chefs, and when the learning is over, delegates can relax in style in beautiful and peaceful surroundings. The ethos of CCC is to successfully combine total professionalism, excellent value in a friendly relaxing environment. CCC is a member of MIA and Conference Centres of Excellence.

For further information about Chartridge Conference Company visit [www.chartridge.co.uk](http://www.chartridge.co.uk)

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