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# Beats & Eats

## Croydon Culture Gigs Grants 2026 Evaluation Report

### **Beats & Eats at the Oval Tavern, Saturday 7th February RnB Drop at the Crown & Pepper, Friday 26th February**

**We used our Gig Grant to deliver two music events to help boost the local night time economy in Croydon.** The first was a flagship Beats & Eats event at the Oval Tavern on Saturday 7th February. The event also became a comeback gig for talented local band The Vibeadeliks, booked to headline their first live gig together in 11 years. Support performances from singer-songwriters John Paul Butler, Sam Willoughby, Josh Ewers and Sammy Holland, alongside a host of local DJs kept the crowd entertained from 3pm until 12am.

Beats & Eats audience at the Oval Tavern, 7th Feb 2026



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This grant has helped us to bring Beats & Eats events back to Croydon with two high impact events at either ends of town, leading to a weekly Friday residency and plans for a summer festival to feature local artists and form collaborations with organisations.

More importantly, this funding helped us to bring back (in our humble opinion) Croydon's best live band, **The Vibadeliks**, Led by internationally acclaimed musicians; guitarist **James Ford** - <https://www.instagram.com/p/DFN2PzclGjP/> and drummer / music producer **Jak Danz** - <https://www.instagram.com/jakdanz/>, both talented professional musicians with deep musical roots in Croydon.



The Vibadeliks at the Oval Tavern, 7th Feb 2026

The band's last gig was eleven years ago, at the same venue for a Beats & Eats event. In a full circle moment, we brought the band back to the Oval, creating a magical atmosphere for a fully packed house.

Major impacts for the Oval tavern event on the 7th Feb was Beats & Eats bringing a new audience to the venue. Tables were fully booked in advance of the event. Our hot sauce menu collaboration boosted food sales. Bar takings far-exceeded expectations of the event and was much higher than the seasonal average.





Shelby Tee - Friday RnB Drop at Crown & Pepper 26th Feb 2026

The RnB Drop launch event at Crown & Pepper on the 26th Feb brought a new event experience to the venue, with live music and DJs playing until close.

Tables were booked in advance for the event and Shelby Tee's performance was the perfect springboard for our weekly RnB night, which we hope will boost the night time economy in Central Croydon .



We estimate a total audience attendance of 400+ across both events. Attendees were encouraged to complete the online survey and heard about the event from online promotion, word of mouth, invitations and venue posters.

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## Audience quotes:

"Is this happening every week?"

"I'm coming back here for brunch"

"We never knew this pub existed"

"When is the next one?"



## Social posts:

<https://www.instagram.com/p/DVVZ6zzCldP/>

<https://www.instagram.com/p/DUyYbk6jEvV/>

<https://www.instagram.com/p/DU57YS2jaZf/>

<https://www.instagram.com/p/DVGeSMSCMHO/>

[https://www.instagram.com/p/DVOzsDqDW0\\_/?img\\_index=1](https://www.instagram.com/p/DVOzsDqDW0_/?img_index=1)

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## Final spending report:

**Artist fees** (1 x band with 5 members, 3 x singers, 2 x rappers, 2 x DJs) - **£1,700**

**Digital & print marketing** (posters, flyers, boosted social media posts) - **£200**

**Content** - **£300**

**Project Management** - **£300**

**Total** - **£2500**



## Our learnings:

Croydon has an engaged audience and would benefit from more cohesive culture and arts events promotion. In 2017 we proposed to run a 'poster wall' campaign to mirror similar campaigns in Amsterdam and Berlin and we would be happy to revisit this concept in some form to support creative culture in Croydon. The Croydon Culture Gigs Grants was an easily accessible and much-needed grant that should be available regularly throughout the year in order to make deeper impact and keep our cultural ecosystem alive in Croydon.