

DEEPLY VALE 2006

BENIGN

ECCENTRIC

WARM

RIDICULOUS

FUNNY

DIVERSE

MAGICAL

DAFT

A GREAT SPIRIT OF COLLECTIVE CRAZINESS AND COMPASSION

*A COZIER, FRIENDLIER FESTIVAL WHERE EVERYONE PULLED TOGETHER AND
LOOKED AFTER EACH OTHER*

A CATALYST

GLASTONBURY'S LOST SISTER

A BLUEPRINT FOR A FESTIVAL

BRING WHAT YOU EXPECT TO FIND

In an era where such creations as Little Britain, Phoenix Nights and The Office enjoy enormous popular success, the momentum is gathering for the return of Deeply Vale. The great lost festival of the seventies.

The memories evoked by Deeply Vale are varied, always fond and usually hazy.

The original events were set in idyllic countryside sandwiched between Bury and Rochdale. The site formed a natural amphitheatre, with streams, lakes and rolling hills.[Easy to defend, said one early devotee, against what it wasn't clear]

When Deeply Vale began the free festival spirit was tolerated if not actively encouraged by the authorities and the three main events that happened regularly were Glastonbury and Stonehenge in the South and Deeply Vale in the North West, there was actually a Home Office working party monitoring the advantages of Free Festivals and liaising between Free Festival Organisers and Local Authorities. The Deeply Vale Festival in North West England may have been one of the last attempts to achieve such an unlikely gathering in a genuinely collective spirit before the eighties consumerist steamroller gathered speed. Deeply Vale went the way of the NUM, Michael Foot and General Galtieri. One observer noted it was the last eccentric outpost of the notion of an alternative society.

In its heyday Deeply Vale boasted the largest collection of North American tipis in Europe. It was the first festival to open its gates[were there gates?] to punks. Punks and hippies mixed freely. It was a haven for the eccentric, the excluded, and the musically

challenged. Graham Massey [now of 808 State and then of several bands including Danny and Dressmakers] booked in in 1978 with his mates and performed under four different names to get more appearances on stage.

Since the airing of a celebratory Granada documentary late in 2004, 'Truly, Madly Deeply Vale' there has been a buzz, a clamouring for the return of Deeply Vale.

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Chris Hewitt the moving force now and one of the original creators in 1976, is determined to realise the new festival with as many of the original ingredients intact. In the age of The Flaming Lips and The Darkness, Deeply Vale can thrive again.

Glastonbury retains its original ethos, it has a Green Field concept, world music, shamans and curried goat. The problem is, unless you work for the BBC or Mojo or Morgan Stanley you can't get tickets. It's also 200 miles from Rochdale. The huge success of the Commonwealth Games in Manchester demonstrated the hunger for family centred events in the region, as well as the efficiency with which a 'provincial backwater' could mount a world class event. Even so the idea of Manchester bidding for the Olympics was unthinkable. The games were organized with less money than it took to lay the first brick at the new Wembley stadium. There is a demonstrable need for a Glastonbury type festival in the north west serving families and with camping over a number of days, providing world class music, arts, dance and collective insanity.

The original festival had a brief dawn in the late seventies when it attracted 20,000 people. Then it was ahead of its time. Now the world is ready for Deeply Vale. The new festival is expected to accommodate 50,000 initially and hopefully grow each year.

Despite prohibitive costs, Glastonbury has the broadest demographic of any festival. Deeply Vale hopes to attract a

similarly diverse audience as well as emulating Glastonbury's Green Field area highlighting environmentally friendly alternative technology, complementary and alternative medicine and traditional craft displays. Emphasis will be placed on local crafts and skills to complement a significant proportion of local bands and performers.

A number of stages will be used including the Croissant Neuf Solar Powered stage from the Glastonbury Green Field Area and a stage specifically for unsigned acts. The stages

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and large theatre tents could incorporate rock, pop, jazz, world music, dance music, drama, fringe theatre, poetry, art and design and dance.

The original Deeply Vale festivals acted as catalysts for the innovations of the Manchester music scene in the following decades.

Bands such as The Fall and Durutti Column featuring now legendary guitarist Vinni Reilly performed some of their earliest gigs there. Cargo Recording Studios, [later Suite Sixteen] in Rochdale above Tractor's Music shop hosted Joy Division recording with Martin Hannett producing, and Mark E. Smith believes The Fall made some of their best recordings there. The Teardrop Explodes, Terry Hall [formerly of The Specials] PJ Proby, The Membranes/John Robb, and hundreds more recorded here. Tractor- recently out on the road again as a psychedelic two piece appearing at Glastonbury Festival in 2002 and Canterbury Festival in 2003, set up the studio with their engineer John Brierley and an advance from John Peel's Dandelion label. It was Tractor's efforts and backing together with manager and local impresario Chris Hewitt that launched Deeply Vale in 1976.. Tractor still record on Chris Hewitt's Ozit Morpheus label and have released a DVD featuring footage from Deeply Vale. A

DVD of the festival titled “Truly Madly Deeply Vale- Rock n Roll Rochdale” will be available soon and Steve Hillage, the most prominent act to appear in 1978 has released a double CD from the festival. His meandering glissando guitar rock was thought to be a forerunner of the ambient dance music that was to follow, a genre in which he himself has become a leading light. Jimi Goodwin of Doves attended the festival as an eight year old, The Mock Turtles drummer Steve Cowen was watching Hillage aged 14 along with Mock Turtles manager Bob Fisher ,Luke Bainbridge deputy editor of Observer Music Monthly was there with his parents he was aged four. Mick Hucknall was on stage with the Frantic Elevators, Graham Massey of 808 State cut his teeth there as did Andy McCluskey of OMD with his OMD forerunner Pegasus.

The new festival will provide food outlets, drink outlets, and crafts, farmers markets, health facilities, clothing , work for local trades in the form of fencing, security, power supply. The involvement of local people in ticketing, first aid, recycling crews, bottle banks, a no litter policy and so volunteer litter pickers,

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stories for local news and radio. There will be a Deeply Vale news sheet featuring local businesses.

The new festival will generate tourism and income and employment for Rochdale and draw attention to its’ musical heritage.

The enthusiasm for the festival and the determination to recapture the magic karma of Deeply Vale have secured the firm support of many .

Badly Drawn Boy and his new bass player Andy Rourke from The Smiths

Doves

Elbow

Steve Hillage now of System7

The Fall currently on great form, supported by John Cooper Clarke at The Forum in London this Friday

808 State [Graham Massey was at the original festivals]

Orchestral Manoeuvres in the Dark [Andy McCluskey's band Pegasus performed in 77]

Tractor [originally from Rochdale – home of the 1970's festivals] and John Peel faves

Nik Turner [ex Hawkwind sax player]

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Mock Turtles [the Middleton band]

Ozric Tentacles

Goldblade's John Robb [in January Robb put together the Tsunami appeal concert at Manchester's Apollo]

Marc Lard Riley [BBC Radio 6 presenter and former Radio 1 presenter]

Michelle Mullane [BBC GMR Late Show presenter]

Grant Showbiz [who coordinated Here and Now at the 1970's Festivals and has since worked with The Fall, The Smiths, Billy Bragg and Steve Hillage]

Matt Norman of MDMA

And Luke Bainbridge of Observer Music Monthly

All are united in celebrating the wonderful memories of Deeply Vale and excited about the return of the annual magical event.

For more information on this outrageous event:

www.deeplyvale.com

Truly, Madly Deeply Vale Granada TV [broadcast November 2004 and to be broadcast again in 2005]

Beyond Deeply Vale Tractor DVD Ozit Morpheus
Records/ Ents TV

Steve Hillage Live at Deeply Vale 1978 double CD Ozit
Morpheus Records

Truly Madly Deeply Vale / Rock n Roll Rochdale DVD [
three hour extended version of the Granada programme] Ozit
Morpheus Records OUT SOON

Fast Cars "Who Loves Jimmy Anderton -Live at Deeply Vale" CD
Album Ozit Morpheus Records

The Fall Live at Deeply Vale 1978- CD out soon Ozit Morpheus
Records