

## Pepper Street Foundation

### Annual Report: Social Marketing Programme (2024)

#### Engaging Communities Through Art, Storytelling, and Cultural Dialogue

The Pepper Street Foundation's core mission is to use social marketing—the application of marketing principles for public good—to connect communities through meaningful, inclusive cultural experiences. In 2024, our flagship initiative supported three public-facing projects aimed at sparking dialogue, promoting emerging talent, and celebrating cultural heritage.

#### 1. Pepa Yordanova – Bound Contradictions in Focus

Dates: 22–23 March 2024

Venue: New Road Baptist Church, Bonn Square, Oxford

Overview: A striking visual art exhibition by Pepa Yordanova exploring themes of duality, identity, and tension. Enhanced by a live classical performance from the Millennium String Quartet, the event created a cross-disciplinary cultural space.

Impact: Free public access, strong attendance, and community engagement through booking via [pepaatoxford.com](http://pepaatoxford.com).

#### 2. Slobodan Marceta – Troubled: An Exhibition of the Unresolved

Dates: 15–16 March 2024

Venue: New Road Baptist Church, Bonn Square, Oxford

Overview: This debut public exhibition by emerging artist Slobodan Marceta presents haunting and emotive works that address personal and political unresolved tensions. The theme of “trouble”—internal and societal—resonated strongly with audiences.

Impact: A rare platform for an unknown artist to exhibit in central Oxford. The event encouraged reflection and public conversation about marginalised narratives and mental landscapes.

Access: Free entry with bookings via [slobodanatoxford.com](http://slobodanatoxford.com).

#### 3. Bava Chelladurai – The Art of Storytelling: Connecting Culture

Date: 2 May 2024

Venue: New Road Baptist Church, Bonn Square, Oxford

Overview: Celebrated Tamil storyteller Bava Chelladurai brought the richness of Indian oral traditions to a Western audience, fostering a powerful cross-cultural moment in Oxford's public arts calendar.

Impact: This performance created space for cultural exchange, attracting a diverse audience and reinforcing diasporic representation through traditional storytelling.

Access: Pre-booked via Google Forms; full attendance achieved.

### Programme Outcomes

- 3 artists supported across different mediums and cultures
- 500+ attendees across three events
- 100% free and public
- Cross-cultural engagement and first-time exhibitions
- Hosted in a faith-based civic space, supporting inclusion and public discourse

### Looking Ahead

The Pepper Street Foundation remains committed to art as a public good. In 2025, our work will continue to support emerging voices and deepen community connections through creative interventions.

Contact: [pepperstreetfoundation.com](https://pepperstreetfoundation.com) | [info@pepperstreetfoundation.com](mailto:info@pepperstreetfoundation.com)

### Accounts

The Charity received modest donations totaling **£267** and allocated **£145** towards venue hire expenses.