

SOCIALBITE's

# Sleep *in the* Park

A Mass Sleepout to End Homelessness  
in Scotland. For Good.

With

**Amy MacDonald KT Tunstall**

**Songs of Frightened Rabbit LULU Kyle Falconer Eddi Reader**

**Irvine Welsh Fred MacAulay Sir Chris Hoy Vic Galloway**

Supported by

**08.12.18**

**itison**

# 4 Cities. One night. 12,000 people under the stars.

**08.12.18**

Last year 8,000 people joined in with the World's largest sleep out in Prince St Gardens to raise £4 Million and call for an end to homelessness in Scotland. This has caused a sea change in the fight against homelessness and funded a raft of major projects. Now we want to keep up the momentum and we are asking 12,000 people across 4 cities to join us in a nationwide sleep out.

By raising money and working together we can accelerate the pace of change in Scotland and create the political mandate to end homelessness here. We want to make Scotland an example for the whole world to follow. We're a small country. A nation of innovators. The statistics of homelessness in Scotland are not insurmountable.

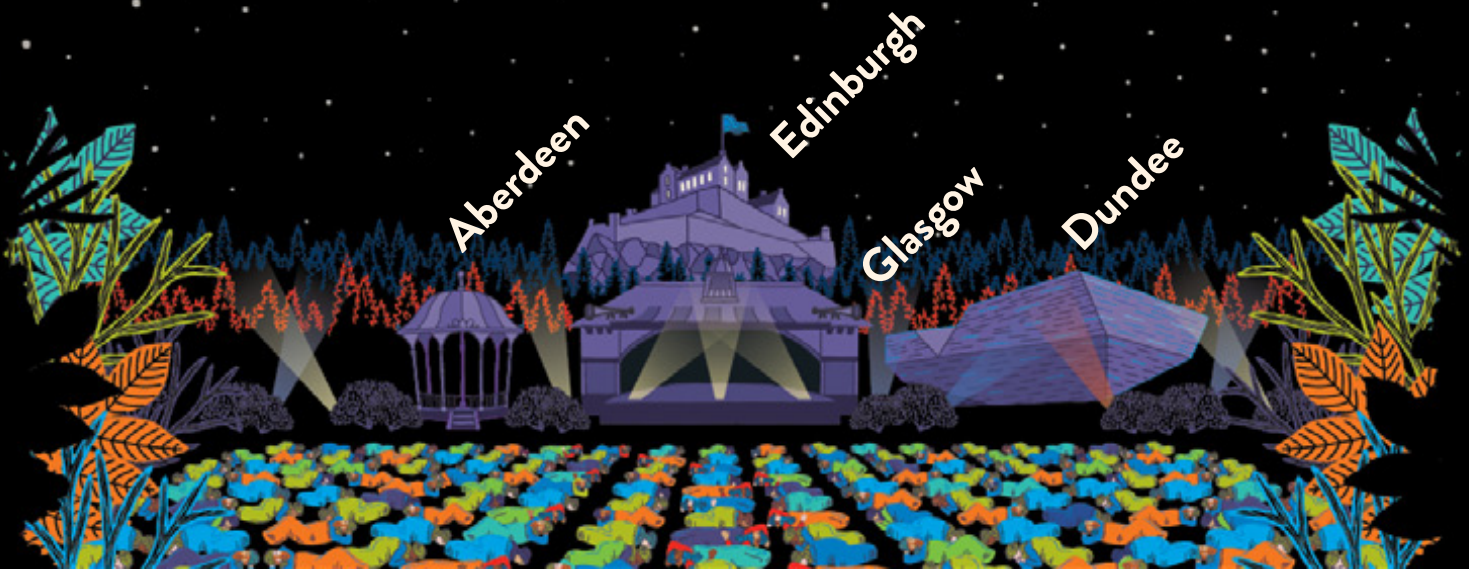
**We can do this. We just need you.**

Aberdeen

Edinburgh

Glasgow

Dundee



# This Year

We have invited some amazing people to support the mission by sleeping out, performing, reading bedtime stories and serving breakfast. At 11pm, the lights will go out and all 12,000 people across 4 cities will bed down on a cold Scottish Winter's night under the stars.

Scottish superstars Amy Macdonald and KT Tunstall will be transported by Helicopter (sponsored by a leading aviation company) to play a stripped back set in 4 cities in one night; Iconic writer Irvine Welsh will be reading a bedtime story and a host of amazing performers will be playing in each city.

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# This Years Performers

## (Playing 4 Cities in 1 Night!)



Scottish superstars Amy Macdonald and KT Tunstall will be transported by Helicopter (sponsored by a leading aviation company) to play a stripped back set in 4 cities in one night.

## AMY MACDONALD

Even when Amy Macdonald's not visibly around, she's busy. The Scottish singer-songwriter, guitarist, and musician is being asked to represent her country at flagship events, performing to vast audiences at European festivals or scratching an ever-itchy writing urge. Macdonald might have enjoyed a decade's success in the music industry, here, there and everywhere, but she's still in her twenties.

As perhaps the biggest young female Scottish artist in the world – not to mention a huge football fan – Macdonald was asked to raise the curtain on two sports events that brought the planet to Scotland. In 2014 she was asked to perform at the opening ceremony of the Commonwealth Games then at the opening of the Ryder Cup.

Macdonald released her debut album *This Is the Life* in 2007 – and sold three million copies worldwide. Her hugely successful fourth album, *Under Stars* was released in 2017. *Under Stars* is 29-years-young Amy Macdonald reaching in, reaching up and reaching out. Her famously rich voice is richer, more powerful still. Her renowned way with a melody is stronger, bolder, more impactful. Partnering with new collaborators has given her the power to dig even deeper. Allying herself with likeminded musical souls close to home has freed her to fly even higher.



## KT TUNSTALL

Since scoring a worldwide smash with her debut album 'Eye To The Telescope' in 2004, which went on to sell over 5 million copies, KT Tunstall has remained at the forefront of UK singer-songwriter talent. Over the next decade, three further critically acclaimed albums followed; 'Drastic Fantastic', 'Tiger Suit' and 'Invisible Empire//Crescent Moon' in 2007, 2010 and 2013 respectively, keeping the platinum sales rolling and cementing the Scottish singer-songwriter's reputation as a major recording talent, as well as a mesmerising live artist.

Tunstall has toured the world many times over. She has become a festival favourite, from Glastonbury to Belladrum (and back again). She outsold every other female artist in the UK in 2005, won the 2006 Brit Award for Best British Female Solo Artist, won the Ivor Novello Best Song award for her huge, self-penned hit 'Suddenly I See', and a Q award for Track of the Year. She also landed a Grammy nomination for Best Female Pop Vocal Performance and lent her tunes to a host of movies and TV shows ('Suddenly I See', used in the iconic opening scene of Meryl Streep flick 'The Devil Wears Prada').



# City Headliners

## LULU



## Edinburgh

Lulu has been in the music business for 51 years. Yet she seems utterly undimmed by time, slim, vivacious and energetic, with an appealing combination of bright eyed sprightliness and a very adult, no-nonsense directness. "I was thrown into this business in my childhood. It's a minefield, you see so many people harmed by believing in their success. You think you're invincible, then crash, it all comes down. I've managed to look like I'm holding it together but it ain't been easy. This is what I'm talking about, everything that I've been through in my life. It's really about going beyond the problems everyone's got. I've been there, done it but now I'm living in the solution. That's what it's about!"

## SONGS OF FRIGHTENED RABBIT

## Glasgow

Ever since Scott Hutchison started releasing music as Frightened Rabbit more than a decade ago, his emotionally honest and incisively worded lyrics have been among the band's most beloved qualities. Over the course of five albums, including their new *Painting of a Panic Attack*, Frightened Rabbit's frontman has made poetry of his misery, and still somehow managed to make it sound anthemic -- like a triumphant rallying cry rather than a downer. Following the tragic passing of Scott earlier this year, his brother Grant Hutchison is planning to establish a charity in his honor. For *Sleep in The Park* this year, Grant and other Frightened Rabbit band members Andy Monaghan and Billy Kennedy will be reuniting along with invited guests to perform selected songs of Frightened Rabbit. Part of the proceeds from this event will be donated to the charity established in Scott's memory. He will be missed by all of us and his absence will always be felt but he leaves a legacy of hope, kindness and colour that will forever be remembered and shared.

## Eddi Reader



## Aberdeen

Celebrating 40 years as a live performer, Eddi Reader has effortlessly developed into one of popular music's most thrilling and affecting performers. Though first brought into the limelight as front woman for Fairground Attraction, who's #1 single, *Perfect* topped the British charts, it is Eddi's subsequent albums that have signaled her ability to assimilate different musical styles and make them her own. 2018 welcomes the release of Eddi's 10th solo venture, *Cavalier*. Co-produced by Eddi and her husband, John Douglas (*Trashcan Sinatras*) it incorporates both contemporary and traditional songs showcasing her wide-ranging artistry and marks a new creative peak in her already prestigious career.

## Kyle Falconer



## Dundee

Kyle Falconer was a founding member of The View, the band signing their first record deal when he was just 18-years-old. Their debut album *'Hats Off To The Buskers'* went straight to #1 in January 2007 and was later nominated for a Mercury Prize. Two of the band's subsequent four albums also hit the Top 10; and they also released an unorthodox 'best of' in the shape of *'Seven Year Setlist'*. After five hit albums, a Mercury Prize nomination and countless sold-out shows with The View, the band's frontman Kyle Falconer released his debut album *'No Thank You'* in July 2018, to critical acclaim with a raw and brutally honest collection of songs, much of the record finds Falconer exploring a tumultuous time in his life. The majority of the songs cover a period which commenced when he entered rehab in the summer of 2016, right through to the present day where he's now embracing a new life and outlook as a father.

# Event Near Me

## Aberdeen



Duthie Park

## Dundee



Slessor Gardens

## Edinburgh



Princes St Gardens

## Glasgow



Kelvingrove Bandstand

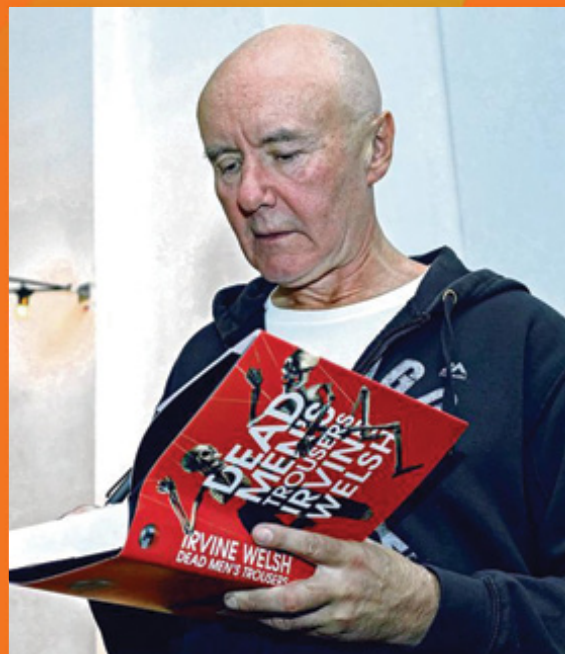


# Bedtime Story from Irvine Welsh

Available for all participants that manage to raise £500 or more.

This year legendary Scottish writer, author of Trainspotting, Irvine Welsh will be performing a bedtime story. The story will be performed live in Edinburgh, and live-streamed to each of the other cities.

Internationally acclaimed Scottish writer Irvine Welsh shot to prominence with his first novel Trainspotting, and hasn't looked back since. His most recent work Dead Men's Trousers was a #1 Sunday Times bestseller and he currently divides his time between Miami, LA and Edinburgh. As an ambassador for international street papers he is honored to be taking part in this event in his home city.



# Last Years Results



A program for 800 rough sleepers, across 5 cities, to be brought off the street into mainstream housing - in the largest program of its kind in the UK



Hundreds of thousands of pounds being distributed to support a range of charities working with homeless people throughout Scotland



A village being built in Edinburgh to pioneer alternative accommodation models



3 major academic studies to give a road map to end homelessness in Scotland



Expanding the capacity of the Edinburgh Winter Night shelter to ensure that no one was forced to sleep rough due to not enough space



Supporting Social Bite's core work including employment programs for homeless people in 3 cities and distributing over 100,000 items of food and hot drinks

# How we will invest the money raised



## A Nationwide 'Housing First' Program

Social Bite have developed a nationwide program, where 800 mainstream flats have been pledged in Edinburgh, Glasgow, Dundee, Aberdeen and Stirling to bring rough sleepers off the streets and into a secure tenancy. The money you raise will help fund a "wrap around support" for these vulnerable people. This program not only helps this significant scale of people sleeping rough, but will help each of these cities re-structure their homelessness services away from unsuitable temporary accommodation and towards this more humane approach of rapidly re-housing and supporting people.



## Prevention of Homelessness

We will be funding initiatives to help young people leaving care and people leaving the prison system secure a tenancy and get the support they need. As will the Housing First program, these initiatives are designed to stimulate structural and political change in how we respond to homelessness.



## New Housing and Accommodation Models

You will be supporting the Social Bite Village project, the ongoing support of the residents there and the development of more purposeful temporary accommodation such as this in other cities.



## Social Bite Food Provision and Employment

Your Funds will help Social Bite provide employment opportunities to people from homeless backgrounds in Edinburgh, Glasgow, Livingston and Aberdeen and distribute over 100,000 items of food and hot drinks out to the homeless community every year.

# How you can Take Part

To sign up all you have to do is:

1

Choose a city to take part in from Edinburgh, Glasgow, Dundee or Aberdeen

2

Make a minimum fundraising commitment.

You can sign up in two ways:

## Individual and Teams

Sign up for you and as many friends as you want to. All you have to do is make a minimum fundraising commitment of **£100 per person** (including an initial £50 donation)

## Corporate

**Sign up a team (Minimum of 5) with a minimum Fundraising Commitment of £3,000**

(which includes an initial donation of £50 per person)

This will make your business a corporate supporter of the event and your company will be included as a key supporter on the website and at stage side on the night.

Your business will also get 2 free tickets to a "Thank You" Burns Supper at the EICC in Edinburgh in January with a very special keynote speaker.

To register, please go to  
[www.SleepInThePark.co.uk](http://www.SleepInThePark.co.uk)





# Register at

[www.SleepInThePark.co.uk](http://www.SleepInThePark.co.uk)

## Find out More at

[www.SleepInThePark.co.uk](http://www.SleepInThePark.co.uk)

For general inquiries please email:

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Jamie Boyd - 0131 220 8206

To discuss becoming an event partner or sponsor please email:

[partnerships@social-bite.co.uk](mailto:partnerships@social-bite.co.uk)