



## The Annual Report

This Annual Report is an opportunity for members of the organising committee to report and reflect on the 2014 festival; look at what worked well; what could be improved and share our thoughts and ideas with our sponsors, supporters and the wider community. We hope you find it informative and useful.

## About Beeston Festival

Beeston Festival is organised by a committee of local residents, with posts of chair, secretary and treasurer elected at an Annual General Meeting held in the Autumn. We work closely with other groups and agencies including Friends of Cross Flatts Park, local sport, arts and youth organisations, and Leeds City Council's Parks Department. Our operating ethos is one of participation and empowerment, and of partnership working.



The aim of the Festival is to provide an exciting, entertaining, and informative day that brings together all the different communities in Beeston. In doing so, we hope to promote community cohesion, local regeneration, community sports and arts, and environmental education. We also aim to positively portray both Beeston and Cross Flatts Park.

The Festival has become a major community event for the area, thanks to the hard work of many people. It aims to provide something for everyone. Those who attend can:

- get information from the Council and other organisations,
- find out about major issues affecting Beeston,

- speak to or get involved with community and sports groups,
- sample the food, music and culture of other sections of the Beeston community.

Each year the committee seeks new ways of attracting people, and improving the event. We remain open to new ideas, ways in which things can be done better, and of course, to new people getting involved with the Committee or helping on the day. It is a genuine community event, and whilst we acknowledge with thanks the support of agencies and organisations, we remain rooted in the community.

## The 2014 Festival

This year's event was held on Saturday 14<sup>th</sup> June in Cross Flatts Park. This was the 20<sup>th</sup> Festival and once again we had very good feedback that people had enjoyed the day. The weather was perfect with plenty of warm sunshine. About five thousand local residents came out to enjoy the day, see what was on offer and have some fun. We were also joined by an increasing number of people from other parts of the city – the Festival is helping Beeston to become a destination!

We chose the theme of cycling in the summer of the Tour de France and just three weeks ahead of the Grand Depart from Leeds city centre. We tweaked the successful layout of previous years to accommodate our cycling theme with just two performance areas. We worked with our friends from Leeds Music Trust to provide a mix of acts from around the world with a showcase for local talent.



Bike Try Out Zone



The “Arena” provided a platform for dance, martial arts and clowning acts.

Stalls were spread out along the paths under the trees in a village street style. The children's activities joined up the spaces between the main stage and the sports activities, giving the event a unified feel. There was also a fun fair, which set up below the sports activities.

## Organisation Before The Day

The Committee works for 12 months to plan and organise the Festival. The year's work was divided up into a number of “theme groups” (finance, stalls, volunteers, etc) which allowed us to get the detailed work done between meetings and then report progress at subsequent meetings. The result was that the work was shared out effectively and everyone felt involved.

The scale of the Festival means we have to take security issues seriously. We were well supported by West Yorkshire Police who provided a visible presence. This was supplemented by a small team of Stewards we hired in from AP Security. The teams worked well together and the event passed off without incident.

## Publicity

We revamped the web site this year which allowed us to keep it up to date with news stories and information throughout the year. We also used our Facebook Page and Twitter feed. We built our Twitter following over the year from 435 to 552 followers.

We collected 79 tweets on the day from 44 different people. There's a link to the collection on our website: [www.beestonfestival.org.uk](http://www.beestonfestival.org.uk).

Local news website South Leeds Life gave us good coverage in the lead up to festival as well as a review of the event. The Yorkshire Evening Post also carried a review of the day.

In the run up to the event we:

- produced a poster which was displayed at venues around Beeston
- displayed ten banners at strategic sites around Beeston



- produced 5,000 programmes which were distributed through local schools, libraries and colleges.



## Let's Go Cycling!

There were a host of cycling activities for people to get involved in. We hoped to inspire people to join in the celebrations of the Tour de France, but also to encourage more people to cycle locally.

The centrepiece was a Try Out Zone where people could try out different types of bikes, supplied by Get Cycling. Two artworks were created – a (permanent) mural on the back wall of the Watsonian encouraging you to get ‘On Ya Bike!’ and a graffiti car advertising the Grand Depart. The car was later moved to South Leeds Academy and has now been crushed, we are exploring how the crushed car might be re-used in Beeston.

Our cycle maintenance technicians were kept busy all day and learners had the chance to brush up cycling skills with Bikeability.



## Entertainment

This year's Festival featured a diverse range of entertainment.



Bianca Gerald

Music on the Main stage got off to a rousing start with New York Brass Band. The South Leeds Academy steel band followed. Up and coming band Titan's Troubadors and new kids on the block Headrow brought rock music to the show. Bianca Gerald brought her beautiful soulful voice and the afternoon was rounded off by the swirling hurdy-gurdy world music of Celtarabia.



Celtarabia

A range of traditions were represented in the Arena including a participatory Zumba session, a clowning show from the ever-popular Rapide Brothers; a display from local Taekwondo group



Zumba

Leeds Allstars; dance displays by the children of the Dynamite Cheerleaders, DAZL, the ICON and Wright Steps dance academies and belly dancing from the Egyptia Dance troupe.



Leeds Allstars Taekwondo

## Children & Young People

The Children and Young People's activities were a very successful.



Climbing wall



The Youth Service worked closely with the committee, co-ordinating with the Hamara Centre, Shooting Stars and LCC Sports Development to deliver a range of activities including arts and crafts, a climbing wall and inflatables.

We worked with Beeston Broncos junior rugby league club who re-arranged their home match against Emley Moor so that it could be played as part of the Festival. Thanks to both clubs and to Hunslet Hawks RLFC who supported the game.



**Hawks' Barry Eaton gives some coaching tips**

Once again we hosted a fun fair in the lower section of the park.



## The Bazaar

Once again there was a large range of stalls with 90 organisations and individuals on 112 pitches in the Bazaar. These ranged from health and education through to community groups, faith groups and sole traders. The “village street” layout under the trees at the top of the park worked well.

We had good feedback from stallholders who liked the layout and had a good day in the sunshine.



## Environmental impact

**W**e continued our commitment to reducing the Festival's environmental impact.

We organised our litter collection and bins around the site and arranged for the Council to collect all our recyclable rubbish. We also encouraged all food stalls to use bio-degradable plates, cups and cutlery. We aim to build on this year on year to reduce our carbon footprint further. For example, we are exploring with Parks the possibility of a mains electricity connection for the main stage next year.

## Finance & Sponsorship

**T**he Committee would like to thank our main sponsor this year Unity Housing & Enterprise.



Supporting BME Communities  
and Multi-Cultural Neighbourhoods

Thanks also to our other sponsors: Leeds Federated Housing Association, Unison Leeds Health branch, De Puy Synthes and Citu. Thanks also to Mosaic Church and Park Fisheries.



We extend our thanks to the Ward Councillors of Beeston & Holbeck and City & Hunslet wards for awarding us £750 each of "MICE Money". Thanks also to the Leeds City Council Inner South Area Committee for their grant of £5,000; to Leeds Inspired who gave us £3,000; and to the Beeston & Holbeck and City & Hunslet Community First panels who awarded us £2,500 each.

In addition to grants we raise funds ourselves. Our own stalls on the day (Barbecue, Teas, Cakes, Books, etc) raised over £3,400. Stall bookings raised over £4,200. Together with the Fun Fair franchise this amounts to more than a third of our income.



## Volunteers

This year, we had 52 volunteers - not including the committee (who are also all volunteers), nor partner organisations. They came from a wide range of cultures, ages, and walks of life.

Between them, they worked 285 hours for free. The Community Development Foundation calculates that an hour of a volunteer's time is worth £11.09. That equates to over £3,000. A massive "thank you" to them all!

They got through a vast range of work: setting up stages; moving generators; directing traffic; looking after lost children; picking up litter and managing stages to name but a few.

We had positive feedback from the volunteers who said they enjoyed their day with many promising to come back next year.

## Acknowledgements

The Committee would like to thank all our supporters who helped make this year's Festival such a success.

- The Council's Parks Department, and especially Andy Rowell and John Casey, who made sure that the Park looked at its best on the day.
- Youth Services, Shooting Stars, Hamara and Sports Development for organising and staffing the Children's & Young Peoples activities.
- Paul Bullivant for the photographs in this report and on the website.
- Hilary Benn MP & the Lord Mayor, Cllr David Congreve for opening the Festival.
- All the volunteers who helped out on the day.
- All the sponsors and funders.
- All the performers, stallholders and sports coaches.
- Everyone who came along and made it such a great day.

Thanks to the organising committee:

Councillor Angela Gabriel (Chair)  
Jeremy Morton (Secretary)  
Ewan Mitchell (Treasurer)  
Ed Carlisle  
Mark Day  
Adrian Lee  
Councillor Adam Ogilvie  
Rev Lindsey Pearson  
Linda Stanley  
Christine Thornton  
Linda Williamson  
Steve Williamson



Angela, Jeremy, Ewan, Ed  
Adam, Linda S, Christine, Linda W



Finally, we must mark the sad and untimely death of Steve Williamson who did so much to help the festival, particularly with fundraising and selling burgers. He is greatly missed.

**See you all next year -  
the 21<sup>st</sup> Beeston Festival will be on  
Saturday 13<sup>th</sup> June 2015**

**Contact Beeston Festival:**

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F: [www.facebook.com/beestonfestival](https://www.facebook.com/beestonfestival)

T: @BeestonFestival

## Accounts

These accounts represent the period  
1<sup>st</sup> September 2013 to 31<sup>st</sup> August 2014.

These accounts have not yet been  
independently examined.

## Income

### Grants

|                 |                  |
|-----------------|------------------|
| Community First | 5,000.00         |
| Leeds Inspired  | 3,000.00         |
| MICE            | 1,500.00         |
| MICE (2013)     | 750.00           |
|                 | <b>10,250.00</b> |

### Sponsors

|                          |                 |
|--------------------------|-----------------|
| Unity Homes & Enterprise | 2,000.00        |
| Leeds Federated Housing  | 400.00          |
| Unison L&YCH Branch      | 500.00          |
| Mosaic Church            | 100.00          |
|                          | <b>3,000.00</b> |

### Other income

|                    |                 |
|--------------------|-----------------|
| Stall bookings     | 4,247.00        |
| Takings on the day | 3,421.35        |
| Fairground         | 1,000.00        |
|                    | <b>8,668.35</b> |

|                     |                  |
|---------------------|------------------|
| <b>Total Income</b> | <b>21,918.35</b> |
|---------------------|------------------|

## Expenditure

### Publicity

|                        |                 |
|------------------------|-----------------|
| Posters and programmes | 549.43          |
| Banners                | 479.87          |
| Website                | 71.83           |
| Advertising            | 15.00           |
| Video                  | 100.00          |
| Banners (2013)         | 42.00           |
|                        | <b>1,258.13</b> |

### Logistics

|                           |                  |
|---------------------------|------------------|
| Event Insurance           | 910.00           |
| Security                  | 929.74           |
| St John's Ambulance       | 346.32           |
| Toilets                   | 1,008.00         |
| Fire extinguishers        | 75.00            |
| Generators & fencing hire | 894.11           |
| Staging & marquees        | 4,058.00         |
| Transport                 | 36.00            |
| PA systems                | 2,130.00         |
| Pedal generators          | 200.00           |
|                           | <b>10,569.17</b> |

### Artists

|                 |                 |
|-----------------|-----------------|
| Main stage acts | 5,194.00        |
| Arena acts      | 740.00          |
|                 | <b>5,934.00</b> |

### Let's Go Cycling!

|                      |                 |
|----------------------|-----------------|
| J Gardiner - Artwork | 1,520.00        |
| Bikability           | 300.00          |
| Try Out Zone         | 2,000.00        |
|                      | <b>3,820.00</b> |

### Young People & Sport

|                          |                 |
|--------------------------|-----------------|
| LCC Youth Services       | 2,300.00        |
| Leeds Play Network       | 250.00          |
| Hamara (2013 activities) | 2,950.00        |
|                          | <b>5,500.00</b> |

### Administration

|                               |                 |
|-------------------------------|-----------------|
| Stock for stalls, stamps, etc | 1,619.63        |
| Freezer                       | 392.40          |
|                               | <b>2,012.03</b> |

|                          |                  |
|--------------------------|------------------|
| <b>Total Expenditure</b> | <b>29,093.30</b> |
|--------------------------|------------------|

### Summary

|                     |                 |
|---------------------|-----------------|
| Balance at 01/09/13 | 13,922.00       |
| Income              | 21,918.35       |
| Expenditure         | 29,093.30       |
| Balance at 31/08/14 | <b>6,747.05</b> |

### Money due

|                            |                 |
|----------------------------|-----------------|
| Inner South Area Committee | 5,000.00        |
| DePuy Synthes              | 500.00          |
| Citu                       | 250.00          |
|                            | <b>5,750.00</b> |

### Money owed

|                  |               |
|------------------|---------------|
| South Leeds Life | <b>250.00</b> |
|------------------|---------------|

|                                |                  |
|--------------------------------|------------------|
| <b>Projected final balance</b> | <b>12,247.05</b> |
|--------------------------------|------------------|