

Beeston Festival Annual Report 2018

The Annual Report

This Annual Report is an opportunity for members of the organising committee to report and reflect on the 2018 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 volunteers, with posts of chair, secretary and treasurer elected at an Annual General Meeting. 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 various organisations that operate in the area

- Find out about 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 2018 Festival

This year's event was held on Saturday 14th July in Cross Flatts Park. This was the 24th Festival and once again we had very good feedback that people had enjoyed the day. The day was one of the hottest festivals we have had with the sun shining all day. About seven 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 followed the successful layout of previous years and provided three

Beeston Festival 2018 – Annual Report

performance areas, with one of the stages being dedicated to poetry and busker acts located in the food court.

Stalls were spread out along the paths under the trees in a village street style, with the addition of a dedicated food court in the centre of the stalls. 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 was setup 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 to assist with security at the festival. The teams worked well together and the event passed off without incident.



Publicity

Local news website and newspaper South Leeds Life gave us good coverage in the lead up to festival as well as a review of the event. The Festival was also featured in a segment on BBC Radio Leeds the day before the event, with committee members Mark and Jeremy promoting the Festival and its objectives.

This year we continued to increase our social media presence with a series of posts on Facebook and Twitter leading up to the day and live coverage at the Festival. We also launched an online stall booking form to allow swift and efficient bookings.

In the run up to the event we:

- Displayed banners at strategic sites around Beeston
- Produced programmes which were distributed through local schools, libraries and colleges, and distributed at the festival



Entertainment

This year's Festival featured a diverse range of entertainment. These included: Ellie Coast, Issimo, The Indecision, Sifika, Mojah, Dave Pillar, and Heather Coulton.

The Emerge stage featured a series of up and coming local poets from the Beeston area with a poetry competition to entice people to perform. The stage also featured "busker" style musicians. In the run up to the Festival a series of poetry workshops were put on by local poets Kev and Phil. These workshops gave people the opportunity to learn how to write and perform spoken word poetry and were very successful and oversubscribed. The workshops were funded by Leeds Inspired.

The Arena provided a platform for dance, cheerleading, and other acts. Including: Morley Allstars Majorettes, Dazl, Egyptia, The Rapide Bothers, Icon Dance academy, Wright Steps Dance Academy, Baton Rouge Majorettes, and Leeds Allstars Taekwondo.

A series of free dance workshops was provided at the Hamara centre for people to learn Bollywood dancing. These were made possible by funding from Leeds Community Foundation.



Brouhaha once again travelled over from Liverpool to join in the Festival. They put on a series of interactive dance, music, and performance workshops throughout the day. These were funded the Love Leeds fund.

Children & Young People

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

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



The Bazaar

Once again there was a large range of stalls with numerous organisations and individuals on 100 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.

Returning for 2018 was a dedicated food court in the centre of the Bazaar where all the food stalls were located and seating was available for people to enjoy their food. The Emerge stage was also located within the food court providing entertainment for people while they ate. This proved to be very successful.



Beeston Festival 2018 – Annual Report

The Bike College attended the Festival and fixed people's bikes for free! The York Bird of Prey Centre once again provided an interactive display. To add to the excitement Sam's Safari were in attendance showcasing a variety of exotic animals. Bowland farm attended with a wide variety of animals, including alpaca, which people could interact with.

Environmental impact

We continued our commitment to reducing the Festival's environmental impact, organising our litter collection and bins around the site and arranging 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.

Finance & Sponsorship

The Committee thank our main sponsor this year **The White Rose Office Park**.

Thanks also to our other sponsors:

- DePuy Synthes
- Unity Home & Enterprise
- Leeds Federated

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 Community Committee for their grant of £5000.

We thank Awards for All for providing £8200 to fund core costs of the Festival. Comic Relief Community Cash provided £1000 to be used for carnival activities. The Love Leeds fund provided £1000 to be used for the Bollywood dancing classes. Leeds Inspired continued to support the Festival by providing £1200 to run the poetry workshops.

In addition to grants we raise funds ourselves. Our own stalls on the day (Barbecue, Teas, Cakes, Books, Jams, etc.) raised over £2800. Stall bookings raised over £4700.

Equifax kindly matched the funds raised by the Beeston festival stalls donating £2712.47 to the Festival. This match funding was obtained as a result of a committee member working for Equifax.

This year proved to be a strong year financially for the Festival with increased money given by sponsors and several grants being awarded to the Festival. We also reviewed our outgoing costs and were able to reduce some of them by changing providers for certain aspects of the festival. As a result the Festival has ended with a significant surplus this year. We intend to use these funds going forward to put on a bigger and better event with more activities for people to take part in.



Volunteers

This year, we had 45 volunteers - not including the 12 committee members (who are also all volunteers). They came from a wide range of cultures, ages, and walks of life.

Volunteers on the day are estimated to have worked 160 hours for free, and the committee on the day and across the year around 1800 hours. The Community Development Foundation calculates that an hour of a volunteer's time is worth £11.09. This equates to approximately £22k worth of donated time.

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.

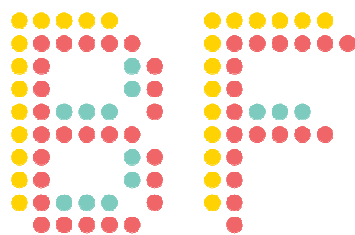
Acknowledgements

The Committee thank all our supporters who helped make this year's Festival such a success, especially:

- The Council's Parks Department
- Youth Services, Hamara and Sports Development for organising and staffing the Children's & Young Peoples activities
- Mark Molloy for donating his time to produce the banners and programs
- Malcolm Hall for independently auditing our accounts
- 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)
Mark Day (Secretary)
Hannah Marshall (Treasurer)
Jeremy Morton
Ed Carlisle
Councillor Adam Ogilvie
Rev Lindsey Pearson
Linda Stanley
Christine Thornton
Becky Dalton
Louise Peters
John Todd



See you all next year - The
25th Beeston Festival will be on
Saturday 22nd June 2019

Contact Beeston Festival:

E: beestonfestival@gmail.com
W: www.beestonfestival.org.uk
F: www.facebook.com/beestonfestival
T: @BeestonFestival

Beeston Festival 2018 – Annual Report

Income and Expenditure 2018

	2018	2017
Funds brought forward from prior year	10,078.19	14,345.17
Income 2018 festival	35,218.68	24,831.95
Expenditure 2018 festival	(23,530.17)	(29,098.93)
TOTAL	11,688.51	(4,266.98)
Funds carried forward	21,766.70	10,078.19
Component parts		
Festival only 2018		
Funds brought forward from 2017 Festival	9,458.19	8,203.71
Income	32,513.68	20,883.95
Net income from "other"	705.00	833.00
Expenditure	(20,910.17)	(20,462.47)
TOTAL	12,308.51	1,254.48
Funds Balance carried forward	21,766.70	9,458.19
Carnival only 2018		
Funds brought forward from 2017 Carnival	0.00	6,141.46
Income	1,000.00	0.00
Expenditure	(1,000.00)	(6,141.46)
TOTAL	0.00	(6,141.46)
Funds carried forward	0.00	0.00
Bollywood only 2018		
Funds brought forward from 2017 Bollywood	620.00	0.00
Income	1,000.00	3,080.00
Expenditure	(1,620.00)	(2,460.00)
TOTAL	(620.00)	620.00
Funds carried forward	0.00	620.00
Other 2018		
Income	705.00	868.00
Expenditure	0.00	(35.00)
TOTAL	705.00	833.00
Funds carried forward	705.00	833.00

Income & Expenditure - festival only

Funds brought forward	9,458.19	8,203.71
2018		2017
Income		
Festival		
Stall bookings	4,742.00	5,619.00
Stall takings	3,987.21	4,164.95
Grants	15,917.00	6,500.00
Sponsorship	7,867.47	4,600.00
Net income from "other"	705.00	833.00
TOTAL Income	33,218.68	21,716.95
Expenditure		
Festival		
Publicity	(1,895.39)	(2,302.53)
Logistics	(8,340.67)	(8,881.76)
Entertainment	(4,477.50)	(4,630.00)
Young People / Sports	(1,836.12)	(2,353.00)
Festival Activities	(2,048.15)	(572.00)
Festival	(1,958.39)	(1,134.95)
Admin	(353.95)	(588.23)
TOTAL Expenditure	(20,910.17)	(20,462.47)
Fund surplus / (deficit)	12,308.51	1,254.48
Remaining bank balance to take into 2019	21,766.70	9,458.19

*Income from Bollywood grant transferred to festival £655, bank compensation £25 & equipment hire £25

Beeston Festival 2018 – Annual Report

Income & expenditure - Parade only

Funds brought forward from 2017 festival	0.00	6,141.46
	2018	2017
Income		
Community Foundation	1,000.00	0.00
TOTAL Income	1,000.00	0.00
Expenditure		
Insurance (parade)	0.00	(200.00)
Security (parade)	0.00	(627.46)
Callaloo Carnival Arts (parade)	0.00	(4,040.00)
Parade band (from Brouhaha) (parade)	(1,000.00)	(390.00)
Materials (parade)	0.00	(839.00)
Travel costs (parade)	0.00	(45.00)
TOTAL Expenditure	(1,000.00)	(6,141.46)
Fund surplus / (deficit)	0.00	0.00

Income & expenditure - Bollywood only

Funds brought forward from 2017 festival	620.00	0.00
	2018	2017
Income		
Leeds inspired	0.00	3,080.00
Community Foundation	1,000.00	0.00
TOTAL Income	1,000.00	3,080.00
Expenditure		
Stage Acts (Bollywood)	0.00	(1,700.00)
Venue hire (Dance Fusion Bollywood)	0.00	(160.00)
Instructor hire (Dance Fusion Bollywood)	(965.00)	(600.00)
Remainder Bollywood grant trfto festival	(655.00)	0.00
TOTAL Expenditure	(1,620.00)	(2,460.00)
Fund surplus / (deficit)	0.00	620.00