

# **Beeston Festival Annual Report 2024**

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## **The Annual Report**

This Annual Report is an opportunity for members of the organising committee to report and reflect on the 2024 festival; look at what worked well; and 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 Festival aims to provide an exciting, entertaining, and informative day that brings together all the different communities in Beeston. We hope to

promote community cohesion, local regeneration, community sports and arts, and environmental education. We also aim to portray both Beeston and Cross Flatts Park positively.

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.
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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 2024 Festival**

The 2024 event was held on Saturday 22nd of June in Cross Flatts Park.

Once again we had excellent feedback that people had enjoyed the day. Thousands of residents came out to

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enjoy the day, see what was on offer, and have 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 performance areas. One of the stages is dedicated to more local and busker acts located in the food court.



Stalls were spread out along the paths under the trees in a village street style, with 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. This year we placed more of the kids-related stalls near the kid's area, which proved to be a successful formula. We also added an extra stall area to help with demand.

We once again had Bowland Farm attend with their farm animals, as well as birds of prey and ferret racing. A fun fair was also set up below the sports activities.



## Organisation Before The Day

The Committee works for 12 months to plan and organise the Festival. The work was divided into several “Action groups” (finance, stalls, volunteers, etc.) which allowed us to get the detailed work done between meetings and then report progress at subsequent committee meetings. The result was that the work was shared 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 the festival as well as a review of the event.

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 did some targeted advertising of the music acts on



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Facebook and Instagram to people across Leeds.

In the run-up to the event we:

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



### Entertainment

This year's Festival featured a diverse range of entertainment. On the main stage, we had: the South Leeds community band, a Rock choir, Max Bonafide, Blackson & Padjina, and a Hip-hop takeover by Chubba Chubs. The Emerge stage featured Teruki Chan, Pearl Natasha, Tyesizwe Productions, and Sanctuary Got Talent. At the Arena, we had performances from Reestablish, Dazl, Finesse, Morley All-Stars Majorettes, LBR Majorettes, TEMPO Yorkshire Dance, LS TEN, RJC Dance Youth Provision members Shahck Out Youth Dance, and Reetwirlers Majorettes.

We also had roaming acts that interacted with festivalgoers, these included Yorkshire Circus.

### Children & Young People

The Children and Young People's activities were very successful. The Tetley attended to provide arts activities, and we delivered 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 over 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.

In addition, we added a new section of stalls near the kids' area in an attempt to allow more vendors to attend the festival. Some of these areas proved to be successful, and other areas were not as successful. We will refine these areas for future events.

Returning for 2024 was a dedicated food stall 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 once again located within the food court providing entertainment for people while they ate. We continued to provide power, using a low-emission generator, to food vendors.

The Beeston festival team put on the usual stalls: BBQ, cafe, cake, book, and jam stalls. We decided to keep the food and drink prices the same as last year, despite our costs rising, to help people struggling with the cost of living crisis.

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### Finance & Sponsorship

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

Thanks also to our other sponsors:

- Building Blocks Nursery

We thank the Leeds City Council Inner South Community Committee for their grant.

In addition to grants, we raise funds ourselves. Our stalls on the day (Barbecue, Cafe, Cakes, Books, etc.) raised £4054. Stall bookings raised £10334.

Between them, they worked approximately 540 hours for free. The Community Development Foundation calculates that an hour of a volunteer's time is worth £13.70. This equates to £7398 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, "Volunteering makes me feel part of my local community and helps me to meet other people".

### Acknowledgements

### Volunteers

This year, we had around 44 volunteers - not including the 13 committee members (also all volunteers). They came from a wide range of cultures, ages, and walks of life.



The Committee thanks all our supporters who helped make this year's Festival a success.

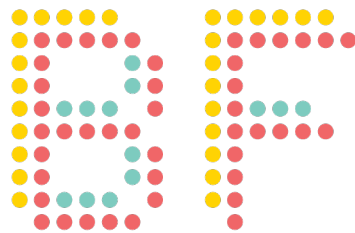
- The Council's Parks Department, and especially
- Youth Services
- All the volunteers who helped out on the day
- All the sponsors and funders
- All the performers, stallholders, and sports coaches
- Everyone who came along and made it such a great day.

Thanks to the organising committee:

Angela Gabriel (Chair)  
Mark Day (Secretary)  
Hannah Marshall (Treasurer)  
Jeremy Morton  
Ed Carlisle

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Christine Thornton  
Becky Howcroft  
Councillor Paul Wray  
Brenda Barlow  
Emily Swingler  
Hannah Ward  
Darryl Baker  
Councillor Annie Malony  
Sharafat Ali



See you all next year -  
The 30<sup>th</sup> Beeston Festival will  
be on  
**Saturday 28<sup>th</sup> June 2025**

### Contact Beeston Festival:

E: [beestonfestival@gmail.com](mailto:beestonfestival@gmail.com)  
W: [www.beestonfestival.org.uk](http://www.beestonfestival.org.uk)  
F: [www.facebook.com/beestonfestival](https://www.facebook.com/beestonfestival)  
T: @BeestonFestival

### Income & Expenditure 2024 - Summary

	2024			2023		
<b>Total brought forward</b>			<b>15,798.64</b>			<b>27,840.90</b>
Paid in-year for prior year				(916.00)		
<b>Adjusted b/f value</b>			<b>15,798.64</b>			<b>26,924.90</b>
Income in-year	32,188.05			22,947.73		
Expenditure in-year	(35,828.75)			(34,210.86)		
<b>In-year surplus/(deficit)</b>			<b>(3,640.70)</b>			<b>(11,263.13)</b>
Interest received (savings)	231.83			136.87		
<b>In-year surplus/(deficit)</b>			<b>(3,408.87)</b>			<b>(11,126.26)</b>
<b>Funds to carry forward</b>			<b>12,389.77</b>			<b>15,798.64</b>
Transactions for the following year		10,045.43				

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Funds in the bank to carry forwards			22,435.20			15,798.64
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Funds in savings account, excl Awards for All grant	8,385.92
Funds in savings account for 2025, Awards for All grant	10,000.00
Funds in savings account to give to charity (from ferret racing)	45.43
Funds in current account	4,003.85
<b>TOTAL</b>	<b>22,435.20</b>

Savings	18431.35
Current acc	4,003.85
<b>Total</b>	<b>22,435.20</b>

### Section 1: Income & Expenditure 2024 - detail

2023 funds carried forward into 2024	644.55
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		2024 actuals
<b>Income</b>		
Festival	Stall bookings	10,334.06
Festival	Stall takings - Cafe	1,559.79
Festival	Stall takings - BBQ	1,671.40
Festival	Stall takings - Book stall	35.30
Festival	Stall takings - Jam Stall	347.00
Festival	Stall takings - Cake Stall	440.50
Festival	Funfair	1,300.00
Grants	Area committee (Leeds City Council)	6,000.00
Grants	Awards for All	10,000.00
Sponsorship	Faith Together	500.00

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<b>TOTAL Income</b>		<b>32,188.05</b>
<b>Expenditure</b>		
Publicity	Programmes	(650.00)
Publicity	Banners / signs	(704.30)
Publicity	Website	(147.89)
Logistics	Insurance	(664.00)
Logistics	Toilets	(1,500.00)
Logistics	Marquees	(6,615.60)
Logistics	Generator hire	(1,200.00)
Logistics	Security	(1,033.63)
Logistics	Parks staff	(576.00)
Logistics	PA System	(3,120.00)
Logistics	First aid / medical	(494.76)
Logistics	HR Fire	(72.00)
Logistics	Fencing	(314.02)
Logistics	Radios	(114.00)
Logistics	Map of site	(350.00)
Logistics	Small purchases	(20.00)
Entertainment	Admin support	(558.00)
Entertainment	Stage, arena, walkabout acts, stage, crew, backline hire	(8,140.43)
Young People / Sports	LCC Children's Activities	(1,442.50)
Young People / Sports	Children's activities	(300.00)
Festival Activities	Various	(2,350.00)
Festival Activities	Theme - Olympics	(24.00)
Festival Activities	Using Awards for All grant	(2,000.00)
Festival	BBQ supplies	(1,342.22)
Festival	Cafe supplies (inc Cosco renewal)	(768.62)
Admin	South Leeds Life sponsorship	(600.00)
Admin	Misc	(376.74)
Admin	Volunteer party / Christmas party	(350.05)
<b>TOTAL Expenditure</b>		<b>(35,828.75)</b>
<b>Fund surplus / (deficit) 2024</b>		<b>(3,640.70)</b>
Transfer from savings account		7,000.00
<b>Bank balance to take into 2025</b>		<b>4,003.85</b>