

Creative
Royston

ANNUAL REPORT 2016



Royston Arts Festival & Events

Premier Partner: Johnson Matthey

Annual Report 2016

ROYSTON ARTS FESTIVAL & EVENTS

Contents

Management Committee & Contact Details	p.2
Chairperson's Statement	p.3
Volunteers & Contributors to the Festival	p.4
Heroes & Villains Day and the Tile Trail	p.5
The Doodle Dance Show	p.6
Voluntary Arts Week	p.7
Festival Overview	p.8
Attendance & Feedback	p.9-11
Marketing & Promotion	p.12
Treasurer's Report & Balance Sheet	p.14-16
Looking Ahead	p.17

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Management Committee 2016

Sarah Dingley, Town Council Representative & Vice Chair

Carl Filby, Secretary

Tina Filby, Volunteer Coordinator

Kirsten Grimmer, Marketing

Neil Johnston, Committee Member

Thomas Lingard, Treasurer

Susan Maylor, Committee Member

Pamela Morton, Community Liaison

Claire Somerville, Chairperson

Contact details

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Chairperson's statement

Firstly, I have to start with a huge thank you to the Creative Royston Management Committee for supporting me through my second year as Chairperson. I feel our achievements as a team this year have proved what a hard-working, capable and imaginative group we are and I am constantly impressed by how much time and dedication everyone puts in on a voluntary basis.

The **Carnival** theme this year really captured our imagination (and it would seem the imaginations of other events organisers too, with over 70% choosing to run events linking with the theme).

The spectacular carnival procession was a particular highlight for me. It was such a treat to see all the work that had gone into peoples' costumes and great to see some of the schools getting independently involved in engaging their pupils in carnival arts activities.

A special mention goes to fellow committee member Carl Filby, who pulled together the MusicFest'16 event, involving 19 bands and musicians over nine venues – no mean feat!

The community carnival event and MusicFest'16 were both much larger single enterprises than Creative Royston has done in recent years, so whilst that meant we didn't have capacity to organise workshops as well, the participation figures far exceed those from last year's longer festival.

Another highlight was the wonderful Doodle Dance Show in April, by Tom Roden and Anna Williams. I admit, dance is my 'thing' but it would seem all those who attended the two performances at Royston Town Hall agreed what great production it was.

I'd like to express my thanks to all the event organisers who work with us to create the festival, especially those who take part in the pre and post festival meetings. These really help guide and shape what we do, so your support and input is invaluable.

As I'm not able to continue as Chairperson for 2017, I'd like to take this opportunity to wish the Committee and all fellow event organisers the best of luck for 2017, I'm sure it will be a blast!

Claire Somerville

Chairperson, February 2015 – February 2017

Volunteers and Contributors

Creative Royston events could not happen without the hard work of our volunteers, this year the following people kindly gave their time to support our events:

Angus Batey, Matt Bowmer, Jo & Emma Daintrey (Sound & lighting support), Neil and Annette Guttridge, Sheila Harding, Sue and Terry Hartga, Ashley Hawkins, Diane Jackson, Chris Lee, Vivian McGillivray, Stephanie Maw, Joan Price, Francis Sedgemore & Anastasia Telegina.

Matt Bowmer has once again contributed his time and expertise to design our leaflets and festival programme, which is an enormous help, very gratefully received.

We are always keen to hear from people who would like to help out at events. If you're interested or would just like to know more, please email us on volunteers@creativeroyston.org.

Tina Filby who has been coordinating the volunteers for many years will be stepping down at the 2017 AGM. This is therefore a good opportunity to thank her for the work that she's done, she will be greatly missed.

Those who participated in the 2016 festival include Alison Balsom, Black Scarr, CarnaC, Melody Causton, Molly Chenoa, Pat Crilly & Greg Camburn, Corvus Amateur Dramatic Society, Dance Matters (Naomi Wallen), Dusty Wagons, Glazed Creations, Glitterbox, Greneway Middle School, GStars (dance), Sue and Terry Hartga (photographers), Joe Hillman, Kolibri, Louise Hobbs Jazz Trio, Martin Kaszak, Kelly & Woolley, John Meed, Meridian School musicians and choir, Nestlerode, Colvin & Ralls, Roman Way First School, Tom Roden & Anna Williams (Doodle Dance Show), Roysia Middle School, Royston Arts Society, Royston Cave (Royston & District History Society), Royston Choral Society, Royston & District Churches Together, Royston Folk Club, Royston Methodist Church (Royston Fringe Events), Royston & District Museum and Art Gallery, Royston Music Centre (Hertfordshire Music Service), Royston Photographic Society, Royston Picture Palace, Royston Town Band, Royston Youth Choir, F J Smith, Schrödingers Strings, , Sky West, Andy Smythe, Studlands Rise First School, Tattersall, Thursdays Band, Philip Waites (Head Gardener, Wimpole), Steve Winch and The Inception

Businesses, local authorities and charities who contributed financially or in-kind in 2016 include Brian Leslie Racher Trust, Curwen's Solicitors, Glazed Creations, Hertfordshire County Council, Johnson Matthey plc, The Listing, No3 Royston, North Hertfordshire District Council, Royston First, Royston Town Council, The Stationery Cupboard.

Venues used in 2016 include AdHoc, Club SG8, Curwens, Glazed Creations, Greneway Middle School, Heath Sports, Jolly Postie, Marketplace, Masonic Hall, Meridian Upper School, The Old Bull Inn, Royston Parish Church, Royston Library, Royston Parish Church, Royston Cave, Royston Methodist Church, Royston & District Museum & Art Gallery, Royston Town Hall, Royston Town Football Club, The Boar's Head, The Chequers, The Green Man, The Old Bull Inn

Heroes & Villains Family Activity Day

In April 2016, Creative Royston worked in partnership with the Royston & District Museum & Art Gallery to run an activity day. Its main aim was to raise awareness of the 'Heroes & Villains' tile trail which had been installed in September 2014 and build upon the success of the similar event we held in April 2015.

Creative Royston brought in David Tonge the 'Yarnsmith of Norwich' to do three story-telling sessions throughout the day and Glazed Creations supplied a wealth of painting materials for people to paint their own heroes and villains tiles.



© Terry Hartga

250 people attended, 100 more than last year. At one point we had to herd people onto the balcony to watch. Members of Creative Royston were on-hand to talk about the tile trail and give out the updated leaflet and a Creative Royston helium balloon.

The success of the day, led to further discussions between the Museum and Creative Royston and with changes in staff there, Creative Royston hopes to build on previous successes to ensure future events can take place.

The Tile Trail

The tile trail remains a part of Creative Royston's work. In 2015 and into 2016 some of the tiles were damaged and have been re-painted by young people from Royston Museum and regular attendees at Glazed Creations. These will replace the damaged tiles where needed. Further stock of flyers will also be distributed to Royston Library and the Museum as needed.

The Creative Royston Committee are particularly grateful to Pippa and Christina at Glazed Creations who continue to support the trail and provide their time and replacement tiles in-kind.

The Doodle Dance Show

As part of Creative Royston's drive to organise several arts events throughout the year and due to the huge success of the Poetry Joe Show in 2015, we presented The Doodle Dance Show in April, by professional dancers Tom Roden and Anna Williams, who are Meldreth residents. They received an Arts Council England grant, which meant we were able to buy in the production for a reduced rate.



Participant/Performer Charlotte at the Doodle Dance Show in Royston Town Hall © Pip McLachlan

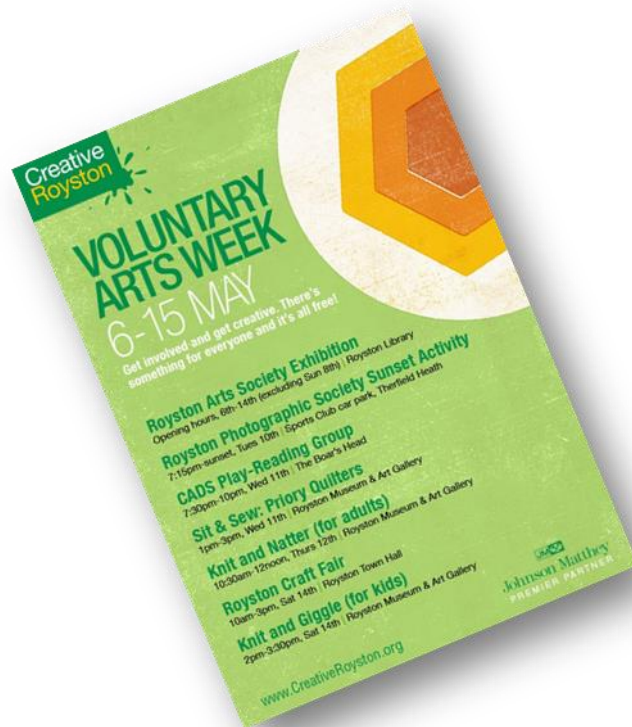
The event was part performance and part dance workshop and had universally excellent feedback from all who attended. It was especially good for Creative Royston's growing reputation of bringing in high quality family performances.

This is an area that could be developed further subject to the capacity and resources available to the Creative Royston Committee each year.

Voluntary Arts Week 2016

In 2014 and 2015 Creative Royston coordinated a celebration of the voluntary arts taking place in the town during the national Voluntary Arts Week. Whilst attendance figures were not high, the Committee felt it important to continue with the event in 2016, since it focuses on promoting the creative and artistic opportunities that exist already in Royston, something at the heart of Creative Royston's objectives.

Voluntary Arts Week 2016 took place between 6th and 15th May. Six community groups/organisations got involved running free, open access events including CADS play reading group and a photography workshop.



Creative Royston produced an A5 flyer, designed by Matt Bowmer which was distributed throughout Royston and the surrounding villages, via schools, libraries and other outlets. The activities were also promoted on the Creative Royston website and through social media.

There was also coverage in The Listing and the spotlight on the community arts groups and organisations, was a welcome part of the work Creative Royston has done this year.

The Creative Royston Committee are assessing whether to continue with this event in 2017.

Royston Arts Festival 2016

Creative Royston's flagship event – this year's festival took place over three days, following feedback from the previous two years which had highlighted problems sustaining activity over 10 days. To coincide with the Rio Olympics the theme was 'Carnival' which led to the creation of a carnival procession and community arts event in Priory Memorial Gardens on the Saturday.

The committee also chose to build on the success of MusicFest'15 and create a multi-venue music event, where 19 bands and musicians played short sets across nine venues on Sunday afternoon.

The festival was rounded off by the traditional 'Finale Concert' in Royston Parish Church.

Alongside Creative Royston's events, there were a range of exhibitions, performances, workshops and talks delivered by other Royston based societies and groups, many of whom chose to use the carnival theme as inspiration.



Approximately 4435 visits over 3 days. Up 14% on last year's 10-day event.



33 plus events, exhibitions and workshops*



At least 288 people took part in the Carnival Procession

*If you include each separate performance in MusicFest'16 the number rises to 71 'events'

Royston Arts Festival 2016 Attendance & Feedback

Creative Royston's own events:

The **Carnival Event** had a very high percentage of Excellent responses at 85.71% and the remaining 14.29% were all Good. As one might expect this event had approximately 3 times more appeal for the Under 16s (44.90%) compared with all events and a healthy 20.41% for the 26-40 age range and correspondingly less for other age groups.

MusicFest attracted the highest number of feedback responses and comparatively significant percentages thought the publicity was either Poor 8.43% (3.82%) or only Satisfactory 21.69% (14.89%), perhaps reflecting the limited information about MusicFest in the festival programme, although the MusicFest Event did have its own full printed programme, outlining each performance.

The MusicFest event included 38 separate short performances across nine venues over the course of about five hours. This attracted a much higher percentage than average of respondents attending the festival for the first time - 65.96% (40.49%). The number of feedback forms showing MusicFest attendees using the town's facilities was 53 out of 93. However, the venues are themselves a town facility in our sense of the term and therefore all 93 forms have been interpreted as showing use of said facilities giving a 100% success rate for that target. Finally, in a year when attendance in the 16-25 age range was slightly down again, MusicFest achieved a percentage of 15.33% - more than double the overall festival percentage of 7.01%, though it appealed to only around half of the festival average for Under 16s 8.76% (15.66%) and over 65s 10.58% (21.43%) as might be expected in the first case given the licensed premises which formed the venues.

Over 95% of attendees completing feedback forms thought the **Finale Concert** was Excellent and higher than average percentages of people found out about the event via the printed programme 17.07% (11.63%) and via a Child's School 17.07% (4.92%). This event had the least appeal (1.82%) to the 16-25 age group, although most of the performers were within this age category.

Events & Exhibitions managed by others:

Abigail's Party, presented by CADs, had very strong responses with a rating of 95.45% of Excellent and the balance all Good.

The Royston Fringe event the **Wimpole Gardens Talk** appealed overwhelmingly to the 65+ age group (62.07%) with all the rest coming from the 41-65 group.

Royston Arts Society Exhibition was more than twice as popular (48.7%) than the average (21.43%) in the 65+ age group, but only about a third of respondents thought the festival was Excellent overall. At least the remaining 66.67% thought it was Good, whilst none of the respondents heard about the event via a website.

The **Royston Photographic Society Exhibition** also had a record number of visitors and achieved a very high level of feedback responses, with 60.53% thinking it was excellent. This exhibition also had significant appeal to people aged over 41.

General points for the festival overall:

Compared with 2015 there was a fall in the Excellent ratings for 'The Event' from 83.77% to 72.03% but as there was an almost proportionate rise in the Good rating this is probably something to note rather than worry about – unless the trend continues next year.

Annual Report 2016

There was a combined increase of just over 4% for the Poor and Satisfactory ratings for Publicity but also a small increase of 1.65% for the Excellent category. The Poor and Satisfactory ratings are largely, probably wholly, accounted for by the MusicFest publicity ratings and could be improved by including more MusicFest details in future festival programmes and more on street promotion.

Most notable of the comparisons with previous years are the increases on visitors attending the festival who had not previously attended 40.49% (28.27%) and those using the town facilities 75.71% (52.41%). Again, these can probably be largely attributed to MusicFest.

The age comparisons also show a large percentage increase in the number of 41-65 year-olds 42.31% (26.69%) largely at the expense of the Under 16 category 15.66% (25.87%). It is difficult to know what significance to attach to this as clearly large numbers of Under 16s attended the Carnival event so it probably just reflects the fact that MusicFest feedback responses (95) were more than 3 times the number for Carnival (28).

Comments from the festival attendees

Carnival Day:

- Lovely day out!
- Would be good to integrate music festival and arts festival on same day
- Another great event!

Finale Concert at The Parish Church:

- The school kids were amazing!!! Fabulous event!
- Really enjoyed the involvement of the Town Band and the Choral Society
- Kids were fantastic. Next year a big feature in The Listing to announce the programme would be helpful
- Very well organised and extremely enjoyable and uplifting
- Venue: I do not think the Church is a good venue for the finale – the seating is not adequate and the columns obscure the view for many

MusicFest '16

- Excellent idea. Royston in rhythm
- Jolly Postie was a jolly venue. Would be better atmosphere if more people watching
- Fewer venues might mean more people
- Pity it is in the afternoon and does not continue into the evening
- I think this is a great event and we would like to hear you again
- Programme design for MusicFest would be clearer in table form, showing each location & time band's playing

Events managed by other groups and organisations as part of Royston Arts Festival:

- There was a sound system which could have been used. Heard people fiddling with their hearing aids (Gardens of Wimpole Talk)
- Speaker Phillip Waites was wonderful (Gardens of Wimpole Talk)
- Super talk, thank you! (Gardens of Wimpole Talk)
- Very pleasant morning spent browsing! Good (Royston Arts Society Exhibition)
- Wonderful annual occasion (Royston Arts Society Exhibition)
- Excellent quality – great range of subject on a theme (Royston Photographic Society)
- A fine exhibition of excellent work (Royston Photographic Society)
- Superb experience, ready to create more (Glazed Creations, Bunting Painting)
- Fantastic play had great time (Abigail's Party)
- As always CADS presents a wonderful production Abigail's Party was very good (Abigail's Party)
- Nice to sit at tables, felt part of it! (Abigail's Party)
- It was excellent, everyone worked very hard, we will come again (Abigail's Party)

General comments:

- Wonderful as ever – it is fabulous to see how creative we are in Royston
- The festival programme this year is poor. The fringe events are the best thing this year
- Events: It would be really good if there could be some more classical music such as a recital or small ensemble
- Well done! The Carnival Theme has been fab



Dusty Wagons at MusicFest'16 © Terry Hartga



Onlookers at MusicFest'16 © Terry Hartga

Marketing and Promotion

Marketing for Royston Arts Festival 2016 comprised four focus areas: Programme distribution, banners/ posters and flyers, social media (Facebook and Twitter), and schools' communication. The former was distributed by The Listing to its full distribution list of 16,500 homes in Royston and 31 surrounding villages in South Cambridgeshire and North Hertfordshire.

Vinyl banners were displayed at Tesco roundabout, Folknoll roundabout on Old North Road, Royston Train Station, Royston Fire Station and Royston Town Hall. In addition, a banner promoting Royston MusicFest was placed outside The Jolly Postie. Posters were also put up across the town, and business owners were invited to decorate their windows in the "carnival" theme for a prize including advertising space with The Listing. Promotional posters and flyers were also placed on the roadsides at A1198/ A505 roundabout and on A10 North, on approach to A505 roundabout. Finally, Carnival Resource Packs were created for schools and other organisations to take inspiration from, in order to join in the community carnival procession.

Social media played an increasingly important role in our marketing activity this year as we continued to work to attract a younger audience.

Twitter:

This involved sending more than 70 tweets across the festival (including run-up and post-festival). Across a 15-day period (15 Sept – 29 Sept) we saw 22,000 impressions (up from 13,400 in 2015), with an average of 3 link clicks per day, 5 retweets per day and 13 likes per day.

We have 847¹ followers on Twitter compared to 681 as at 1st January 2016, up 24% on last year.

Facebook:

We used Facebook to create events for Creative Royston's own events and shows in order to improve awareness and also provide an additional route to ticket sales. In addition, across the same 15-day period as measured for Twitter we made 55 posts compared with 34 the previous year. This does not include comments made to other user posts. By the end of the festival, we had 312 likes on the Creative Royston page, which compares to just 223 at the close of the 2015 festival. Across the duration of the festival this year we have seen 8 new likes to the page. On average, every post reached 416 people compared to 110 in 2015 with the most successful reaching nearly 450.

Facebook total reach at the start of the festival was 450, compared with 397 in 2015. The total number of people liking the Creative Royston Facebook page is 318 compared to 274 last year, an increase of 16%.

E-newsletter:

The e-newsletter goes to 360 recipients. In the run-up to the festival this year we produced two e-newsletters between July and the start of the festival. The most opened newsletter was the September issue which shared highlights of the upcoming festival, with 130 opens.

Schools:

Finally, we are working hard to create more frequent and open communications with the schools in Royston and the surrounding villages. We have consistently shared details of age-appropriate events with the schools via email and when resources have allowed we have provided flyers to go to all pupils, for example the Heroes & Villains Day we ran during the Easter holidays with Royston Museum and The Doodle Dance Show.

¹ All figures in the Marketing section of report as at 1st February 2017

Creative Royston Draft Financial Statements For the year ending 31 December 2016

For approval by the Annual General Meeting on 7 February 2017
Prepared by Thomas Lingard ACMA CGMA, Treasurer, Creative Royston

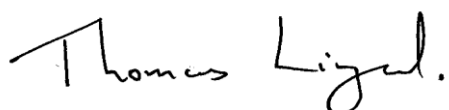
Treasurer's Statement

Thanks to a combination of generous local support and sponsorship from Johnson Matthey, Curwen's, the Brian Lesley Racher Trust and North Herts District Council, Creative Royston remains in a healthy financial position.

It is the policy of the organisation to hold a reserve fund approximately equal to one year's festival cost (approximately £14k). At the end of last year we were holding more than this, and the committee took the decision to invest some of the surplus reserves in a number of strategic priorities. These included increasing awareness of Creative Royston events through additional advertising and promotion, and widening the range of events supported through increased seed funding. This strategy has been effective in financial terms, resulting in the organisation achieving a planned deficit for the year of approximately £2.6k, therefore bringing general reserves back in line with the organisation's reserve policy. The organisation closed the year with a general reserve fund of £14,409.

The decision to focus on different type of events in 2016 – including concentrating many events around a central festival weekend including events such as the procession in Priory Memorial Gardens and MusicFest'16, has changed the profile of some of the costs incurred, particularly costs of equipment and venue hire. The increases in these costs reflect the strategic choices we have made as to the types of events run as part of the programme.

Creative Royston remains a volunteer-led initiative with a volunteer committee responsible for fundraising, organisation and governance. This results in a highly cost-effective model with negligible fundraising costs and governance costs kept to an absolute minimum. Approximately 98% of all incoming funds are spend directly on providing the Creative Royston programme, the remaining 2% covering governance costs such as the cost of running the AGM and the organisation's professional subscriptions. More details on specific items in the accounts are provided this year in a short section of notes to the accounts. I hope you find them helpful in understanding how the funds are dispersed by the committee in pursuit of Creative Royston's objectives.



Thomas Lingard ACMA CGMA
4 February 2017

Annual Report 2016

Income & Expenditure Account For the year ending 31 December 2016

	Notes	2016	2015
	£	£	
INCOME			
Sponsorship	1	5,500.00	7,250.00
Grants	2	4,000.00	4,750.00
Ticket Sales & Other Earned Income	3	2,350.09	2,781.51
TOTAL INCOME		11,850.09	14,781.51
EXPENDITURE			
Programme Costs			
Artists Charges, Workshops & Materials	4	3,020.00	4,704.47
Advertising & Promotion	5	6,098.80	4,788.90
Volunteer Costs	6	680.58	46.20
Equipment Costs	7	1,371.38	56.97
Seed Funding	8	1,187.00	648.50
Venue Costs	9	997.95	180.00
Insurance, First Aid and Licences		636.89	721.35
Refreshments		102.49	203.20
Miscellaneous		55.00	177.53
Governance Costs			
Subscriptions		140.00	168.00
Website hosting & data protection		35.00	174.90
AGM		124.28	59.50
Stationery & Postage		46.73	149.31
TOTAL EXPENDITURE		14,496.10	12,078.83
NET INCOME FOR THE YEAR		-2,646.01	2,702.68

Creative Royston Balance Sheet as at 31 December 2016

	£	2016	£	2015
Current Assets		14,879.13		17,265.14
Cash at Bank	10	14,852.16		17,247.15
Cash in Hand		26.97		17.99
Current Liabilities		470.00		210.00
Creditors	11	470.00		210.00
NET CURRENT ASSETS		14,409.13		17,055.14
General Reserves				
Brought forward at 1 January		17,055.14		14,302.46
Income/deficit for the year		-2,646.01		2,702.68
Carried forward at 31 December		14,409.13		17,005.14

Notes to the Creative Royston Accounts for the year ended 31 December 2016

1. Sponsorship

Johnson Matthey were the Premier Partner of Creative Royston and contributed sponsorship of £5,000. Curwens Solicitors provided £500 in sponsorship.

2. Grants

Grants were received from the Brian Lesley Racher Trust (£3,000) and North Herts District Council (£1,000)

3. Ticket Sales & Other Earned Income

Remaining income was generated from ticket sales for individual chargeable events as well as the sale of refreshments.

4. Artists Charges, Workshops & Materials

These costs represent funds paid to artists who performed during the year, and the costs of materials for workshops and other events. The amounts in 2016 were lower due the shift in nature of the creative programme, with a greater focus on the parade in Priory Memorial Gardens. In the prior year, approximately two thousand pounds was spent on school workshops, which did not take place in 2016.

5. Advertising & Promotion

Expenditure for Advertising and Promotion was purposely increased in 2016 in response to feedback that many people were not aware of the festival. New advertising banners were designed and printed, contributing to the higher expenditure.

6. Volunteer Costs

An event is held following the Festival to thank volunteers that helped during the year. The 2015 event took place in January 2016, and the 2016 event took place in October 2016, meaning that both this year's and last year's event costs show in 2016.

7. Equipment Costs

Equipment costs were elevated in 2016 due to staging the Doodle Dance Show at Royston Town Hall with professional lighting and sound, and the festival events in Priory Memorial Gardens requiring the hire of equipment (Stage lighting, Power Generators etc).

8. Seed Funding

Creative Royston increased the amount of seed funding available in 2016 to allow a wider variety of events to be supported.

9. Venue Costs

Venue costs include hire of rooms in Royston Town Hall during the Festival as well as – for the first time this year - a marquee for the main Royston Arts Festival events.

10. Cash at Bank

In preparing the accounts for 2016 a small discrepancy in the 2015 accounts was uncovered relating to an un-cashed cheque for £210 that was treated as having been cashed. The 2015 Cash at Bank figure has been restated here to the higher value reflecting the value of the cash in the bank on 31 December 2015. This is a small technical error in the presentation of the accounts and does not affect the total net current assets figure of £17,055.14 which was shown correctly. The error was simply in not recording the asset (cash) and liability (un-cashed cheque) separately. This is corrected in these accounts.

11. Creditors

The 2015 position has been updated to show the £210 creditors figure due to the un-cashed cheque. The 2016 figure includes un-cashed cheques and accrued expenditure as at 31 December 2016.

Thomas Lingard ACMA CGMA
4 February 2017

Looking Ahead

The theme for the festival this year will be '**Changes**', reflecting the world around us, in every way.

We all know 2017 is set to be a year of significant change in politics, no doubt drastically affecting the wider world. While some changes may not be welcome, we want to embrace the positivity of change. We hope the festival will provide an excellent opportunity to celebrate some of the changes in the world, be it from history, technology, music, nature or other moments from the past and how they've changed.

We hope to bring together people and organisations who have been involved in previous years to take part in the festival once more, and maybe welcome some new faces.

The Committee will be working hard to bring together new and exciting events for Royston Arts Festival 2017 which link to the theme and will need lots of support from groups, societies and organisations in and around the town to help make it happen. The community event in 2016 was such a success we hope to host something in Priory Memorial Gardens again this year.

The Committee's priorities for the year are to:

- Ensure the festival is promoted to its fullest within the resources available
- Continue to attract the under 24's, whilst ensuring there is a full range of activities for all ages
- Increase the size of the Committee to ensure good representation from the town and continuity planning