

Creative
Royston

ANNUAL REPORT 2017



Royston Arts Festival and Events

Premier Partner: Johnson Matthey

Annual Report 2017

ROYSTON ARTS FESTIVAL AND EVENTS

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Management Committee 2017

Angus Batey, Committee Member

Sarah Dingley, Town Council Representative and Vice Chair

Carl Filby, Secretary and Website Administrator

Kirsten Grimmer, Chair, Marketing and Press

Thomas Lingard, Treasurer (Feb - Aug)

Susan Maylor, Volunteer Coordinator

Pamela Morton, Community Liaison

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Chairperson's statement

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

The 'Changes' theme this year really tested our imagination and I'm very proud of what we delivered and what other events organisers did too, with over 80% choosing to run events linking with the theme.

The community event in Priory Gardens was a particular highlight for me. It was great to see such enthusiasm for the workshops and music, and welcome local graffiti artist Gnasher who allowed our visitors to see him at work creating a beautiful Crow which now resides at the Greneway School site. We also enjoyed a good old knees-up with a festival-first Ceilidh Dance!

A special mention goes to fellow committee member Carl Filby, who pulled together another successful MusicFest event, involving 24 bands and musicians over nine venues. And also to our newest committee member Angus Batey, who not only booked Alison Bruce for our author event, but was also the driving force behind Royston's first ever Film Festival and in particular the huge success that was the expert Q&A after 'Eye In the Sky'.

Delivering an event in Priory Memorial Gardens for the second year has demonstrated how open the community is to engaging with us in this format. We would like to continue to use this venue and present new ideas each year, as it has shown itself to increase visibility for the festival and, notably, other venues across the town.

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.

May 2018 bring excitement and great imagination to all we deliver, and new experiences to all who wish to try!

Kirsten Grimmer

Chairperson, February 2017 – February 2018

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:

Matt Bowmer, Emma and Joe Daintrey (Sound and lighting support), Tina Filby, Tristan Grimmer, Sheila Harding, Sue and Terry Hartga (photographers), Ashley Hawkins, Lesley Izod, Diane Jackson, Stacey Leigh-Ross, Ray Munden, Phil Oddy, Francis Sedgemore and Claire Somerville.

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. Stacey Leigh-Ross also stepped in to help design some of our promotional leaflets for the competitions we ran in 2017.

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

Susan Maylor stepped into the role of Volunteer Coordinator in 2017, a vital role to ensure we have sufficient support for all our events.

Those who participated in the 2017 festival include Alex & Joanne, Black Scarr, Boxwood Chessmen, Chris Brimley & Anna Ardley, Alison Bruce, CarnaC, Melody Causton, Caxton Swing, Molly Chenoa & Music In A Nutshell, Pat Crilly & Greg Camburn, Corvus Amateur Dramatic Society (CADS), Curwens Art Gallery, Dangerous Circles Ceilidh Band, Divergent Theatre Company, Felici, Chris Fox, Garden City Samba, Glazed Creations, Glitterbox, Gnasher Murals, Greneway Middle School, GStars School of Dance & Performing Arts, GuySing, Beth Hedges, Hertfordshire Libraries, Paul Human, Icknield Walk First School, Andy Jeffrey OBE, Martin Kaszak, Kelly & Woolley, Sheri Kershaw Band, The Larks, John Meed, Meridian School musicians and choir, Daniel Nestlerode, No.3 Royston, Graham Palmer, Phoenix Chorus, Priory Quilters, Ffion Rebecca, Red Velvet, Reed, Roysia Middle School, Royston Arts Society, Royston Bell Ringers, Royston Cave (Royston & District History Society), Royston & District Churches Together, Royston Folk Club, Royston Methodist Church (Royston Fringe Events), Royston & District Museum & Art Gallery, Royston Photographic Society, Royston Picture Palace, Royston Town Band, Royston Town Development Band, Royston Youth Choir, Sky West, Steve Winch & The Inception, St. Mary's School, Tannery Drift First School, Bill Tarran, Hannah Theobald, Thursday's Band, The Trials of Cato, Alexander Veitch Trio, Henrietta Ward (Fitzwilliam Museum).

Businesses, local authorities and charities who contributed financially or in-kind in 2017 include Brian Leslie Racher Trust, Curwen's Solicitors, David's Books, Glazed Creations, Hertfordshire County Council, Johnson Matthey plc, The Listing, North Hertfordshire District Council, Royston First, Royston Town Council, The Stationery Cupboard.

Venues used in 2017 include Banyers House, Boar's Head, Cambridge Wine Bar, Conservative Club, Curwens Art Gallery, Green Man, Heath Sports Bar, Jolly Postie, Market Hill Rooms, Masonic Hall, Meridian School, Priory Memorial Gardens, Old Bull Inn, Royal British Legion Club, Royston & District Museum & Art Gallery, Royston Cave, Royston Library, Royston Methodist Church, Royston Parish Church, Royston Town Hall.

Traditional Tales Family Activity Day

In June 2017, Creative Royston worked in partnership with the Royston & District Museum & Art Gallery to run another family activity day. Its main aim was to get families familiarised with the festival theme, 'Changes', and also fitted well with the museum's part in the regional Traditional Hertfordshire project, focussed on folklore. We distributed A5 fliers to all schools and across town.

Creative Royston recommended Royston Museum bring in The Wild Man of the Woods, who delivered three story-telling sessions throughout the day that really captivated children and parents alike. Glazed Creations led a tile-painting workshop throughout the day, which made their offer accessible to local families who may otherwise be unable to go to the Glazed Creations studio itself.



More than 100 people attended and were particularly interested by the story of Little Jacky Robinson who sets out to try to discover which of the trees may be found in the middle of the middle of the middle of the forest and learns about them all as he goes on his way.

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 were re-painted by young people from Royston Museum and regular attendees at Glazed Creations. Unfortunately, due to a design flaw, the repainting was not always successful, so we are now working with Glazed Creations and Greneway School to redo them once more. These will replace the damaged tiles and the accompanying stock of flyers will be replenished at Royston Library and the Museum as necessary.

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 for free.

Voluntary Arts Festival 2017

Since 2014, Creative Royston has coordinated a celebration of the voluntary arts taking place in the town during the annual national Voluntary Arts Week. While attendance figures were not high, the Committee and a number of local arts organisations felt it important to continue with the event in 2017 (renamed Voluntary Arts Festival), 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 Festival 2017 took place between 5th and 14th May. Five community groups/organisations got involved running free, open-access events including a photography workshop with RPS and a crochet taster session with No.3 Royston.



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.

From 2018, Voluntary Arts Festival has joined with the Get Creative Festival, which takes place from the 17th to the 25th March. Due to the timing, so early in our calendar year, the Creative Royston Committee has taken the decision not to support the event in 2018. We will continue to support the #getcreative hashtag on social media and review our position once Get Creative Festival 2019 dates are announced.

Royston Folk Club Young Artists Competition 2017

In 2017, Creative Royston supported Royston Folk Club's newly established Young Artists Competition, fulfilling several aims of our constitution. Our Secretary and MusicFest organiser, Carl Filby, has close links with the Folk Club and was quickly installed as the co-ordinating judge for the duration of the competition, which ran once a month at the club's showcase evenings from April to November.

Two young artists aged between 18 and 26 performed at each showcase and it quickly became apparent that there is a plethora of young musical talent around, giving the judges, drawn from a panel of musicians and folk club regulars, a difficult task. The winners were The Trials of Cato who received £500, and the very close runner-up was Katie Spencer who won the second prize of £250 which was funded by Creative Royston.

The Trials of Cato, as part of the prize, performed in a Folk Club concert at The Old Bull in January 2018. Katie Spencer is also due to feature in a similar concert in August 2018. The winners and third-placed Ffion Rebecca and Ryan Webb have already appeared in Royston MusicFest '17 and a similar competition and collaboration between Creative Royston and the Folk Club is under consideration in 2018.



Chris Walls presenting The Trials of Cato with the First Prize © FATEA Magazine

Carl Filby presenting Katie Spencer with her Second Prize © FATEA Magazine

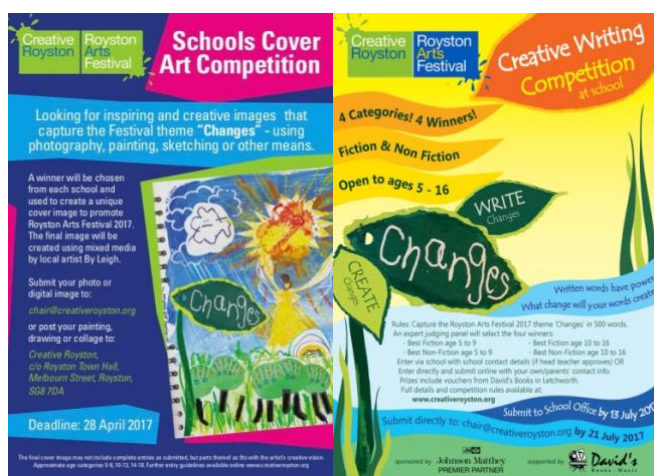


Creative Royston Competitions

In 2017, Creative Royston ran two competitions on the theme 'Changes' for local school children between the ages of 4 and 16:

The Schools Cover Art Competition was supported by local artist Stacey Leigh-Ross (ByLeigh) who chose 20 winners from more than 100 entries, to be used in a mixed-media piece that formed the imagery for the festival promotion. This art went on to be sold at auction for the charity Home-Start Royston and South Cambridgeshire.

The committee also ran a Creative Writing Competition in both fiction and non-fiction categories, establishing judging panels from professionals including local authors and journalists. This competition attracted more than 30 entries and prizes were donated by David's Books in Letchworth.



We plan to run both competitions again in 2018. This year the Creative Writing Competition will be supported by Royston Rotary and include a category for adults.

Changes Film Festival

In 2017, Creative Royston, in conjunction with Royston Picture Palace (RPP), created Royston's first-ever film festival, tied in to the theme of 'Changes', in the town's state-of-the-art digital cinema. As the Town Hall is used for exhibitions during the main Arts Festival weekend, it was agreed that screenings the previous weekend might work; the intention was that this would both integrate film into the Arts Festival - and thus ensure that one of the town's major providers of artistic work was able to fully participate in the Festival – and help RPP and the Arts Festival to generate awareness of, and interest in, each other's events.

The short programme consisted of three films, each selected with the concept of 'Changes' in mind, and each offering something different to audiences: Beside Bowie, a 2017 documentary about the life and work of rock guitarist, writer and producer Mick Ronson; acclaimed warfare drama Eye In the Sky, and accompanying Q&A with expert Andy Jeffrey, OBE – the first commander of an unmanned aircraft squadron in the Royal Air Force; and The Journey, an imagined account of a car ride that enemies Ian Paisley and Martin McGuinness shared at a pivotal moment in the Irish peace process.



Royston Arts Festival 2017

Creative Royston's flagship event took place once again over three days, highlighting an enhanced festival feel and ensuring greater footfall at events. We ran under the theme 'Changes', to encourage people to look to the positives of change, despite the significant political and environmental upheaval of the previous 12 months.

The committee opened the festival weekend on the Friday night with An Evening with Alison Bruce, a local author, in partnership with Royston Library. We chose to repeat the community event in Priory Memorial Gardens, albeit without a procession, and bring back workshops which had been missing from the previous year's agenda. In addition, we closed the community event with a festival-first Ceilidh Dance. We also built on the success of MusicFest'16 to deliver another multi-venue music event, where 24 bands and musicians played 48 mini-concerts across nine venues on Sunday afternoon.

The festival was rounded off by the traditional Finale Concert in Royston Parish Church, where we invited St. Mary's School and Tannery Drift First School to participate alongside the usual senior schools and local music groups GuySing and Royston Town Band.

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 'Changes' theme as inspiration.



37 plus events,
performances, exhibitions
and workshops.*

*If you include each separate performance in MusicFest'17 the number rises to 85 events.



Approximately 4,962 visits over 3 days. Up 10% on last year's event.



Approximately 750 people visited the Community Arts Event and Ceilidh in Priory Memorial Gardens.

Royston Arts Festival 2017 Attendance and Feedback

Creative Royston's core events:

Of those who submitted responses to the **Community Event** 62.5% rated it as Excellent. This is below the very high proportion – 85.71% – who rated the Carnival Event in 2016 as Excellent, but all the other ratings for the 2017 event were Good – which means that a 100% positive rating was achieved. This was reflected in ratings for the venue which were 54.17% Excellent and 45.82% Good, compared with 78.57% and 21.43% respectively in 2016, though ratings for both years were again 100% positive. It is possible that the event in Priory Gardens simply had more novelty value as a first-time venue in 2016.

MusicFest again attracted the highest number of feedback responses (104) reflecting perhaps the estimated 48% increase in attendance (1,410) from 2016 and the increase in the number of mini-concerts from 38 to 48. Feedback ratings were 75.73% Excellent and 24.27% Good, compared with 65.96% and 31.91% respectively in 2016. Despite the last-minute loss of a venue and two of the performers, the ratings given to the pre-event publicity in 2017 were actually better for MusicFest than in 2016, though at 6.19% Poor and 17.53% only Satisfactory, they were again worse than the overall festival ratings of 3.07% Poor and 15.08% Satisfactory and clearly there is room for improvement. This may be achieved by trying to include the MusicFest programme as a pull-out section of the main festival programme. This would run the risk of less timeliness with the paper version but the online version could be kept right up-to-date.

Both the Community Event and MusicFest attracted approximately 54% of visitors who were attending the festival for the first time, well above the average of 38%, based on feedback.

Fewer feedback forms were completed at the **Finale Concert** in 2017 perhaps because some of the audience disappeared after the interval. This was thought to be driven by the younger children and their parents who had been involved for the first time in a number of years, however older children and their families also left. This will be reviewed for 2018 when a separate event for the first schools may be more appropriate. The feedback itself was entirely positive with an 81.82% Excellent rating and 18.18% Good.

A new innovation this year was a **Film Festival** staged in collaboration with Royston Picture Palace. Over 40 feedback forms were returned showing a very impressive rating of 97.56% Excellent and 2.44% Good. The 'Eye In the Sky' film with accompanying speaker and Q&A session was especially well received by the audience.

The remaining core event was **An Evening with Alison Bruce** for which Royston Library was chosen as an ideal venue. There was a very good attendance and an appreciative audience rated it as 95% Excellent and 5% Good.

Events and Exhibitions managed by others (with significant feedback):

Corvus Amateur Dramatic Society (CADS) staged a production of Pygmalion which was very well attended and as usual had very strong feedback responses with a rating of 95.24% Excellent and the balance all Good.

On the Saturday prior to the festival weekend the **Royston Fringe** presented a 75-strong female a capella singing group, **Phoenix Chorus**, which delighted the audience who returned a 100% Excellent rating in their feedback, the same as for their **Afternoon Tea with Felici**, a professional

singing group providing light music on the final day of the festival. In between, the Fringe ran several other exhibitions and events too numerous to detail in this report, but much appreciated.

Royston Arts Society (RAS) Autumn Exhibition again returned 100% positive feedback ratings of which 66.67% were Excellent, the remainder Good. The publicity feedback ratings for this event showed a significant rise in the Satisfactory rating from 5.56% in 2016 to 37.50%, though that could be due partly to the comparatively few (12) feedback forms received solely from RAS whereas those submitted jointly with RPS (15) were all Excellent (40%) or Good (60%).

The **Royston Photographic Society (RPS) Exhibition** excelled in obtaining 79 feedback forms from their visitors plus those jointly with RAS. Their Excellent rating increased from 60.53% in 2016 to 68.35% in 2017. A further 30.38% rated the exhibition as Good.

General points for the festival overall:

Compared with 2016 the Excellent ratings for events rose from 72.03% to 78.35% and, taken together with 20.88% Good, the overall rating was more than 99% positive.

The Excellent ratings for Publicity dropped from 37.40% to 33.24% but as there was a proportionate rise in the Good ratings to 48.60% this is not really significant, particularly in view of the fact that the total positive (Excellent + Good) ratings for Publicity never seem to exceed 85%.

According to the feedback forms, word-of-mouth is still the way the largest single group of people (21.66%) hear about festival events. However, when those who cited The Listing (21.49%) are added to the 13.37% who heard about events via the Festival Programme - which is distributed with The Listing - then it is clear that the monthly magazine is the primary means by which the festival generates awareness.

The overall festival rating question on the feedback forms elicited a similar percentage responding Excellent to the previous year, 47.48% compared with 47.22%, but the longer-term trend is down. In 2013, the first year that the festival ran over two weekends, the Excellent 'overall' rating was 61.11% followed by 52.09% in 2014 and 54.49% in 2015, the other festivals with two weekends.

Finally, the proportion of visitors in the 65+ age range increased from 21.43% in 2016 to 29.71%, the reason for which is difficult to pinpoint. It cannot simply be explained by the addition of two new events, An Evening with Alison Bruce and the Film Festival, both of which appealed to an older audience, because the overall attendance percentage for the 41-65 age range went down from 42.31% to 38.38%.

Comments from the festival attendees on Creative Royston Events:

1. Great event and excellent speaker. (Film Festival)
2. Film festival is a great idea – good films. (Film Festival)
3. Very good film and Q&A was informative (Film Festival)
4. Very good speaker. Enjoyed it very much. (Alison Bruce)
5. Most enjoyable evening. (Alison Bruce)
6. Great event – thanks! (Priory Gardens Community Event - PGCE)
7. A great visit and makes me feel lucky to live in Royston. (PGCE)
8. Improves year on year hopefully. (MusicFest)
9. Fantastic event, laughed, danced had amazing fun, keep it going. (MusicFest)
10. An excellent facility for the town residents and visitors. (MusicFest)
11. Well organised overall and a good event for all the community. (MusicFest)
12. Could do with more advertising i.e. posters in town or local paper with venues. (MusicFest)

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13. A delightful afternoon! (MusicFest)
14. Meridian School were brilliant! (Finale Concert)

Comments on events managed by other groups and organisations:

15. A very enjoyable evening. Excellent speaker. (Royston Fringe, Peter Paul Rubens)
16. An excellent lecture – shame more people did not attend. (Royston Fringe, Rubens)
17. Wonderful warm friendly venue at Methodist Church. (Royston Fringe, Phoenix Chorus)
18. Super evening, great choir. (Royston Fringe, Phoenix Chorus)
19. Excellent work - moved to Royston two years ago. So impressed with the community spirit around the town. Keep up the good work. (Royston Fringe, Art Exhibition and Competition.)
20. Helpful staff. (Royston Photographic and Arts Societies - RPS and RAS)
21. Love the way the photos are hung – totally unique and airy space. (RPS)
22. Photos too high. Need to stand back (not always possible). (RPS)
23. Good work. Well done! (RPS)
24. Very professional performance. (CADS, Pygmalion)
25. Brilliant show! Hoping to attend other events this weekend. (CADS, Pygmalion)

General comments on the festival:

26. An abundance of good events on Friday evening – only one could be attended.
27. Great few days.
28. Superb event with a range of activities, dedicated volunteers and a great marketing campaign. Thank you.



*Sheri Kershaw Band at
MusicFest '17*

*Garden City Samba at
Community Arts Event*



Marketing and Promotion

Marketing for Royston Arts Festival 2017 comprised four focus areas: Programme distribution, banners/ posters and flyers, press and social media, 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 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 promotional boards were also placed on the roadsides at A1198/ A505 roundabout and on A10 North, on approach to A505 roundabout.

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

Twitter:

This involved sending 78 tweets across the festival (including run-up and post-festival). Across a 15-day period (14 Sept – 28 Sept) we saw 22,700 impressions (up from 22,000 in 2016), with an average of 6 link clicks per day, 4 retweets per day and 9 likes per day.

We have 957 followers on Twitter compared to 847 as at 1st February 2017, up 13% on last year.

Facebook:

We used Facebook to announce events and performances throughout the arts festival and to create 'Events' for Creative Royston's own events in order to improve awareness and also provide an additional route to ticket sales. Across the same 15-day period as measured for Twitter we made 98 posts compared with 55 the previous year. By the end of the festival, we had 396 likes on the Creative Royston page, which compares to 312 at the close of the 2016 festival. Across the duration of the festival this year we have seen 11 new likes to the page. On average, every post reached 238 people with the most successful reaching a huge 3,100 – a post which signaled the start of the festival weekend.

Facebook total reach (meaning the number of unique people who saw our content) at the start of the festival was 483, compared with 450 in 2016. The total number of people liking the Creative Royston Facebook page is 400 compared to 318 last year, an increase of 26%.

Press and Editorial:

We have maintained a strong relationship with The Listing, securing monthly articles promoting the Festival and the competitions we have run. In 2017 we also worked to improve relations with Royston Crow, securing an increased number of articles including an interview with Cover Artist Stacey Leigh-Ross, a feature on MusicFest and a festival round-up.

E-newsletter:

The e-newsletter goes to 357 recipients. In the run-up to the festival this year we produced four e-newsletters between April and the start of the festival. The most opened newsletter was the August issue which shared highlights of the upcoming festival, with 141 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 and competitions with the schools via email and when resources have allowed we have provided flyers to go to all pupils, for example the Traditional Tales Day we ran during the May half term holidays with Royston Museum and Glazed Creations.

**Creative Royston Draft Financial Statement
For the year ending 31 December 2017**

For approval by the Annual General Meeting on 5 February 2018

Supporting Statement

Thanks to a combination of generous local support and sponsorship from Johnson Matthey, Curwen's, the Brian Lesley Racher Trust, Royston First 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). This year the committee has carefully managed finances in order to ensure funds are available to invest in more visiting performers/ workshops and increase signage for Royston Arts Festival 2018 per the request of community organisations.

There has been a marked increase in website hosting costs in 2017 as we have invested in a five-year deal at a discounted rate of 50%. Advertising and Promotion costs were lower due to the reduction of pages in the festival programme. This decision was taken in order to increase the amount we paid to performers/artists and invest in bringing new talent to our audience.

With a successful community arts event in Priory Memorial Gardens in 2016 and 2017 we are keen to invest in making this more visible to both passing traffic on the A10 and Melbourn Road and within the town. As such the committee took the decision to invest some of the surplus reserves in a number of strategic priorities and we are now in a position to put this plan into action. Once we take into account the outstanding invoices as at 31 December 2017, the organisation has achieved a planned excess for the year of approximately £900 plus a surplus of £3,300 in the bank, therefore enabling the organisation to meet demand for enhanced signage and event promotion in 2018. The organisation closed the year with a general reserve fund of £17,329.

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.

Kirsten Grimmer, Chairperson
1 February 2018

Income and Expenditure Account

For the year ending 31 December 2017

	2017	2016
INCOME		
Sponsorship	7,250.00	5,500.00
Grants	4,950.00	4,000.00
Ticket Sales and Other Earned Income	1,817.06	2,350.09
TOTAL INCOME	14,017.06	11,850.09
EXPENDITURE		
Programme Costs		
Artists Charges, Workshops and Materials	3,901.00	3,020.00
Advertising and Promotion	4,193.88	6,098.80
Volunteer Costs	45.00	680.58
Equipment Costs	1,341.13	1,371.38
Seed Funding	667.50	1,187.00
Venue Costs	60.00	997.95
Insurance, First Aid and Licences	352.65	636.89
Refreshments	200.00	102.49
Miscellaneous	245.00	55.00
Governance Costs		
Subscriptions	170.00	140.00
Website hosting and data protection	300.00	35.00
AGM	50.00	124.28
Stationery and Postage	150.00	46.73
TOTAL EXPENDITURE	11,676.16	14,496.10
PLUS LATE INVOICES	1,432.24	
NET INCOME FOR THE YEAR	+908.66	-2,646.01

Looking Ahead

The theme for the festival this year will be 'Voyages of Discovery', reflecting the many journeys we take, whether through science, language, travel, spirituality, learning or otherwise.

We hope 2018 will see lots of new adventures, but also reflection on the journey we've taken to get to where we are today. The theme is there to inspire a narrative from our audience, not only about travel as may initially be thought, but discovery of the mind and creativity and the great things we perhaps take for granted. We hope the festival will provide an excellent opportunity to celebrate some of the discoveries in the world, be it from history, technology, music, science or other moments from the past, and how they've made a difference.

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 2018 which link to the theme – and we will need lots of support from groups, societies, organisations and volunteers in and around the town to help make it happen. The community arts event in Priory Memorial Gardens in 2017 was once again such a success that we plan to make it a regular feature of the festival, while bringing something new as we try each 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-24s, while ensuring there is a full range of activities for all ages.
- Increase the size of the Committee to ensure good continuity planning, and maintain or increase representation from the town.