

Creative
Royston



ANNUAL REPORT 2018

Royston Arts Festival & Events

Premier Partner: Johnson Matthey

Annual Report 2018

ROYSTON ARTS FESTIVAL & EVENTS

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Management Committee 2018

Angus Batey, Committee Member

Sarah Dingley, Town Council Representative & Vice Chair

Carl Filby, Secretary and Websites Administrator

Kirsten Grimmer, Chair

Susan Maylor, Volunteer Coordinator

Pamela Morton, Community Liaison

Jenni North, Press

Phil Oddy, Marketing

Contact details

Email:	General:	info@creativeroyston.org
	Chairperson:	chair@creativeroyston.org
	Secretary:	secretary@creativeroyston.org
	Event submissions:	community@creativeroyston.org
	Marketing:	marketing@creativeroyston.org
	Press:	press@creativeroyston.org
	Volunteers:	volunteers@creativeroyston.org
	Website admin:	webadmin@creativeroyston.org

Phone:	Festival Helpline:	07907 880 355
Address:	Creative Royston, c/o The Town Hall, Melbourn Street, Royston, SG8 7DA	
Web:	www.createroyston.org & www.roystonmusicfest.uk	
Facebook:	/roystonartsfestival	
Twitter:	@royartsfest	
Instagram:	@creativeroyston	

Chairperson's statement

Firstly, I would like to give a huge thank you to the Creative Royston Management Committee for their commitment and support. Every year I am blown away by the passion everyone gives and by how much time and dedication everyone puts in on a voluntary basis. This year we welcomed two new faces to the committee which helped boost activity and support those that had taken on extra responsibilities in 2017. While we may have been low on numbers and see many familiar faces depart the committee as we head into 2019, I feel our achievements as a team this year have proved what a hard-working, resourceful and imaginative group we are.

The ***Voyages of Discovery*** theme this year provided an excellent direction in which to take the ideas of the committee and brought some exciting ideas from other event organisers and arts groups, with over 80% choosing to run events linking with the theme.

The community event in Priory Gardens had a particular buzz of excitement to it as we once again featured workshops as well as delivering much musical and dance entertainment. In addition, we welcomed a debut from a combined First Schools Choir and featured a 'Give Brass a Go' workshop from Royston Town Band.

Delivering an event in Priory Memorial Gardens has once again shown itself to increase visibility for the festival and notably other venues across the town. We hope to be able to continue to exploit this valuable town asset as we look to the future.

I would like to take this opportunity to give particular thanks to the committee members who are stepping down, without whom a huge chunk of the festival we all enjoyed so much in 2018 wouldn't have been possible: Angus Batey, Sarah Dingley, Susan Maylor, Pamela Morton, Jenni North (and myself).

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. It is also invaluable to us to see so many helping promote not only individual events but the festival as a whole and we always welcome new ideas to get the news out as available outlets continue to narrow.

May 2019 bring excitement and great imagination to all and provide the new committee opportunities to deliver new experiences to all who wish to try! It is with these parting words that I bid a fond farewell and wish the greatest success to the next committee and its chair.

Kirsten Grimmer

Chairperson, February 2017 – February 2019

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, Joe & Emma Daintrey (Sound & lighting support), Tina Filby, Nick Filby, Helen Filby, Robbie Filby, Tristan Grimmer, Brian Gunnell, Elaine Gunnell, Lynda Gunnell, Sue and Terry Hartga (photography), Ashley Hawkins, Dawn Illiot-Cartwright, Chris Lee, Stacey Leigh-Ross, Francis Sedgemore, Belle Wood.

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 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 ensuring we have sufficient support for all our events. We would like to take this opportunity to thank her for her service as she steps down from the committee.

Those who participated in the 2018 festival include 3folk, Louise Atkins, Barley and Barkway Church of England First Schools Federation, BEEE Creative, Jason Betley, Max Bianco, Black Scarr, Blade, Blue Skies Big Band, Boxwood Chessmen, Chris Brimley & Paul Anderson, Cambridge & Walker, Caxton Swing, Chewbacca, Chinese Art Stall (Yao Lu Bai, Lin Cheng, Jessica Ji, Cherry Tian), Corvus Amateur Dramatic Society (CADS), Cracked Voices, Peter Crossley, Crystalites Majorettes, Curwens Art Gallery, Cut the Mustard, DanceMatters, Kelvin Davies & Gary, Dumisa Rumbidza Praise, Ursula France, Glazed Creations, Gnasher Murals, Gog Magog Molly, Sue and Terry Hartga (photographers), Beth Hedges, Hertfordshire Libraries, Herts and Beds Cinema Club, Joe Hillman, Bernard Hoskin, Paul Human (artist), Icknield Walk First School, Jordan, Silvia Jordan, Kaszak & Affi, Rich Keam, Kelly & Woolley, Ladyblue Music, The Larks, Cllr Iain Leggett, Susan Levy, John Meed & Rhys Wilson, Odette Michell, Andrew Mueller, Marian Murphy, Musikzug Großalmerode, Na-Mara, Nicholson & Randall, Graham Palmer, Pass the Buch, Red Velvet, Reed First School, Roman Way First School, Royston Arts Society, Royston Bell Ringers, 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 Photographic Society, Royston Picture Palace, Royston Schools Academy Trust Choirs and Concert Band, Royston Town Band, Royston Town Development Band, Royston Youth Choir, David Savage, Sheri Kershaw Band, Sky West, Tracey Stressing, Storm Trooper, Studlands Rise First School, TaBard (Dave Tong and Trevor James), Tannery Drift First School, Bill Tarran, Ed Tattersall, Therfield First School, Thursday's Band, Henrietta Ward (Fitzwilliam Museum), Zoe Wren

Businesses, local authorities and charities who contributed financially or in-kind in 2018 include Brian Leslie Racher Trust, Curwen's Solicitors, David's Books Letchworth, Glazed Creations, Johnson Matthey plc, The Listing, North Hertfordshire District Council, Royston First, Royston Library, Royston Rotary Club, Royston Town Council, The Stationery Cupboard.

Venues used in 2018 include Banyers House, Barley Townhouse, Conservative Club, Curwens Art Gallery, Fowlmere Village Hall, Gin Palace, Jolly Postie, Market Hill Rooms, Masonic Hall, Meridian School, Priory Memorial Gardens, Old Bull Inn, Royston & District Museum & Art Gallery, Royston Cave, Royston Library, Royston Methodist Church, Royston Parish Church, Royston Town Hall, Steeple Morden Village Hall, Sycamore House.

Storytelling Activity Day

In May 2018, 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 ready for the festival theme, 'Voyages of Discovery'. Storyteller Alex Jones acted out Julia Donaldson's *The Snail and the Whale* and *Are You the Pirate Captain*. She got the kids involved with shouting out parts of the story and everyone loved it!



© Royston & District Museum & Art Gallery

This event attracted 68 people. The museum ran a number of events during half term, which helped ensure a steady flow of visitors throughout the week.

Arts Quiz

On the first Saturday in May, our Secretary Carl Filby turned Quizmaster and, with some assistance from Phil Oddy and Chris Lee on the night, staged our first ever Arts Quiz and accompanying raffle at the Old Bull Inn.

More than 50 people attended, filling the Oakroom and forming 10 teams, many made up from supporters of the arts festival such as the Arts and Photographic Societies, Royston Folk Club, a team from Royston Schools, the Twinning Association and the Library.

Including the proceeds from the raffle, the evening made over £300 profit and a good time was apparently had by all.

'Guitars and Strings' Concert

On a hot and humid Sunday evening in July we hosted an evening of music, featuring only Guitars and Stringed instruments. Supported by his family as volunteers, Carl used his MusicFest expertise to fill the roster and compere the concert, which was held in the Ballroom at the Old Bull Inn. The evening featured the excellent and ever improving MusicFest stalwarts, Thursday's Band; the brilliant rock band with harps, Schrödingers Strings (below left); and the songsmith Jeremy Harmer (below) supported by the Ad Hoc Strings, a wonderful string ensemble who get together on rare occasions when their other professional commitments allow.

Although the concert didn't quite break even, it was a wonderful evening enjoyed by the audience which filled the Ballroom. Looked at another way, the net cost of putting on this additional event which met our constitutional remit to stage and promote opportunities to experience the arts in all its forms was around a mere £50. Hopefully it also acted as a reminder, just before the school summer holidays, that the festival would soon be something to look forward to in September.



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 we are now working with Glazed Creations and Greneway School to redo these once more. This has been delayed in part due to management changes at the school. 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.

Royston Folk Club Young Artists Competition 2018

Our friends in the folk club ran their Young Artists Competition again which was inaugurated in 2017 and proved to be a great success. The format is that two young artists within the age range 18-26 perform at each of the Folk Club's Showcase evenings between June and November. Carl Filby represented Creative Royston and co-ordinated the judges drawn from a panel of musicians and folk club 'regulars'.

In 2017 Creative Royston funded the runner-up prize and presented Katie Spencer with £250. Both Katie and the winners, The Trials of Cato, were stand-out artists who have subsequently established growing reputations on the folk and roots music circuits.

In 2018 the judges had a more difficult task to separate all the contestants but Paddy Findlay and Lloyd Crowley emerged as winners with Lizzy Hardingham receiving the runners-up prize from Carl (pictured below) at the Folk Club Christmas Party in December. Both winners and runner-up will play supporting roles in a Folk Club concert in 2019, more details of which along with other events can be found on their website <http://www.roystonfolk.org/>.



Creative Royston Competitions

Local artist Stacey Leigh-Ross (ByLeigh) once again led the cover art competition, choosing 20 winners (pictured below with Stacey) from more than 260 entries from local school children, to be used in a mixed media piece that would form the imagery for the festival promotion. The final cover art, original winning pieces and a number of entries were displayed in Royston Library during September.

Committee member Angus Batey again created a 'Story Behind the Art' leaflet to accompany the exhibition. In 2018 we successfully auctioned the 'Voyages of Discovery' original cover art creation for £100 in aid of Heathlands Animal Sanctuary.



The committee once again ran a creative writing competition in both fiction and non-fiction on the festival theme, welcoming back the judging panels established in 2017 from professionals including local authors and journalists. The competition was open to over 5s, and we added a category for entrants aged over 18. This year we were supported by Royston Rotary Club with a £200 prize fund which was added to by David's Books in Letchworth with £100 in vouchers – combined this allowed us to award prizes of £50 in book vouchers to each category winner. In addition, local authors Kate Rosevear and Helen Moss donated books for the younger winners.

We would like to thank our expert judges for the time given: Angus Batey (journalist), Cath Boughton (The Listing), Nick Gill (Royston Crow), Dawn Illit-Cartwright (writer), Susan Maylor (writer), Belle Wood (author).

Creative Writing Competition 2018

Sponsored by **Johnson Matthey**
Premier Partner

Supported by **David's Books & More**

6 winners!

Fiction and Non-Fiction
Open to all
ages from 5 upwards
Where will your words take you?

VOYAGES of DISCOVERY 2018

Capture the Royston Arts festival 2018 theme of 'Voyages of Discovery' in 500 words. An expert judging panel will select the six winners:

- Best Fiction age 5-9
- Best Non-Fiction age 5-9
- Best Fiction age 10-17
- Best Non-Fiction age 10-17
- Best Fiction age 18+
- Best Non-Fiction age 18+

Prizes include vouchers from David's Books.

Full details, competition rules and entry forms available at:
www.creativeroyston.org

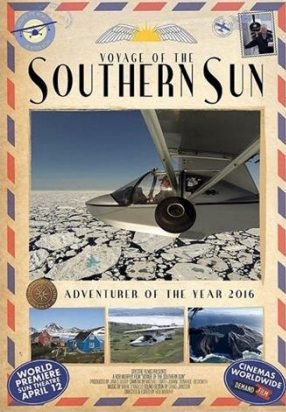
Submit via School Office (L18s only) by Monday 16th July 2018
Submit directly via email by Monday 30th July 2018

Voyages Film Festival

Following on from the success of the 2017 Changes Film Festival, Creative Royston was keen to once again include film in the overall festival, however due to changes at Royston Picture Palace (RPP) we were unable to fit this venue into our planning. As a result, in 2018, Creative Royston, in association with Herts and Beds Cinema Club, created the ‘Voyages Film Festival’ and took the film festival on tour, setting up in nearby village communities. In order not to cannibalise an already busy weekend schedule it was agreed to that screenings would take place mid-week in local villages Fowlmere, Barley and Steeple Morden.

The short programme consisted of three films, each selected with the concept of Voyages of Discovery in mind, and each offering something different to audiences: Voyage of the Southern Sun, a 2015 documentary about a solo circumnavigation in a sea plane, with expert Q&A with solo round-the-world pilot Jim Nisbet; acclaimed biographical drama about 1960s NASA - Hidden Figures, with expert Q&A with Abbie Hutty from Airbus Defence & Space; and 8 Mile, an Oscar-winning drama about a young rapper on the rise, with special guest, British rapper Blade speaking about his journey through life and through rap. Graffiti artist Gnasher also painted a new piece live on the night.


VOYAGES FILM FESTIVAL
In association with Herts and Beds Cinema Club and Creative Royston



VOYAGE OF THE SOUTHERN SUN
ADVENTURER OF THE YEAR 2016
WORLD PREMIERE APRIL 12
CINEMA WORLDWIDE 2016

Michael Smith, a cinema owner from Australia, completed the first solo round-the-world flight in a seaplane in 2015. This film, which has only been screened a handful of times in the UK, tells the remarkable story of his trip. We will be joined after the film by **JIM NISBET**, who completed his own solo round- the-world flight in 2008. Jim will talk about his own incredible journey, and take questions.

Fowlmere Village Hall
Thursday 20 September, 7pm
Tickets £5
www.ticketsource.com/creativeroyston
Beers, wine and soft drinks available



VOYAGES FILM FESTIVAL
In association with Herts and Beds Cinema Club and Creative Royston



The Oscar-winning drama, starring Eminem (cert 15), tells the story of a young rapper's rise. After the film, the hip-hop artist **BLADE** will talk about his own voyage through life and rap, from Iran to south London, from poverty to *Top of the Pops*, and his experiences touring with Eminem.


Steeple Morden Village Hall
7 September, 7pm

Blade will be painting a new piece live during the evening.

creativeroyston available




VOYAGES FILM FESTIVAL
In association with Herts and Beds Cinema Club and Creative Royston



The acclaimed drama tells the true story of female African-American mathematicians who broke down racial and gender barriers during NASA's moon shot in the 1960s. Before the film, **Abbie Hutty**, ExoMars Rover Delivery Manager at Airbus in Stevenage, will talk about how women are playing a vital role in space exploration today.

Barley Town House
Monday 24 September, 7pm
Tickets £5
www.ticketsource.com/creativeroyston
Beers, wine and soft drinks available



Royston Arts Festival 2018

Creative Royston's flagship event – this year's festival took place over two weekends, with the main festival weekend being 28th – 30th September, resulting in an enhanced festival feel and greater footfall at events. We ran under the theme 'Voyages of Discovery', and encouraged people to look beyond the obvious idea of travel to a variety of interpretations of the theme, including personal discovery, space and science.



The committee chose to repeat the community event in Priory Memorial Gardens as it creates such a great buzz in the town and has been seen to increase footfall at other festival events. This year we once again wanted to ensure there was something for everyone and something new, this included a 'Give Brass a Go' workshop from Royston Town Band, all-age dance workshops led by DanceMatters and BEEE Creative, and ancient dance, stories and music sessions by TaBar. The colourful Gog Magog Molly Dancers (pictured left) were another highlight.

We also slightly altered the MusicFest format as we wanted to include an evening element, which was not possible when holding this on the last day of the main festival weekend. As such, the committee agreed to run this the previous weekend and include a free Gala Concert at The Old Bull Inn in the evening. Thursday's Band (pictured right) headlined at the Gala Concert. On Festival Sunday we ran an acoustic MusicFest Extra at two venues.



The festival was rounded off by the traditional 'Finale Concert' in Royston Parish Church, where the audience (pictured left) were entertained by musicians from the Royston Schools Academy Trust Choirs and Concert Band, Royston Youth Choir, Royston Choral Society and Royston Town Band. This year we were privileged to be joined by musicians from our twin town bands from Germany,

France and Spain, as well as being entertained by our mayor, Iain Leggett, who serenaded us with his own anthem for the town.

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 'Voyages of Discovery' theme as inspiration.



36 plus events,
performances, exhibitions
and workshops.*



*Approximately 4700 visits
across Arts Festival Events.*



*Approximately 800 people
visited the Community Arts
Event in Priory Memorial
Gardens.*

*This number rises to 80 'events' if you include each separate performance in MusicFest'18 and MusicFest Extra.

Royston Arts Festival 2018 Attendance & Feedback

Creative Royston's 'core' events:

Only one person thought the **Priory Gardens Community Event** was anything other than 'Good' or 'Excellent' with 60.38% giving the latter response. This is still significantly less than the very high percentage of 85.71% achieved by the Carnival Event in 2016, but based on more than twice as many feedback responses as the 24 for this event in 2017. Also, the estimated attendance was up from approximately 500 in 2017 to 800 in 2018. There was a really good atmosphere on the day with a definite feeling of being well-attended and much enjoyed.

This year **MusicFest** was moved from the final day of the festival to the prior Sunday to facilitate an evening Gala Concert which did not clash with the Finale Concert. Despite the last-minute withdrawal of the Green Man venue after the programme had been printed the estimated attendance held up well at around 1,400, almost the same as last year's 1,410. The number of feedback responses at exactly 100 almost matched the 104 in 2018 which was pleasing given that the number of mini-concerts was reduced by the withdrawal to 42 (49 in 2017) though made up to some extent by the addition of the Gala Concert. There were also two MusicFest 'Extra' concerts at Banyers House and The Old Courthouse featuring new young artists on the final Sunday afternoon. However, these were comparatively poorly attended, with an estimated total audience of 140 spread over 10 sessions, though the few feedback forms received were all very positive and appreciative.

Feedback ratings for the MusicFest event (including MusicFest Extra) were 84.78% Excellent and 14.13% Good, compared with 75.73% and 24.27% respectively for 2017. Publicity ratings for MusicFest improved on 2017 though with 6.25% (6.19% in 2017) Poor and 10.00% (17.53%) only Satisfactory there is still room for improvement.

By contrast, the Community Event attracted approximately 50% of visitors who were attending the festival for the first time whereas MusicFest attracted only 39.53% of new visitors, almost exactly the average for the festival overall.

The ratings for the **Finale Concert** at 80% Excellent and 20% Good were almost identical to 2017 but the presence of the German, French and Spanish bands who were visiting their Town Twinning friends in Royston gave it a vibrant atmosphere and attendance was hugely improved. It also helped that all the audience stayed until the end this year. Last year the First School children and their families largely disappeared at the interval after their first-half performance.

The **Film Festival** was staged for a second year though with the variation that it was held in the villages of Fowlmere, Barley and Steeple Morden. Unfortunately the attendances did not reach the numbers hoped for despite the excellent themed films on offer an assertion that was backed up by a 100% endorsement from the audience feedback that all the films were indeed 'Excellent'. Two people thought the publicity was Excellent and 1 Satisfactory whilst the remaining 10 were all Good. It may not be wise to read too much into such a small sample but in any case it would appear that future film festivals will need to take place in Royston itself to ensure a decent attendance.

The remaining 'core' event was **From Backstage to Frontline: An Evening with Andrew Mueller** held at Royston Library and hosted by Creative Royston Management Committee Member, Angus Batey. It featured an interview followed by a Q&A session with the broadcaster and journalist, Andrew Mueller, though the attendance was disappointing possibly because it was held on a Saturday evening, something to be considered in the future.

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

Terry and Sue Hartga linked up with **Marian Murphy** to stage an exhibition of textiles, photographic and print images, which referenced the festival theme, at Sycamore House on two consecutive weekends which received high acclaim in the form of 94.44% Excellent feedback.

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On the Saturday prior to the festival weekend the **Royston Fringe** presented the 'Blue Skies Big Band' which achieved an 85.71% Excellent feedback with the remainder rated Good. They also put on a talk, 'Inquisitive Minds with Brushes', which attracted 100% positive feedback, 61.54% of which was Excellent and exceeded that with a 92.86% Excellent feedback for Jazz in the Afternoon on the final Sunday. They also organised an Art Exhibition and a Junior Artist Competition and special mention must be made of the '**Cracked Voices**' and '**Cracked Objects**' concert featuring songs and stories based on local characters which was staged to much acclaim in the Methodist Church.

Corvus Amateur Dramatic Society (CADS) staged their production of a black comedy 'Ghost Writer' which was very well attended and although feedback was sparse it produced a 100% Excellent rating from the audience.

Royston Arts Society (RAS) Autumn Exhibition once again returned 100% positive feedback ratings of which an impressive 79.17% (66.67%) were Excellent, the remainder Good. Last year the publicity feedback ratings for this event were 37.5% Excellent, 25% Good and the remaining 37.5% Satisfactory. In 2018 the Excellent rating fell to 30.43%, however, as the Good rating more than doubled the positive feedback increased to 82.6%, around a 25% rise on the admittedly small sample for 2017. The remaining 17.4% was split equally between Satisfactory and Poor in 2018.

Royston Photographic Society (RPS) did a great job in collecting 64 completed feedback forms from visitors of whom 67.19% (68.35%) thought the Exhibition to be Excellent with the remainder rating it as Good – with the exception of one individual who thought everything was Poor.

General points for the festival overall:

A total of 339 completed feedback forms were collected by Creative Royston and other Event Organisers for the 2018 festival, one of which was destroyed as it contained some inappropriate comments.

Compared with the overall 78.35% Excellent ratings for events in 2017 the 77.13% total for 2018 showed little change and taken together with the Good ratings the overall rating was again more than 99% positive.

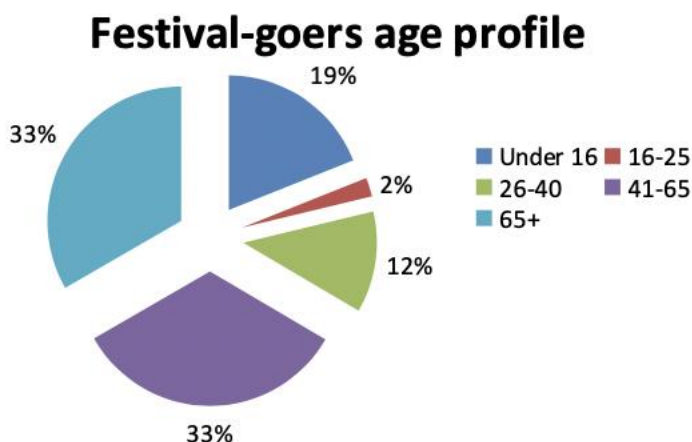
The Excellent ratings for 'Publicity' at 33.22% (33.24%) were almost identical to 2017 but there was a slight improvement in the Good to 49.65% (48.60%). Satisfactory ratings were down to 12.59% (15.08%) but Poor ratings were up to 4.55% (3.07%) and taken with a significant number of comments received we still need to do a lot of work on publicity.

In answer to the question 'Where did you hear about the event?' the responses were very similar to last year but again illustrated the diminishing importance of a newspaper with the response rate down to just 3.45% (6.43%). This is especially disappointing as coverage of the festival in the Royston Crow again improved on the previous year. The category that showed the biggest gain at 10.13% (4.40%) was, rather unhelpfully, 'Other', though it was a surprise that 'Social Media' did not significantly improve and the website fell to 6.25% (8.45%), both something to work on in 2019.

The positive overall rating for the festival increased to approximately 95% (93%) of which 55.68% (47.48%) was Excellent the remainder being Good which seems to go against if not necessarily reverse the recent downward trend. 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. The 2018 festival was advertised as being on one main weekend but in fact Creative Royston events and others took place over two weekends which may partly explain why the ratings improved. It certainly provides food for thought as to whether the festival should cover one or two weekends and how it should be advertised.

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Turning to the feedback on the age ranges of festival visitors, there has been a downward trend in the figures for the 41-65 age range and an upward trend in the 65+ age range such that they were both 33.29% of overall attendance. More significantly perhaps the percentage of 16-25 year olds attending the festival fell to just 2.27% (6.25%), again a downward trend, though at the same time there has been a big increase in the percentage of Under 16s attending the festival to 18.98% (12.28%).



These figures are illustrated by the expanded pie chart above which emphasises the need for some sort of re-focus on 16-25 year olds in order to increase their participation in the festival.

Comments from festival-goers on Creative Royston events

- 1 Fascinating and very enjoyable evening. (Andrew Mueller Interview)
- 2 Really enjoyed the talk before film. (Film Festival)
- 3 Many thanks to the organisers. A visual treat seeing the film. (Film Festival)
- 4 Very enjoyable evening. The bands were excellent, but all participants were brilliant. (Finale Concert)
- 5 Great to see combined bands! Thank you! (Finale Concert)
- 6 First half very brass heavy! More of a mix? Finish too late for younger school years. (Finale Concert)
- 7 ... too much Town Band. 1 hour 20 minutes first half was too much. Great atmosphere + musical talent. International element was great. We managed Jerusalem in the end! (Finale Concert)
- 8 Fantastically talented artists. (MusicFest)
- 9 This is a great festival, keep up the good work – just needs more publicity! Not very visible on facebook news feed. (MusicFest)
- 10 Make it a monthly event please! (MusicFest)
- 11 It was lovely to listen to some great music whilst enjoying a great meal. (MusicFest)
- 12 Fantastic day. Thanks to all. (MusicFest)
- 13 Love the idea of events for music around the town – meeting different people and sampling different venues. (MusicFest)
- 14 Amazing evening – a crescendo to finish an incredible day. (MusicFest Gala)
- 15 Favourite part of festival was today's extra, nice to see new young acts. (MusicFest Extra)
- 16 Thanks for this event. It gives us a chance to come together. (PGCAE)
- 17 Lovely – great for kids. (PGCAE)
- 18 Doesn't feel like there's enough going on compared to previous years. Music is as good as ever! (PGCAE)
- 19 Brilliant event. Good job & effort for the people who made this event! (PGCAE)
- 20 Brilliant atmosphere! Keep up the good work! (PGCAE)

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Comments on events staged by other groups and societies

- 21 Very good play and good twist at the end. Well done. (CADS – GW)
- 22 Brilliant. Really great show. Great acting. Very good hospitality. Thumbs up. (CADS – GW)
- 23 Very much enjoyed! Lots of talented people. (RAS Exhibition)
- 24 Advertising didn't seem as widespread as in previous years. (RAS Exhibition)
- 25 A big thank you to all the volunteers and helpers. We need you all. (RAS Exhibition)
- 26 More information about the band during the event would have been welcome! (RF – BSBB)
- 27 Lovely event for Royston (Arts Festival) (RF – BSBB)
- 28 Very fast speaker but knew her subject. (RF – IMB)
- 29 An exceptionally knowledgeable and interesting speaker. (RF – IMB)
- 30 Really enjoyed this afternoon gig! (RF – JA)
- 31 All very good entertainment. (RF – JA)
- 32 It's fun! (RPS Exhibition)
- 33 Great work – has made us want to get the camera out. (RPS Exhibition)
- 34 Inspired artworks (Sycamore House – VoD)
- 35 Lovely combination of media and very on theme. (Sycamore House – VoD)

General comments on the festival

- 36 Needs clever advertisement of individual events. (Composite)
- 37 Brilliant local event organised by and for local people. (PGCAE)
- 38 Needs outside Royston publicity. I live in Bishop's Stortford. I only visited the Music events.
A very good day + friendly people & good locations. (MusicFest)
- 39 More Literary/Theatre/Performance (in addition to Music) (MusicFest + Gala Concert)
- 40 Better promotion of what is at the festival weekend. (PGCAE)
- 41 The festival continues to grow in excellence. Thank you. (Sycamore House – VoD)

Key to above events:

PGCAE = Priory Gardens Community Arts Event
CADS – GW = Corvus Amateur Dramatic Society
RAS= Royston Arts Society
RF - BSBB = Royston Fringe Blue Skies Big Band
RF - IMB = Royston Fringe Inquisitive Minds with Brushes
RF - JA = Royston Fringe Jazz in the Afternoon
RPS = Royston Photographic Society
VoD = Voyages of Discovery

Marketing and Promotion

Marketing for Royston Arts Festival 2018 comprised four focus areas: Programme distribution; banners, posters and flyers; press and social media; and schools' communication.

Programme distribution:

As in previous years, the Festival programme 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. A separate programme for MusicFest was also produced and distributed around Royston and the local area.

Banners, posters and flyers:

Vinyl banners were displayed at Tesco roundabout, Folknoll roundabout on Old North Road, Royston Train Station, Meridian School, Market Place and Royston Town Hall. In addition, banners promoting Royston MusicFest were placed outside The Jolly Postie, Royston Train Station and at the Old Bull Inn. Posters were also put up across the town. Flyers were distributed for the festival at Royston Kite Festival in August, and specific event flyers distributed (for the film festival and library event) around Royston and participating villages in the run-up to those events.

Press and Social Media:

As well as a number of articles in the Royston Crow and monthly coverage in The Listing, social media continued to play an important role in our marketing activity this year as part of our efforts to attract a younger audience.

We sent 29 tweets across the festival (including run-up). Across a 10- day period (21 Sept – 30 Sept) we saw 14,041 impressions, with an average of 14 engagements (link clicks, retweets and likes) per day. We have 1037 followers on Twitter compared to 957 as at 1st February 2018, up 8% on last year.

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 provide an additional route to ticket sales. Across the same 10-day period as measured for Twitter we made 24 posts. On average, every post reached 250 people with the most successful reaching 2,100. The total number of people liking the Creative Royston Facebook page is 442 compared to 396 last year, an increase of 12%.

We were required to carry out some housekeeping on our email list, to ensure that we were compliant with the new GDPR regulations. This meant a reduction in the number of e-newsletter recipients to 252. In the run-up to the festival this year we produced three e-newsletters between March and the start of the festival. The August issue, which shared highlights of the upcoming festival, had the highest percentage engagement with 36% opens. It is worth noting that engagement with the newsletter is declining (both before and after the mailing list review) which may be related to increased engagement with our social media channels.

Schools:

Finally, we continue to work 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, including for the Cover Art competition and Half Term activities at Royston and District Museum.

**Creative Royston Draft Financial Statements
For the year ending 31 December 2018**

For approval by the Annual General Meeting on 4 February 2019

Supporting Statement

Thanks to a combination of generous local support and sponsorship from Johnson Matthey, the Brian Lesley Racher Trust, Curwen's, David's Books Letchworth, Royston First and Royston Rotary Club, 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 once again carefully managed finances in order to ensure extra funds are available to invest in more visiting performers/ workshops for Royston Arts Festival 2019. We increased signage and replaced broken signs per the request of community organisations in 2018.

We held our third annual community arts event in Priory Memorial Gardens, which was again a huge success, and invested in additional signage to make this more visible to both passing traffic on the A10 and Melbourn Road and within the town. We were very fortunate in 2018 to be gifted free or reduced rate workshops, which is reflected in the underspend as we were unable to forecast these reductions. The organisation closed the year with a general reserve fund of £17,194.30.

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
Chair person
1 February 2019

Income & Expenditure Account - Draft For the year ending 31 December 2018

	2018	2017
INCOME	£	£
Sponsorship	7,950.00	7,250.00
Grants	4,700	4,950.00
Ticket Sales & Other Earned Income	2,843.18	1,817.06
TOTAL INCOME	15,093.18	14,017.06
EXPENDITURE		
Programme Costs		
Artists Charges, Workshops & Materials	5,140.25	3,901.00
Advertising & Promotion	5,480.01	4,193.88
Volunteer Costs	50.00	45.00
Equipment Costs	1,095.00	1,341.13
Seed Funding	660.32	667.50
Venue Costs	280.50	60.00
Insurance, First Aid and Licences	317.40	352.65
Refreshments	200.00	200.00
Miscellaneous	1,575.40	245.00
Governance Costs		
Subscriptions	199.00	170.00
Website hosting & data protection	30.00	300.00
AGM	50.00	50.00
Stationery & Postage	150.00	150.00
TOTAL EXPENDITURE	15,227.88	11,676.16
PLUS LATE INVOICES	1,432.24	1,432.24
NET INCOME FOR THE YEAR	-1,566.94	+908.66

** Please note the large sum included under 'Miscellaneous' covers expenses not yet processed and assigned into the appropriate categories. As we finish our second year without a treasurer we have tried to reflect more accurately than in the 2017 report, the outlays we have made in real time. As soon as a treasurer is appointed and able to complete processing all spend, this log will be updated accordingly.

Looking Ahead

Whilst 2018 has been the year when Brexit has seemed to occupy most of the media's attention, and 2019 is likely to be little different, in the longer (and possibly shorter) term the environment is of far greater importance to both UK inhabitants and the rest of humanity. Therefore the theme chosen for the 2019 festival is '**Our Planet**', which reflects the new committee's interest in and concern about environmental issues.

We chose to avoid the use of the word 'Green' in our theme as it has political connotations with which not everyone agrees, but Creative Royston will be focusing on 'Green' issues when planning its festival events. We hope in 2019 to use the arts as a way of informing and educating people (including ourselves) about environmental issues in an entertaining and enjoyable manner. However, we also felt that the wording of the theme will allow for a different interpretation by schools, local arts groups and other participating organisations if they wish to focus on celebrating other aspects of the amazing planet on which we all live.

Inevitably there will be new challenges, not least arising from the unfortunate fire at our Parish Church which has always been one of the focal points for the festival and the venue for our Finale Concert. We will also have lost 6 out of 8 members of the Creative Royston Management Committee (CRMC) and it is a tribute to their efforts in the past that they will be sorely missed. However, the new members of the committee will bring different talents and a fresh approach which is sure to benefit the festival.

Whilst CRMC will be working hard to bring together some new, interesting and hopefully exciting events for the 2019 festival we will once again need lots of support from groups, societies and organisations in and around the town to help make it happen. Individuals can also play a big part by becoming one of our festival volunteers and even just a couple of hours of your time on one occasion can be of great help.

CRMC's priorities for the year will be:

1. To ensure that the new members of the committee are able to fill their roles effectively and contribute fully to running a successful festival whilst enjoying being part of the team.
2. To improve the percentage of 16 to 25 year-olds who attend the festival.
3. To create a festival that will have something to interest all visitors, that residents can identify with and businesses benefit from both in Royston and the surrounding area.