



Festival programme cover image: 'Claudia McKenzie' by Vivienne Machell.

Festival Premier Partner: **Johnson Matthey**

Annual Report 2024

ROYSTON ARTS FESTIVAL & EVENTS

Contents

Management Committee & Contact Details	p.3
Chairperson's Statement	p.4
Volunteers & Contributors to the Festival	pp.5-6
Creative Royston Competitions	p. 7
Marketing & Promotion	pp. 8-10
Royston Arts Festival 2023 Programme	p. 11
Attendance figures	p.12
Feedback	pp.13-20
Financial Statement	p.21
Draft Income & Expenditure Account	p.22
Looking Ahead	p.23

Mary Antony: Town Council Representative

Kate Berry: Chair

Cath Boughton: Vice-Chair

Eleanor Cashman

Liz Cox: Community

Carl Filby: Secretary & Websites administrator

Fran Foster: Treasurer

Vicky Key

Ivana Kisegi: Volunteer Coordinator

Phil Oddy

James Watt

Laura Whitford

Contact details

Email:	General:	info@creativeroyston.org
	Chairperson:	chair@creativeroyston.org
	Vice-Chair	vice-chair@creativeroyston.org
	Secretary:	secretary@creativeroyston.org
	Treasurer:	treasurer@creativeroyston.org
	Event submissions:	community@creativeroyston.org
	Marketing:	marketing@creativeroyston.org
	Volunteers:	volunteers@creativeroyston.org
	Website admin:	webadmin@creativeroyston.org

Address: Creative Royston, c/o The Town Hall, Melbourn Street, Royston, SG8 7DA

Web: www.createroyston.org & www.roystonmusicfest.uk

Facebook: [/roystonartsfestival](https://www.facebook.com/roystonartsfestival) [/roystonmusicfest](https://www.facebook.com/roystonmusicfest)

Twitter: [@royartsfest](https://twitter.com/royartsfest)

Instagram: [@creativeroyston](https://www.instagram.com/creativeroyston)

Chairperson's statement

As Chairperson this year, I was blessed with a full committee of enthusiastic and dedicated people who pulled together to offer a Festival that truly had something for everyone - old favourites being spiced with some new additions.

The main focus of Creative Royston this year continued to be the Arts Festival held at the end of September and we were able to offer a varied and interesting programme over an extended timetable. We offered our three "core" Creative Royston events of Royston MusicFest I, Gala in the Gardens Community Event and the Celebration Concert (formally known as the Finale Concert) and added an Arts and Crafts Expo at the Gala (thanks to Laura Whitford) and a hugely successful Local Writers Book Fair (thanks to Phil Oddy). We also had an Opening Night Concert for the first time since 2019 featuring Megson (thanks to Carl Filby) and teamed up with Barkway Literary Festival extending the Festival into October for the first time.

It has been a successful year for Creative Royston and one in which we achieved a number of the aims we set ourselves - some others proving to be harder nuts to crack. I would like to extend my sincerest thanks to all of the committee and especially to Cath Boughton whose dedication and support as Vice Chair and in managing festival marketing proved invaluable. In the background, we moved to work smarter, not harder, and we have put in processes to streamline administration and social media management. These processes will continue to pay dividends in years to come.



A handwritten signature in black ink that reads "Kate Berry". The signature is stylized with a large, sweeping underline.

Kate Berry
Chairperson, January 2025

Volunteers and Contributors

Creative Royston events could not happen without the hard work of our volunteers and we are always keen to hear from people who would like to help out at events. Just a couple of hours during the festival spent on a ticket desk or stewarding visitors can be a great help. If you're interested or would just like to know more, please email us on volunteers@creativeroyston.org.

These people offered their time and skills in 2024 and we offer them our sincere thanks:

Emma Daintry, Graeme Dargie, Tina Filby, Ray Finlay, Elizabeth Freeman, Kate Gardiner, Chris Lee, Antonio Lombardo, Emily Mackay & Dave Ramsay

A special thanks is due to photographer Caroline Baker whose photographs have been used to illustrate the programme section in this report and Jess Hepplethwaite who acted as Compere for the Gala in the Gardens.

The individuals, groups and local businesses which actively participated in the 2024 festival (not including paid artists or performers):

AllSing; Fiona Anderson; Balanced-Be; Banyers House; BEEE Creative; Bloom; Bow Books; Cambridge Wine; Conservative Club; Curwens; Corvus Amateur Dramatic Society (CADS); Glazed Creations; staff and pupils of Freman College, Buntingford; The Friends of Therfield Heath Plein-Air group; The Honest Fig: Johnson Matthey; Jolly Postie; Kelly's Kitchen; Ladds; staff and pupils of King James Academy Royston; Limitless Academy of Performing Arts; Hannah Long; Old Bull Inn; Priory Quilters; Revolution Records; Royston Arts Society; Royston Cave; Royston Craft Fair; Royston Environmental Group; Royston First; Royston Golf Club; Royston Library; Royston Live; Royston Masonic Hall; Royston Museum; Royston Parish Church; Royston Photographic Society; Royston Picture Palace; Royston Radio; Royston Rocks; Royston Town Band and Development Band; Royston Writer's Circle; Somewhere2Sing; Stagecoach Performing Arts; Trinity Life Church; and WomenSing.



Details of the financial contributions by our sponsors can be found in the supporting statement to our 'Income and Expenditure Account', but we would like to take this opportunity to thank them again along with others who assisted in some form with the 2024 festival.

Organisations which contributed financially or in-kind in 2024:

Our Premier Partner, **Johnson Matthey**, were very generous in their support and sponsorship in once again providing a 'no-strings attached' sum to Creative Royston as the second year's payment in a 3-year support programme.

We also thank the **Brian Leslie Racher Trust** which has regularly given us great assistance, again often supporting MusicFest this year whilst also funding the printing of our festival programme.

Royston First Bid kindly paid again for the distribution of the festival programme, only our second since 2019.

Annual Report 2024

Royston Town Council has made their rooms available for festival planning meetings and we also thank the Town Council office staff for their assistance during the year.

Tesco contributed wine for the 'Bringing Local History To Life' talk by Fiona Anderson and also allowed us to mount a window display of posters leading up to the festival, as did Royston Library. Last but by no means least, thanks to **The Listing** which continued to provide design and marketing expertise allowing use of its channels including coverage in local magazines for promotion.

Finally, thank you also to everyone who contributed to our publicity efforts by putting up posters in their windows, banners on their premises or helping to distribute flyers and share posts on social media!

Creative Royston Competitions

In 2024 we took a different approach to recent years in respect of the art to be used on the cover of our Festival Programme. We invited local artists belonging to Royston Arts Society to submit their paintings relating to the festival theme, and selected one from among them to be used on the front cover.

Royston Library hosted an exhibition of the entries (thanks to Royston Arts Society for the loan of the display boards for this) during the month of September. A £50 prize was also offered to the winning entry which was a portrait of Claudia McKenzie, painted by Vivienne Machel. This artwork also graces the front of this report.



In 2024 as in 2023 we have been greatly assisted by having the professional expertise of The Listing's Cath Boughton leading the marketing team which also consisted of Vicky Key and Laura Hopwood. The main benefit was that we developed a proper marketing strategy guided by a marketing plan with a focus on social media. Cath also designed the programme for us this year and her eye for presentation, detail and clarity gave an excellent result - thanks Cath.

As has been the practice in the past, The Listing Magazine was commissioned to distribute the festival programme reaching 7,800 households in Royston itself and 9,500 households in the South Cambridgeshire and North Hertfordshire villages surrounding Royston. We continue to consider this the most effective way of reaching the greatest number of people in the immediate catchment area.

Otherwise, the website was a very useful resource, hosting an electronic copy of the programme and a Creative In and Around Royston Calendar which allowed the events to be presented dynamically. This calendar remains permanently on the website and is regularly updated to promote creative events happening locally. The festival programme can still be seen on the website using this [LINK](#).

Royston Radio

Additional publicity was generated this year through Royston Radio as part of its Community Voice series of programmes. Carl Filby interviewed a number of organisers of or participants in the arts festival including Creative Royston's Kate Berry and Phil Oddy; The Rev Dr Steven Sivyer who performed an Organ Recital; Charmian Flowerday and Sheila Ball from Royston Town Band; Sarah Gadd from Royston Library; Linda Bance who runs WomenSing and Ben Chapman, Licensee of the Old Bull Inn. The interviews were interspersed with music from arts festival performers and presented as a 2-part Special which was broadcast on successive days on Monday 16th and Tuesday 17th September. You can still listen to both parts of the Special in the form of podcasts which can be found by using this [LINK](#) then scrolling down to the 'Community' section.

Banners, posters and flyers:

A new set of vinyl banners was purchased, mostly 2m x 1m, advertising the festival, the Gala In The Gardens and MusicFest and were displayed at Tesco roundabout, Royston Rail Station, The Jolly Postie, Royston Town Hall and Banyers House. Royston Library and Tesco both kindly allowed us to create substantial window displays comprising a number of posters advertising festival events.

Press and Social Media:

The Listing magazine, as always, was very helpful in providing regular articles and updates on our activities during the year and particularly in the build-up to the festival.

Social media was again a team effort in 2024, with Vicky Key, Laura Hopwood and Cath Boughton working on the social media promotion. A timeline and draft content for social media posts was created early on in 2024.

Vicky was instrumental in creating a much clearer design and look for Creative Royston's social media pages. Icons were created for each individual Arts Festival event to raise awareness and interest. Laura took on the content creation and scheduling for all the individual events in the run up to the Festival. Cath ran with the main Festival content, for example, sponsors, volunteers, the main Festival programme.

Every socials post was drawn back to the digital Festival programme for further information, which was created with a tracking code to track views: Between August when the programme was launched and the Festival in September, there were 561 programme views. For comparison, in 2023 there were just 189 views.

Metricool was used early on for socials scheduling. Unfortunately we did not have the budget for the paid for version which would have allowed the software to be used to its full potential. By the run-up to the Festival, we switched back to Meta's planner to schedule posts, for speed and ease.

It is becoming trickier to achieve a strong reach through organic social media campaigns, due to the changing nature of the platforms, which is reflected in the figures below.

We ran one paid for promotional reel for Facebook and Instagram which had very strong results.

We continue to achieve a strong reach and engagement on Facebook and Instagram, and for 2025 recommend using these two social channels only, and dropping X (formerly Twitter)

Email Newsletter:

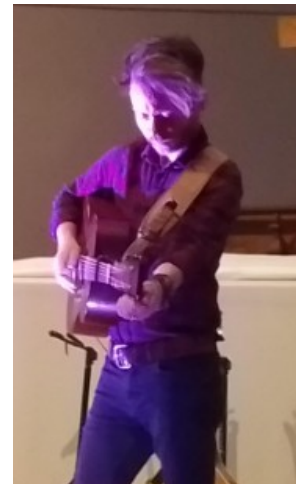
Mailchimp was reignited as a tool to send email marketing campaigns to those who have signed up to our mailing list.

Marketing stats:

Marketing Activity	2024	2023 for comparison	2022 for comparison
Digital programme views	561	189	
X (formerly Twitter)	60 tweets analytics data now only available on premium version 1060 followers	48 tweets 3120 impressions 1099 followers	36 tweets 3755 impressions 1097 followers
Facebook	99 posts 21,300 reach views 40.3k content interactions 1.2k link clicks 758 profile visits 2.1k 1090 followers	110 posts 47,636 reach content interactions 1.5k link clicks 301 profile visits 1.9k 792 followers	40 posts 11,135 reach 615 followers
Instagram	99 posts 1.4k reach 6.8k views 277 content interactions 483 followers	110 posts data unavailable	40 posts data unavailable
Facebook & Instagram paid for campaign	£50 budget 6,274 reach 13,809 impressions 502 link clicks	£50 budget 34,259 reach 43,508 impressions n/a link clicks	
Mailchimp	10 emails sent 60% open rate 6% click rate 116 contacts +18 new sign ups gained from the festival feedback forms - these will be added in for 2025	-	-

Royston Arts Festival 2024 Programme

For the first time since 2019 the festival had an opening concert on Friday 20th September when the award-winning folk duo 'Megson' performed at Royston Parish Church. The concert was jointly organised by Megson and by Carl Filby for Creative Royston which provided the volunteers on the night to check tickets, act as ushers and staff the bar. The concert was a sell out with an audience of 150 and very well received with lots of good feedback on the night.



The three main events that Creative Royston staged directly were firstly, our Community Event in Priory Gardens which in 2023 we rechristened '**Gala In The Gardens**' and this was organised by Kate Berry and took place on Saturday 30th September from 12 – 5pm. This year we were delighted that Royston Environmental Group again joined with Creative Royston to stage their annual Sustain-Ability event as part of our Community Event which we think resulted in an increased footfall for both events. A link to the flier is [here](#).

In 2024, for the first time, **Royston MusicFest** organised as usual by Carl Filby was spread across 3 days



with Banyers House, the Conservative Club and the Old Bull Inn participating on the afternoon of Sunday 22nd September and the Jolly Postie following on Monday 23rd and Royston Golf Club on Wednesday 25th both in the evenings. You can see a list of the performers on the day by using this [LINK](#) to connect to the Royston MusicFest website where you will find further links to the websites or Facebook pages of the performing artists. As part of the publicity for this event Carl also hosted a MusicFest Special on Sunday 15th September on Royston Radio

which featured most of the artists due to perform at MusicFest. If you wish you can still listen to the podcast for this show by following this [LINK](#).

The third Creative Royston event and the final one of the 2024 Royston Arts Festival was our **Finale Concert** which took place on the evening of Sunday 1st October in the Church of St John the Baptist,



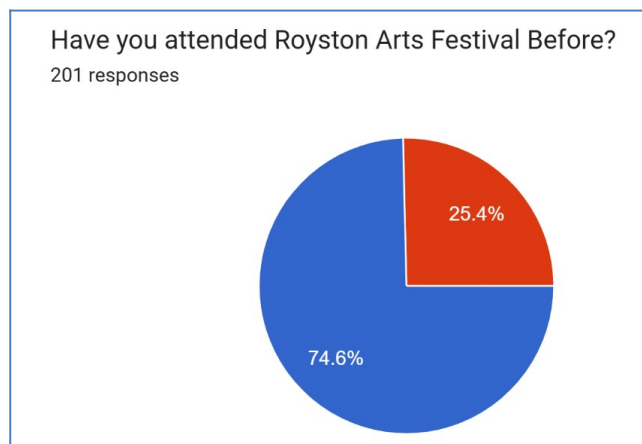
Royston, and was organised by Phil Oddy. You can use this [LINK](#) to view the programme for the Finale Concert which we were delighted to be able to stage once more in our beautifully refurbished Parish Church.

Annual Report 2024

Attendance

It is estimated that overall attendance numbers for 2024 held steady at around 5,000 with the numbers for the main Creative Royston organisers events again, largely holding steady. We received the following feedback in terms of numbers from event organisers (note these figures are not exhaustive as we did not receive feedback from all organisers).

Creative Royston	Gala in the Garden	1500
Royston Arts Society	Royston Arts Society 2024 Autumn Exhibition	806
Creative Royston	Music Fest	700
Royston Photographic Society	Photographic Exhibition	380
Barkway Village Hall	BARKway LitFest	250
Royston Museum	(Various)	200
Revolution Records Royston	Various - Cheese & Winyl, DJ Rob & Martin, Soul Sunday	170
Creative Royston	Megson - Opening Concert	150
Creative Royston	Celebration Concert	150
No.3 Royston	Exhibition	100
Royston Parish Church	Organ Recital	90
Creative Royston	Local Writers Book Fair	80
Royston Library	Kinetic Crafts	37
Stagecoach Bishops Stortford	Stagecoach Workshops	30
Royston Library	"Bringing Family History to Life"	19
Glazed Creations	Grownup Glazing	11
Royston Cave	Sketching in the cave	10
Bloom	Flower pot class	1
Glazed Creations	Social Ceramics	0



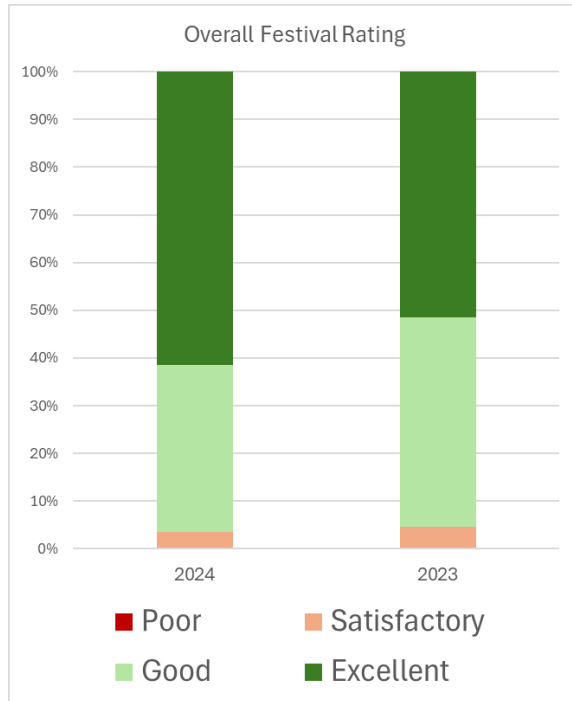
In terms of numbers, feedback like this from the Museum is particularly gratifying. "The event brought people who hadn't visited before to the Museum which was great."

Before we move away from attendance, it is good to see that feedback suggests that around a quarter of people who attended a festival event in 2024 had not previously attended one.

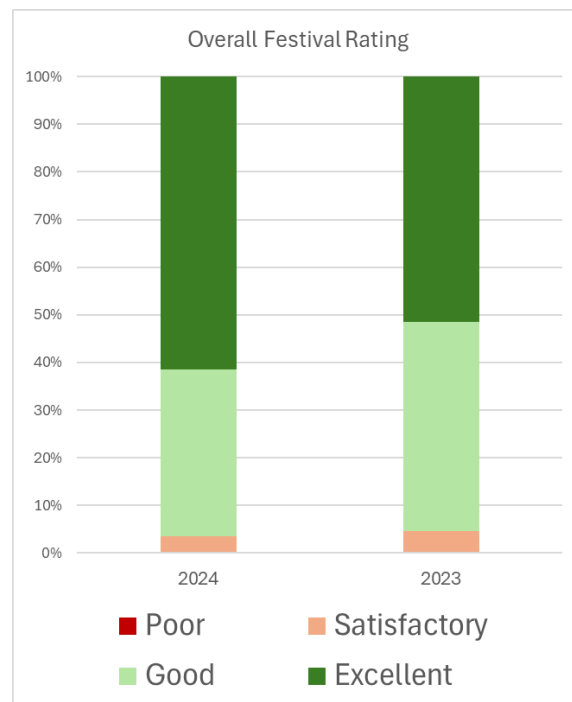
Feedback

This year we used a mix of digital and paper forms and received feedback from a total of 477 people from 203 different submissions (down from 288 last year).

I have presented some of the broader analysis of the feedback below. More detailed analysis is available to interested parties.



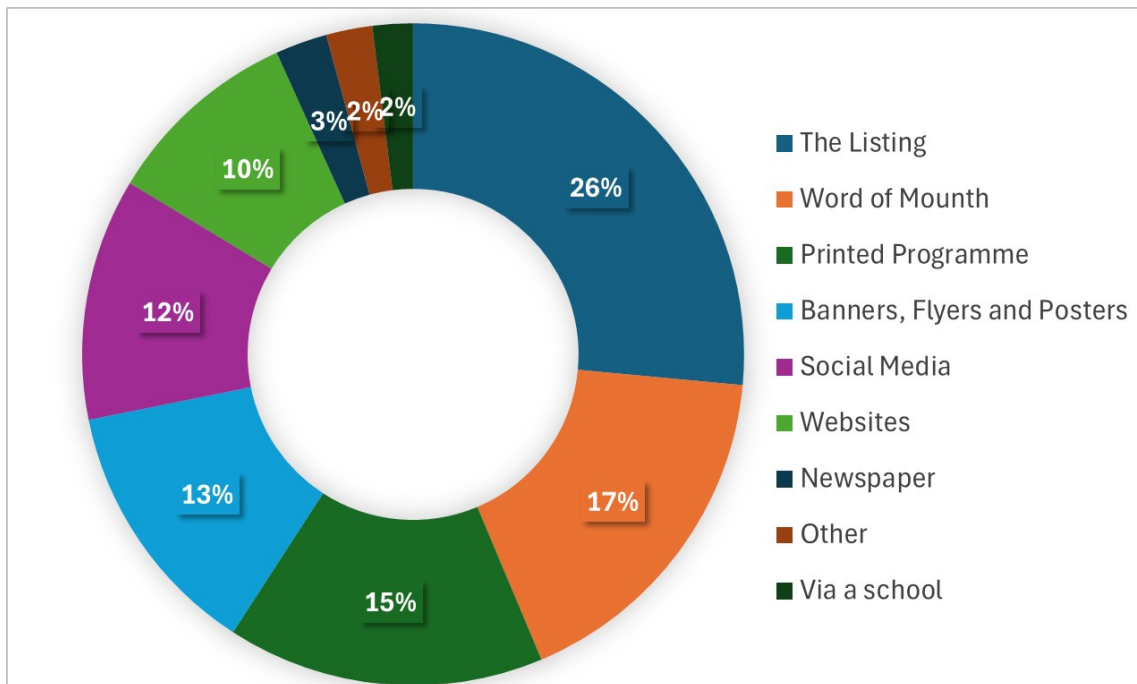
There was an increase in the number of people that gave feedback who thought that the overall festival was “Excellent” (from 51.5% to 61.5%).



The number of people who rated the individual event that they gave feedback for as “Excellent”, also increased from 76% to 84%.

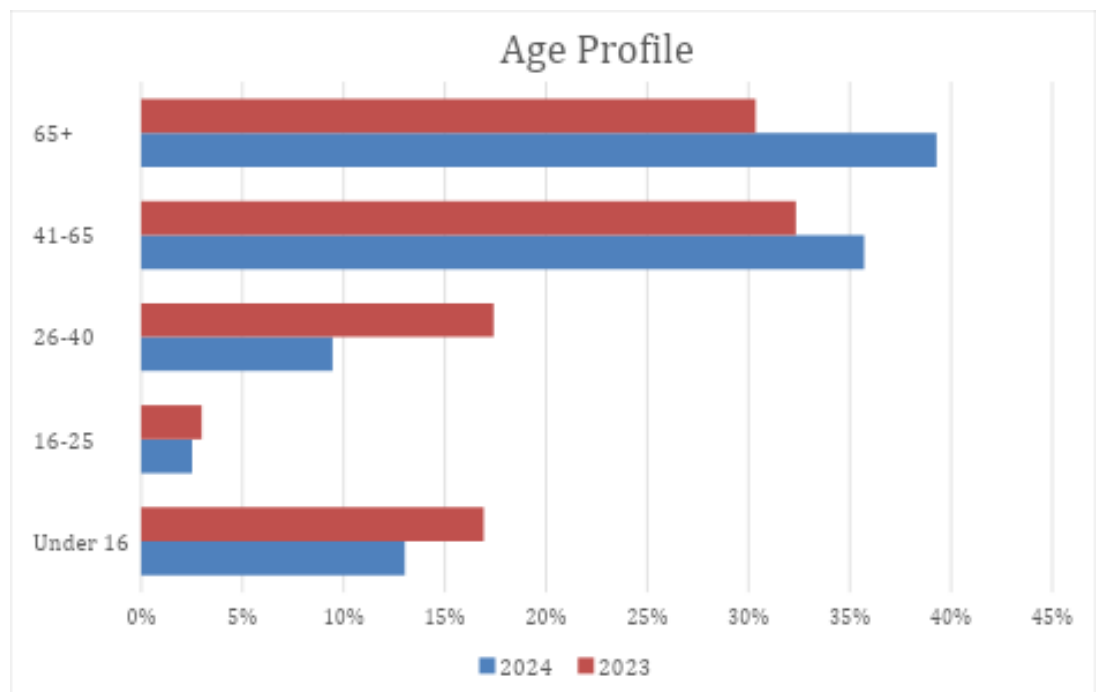
Together these statistics are a pleasing indication of an improvement in the quality of the festival.

In terms of our publicity, of our respondents, the following percentages of people noted that they had heard about the festival from the following sources:



As you will note, The Listing tops the chart by some margin with the printed programme (unsurprisingly) in a strong third place. Notable is the large number of responses that mentioned Word of Mouth.

One of the things we have tried to do over the years is to shift the age profile of festival goers but the feedback suggests that we were not successful in that this year with the age distribution remaining largely unchanged as the following chart illustrates.



18 additional people used the feedback form to sign up for our e-newsletter.

A selection of comments on community organised events from the 2024 festival:

Cheese and vinyl...

"A lovely evening, will definitely be back again"

"Great event - DJ requests please"

"Really enjoyed the Cheese / Wine Combo & great music"

"Definitely come to more"

"Love this event"

Local Writers Book Fair...

"Wonderful event with a good variety of styles. Upstairs is an excellent venue for author talks and readings".

"More please!"

"Well done Phil for organising. Another Please within the town centre"

"I was told about this book fair but thought it was a second hand book fair, it was a surprise to see it was new books and their authors"

"Local writers fair especially bril very interesting and the readings allowed me to hear authors genres I would not normally think about. Well done!!"

"Needed a bit more room for buggys in the Masonic Hall"

Megson Opening Concert...

"Folk gig without beer??"

"Great concert, great organisation. Stu's hair very gravity defying as always"

"Great start of the festival!"

"Good event, great location"

"A great evening. Well planned, well performed, reasonable bar prices, well staffed. Loved the colourful lights projected onto the far windows."

"Brilliant event in an amazing atmospheric venue"

"Great venue, wonderful Megson (as ever)"

"A fantastic evening full of wonderful music"

"September tricky. So much choice."

"Brilliant concert. Megson were as engaging as ever. A positive start to the festival"

"Great to have sell-out audience to hear such talented musicians"

"Shame about the two cars blocking the church entrance!"

"Lovely event, the perfect start to the festival"

Royston Arts Society Exhibition...

"Some superb Work - some local busiessses were not aware of the festival.ie the Nest"

Annual Report 2024

“Some great talent in Royston”

“Really enjoyed the exhibition as always, the quality and diversity is lovely, Thank you”

“Many very accomplished works on show”

“It was not clear where this exhibition was being displayed. Festival Brochure confusing as it said Town Hall...whereabouts in the Town Hall?”

Priory Quilters...

“A lovely exhibition, well displayed and numbered. Well done everyone involved. Lovely to see all your work.”

“Well done Royston, a great festival, something for everyone”

“Fantastic workmanship!! They should be very proud.”

“Excellent. Mind Blowing”

“The Priory Quilters exhibition is always a delight.”

“Great to see the display and a fantastic showcase of skill, creativity and flair from the quilters”

EVENT ORGANISER'S FEEDBACK

In addition to feedback from the public we also sought feedback from the event organisers and these were the comments that we received.

On Barkway Literary Festival...

"Barkway LitFest has a different objective to the Art Festival. I make this observation based upon a conversation with the past chairman (forgot name, met him when promoting in September). I believe Royston Arts is to raise awareness of the arts. The LitFest is an expensive event c.£3500 to fund, and is run commercially to breakeven or make a profit.

I certainly believe there is demand for this but the general public want high profile authors or performers in order to get bums on seats and make financial success. The downside is authors cost. I have been lucky with Jeffrey Archer and Sir Richard Evans who presented for free, but these are extremely generous people. This year I paid between £50 and £400 for authors, all who are unknown. To get popular people will cost over £1000 and therefore make turning a profit challenging. An alternative income stream would be an added benefit or the application of funding would be welcome.

Ideally, if the numbers increase, the Literary event could move to a venue in Royston. This would address the limited parking and probably be in a larger venue. The Barkway Village Hall is essentially a small but well equipped conference centre. If Royston has this, it would make the natural venue"

On Bringing Family history to Light (Royston Library)...

“Feedback "excellent". Very interesting and engaging speaker. Support on the night from Carl and Liz appreciated. Bow Books attended to facilitate book signing.”

On Cheese and Vinyl etc (Revolution Records with Honest Fig)...

"We had a few different events so I have added the people that attended all (for the numbers). We didn't have posters for our collaboration so will need a bigger one next time!"

On Grown Up Glazing (Glazed Creations)...

"This year felt really well organised and there was a lot of marketing. Out of the 11 people who were with us, 4 were as a direct result of the festival. We handed out a lot of the programmes to people and a lot of them had recently moved to the area.

I don't seem to have had any banners or bunting dropped off but would have put them up."

On the Organ Recital (Royston Parish Church)...

We didn't have feedback forms but people were very happy with the concert. Just one comment about using the venue, please can you pass on to any people involved in concerts that they cannot drive and park on the grass, which is a churchyard with graves close to the surface. Thank you for putting these events on for our community."

On Social Ceramics (Glazed Creations)...

"We were at fault in not actively marketing this specific event and even with the marketing by Creative Royston, we had no takers and so cancelled the it the day before. It might be that it is such an unusual event that people didn't feel comfortable to give it a go which is understandable. Thank you for your hard work in promoting it. Our other event, Grownup Glazing, which is part of our normal evening sessions on the Friday evening was successful so all in all we were ok with this event not working out for us.

Some of the above comments are of relevance to CRMC and others are more for the event organisers themselves. The following events are those organised by Creative Royston and the individual organisers have drawn some conclusions or identified lessons to be learned from comments received and our own internal observations.

MusicFest

The overall attendance for MusicFest was estimated at 700 spread across the 5 venues that participated: Banyers House, Conservative Club and the Old Bull Inn on the afternoon of Sunday 22nd September with the Jolly Postie following on the evening of Monday 23rd and Royston Golf Club on Wednesday 25th.

The attendance for each mini-concert, 6 at each venue on the Sunday, is calculated from observations by several sources including the performers who give informal feedback to Carl Filby who also attended all venues, for the whole concert on the weekdays. All the mini-concerts at the Conservative Club had a good attendance and in total the six mini-concerts at that venue were estimated to have had an attendance of 300. Banyers House, though having more space had a good attendance for the middle four mini-concerts but a low attendance for the first and last of only around 10 people so the overall attendance is calculated at 220. The mini-concerts at the Old Bull Inn were staged inside in the Oak Room owing to concerns about

Annual Report 2024

the weather and holding it inside always affects the attendance adversely with only around a dozen people at each mini-concert and overall attendance estimated at 80.

The 4 sets or mini-concerts at the weekday venues were actually run as 'double-header' concerts and attendance was estimated at around 60 for the Jolly Postie and 40 for the Golf Club which is much lower than might have attended on a Sunday afternoon for the Jolly Postie at least.

Here are the comments we received on the feedback forms collected at MusicFest.

Conservative Club	came out for an hour but so good stayed for the whole session
Conservative Club	Would be really good if you could display timings for each act.
Golf Club	Two great acts and most of the audience stayed to the end!
Jolly Postie	interested in receiving info & volunteering
Jolly Postie	<3
Jolly Postie	very good singer
Jolly Postie	Very impressed at range of events - Well done!
Jolly Postie	First duo was brilliant! the second one - (foudling?)!
Jolly Postie	Pleasant surprise when visiting the pub :)
Jolly Postie	Good to see a festival still going so strong. Need more evening live music in local pubs
Jolly Postie	Better (evening) atmosphere and audience than last year (Sunday Lunchtime)
The Bull	Bring a wider variety of artists, stlyes

Although the combined approval ratings of Good & Excellent for MusicFest from feedback collected was 100%, judging by the informal feedback received from both the public and the venues, and certain issues with the organisation of MusicFest, we have concluded that the event needs something of a rethink.

Although new performers are introduced every year, the event would benefit from appealing to a wider audience, particularly younger people, which might address some of the issues with the 16-25 age group.

Gala In The Gardens

The aim was to hold a family friendly community event highlighting the arts that was largely free for all to enjoy and that objective was surely achieved with 100% of respondents rating the event as Good or Excellent.

The event was separated into 5 different zones and you can follow this [LINK](#) to the programme for the Gala In The Gardens if you wish to see the detail of the activities available which can be summarised by zone as follows:

Performance Zone - 9 performances from 8 groups

Food Zone - Street Food Heroes brought 11 stalls including a bar

Community Zone - 7 groups (including Creative Royston)

Sustain-Ability - 9 groups represented

Kids Zone - 5 activities

Here are the comments we received on the feedback forms collected at the Gala..

Really good to see the community especially local performances
Nice variety of food
Overall great festival. Should email fliers to local schools. Thanks.
Training band was amazing
Well done Royston, a great festival, something for everyone
Good turn out and very lucky with the weather
Good steady stream of visitors (diverse) . Half a dozen good conversations and catching up. Well done for organising sunshine
Love these events. Great for the community. Well done

Following last year’s feedback about the event being too noisy with clashing sounds, we asked Street Food Heroes not to bring a DJ and Royston Radio not to play music. This had the desired effect of reducing overall “noise” and allowing focus to be on the performances on stage. Care was also taken to ensure that the timetable eliminated overlapping performances.

The stage that was hired took up a large part of the budget and , as the weather was good and the ground dry, some performers preferred to be on the ground. This meant that the stage was largely underused apart from during the Limitless performance that closed the programme. It is worth investigating other staging options.



We have also discussed moving the Gala to the first weekend of the festival and taking the opportunity to use the event to promote what will be happening during the rest of the week. This was widely considered a good idea.

Annual Report 2024
Celebration Concert

The event (previously known as the Finale Concert) was again held in the Parish Church – this a wonderful venue and 100% of the people providing feedback agreed, rating it excellent.. The change in name reflected the fact that the festival continued after the Sunday concert with the Barkway Literary Festival being included under the festival banner. Sales were managed through an app which worked well significantly reducing the issues that we encountered last year.

As usual, Town Band were great but went on too long. Great performances.
Brilliant
Always a great event but the highlight this time has to be the performance by Rosemary Ball...another Alison Balsom in the making!! The church acoustics suited the Royston Town Band but shame about the sound problems with Freman's performance...could this have been sorted sooner perhaps?
Thank you
An earlier start time might encourage more people to come/stay for the second half, it's a shame lots of people left halfway through.
Concert was great (as last year) - it goes quite late for families - can it start earlier? It's a shame so many of the families leave at interval (we didn't!)
Publicity for festival this year may not have been good as previous years
Congratulations to the festival team for their endeavours, which showcases the fantastic talent our town possesses
Excellent!!
Well done Royston, a great festival, something for everyone

We discussed the timing of the concert and agreed that it might be appropriate to move the event earlier in the day to make it easier for the children who perform in the first half, to stay and enjoy the second half.

Creative Royston Draft Financial Statements For the year ending 31 December 2024

Creative Royston Draft Financial Statements

For the year ending 31 December 2024

For approval by the Annual General Meeting on 21st January 2025

Supporting Statement

Thank you to our Premier Partner, Johnson Matthey, who were very generous in their support and sponsorship in again providing the £5,000 which the company kindly donates to Creative Royston each year.

Also, a big thank you to other sponsors

- The Brian Leslie Racher Trust has given us great assistance, regularly supporting MusicFest in its entirety. In 2024 we were very grateful for their £3,190 contribution towards MusicFest, production of our programme and our Community Event – Gala in the Gardens.

- Royston First has continued to support us, and we gratefully received a contribution of £2,367 towards the festival publicity and distribution of the festival programme.

- We also received a contribution of £350 from Street Food Heroes and 15% of ticket sales from the Megson concert.

I have put together an Income & Expenditure Account covering the 2024 financial year. It shows that Creative Royston remains in a healthy financial position and the organisation closed the year with a general reserve fund of £22,415.42 which is exactly the 'Opening Balance' of £24,183.77 plus income of £12,732.17 minus the Total Expenditure of £14,500.52.

In 2024 we have made a loss of £1,768.35 but this still leaves us in a healthy financial position. Our present event insurance requires Creative Royston to make a 'profit' at least once every three financial years and this was achieved in 2022 and 2023.

Fran Foster

Treasurer

January 2025

DRAFT Income & Expenditure Account Year ending 31 December 2024

	2024	2023	2022	2021	2020
OPENING BANK BALANCE	24,183.77	23,161.64	22,401.77		
INCOME	£	£	£	£	£
Sponsorship	5,000.00	5,000.00	5,000.00	0	5150
Grants	5,556.64	6,544.00	5,500.00	0	2700
Ticket Sales & Other Earned Income ¹	2,175.53	1,430.00	804.50	0	26.97
TOTAL INCOME	12,732.17	12,974.00	11,304.50	0	7876.97
EXPENDITURE					
Artist fees & associated expenses	2,170.00	3,098.33	3,150.00	1,345.00	975.00
Advertising & Marketing	564.54	336.36	72.14	27.00	0.00
Volunteer Costs	0.00	55.00	30.00	0.00	80.00
Equipment & materials Costs ²	5,324.68	2,752.73	4,033.25	104.59	373.10
Seed-Funding & prizes	565.37	303.26	538.29	427.50	156.75
Venue Costs	377.00	183.25	40.00	0.00	0.00
Insurance, First Aid and Licences	492.90	494.40	477.40	218.40	268.40
Stocks for Refreshments / Bar sales ³	169.07	256.40	168.63	21.57	0.00
Miscellaneous	0.00	145.05	13.20	0.00	77.58
Printing Costs (non-programme)	124.74	60.47	41.90	12.00	99.00
Programme Costs	4,712.22	4,049.43	1,507.20	1,353.60	1,359.00
Donation to Royston Parish Church	0.00	0.00	0.00	0.00	0.00
Repayment of Unused Grant (to BLRT)	0.00	0.00	0.00	0.00	256.00
Governance Costs					
Subscriptions	0.00	0.00	0.00	0.00	0.00
Website & IT costs	0.00	0.00	468.54	46.93	50.85
AGM	0.00	0.00	0.00	0.00	*
Stationery & Postage	0.00	5.44	4.08	0.00	4.56
TOTAL EXPENDITURE	14,500.52	11,740.12	10,544.63	3,556.59	3,700.24
PLUS LATE INVOICES	0.00	211.75	0.00	0.00	0.00
NET INCOME FOR THE YEAR	-1,768.35	1,233.88	759.87	-3,556.59	4,176.73
CLOSING BANK BALANCE⁴	22,415.42	24,183.77	23,161.64		

* included in Miscellaneous

Notes (Applying to 2024)

1. Ticket receipts from Celebration Concert - £864 (£859.03 Ticketsource & £5 cash). Bar sales totalling £579 for Megson and Celebration concerts. £382.50 from Megson Concert (15% of tickets sales) Plus £350 contribution from Street Food Heroes
2. Including Stage & Sound System hire of £4110
3. Wine and soft drinks for resale at events.
4. £10K now held in higher interest account (maturing 1/9/25)

As usual the committee has worked hard over 2024 to respond to feedback and provide an even better festival than before. For 2025, some committee members find themselves facing increased responsibilities in their private lives that mean that they are unable to commit the large amount of time and effort that is needed to run events.

There are a number of options in light of the above, including running a festival which simply promotes and enables community events without staging the three core “Creative Royston” events (the Celebration Concert, MusicFest and Gala in the Gardens).

There is certainly a strong commitment and emotional attachment to the festival and the committee remains determined to do the best they can to celebrate and encourage local creativity.