



TODMORDEN TOWN COUNCIL

GRANTS AWARDED FEEDBACK FORM

Organisation Name	Todmorden Book Festival		
Date of Award	15 June	Amount of Award	£3,000
Total Actual Project Cost	£5,976	Ref Number: <i>(office use only)</i>	Minute ref:

Purpose of Grant				
<input type="checkbox"/> Town Hall Hire	<input type="checkbox"/> Core Funding	<input type="checkbox"/> Town Centre Event		
<input checked="" type="checkbox"/> Project Delivery	<input type="checkbox"/> Other			
Community Benefit	<input type="checkbox"/> Community Cohesion	<input type="checkbox"/> Core Funding	<input type="checkbox"/> Civic Pride	<input type="checkbox"/>
Climate Change	<input type="checkbox"/> Environmental Projects	<input type="checkbox"/> Food Growing	<input type="checkbox"/> Skills Development	<input type="checkbox"/>
Cultural Arts & Music	<input type="checkbox"/> Town Centre Improvement Safety/Promotion	<input type="checkbox"/> Voluntary Sector Youth Engagement	<input type="checkbox"/> Social Exclusion/ Economic Difficulties	<input type="checkbox"/>
Accessibility and Inclusivity – especially Dementia friendly <input type="checkbox"/>				

Summary of project successes outcomes, benefits to Todmorden Community and Residents and numbers positively impacted by this Grant. If a more detailed appraisal is available for your project and its outcome, please attach to this feedback form.
<p>Todmorden Book Festival delivered a programme of online events in 2020 that included poet and Festival Patron Andrew McMillan reading new poems from his third collection pandemonium in the landscape surrounding Todmorden; environmentalist Jonathon Porritt interviewed by youth climate campaigner Katie Hodgetts, with a Q&A with Todmorden High School students; Walking the Watershed Landscape, which followed the Kramblers as they walk and share their stories in the hills and valleys surrounding Todmorden; an Open Mic night hosted by Wednesday Writers; Farming in Changing Times with Todmorden Farmers SJ Clegg and Sandra Evans; and best-selling author and shepherdess Amanda Owen interviewed by food journalist Amanda Wragg.</p> <p>The events in this year’s digital Festival were free to view via the website, which increased the accessibility of the Festival programme. The online events provided local people unable or less inclined to leave their homes during the pandemic with the opportunity to access events online. Todmorden Book Festival continues to raise the profile of the town, with online events reaching new audiences from across the country and outside the UK.</p> <p>The Festival was delighted to receive the comment below from an audience member who had watched Walking the Watershed Landscape and Amanda Owen: Adventures of the Yorkshire Shepherdess.</p> <p>“Both were excellent and we simply wanted to offer our congratulations to everyone involved – we thoroughly enjoyed it. Well done. It is unlikely that we would have attended the festival in person (even without Covid) because we live on an island. As we are so far north, we are closer to the Arctic Circle than we are to you and it takes 14 hours by boat just to get to Scotland, so the Digital Festival was perfect for us.”</p> <p>Please see the audience survey report attached and further feedback below from the students and staff at Todmorden High School about Jonathon Porritt’s event Hope in Hell: A decade to confront the climate emergency.</p>

"I really enjoyed the interview. It really made me think that, as he said, this is an issue for today, not tomorrow! I was also shocked that we have had some of the research for decades and yet we have not taken enough action!" (Rachel Y11)

"This was a fantastic opportunity to talk to people directly in this field of study. It gave me hope for the future and that our actions now could make a huge difference." (Amelia Y11)

"As a dept. we felt very privileged to be involved in this event. Not only was it incredibly useful to our areas of study, but it motivated the students to consider their futures, both in terms of the consequences of their actions, and also their potential careers! I don't think I would be speaking out of turn if I were to pre-empt that some of our students would be part of the solution on a grander scale in the years to come." (Mr Jake Womack, Y11 teacher)

Live chat comments for Amanda Owen; Adventures of the Yorkshire Shepherdess:

"Wonderful to join with so many people. Thank you organisers."

"So great Amanda, thank you. Put Todmorden Book Week on the map for me."

"Very good - thank you. Feel like I have been out for the evening!"

"Brilliant! Thanks for a very different Saturday evening in lockdown."

"An hour well spent. Better than Saturday evening TV."

Reply to a marketing email from an audience member:

"Thank you for entertaining us during difficult times. The Yorkshire Shepherdess was my favourite."

Impact – if applicable and where known have benefited from project - complete where relevant.	Numbers
Residents engaged in project/ viewed outcome.	This figure is included in the viewing figures in the section below*
Volunteers engaged in project.	14
Todmorden residents benefitting from skills development.	N/A
Volunteers benefitting from skills development.	7
Town Centre and or other venue visits generated.	N/A
Youth persons involved in project.	29
Dementia friendly activities involved in the project	N/A
Socially excluded/those with economic difficulties involved in the project.	No data available

Financial Summary of Project/Event	Expenditure	£5,976	Income	£6,205
If possible, please provide a set of accounts in respect of this specific project and where applicable, a later set of audited accounts if these are now available since originally submitting your grant application.				
Where accounts are not available a simple income and expenditure statement will suffice.				
Please attach evidence of expenditure e.g. receipts.				

**How have you promoted the assistance of the Town Council in your project literature/Web Site and or Social Media?
Please provide supporting evidence and where able to analytics of visits to site, opportunities to see.**

The Festival has promoted the grant awarded by Todmorden Town Council by:

- Issuing a press release to local, regional and national press (see attached)
- Announcing the award and the amount on the Festival's website
<https://www.todmordenbookfestival.co.uk/2020/06/15/a-big-thank-you-to-todmorden-town-council/>
- Announcing the award across the Festival's social media platforms
- Inclusion of the Todmorden Town Council crest on the Festival's website
www.todmordenbookfestival.co.uk, and on each of our Festival ebulletins which were sent to 2,946 recipients
- Inclusion of the Todmorden Town Council crest on the Festival's promotional vinyl banners (see attached)

*The total viewing figures for the livestreams across five events was 4,724 via the website/YouTube, 990,000 for Facebook events, and 47 participants for the Open Mic event on Zoom.

Please see the attached website and social media stats for visitor numbers and social media engagement rates.

What lasting benefit do you think the Town Council Grant has made to your organisation?

The grant has enabled Todmorden Book Festival to develop a programme of digital events for the first time. The positive feedback received about the six online events (see attached) demonstrates the success of the Festival in 2020. The award has helped Todmorden Book Festival to continue in 2020, and has enabled the Festival to build on and develop digital skills, which we will use in programming future festivals.

If you have received grants from the Town Council before, please advise how you intend to be more self-sustainable and reduce your reliance on Town Council funding for the future.

The Festival relies on funding from a number of sources each year to supplement the income generated from ticket sales and donations. The events in the digital programme were free to view, increasing accessibility and audience numbers. We are considering charging for some online events in the future in addition to charging for some in-person events. We plan to develop our online fundraising and promote this more widely. We are also considering developing a friends scheme and exploring sponsorship opportunities to help support future festivals.

If your project had any impact on Climate Emergency what were these and how were they minimised ?

Due to the national and local restrictions that were introduced last year, the Festival made the decision to deliver events online in 2020. Local people and audiences from further afield accessed the Festival digitally rather than travelling to events by car or public transport, which has had a positive impact on carbon emissions. The digital festival required no print marketing materials, as events were promoted online and in the press and local media. Print marketing has a relatively short lifespan and uses considerable resources. The use of digital marketing has reduced the environmental impact of the Festival in 2020, and we hope to build on this for future festivals.

In addition to the above, the Festival programmed an event with writer, broadcaster and commentator on environmental issues and sustainable development Jonathon Porritt, tackling the issue of how we confront the climate emergency. The environmentalist agreed to take part in an event specifically developed for Todmorden Book Festival, which inspired the

young people from Todmorden High School involved in the discussion, and enhanced Todmorden's profile as a town committed to tackling climate change. The event has sparked further conversations about the climate change emergency, and the school is continuing to build on their eco agenda with other initiatives planned for 2021.

ORGANISATION

What type of organisation are you?

- | | | |
|--|---|--|
| <input type="checkbox"/> Charitable Organisation | <input type="checkbox"/> Unregistered Community Group/Club/Society (delete as appropriate*) | |
| <input type="checkbox"/> Registered Charity | <input type="checkbox"/> Charity Number | <input checked="" type="checkbox"/> Other (please state) |
| | | Limited company |