



## TODMORDEN TOWN COUNCIL

### GRANTS AWARDED FEEDBACK FORM

|                                  |                         |  |                    |
|----------------------------------|-------------------------|--|--------------------|
| <b>Organisation Name</b>         | Todmorden Folk Festival |  |                    |
| <b>Date of Award</b>             | Feb 2022                | <b>Amount of Award</b>                         | £1000              |
| <b>Total Actual Project Cost</b> | £22,160                 | <b>Ref Number:</b><br><i>(office use only)</i> | <b>Minute ref:</b> |

| Purpose of Grant  |   |
|---|---|
| <input type="checkbox"/> Project Delivery<br><input type="checkbox"/> Community Benefit | <input type="checkbox"/> Community Cohesion<br><input type="checkbox"/> Cultural Arts & Music<br><input type="checkbox"/> Town Centre Event |

**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.**

Despite the significant ongoing concerns post pandemic we were delighted to welcome good numbers of festival goers both local and from around the country to Todmorden Folk Festival in 2022. We filled the newly refurbished hall at Tod College to capacity for a fabulous Ceilidh on the Friday night which saw many young people, including those enrolled to TLC on the Climate change program, joining in with our regular festival attendees in a very inclusive night of dance. The concert at St Marys on the Friday evening was also full and reduced many of us to tears with the poignancy of the beautiful voices and the first proper post pandemic concert!

On Saturday we were based at Tod College (mainly due to our inability to book Central Methodists which is our preferred venue). This presented a number of issues, including the distance from the centre of the town where the Morris teams and kids events were based, the problems with catering from the very restricted kitchen space and the very poor acoustic in the hall for our afternoon concert. We rose above these issues and the day went well but we have resolved to find more central venues in the future.

Saturday evening's concert at the Unitarian Church was nearly full and we were royally entertained by The Shee plus other support acts followed by Maypole dancing at Fielden Wharf to welcome in the 1<sup>st</sup> of May!

Sundays focus in the day was our World Music stage based on Oxford Street car park where everyone danced and sang through the afternoon and our concert at St Marys was very well attended with a soulful and thought provoking performance by Granny's Attik amongst others.

Throughout the course of the weekend there were many free events for everyone to attend – with Morris teams dancing at venues including Pollination St, Fielden Wharf and Patmos and a visit from Septimus the Giant who toured through the town! We filled Pollination St with family friendly events and kids activities, ran sessions at the Working Men's club and in other bars throughout town and performed at a Folk Eucharist at St Marys Church.

While our visitor numbers were reduced from previous years, there was still a fabulous buzz in the town and many people came out for the first time since Covid to join in with the events. Our volunteers worked very hard to ensure the weekend went well and we were delighted by the support once again from our great local businesses! It is hard to quantify exact

numbers attending as so many of our events are free and outdoors hence we are unable to collect visitor numbers, but we know that the town was busy and the accommodation options in town were full with festival attendees.

| <b>Impact – if applicable and where known have benefited from project - complete where relevant.</b> | <b>Numbers</b> |
|--|----------------|
| Residents engaged in project/ viewed outcome.  | 2500 +         |
| Volunteers engaged in project.   | 100 +          |
| Todmorden residents benefitting from skills development.   | 50 +           |
| Volunteers benefitting from skills development.  | 50 +           |
| Town Centre and or other venue visits generated.   | 2500 +         |
| Youth persons involved in project.   | 500 +          |
| Dementia friendly activities involved in the project   | 10 +           |
| Socially excluded/those with economic difficulties involved in the project.                          | Hard to tell   |

| <b>Financial Summary of Project/Event</b>   | <b>Expenditure</b> | <b>£ 14,159.81</b> | <b>Income</b> | <b>£ 13,983.27</b> |
|---|--------------------|--------------------|---------------|--------------------|
| <b>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.</b> |                    |                    |               |                    |
| <b>Where accounts are not available a simple income and expenditure statement will suffice.</b>   |                    |                    |               |                    |
| <b>Please attach evidence of expenditure e.g. receipts.</b>   |                    |                    |               |                    |

| <b>How have you promoted the assistance of the Town Council in your project literature/Web Site and or Social Media?<br/>Please provide supporting evidence and where able to analytics of visits to site, opportunities to see.</b>  |
|---|
| <p>We included the TTC logo on all publicity – this included 10,000 flyers publicising the event, 3000 free programmes with full details of all events both free and ticketed – this programme is an A5 40 page publication that many participants keep as a memento of the weekend.</p> <p>We used the logo on our sponsors page on our website and acknowledged the continued support of TTC on facebook posts.</p> <p>The logo is also on all event and venue banners displayed in Tod in the 2 weeks prior to the event and over the weekend and on pop up banners at the venues.</p> |

| <b>What lasting benefit do you think the Town Council Grant has made to your organisation?</b>  |
|---|
| <p>The grant from TTC allows us to carry on! Your support over the years has allowed us to provide a weekend of folk music, dance and entertainment based right in the centre of Tod. It allows us to keep ticket costs at a minimum – our weekend tickets cost £49 for an adult – most other folk festivals charge in excess of £100 (some significantly more) which we feel excludes so many local people from attending. We are committed to providing as many FREE events during the weekend as possible to engage with local families and your money makes that a possibility.</p> |

**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.**

After Covid we are still struggling to recoup the losses made for the 2020 event that had to be cancelled at the last minute after we had paid for publicity and we had contractual expenses for some of the artists. This removed all our reserves. There was no Folk Festival in 2021 and the event in 2022, while popular, definitely still had lower numbers of ticket sales due to concerns post pandemic and hence income generated was lower than in previous years.

We could increase ticket prices, but with the huge increase in venue costs (one venue used to charge £100 and in 2023 have asked for £500), Tech costs, marketing costs etc we may need to do this in 2024 just to break even anyway.

We will continue to strive towards self-sustainability but we hugely value the support from TTC and hope that the benefits – both to local businesses and local families will allow the council to consider future applications positively.

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

We encourage attendees to arrive by public transport wherever possible and as the events are all centred in the town most local families and visitors walk to the various events.

We use local food and drink at our venues wherever possible and we own all our own glasses to be used at events to avoid plastic waste. We used The Real Junk Food Project to supply most of the food used over the weekend. This is food that would otherwise have gone to landfill. We also are supplied by local butchers from Tod Market and we source our cheese from Pextenement Cheese company in Todmorden.

We have a commitment to recycling ensuring all cans and bottles at the venues are recycled, where real plates and cutlery are not available we use compostable alternatives which I take home, rinse off and compost with my garden waste!

Since 2014 we have worked with local breweries to supply the bars at our venues and we encourage other bars in the town to stock our local festival beers (We have used Little Valley Brewery and Eagles Crag in the past). This has lead to repeat orders from local bars on an ongoing basis to these local breweries.

In 2022 we used Todmorden Learning Centre as a venue and they provided information to our attendees on the Climate Change College.