



TODMORDEN TOWN COUNCIL

GRANTS AWARDED FEEDBACK FORM

Organisation Name	Todmorden Folk Festival		
Date of Award	Feb 2023	Amount of Award	£2250
Total Actual Project Cost	£25,257	Ref Number: <i>(office use only)</i>	Minute ref:

Purpose of Grant	
<input type="checkbox"/> Project Delivery <input type="checkbox"/> Civic Pride <input type="checkbox"/> Community Benefit	<input type="checkbox"/> Community Cohesion <input type="checkbox"/> Cultural Arts & Music <input type="checkbox"/> Town Centre Event <input type="checkbox"/> Voluntary Sector Youth Engagement <input type="checkbox"/> Accessibility and Inclusivity – especially Dementia friendly

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.

In 2023 Tod Folk Festival made a profit for the first time since 2019. Covid left us in a perilous position as we had to cancel the 2020 festival with 6 weeks notice meaning we had already occurred significant costs which we could not recoup. We did not run the folk festival in 2021 as the situation was too tenuous to run large public events so when we tentatively promoted the festival in 2022 we knew that visitor numbers would be lower than in previous years due to peoples anxiety in mixing indoors. Despite this people did come – in significantly lower numbers than previously – but with enthusiasm to listen to live music again! The loss we made in 2022 was significant, but quite frankly could have been a lot worse!

So we went into 2023 on the back foot financially but determined to grow our visitor numbers as consumer confidence grew. We totally succeeded! Folk Fest 2023 was buzzing! People came in droves to events all over town and our visitor numbers were even greater than in 2019 showing an appetite for events like ours after the privations of COVID. We were particularly busy at Pollination St on the Saturday – the event that your money largely supports. Families came and joined in with the large range of FREE activities we ran including Face painting, Music making, craft activities and meeting the Dodo's! Please see photos attached!

It is hard to quantify visitor numbers at outdoor free events but it felt that we were as busy or busier than any event previously. Traders reported a very busy weekend in town and despite the rain on Sunday visitors still attended our outdoor events in large numbers proving that the rain doesn't stop play!

We know from talking to visitors to our events that they utterly appreciate the whole weekend and it has become a significant date in the Todmorden calendar and we appreciate the support you have given us in reaching this point.

Impact – if applicable and where known have benefited from project - complete where relevant.	Numbers
Residents engaged in project/ viewed outcome.	1000+
Volunteers engaged in project.	80+
Todmorden residents benefitting from skills development.	300
Volunteers benefitting from skills development.	30+
Town Centre and or other venue visits generated.	Very many
Youth persons involved in project.	Performers – 25 Attendees - 500
Dementia friendly activities involved in the project	
Socially excluded/those with economic difficulties involved in the project.	Hard to ascertain

Financial Summary of Project/Event	Expenditure	£16,410	Income	£21,682
<p>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.</p> <p>Where accounts are not available a simple income and expenditure statement will suffice. Please attach evidence of expenditure e.g. receipts.</p>				

**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.**

We have enjoyed a close relationship with Todmorden Town Council over a number of years and include their logo on all our publicity including flyers, brochures, banners. We invite the Mayor to our main concerts throughout the year and would welcome all local councillors to attend our concerts if they are able!

We announce and thank all funders on our Website and on Social media posts and via press releases.

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

Previous grants from Todmorden Town Council have enabled us to grow our festival from a very small acorn! We started with no income and a dream ... but with a lot of goodwill, a dedicated team and a few contacts in the folk world along with your support we were able to organise our first event in 2015. Since then the support from TTC has been instrumental in allowing us to

offer a whole raft of FREE entertainment over the weekend to create a buzz in the town centre bringing in local families and visitors from further away. From Morris teams to amazing street performances, underpinned by kids activities on Pollination Street for families your money has been the visible backbone of the festival.

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.

On the whole the main festival now is self sustaining in that our ticket sales and food/drink sales cover the costs of venues, artists, tech support and publicity despite keeping our weekend tickets at the same very affordable price to ensure it is accessible to the majority, but we are very aware that many local people do not have the spare money to access ANY paid events and hence your support allows us to welcome the whole town to the festival by way of FREE street entertainment and children's workshops and events. The festival would not be able to support these events from our income without a big increase in ticket charges making the whole festival less accessible in general. We appreciate this is a dilemma and are very grateful for your ongoing support.

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. In the past we have 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 and we hope to be able to work with them again. We also are supplied by local butchers from Tod Market and we source our cheese from Pextenment Cheese company in Todmorden.

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 led to repeat orders from local bars on an ongoing basis to these local breweries.

This year we are using Todmorden Learning Centre as venue for the second year and they will be providing information to our attendees on the Climate Change College.