



**Project Monitoring Report**

**Organisation Details**

**Project Details**

<p><b>Name</b> Sherburn in Elmet Teasel CIC</p> <p><b>Registered Address</b></p> <p>Cromwell Gardens                  175a Moor Lane                  Sherburn in Elmet                  Leeds                  LS25 6DX</p>	<p><b>Description:</b></p> <p>3-day Craft and Food Festival held in Sherburn in Elmet. The main venue was Eversley Park with additional events at the Methodist Church and Social Club car park in the village centre.</p> <p>The event included craft and food stalls, celebrity chef demonstration, children’s cookery school, stage entertainment and a selection of activities appropriate for different age groups.</p> <p><b>Date of project</b>            26-28 August 2017</p> <p><b>Contact name</b>             David Buckle</p> <p><b>Telephone</b>                 01977 681412</p>
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**IMPACT REPORT FOR PERIOD January 2017 to October 2017**



**Q1 In no more than 500 words please outline the key outcomes of your project.**

The festival attracted approximately 9,000 visitors over the three-day period. 94% of visitors were from within a 25-mile radius of Sherburn.

The festival was organised by a small committee with nominated individuals taking the lead on different aspects of the festival. The core team will take the same roles for next year's festival so that we will have continuity, confidence and experience to make improvements.

We had over 100 volunteers helping on the festival days, many of these from local organisations. We now have an established relationship with these groups, many of whom have indicated that they will help again at future events.

We took time to ensure that we had a personal approach with our stallholders (over 65 craft and over 50 food stalls), many of whom are keen to book again for 2018. Feedback indicates that many are keen to book again for the next event.

Health and safety, security and traffic management were key to the success of the event. We benefited from advice and suggestions given at two Safety Advisory Group meetings which enabled us to produce a robust Management Safety Plan (MSP) and a comprehensive traffic management plan. These are living documents which will be reviewed and updated for use at future festivals.

We have a modern web site with the facility for purchasing on line tickets and a good social media presence. This formed a major part of our marketing strategy and was supplemented by printed leaflets, signage, interviews, articles in local press and magazines.

The CEF grant and Council funding assisted with our cash flow during the early stages of planning when we needed to secure venues, equipment and resources for the festival dates. Local and national companies were very generous in sponsoring the event making it possible for us to invest in equipment, rather than hire, which will reduce expenditure on some aspects in future years. Wherever practical we sourced suppliers of equipment and services from within Selby District to support the local economy.

The event was a steep learning curve and our post festival report details the key lessons learned that will help us to make efficiencies and savings for year two.



**Q2 In no more than 500 words please demonstrate how the project has met the Community Development Plan objectives that were identified in the original application for funding.**

Objectives taken from application form

1 Trial new ideas that will benefit residents and improve the local area

The event was the first of its kind to be held in Sherburn and feedback from residents and local businesses was very positive. The improved footpath in Eversley Park, paid for by the CIC, is evidence that profits will help towards funding community projects like this in the future. The donations made to organisations will provide additional services for people in the village, although that may not be seen as a tangible benefit in the shorter term.

2 Sense of community

The event brought together a number of individuals and local organisations to work together towards a single purpose. As a result, new friendships have been formed and local business relationships developed. The festival feedback from visitors, volunteers and stallholders note the friendly atmosphere and sense of pride in the community at the event.

3 Activities for young people

Our aim was to provide activities for a family day out. We had a diverse range of peripheral activities including, vintage fair, face painting, wood carving demonstrations, children's cookery school miniature railway, birds of prey, magician and stage entertainment. There were also children's craft competitions.



**Q3 In no more than 250 words please give details of any additional benefits or objectives that the project has met that were not anticipated/outlined in the original application for funding.**

Although not a tangible benefit, we did not anticipate the positive atmosphere and enthusiasm for the event by the people in the community. Individuals and businesses were both very generous with their time and services in helping to deliver the event.

Some individuals in the organising team have seen this as an opportunity for personal development and feel that their involvement has increased their skills and their confidence in their own ability.

**Q4 In no more than 500 words please state how the project has benefited the community.**

One of the key festival aims was to be able to make donations to local charities from our Year 1 profit and we asked for applications from local causes. We reviewed these using a points system which ensured that they were assessed objectively and so that we could provide detailed reasoning for the outcomes. Twelve organisations each received £250 donation. In addition to these donations, we have paid for a path to be upgraded at one of the entrances to Eversley Park.

Wherever possible we have bought/rented goods and services from local suppliers to boost business in the local economy.



**Q5 Please provide a detailed breakdown of how funding was used.**

(i.e. invoices, travel expenses claimed, staffing costs/overhead costs)

Item / Service Purchased	Cost
Development of website and social media and promotional literature	£3,000.00

**Q6 Did the application meet any conditions attached by the CEF?**

The funding was used to assist in the start up costs of Sherburn in Elmet Teasel CIC. We allocated the money to the design and development of a comprehensive website and the set up of social media platforms. The website and social media were updated regularly and were invaluable in ticket sales and for marketing.

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