



Post Event Report 2024

Harvington Festival 24 was delivered over the period 14-23 June with the final programme comprising 13 separate events distributed across the Village. Once again the guiding principle was to provide a wide range of opportunities for the community to come together, see and hear from visiting speakers and entertainers and to celebrate all that Harvington has to offer.

Ticket prices ranged from £5 to £30 with many events free to maximise accessibility and engagement with the Community. Over the course of the Festival we welcomed between 400 and 500 visitors, expanded our repertoire of performers and contacts and benefitted from the continuing support of 22 Friends of the Festival.

Website traffic was our main access point for information with nearly 1400 site visits and over 4500 page views. During the Festival week itself there were 40-50 unique visitors (i.e not repeat visitors) per day with the Events page being the most accessed. The challenge is to convert this traffic into attendance at events.

A copy of the Festival programme appears at Appx 1.

Community Involvement and Feedback

2024 Festival Survey Responses

A post event survey was promoted through the Village News and Facebook page with email links sent to Festival subscribers, to gauge what went well, what might be improved and whether or not there is community appetite for future events of this kind.

The survey responses this year were considerably lower (-60%) than in 2023, making any statistical significance from the responses limited, but there is a narrative that begins to form from the responses given.

First, there is continuing overall satisfaction with the Festival with all respondents responding, satisfied or good to the initial question - "overall, how satisfied were you with the 2024 Festival?" This is echoed in support of the timing of events and the venues. There is however some questioning over the variety of events and the website, where a small number of respondents express dissatisfaction with both - whilst not significant, this amounts to 12% of respondents and remains a critique from 2023.

The Festival is considered value for money by those who bought tickets. For those who did not buy tickets, the main reason for not doing so (75%) was their personal availability on the date of an event they may otherwise have thought to attend. The cost of events was not a consideration with almost everyone who bought a ticket saying it was value for money.

A critique that appears in the survey and anecdotally through wider conversations is that overall the promotion of the event was good, but that some of the details were hard to find or changed, a criticism the organising committee are aware of themselves. This sits alongside half of survey respondents struggling with the website in one way or another, although this criticism was slightly lower than in 2023.

The Friends membership once again provided satisfaction for our supporters. However, whilst nearly all respondents had been aware of the Friends, only 30% became so. Those who did were happy that they did and overall thought it value for money and would do so again. Having information ahead of others, discounts on tickets, or perhaps free refreshments at events were considered ways to enhance the offer.

As for the future, all respondents support a future event. More music and food events top the list of what people would like to see more of, followed by free events and more literary events. Coming in fourth are wider cultural events - talks, art, photography, horticulture, whilst there is a small support for additional family events. There is little appetite for the return of the competitions.

The upshot of this, is that in order to provide something for everyone, there is a wide spectrum of preference within the village for Festival events. "If there was one event you would attend in 2025 it would be. . ." provided responses that covered all events held in 2024, with perhaps something 'foodie' added in.

With regards to volunteers, 7 respondents offered their support for future events, which would provide added physical and mental power to the planning and delivery of the event, and will be followed up in the near future.

As with Festival 23 more needs to be done to pre-engage people (although outreach was made on social media in the planning of the Festival), and to spread the message better across the whole village. There is a desire for an event which brings people together, with music and food seeming to be the two age-old elements to achieve this. There is an appetite for a future Festival, of a similar length with a similar programme. The request is clearly for the creation of a chance for villagers to engage and be a part of something, rather than just to come along to listen.

Compliments:

In addition to the survey responses a sample of the many verbal compliments received is as follows:

" The classical music played with such quality in this church this evening was a privilege to witness. It brought this ancient building alive with its beauty. I'm so glad I came."

"Hearing the children sing this afternoon brought a tear to my eye. I'm so proud to be a parent listening to their joyous singing and playing. So grateful to the Festival for giving children and young people the opportunity to share their talent"

" As a bit of a nosy neighbour, the chance to escape into the gardens of my village neighbours was a delight. I've spoken to people that I've never met before and loved the opportunity.

"This is what a village pub should be all about! Singing along and listening to great local music has been so much fun and there were so many smiles on people's faces"

"Sitting around a table eating together was the best part of this evening. We never have the chance to do this normally.

Finances

A summary of Festival income and expenditure appears at Appx 2.

In addition to the event income and expenditure the Festival generated additional benefits throughout the community including increased footfall in the Coach & Horses for the Music night, block booking income for the Village Hall and supporting Ellenden Farmshop through the Barn Dance. Furthermore, a total of £2728 was raised at Festival events by volunteer supporters for a range of charitable causes in the area. A breakdown of the charitable funds raised also appears at Appx 2

The Future

The experience of the Festival Team, the survey responses and the many compliments received suggest that a future Harvington Festival can be viable and would be well received. However, there are some key areas which need further work to ensure success including the range of events on offer, the composition of any organising team and more productive engagement with local businesses and with the wider community.

Additionally, it was noted by the organisers that Festival 24 was well supported but by a relatively small number of residents and that this is not a sustainable position. There needs to be wider engagement by the community if a Harvington Festival has a future.

The Festival Team held an open meeting on 16.10.24 for members of the community to drop in and have their say. At that meeting it was resolved that there is sufficient organisational knowledge, community traction and resources to deliver a Festival for summer 2025 but that the current organising Team is unable to commit beyond that event and new ideas and volunteer organisers will need to be identified.

Harvington Festival Committee

04.11.24

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www.harvingtonfestival.org

Appx 1 – Festival Programme

A week of festive fun throughout the village...

Harvington

...see, hear, taste, dance and be entertained!

FESTIVAL 2024

Friday 14th June – Sunday 23rd June

For one week this June, the Harvington Festival returns, with new additions for 2024.

	Festival Film Night Erin Brockovich - Village Hall £5 inc. drinks and nibbles Fri 14th June - 7:30pm		Toddy Bear's Picnic Music at the Village Hall £2.50 per family Sat 15th June - 10:30am
	Launch Garden Party Friends of the Festival Invite Only - The Grange Sat 15th June - 3pm		Festival Dinner Guest Speaker* / 2 Courses £30 each - Karma Salford Hall Sat 15th June - 7pm
	Fun Dog Show Ellenden Dog Training Field £2 per dog per competition Sun 16th June - 11am		The Big Read With Guest Author** £10 inc. drinks & nibbles Mon 17th June - 7pm
	Classical Music Night St James' Church £8 each including wine Wed 19th June - 7:30pm		Corks Wine Tasting Inc. wines, meats & cheese £25 each - Village Hall Thu 20th June - 7:30pm

* Festival Dinner Guest Speaker - Christina Patterson
** The Big Read Guest Author - Lex Coulton
All events subject to change

For event details and booking visit: www.harvingtonfestival.org

	Live Music Night Jazz Spectacular FREE - Coach & Horses Fri 21st June - 7pm		Open Gardens Throughout the village £5 per map - Baptist Church Sat 22nd June - 2pm-5:30pm
	Art Group Display Exhibition & demonstration FREE - Baptist Church Sat 22nd June - 2pm-5:30pm		Youth Entertains Village Hall £5 per adult - children free Sat 22nd June - 3pm-5pm
	Summer Bark Dance Dancing, Bar & BBQ £15 each - Ellenden Marquee Sat 22nd June - 7pm-Late		Open Gardens Throughout the village £5 per map - Baptist Church Sun 23rd June - 2pm-5:30pm
	Battle of Evesham History, Arms and Armour FREE - Village Hall Sun 23rd June - 2pm-5pm		Made in Harvington Craft Exhibition FREE - Village Hall Sun 23rd June - 2pm-5pm

All events subject to change

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FESTIVAL 2024

Organised by residents of Harvington



Become a Friend
Friends of the Festival are our core supporters. Last year they enabled the Festival to launch, this year their support enabled more, free events to be provided for our community.

Financially supported by
Harvington
Parish Council

For event details and booking visit: www.harvingtonfestival.org

Appx 2 – Summary Income & Expenditure

Income & Expenditure 2024				
c/f bank account				£2,252.38
Income				
Grant - Harvington PC	£1,500.00			
Wix Tickets & Friends	£1,961.42			
Cash tickets, raffle, donation & drinks	£1,045.30			
		£4,506.72		
Non Cash Expenditure				
Venues	£198.50			
Wine, food, flowers	£293.66			
Karma Salford Hall meals	£660.00			
Advertising	£1,201.00			
Authors	£811.00			
Toilets	£216.00			
Licence & Electrician Barn Dance	£196.00			
Cash Expenditure - Music	£505.00			
		£4,081.16		
Annual Balance			£425.56	
Balance as at 21.09.24				£2,677.94

Proceeds to 3 rd Party Causes				
Dog Show @ Ellenden	Evesham Lurcher, Greyhound Rescue			300.00
Harvington Youth Entertains	Harvington Youth Project			68.00
Open Gardens	Harvington Parish Church			1,470.00
Sophie's Teas	Shelterbox			320.00
Phoenix Teas	Shelterbox/Bidford Dementia Café			200.00
Barn Dance Bar	Harvington PTFA			220.00
Barn Dance BBQ	Harvington Youth Project			150.00