



## DEBRIEF

### OVERVIEW

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Again in 2012 the general feed back on the festival was very good. As will always be the case a couple of areas made themselves known as not being so good and we have identified these and we will learn from them.

The previous festival in 2010 was generally regarded as a success. However after analysis the following were identified as requiring improvement or implementation.

### ITEMS TO ADD\CHANGE\IMPROVE\CONSIDER

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- 2 day event (done)
- Camping (2014)
- more pig roast (done)
- vegetarians catered for (done)
- Food variety (done)
- tea & coffee (done)
- more for kids (done)
- avoid football (done)
- bigger beer festival (done)
- better U18 control (done)
- improved entrance (done)
- More bin (worse than 2010)
- Better PA for field (done)
- Strict rotas – bar and BBQ became a free for all (done)
- Sub contracts (done)

Of the 15 items for improvement 13 were implemented, camping was not appropriate for 2012 and the bins were a victim of AVDC starting the recycling revolution the week of the festival and be understaffed.

## **AIMS & OBJECTIVES**

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The three base objectives that we measure ourselves against in priority order are:

- 1. Create a high quality extremely memorable event for our community to be proud of**
- 2. Bring together as many organisations as possible in the village under one neutral banner with a common aim**
- 3. Raise funds for Florence Nightingale Hospice and village organisations**

We believe the above were achieved even more so in 2012 than ever before and that these core objectives will be fulfilled with ever increasing success as each bi annual festival passes.

**Objective 1.** The spectacle and level of professionalism was to a very high standard. The site this year was much larger. Logistically it was put together with a great deal of planning and attention to detail.

We had as key attractions a dedicated evening of very high quality comedy, a 56 barrel real ale festival and 3 stages featuring excellent quality musicians with incredible sound and light (have a look at the You Tube Videos). In addition to this children's entertainment and attractions were in abundance to add a community feel, colour and variety.

The atmosphere on site was very good and the festival did not unduly impinge on the residents of Grendon Underwood who may not be so excited at the prospect of their very own festival.

**Objective 2.** This was an area that was really pleasing. The organisations that mobilised their resources this year were:

### **GRFC \ SCOUTS \ FROGS \ CHURCH \ VILLAGE HALL**

It is accepted that as a small community these organisations are cross populated and not used exclusively.

Without these organisations and their army of volunteers the Festival just does not work.

Generally the festival went very smoothly because the professional organisations lived up to their reputations and also because the volunteer force worked extremely hard and with great effectiveness. All around the site it was evident that the roles taken on were being fulfilled with good humour and pleasure.

The volunteers were well supported with a strong set of instructions and rules. The volunteers were then asked to take on responsibility for making decisions and when they did they could be confident that they would not be undermined and the decision would be classed as good. This kept a great deal of pettiness away from the festival and was one of the things that created a strong sense of the community as a team not just the committee. It felt like Grendons Festival not the committees.

It must be said at this point that there is a great deal of good will around the festival in terms of what we pay for and do not pay for, when we need highly qualified professionals. Special mentions must go to:

### **CLASS ACT & CENTRAL ELECTRICAL**

These two make it noisy and alight. The time and resources to make it noisy and alight have to be witnessed in their full operation to be appreciated. Both organisations work on a non profit basis but

the reality is the festival must costs them and we are VERY grateful. We are aware that this situation cannot continue indefinitely.

**Objective 3.** At time of writing (a few outstanding bills and invoices) £20,000 was raised for FNH and local good causes. 50% is paid to FNH and the local good causes will be subject to a presentation to say thank you and distribute the other 50%. (now completed)

To raise this amount of money on the back of objectives 1 & 2 should be congratulated especially when put in perspective of 2010's result. It is 2.5 times the amount raised in 2010 without 2.5 times the ticket sales. This clearly shows that the objectives of mobilising the communities volunteers, outsourcing food, drink and attractions plus raising the sponsorship goals have paid off.

If the amount raised was deconstructed and viewed as the only objective the return on effort and resources mobilised is arguably low. This MUST be put into perspective however and the bigger picture seen with regards objectives 1 & 2 and the future revenue a 'mature' festival will generate.

Objectives 1 & 2 were definitely achieved. In terms of objective 3 the festival is an on-going event and as with any venture will not produce good financial results until it matures to a more optimum size. In reality this is only the second time the festival has been staged in this format.

Once this more optimum audience size is achieved (we believe at least 4,000) the output financials start to fully reflect the input. Based on the forecasting produced (which have proved very accurate) with an attendance of 4,000 the profit will be ~ £50,000.

We must bear in mind here however that there is only so much good will that can be drawn upon with the more commercial organisations and it is not fair to make these types of profits at the cost of a loss to them, it is realistic as such to expect certain costs to rise and profit to lower from £50,000.

The vision after 4,000 as an audience is endless as there is plenty of room on the fields. We just have to ensure that the vision is in line with the local communities' desires, needs and land owners good will.

We want the festival to be fully transparent and abbreviated accounts are available to any one who would like to view them.

Before moving on I would like to officially thank the following (in alphabetically order)

Andy Walker, Brian Smith, Chris Wilkinson, Colin Kendrick, David Evans, Helen Kendrick, Ian Leslie, Leoni Leslie, Yvonne Davison.

These 9 and I made up the main committee and started work on the festival in November 2011.

They are a very inspirational, self motivated group of people who have been a pleasure to work with. They have given up a ridiculous amount of their time, money and resources completely altruistically. Thank you all for getting on with it and getting it done.

There are of course so many other people to thank and this document cannot pull out everyone who we are grateful too. However there are a few more thank yous that should be in this document:

Steph Wright – arranging and running the Acoustic Stage to a very high standard  
Lindsey Fealey (FNH) - who attended far too many meetings and pitched in magnificently  
Tommo – a lot of time off work and a lot of time on site making it all happen (whatever it was)  
H, Andy Norfolk, Bennie – lumping, lifting and sorting a lot  
Miguel – Cooking every night for the overnight sleepers from Wednesday right through, and cheerful as always

Glynn Jones - who appeared on Wednesday and left on Monday! I think he popped home briefly. He was invaluable in setting up and breaking down, working non stop.

## **ITEMS TO ADD\CHANGE\IMPROVE\CONSIDER**

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It was not all perfect however and the following were flagged for improvement (in no particular order)

- Full 2 or 3 day event (infrastructure is there use it for longer)
- Camping
- More variety of music on main stages (More covers bands?)
- Well known headline band
- Break in music between bands
- Larger paying audience needed at least 4,000
- Bigger Comedy Event and tent
- Artists entrances more effective
- Better lit car park and toilets
- Post festival breakdown needed more help
- Food queues were too long
- Inconsistent pricing on food
- Bar queues were too long at times
- FNH did not show brand strongly enough
- Merchandise was badly positioned

## **FUNDS SPLIT**

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Colin Kendrick has produced a very clear concise presentation that communicated how the proceeds were split. This is available should the reader wish to view it but was presented to all the beneficiaries on 03-10-2012. For the sake of this document the splits were based on the amount of volunteering time provided by each organisation and then each committee member plus Tommo and Glynn apportioning their notional volunteering time (25 hours) split between each organisation as they wished.

The following result was obtained:

FNH	-	50% of total and then of the remaining 50%
GRFC	-	20%
SCOUTS	-	19%
VILLAGE HALL	-	8%
CHURCH	-	27%
SCHOOL	-	26%

Once the last remaining monies are in the cheques will be sent.

## **CONCLUSIONS**

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- We learnt very well from 2010 and did not ignore our mistakes
- All three base objectives were achieved
- GrendON Festival now has higher reputation and greater desirability
- Items that were badly wrong are easy to fix and will be

- An audience of 4,000 is key to create very effective bottom line figures
- An audience of 4,000 enables the festival to stand better on its own two feet and ensure the commercial organisations that have been extremely generous to us are not abused and wish to continue with us.
- Selling tickets and putting on the event is the job of the committee and sub contracting should be used at every opportunity
- Needs to be longer
- Needs to have even more variety and more going on
- Volunteers are crucial to achieve ALL 3 base objectives
- Our targeting and budgeting were very accurate and the additional intelligence in terms of what happened when will make us even better in 2014