



Chair's Report, 2022

AGM, 03/10/22

With the covid situation being more under control, sort of, we planned and held the 2022 Festival in its usual May slot (21st – 28th May). This worked well, especially for the Saturday events, with excellent weather on the day leading to lots of people in town enjoying the events. The usual range of entertainment - music, choirs, Punch and Judy and a clown, was very well received. Nailsworth Primary School team ran the Duck Race successfully but there was still some feeling that their publicity did not sufficiently explain the event as being part of Nailsworth Festival. The Sports Fest was very well supported this year with a large number of families attending. The Youth Club organised and ran the event very effectively. Another partner this year was Cotswold Costumes who put on a really interesting display in the Mortimor Room throughout the day. Once again, the library team supported the Festival by organising Craft activities.

In a change to arrangements this year the Committee handed over the organisation of the Bus Station Market to the Chamber of Trade. This reduced some of the practical stresses but there were negatives in that costs to stall holders were very high and the Festival made no income. This needs to be kept under review for future Festivals. The Market Street team also ran stalls in their area which worked well.

As in previous years, the Festival included a wide ranging and eclectic mix of evening events with individual committee members taking responsibility for these. There was a total of 13 main events held in a variety of Town venues. Most were very well received, especially the Blues and Moscow Drug Club music events. David Bullock talking on local wildlife was also very popular. The classical event with the Brodsky Quartet was of very high quality and we were fortunate to once again receive substantial sponsorship for this. Several events were put on in partnership with other local groups including Churches Together, the Tell Tales Group, the Film Club and Ruskin Mill.

Alongside the main events the programme also included Art Workshops in collaboration with Three Storeys, Hands on Harp workshops, the Natural Cookery School and an Art Exhibition with Kristine Raw. Although these events attract limited numbers, they form an important part of the range and type of events offered during the week.

Ticket sales worked efficiently, with thanks to Caroline and John. A high percentage of these now sell on-line but our "outlet" in town, run by the Town Information Centre, also remains important. The general administration worked well with no major issues. We receive very helpful advice and support on all of this from Stroud District Council. Finances were also efficiently managed (see separate report) with the card machines, sourced by Phil P, proving invaluable as less and less people work with cash.

The media campaign was effective with planned monthly releases of information through Nailsworth News getting the programme out to each house in the Town as well as other local media. Additional coverage on Radio Gloucestershire was also useful. The increasing importance of web based and social media information is also acknowledged. The most successful events, in terms of attendance, appear to be those for which the performers have an on-line following which also spreads details of the event to a wider audience.

We decided between the '21 and '22 Festivals that the old banners on heavy poles were no longer safe to use or manage. Phil H. put a huge amount of work into looking at alternatives and liaised with the Town Council in order to finance new banners and we ended up with a bright, modern alternative of red flags which were situated around the town. We will be able to add to the number over coming years as finances allow.

I would like to express thanks to the Town Council for this and for the funding which provides the free events on Festival Saturday. It very much feels that the Town Council and their staff are positive and supportive of the Festival overall. We also remain grateful to our loyal business sponsors for their on-going support.

Finally, I would like to express my personal thanks to the whole committee for all the individual hard work that goes in each year to providing an interesting and enjoyable Festival for the Town.

Mary Saunders, Committee Chair