

6) Appendix 1: Interim Account

Ludlow Green Festival 26<sup>th</sup> August 2011

Statement of Account

<u>Item</u>	<u>Income</u>	<u>Expenditure</u>	<u>Net</u>
<b>OVERHEADS</b>			
Sponsors and Grants	1220.00		
Publicity & Programmes		900.00	
Postage & Stationery		39.00	
Insurance		120.00	
	<u>1220.00</u>	<u>1059.00</u>	
			161.00
<b>GREEN FAIR &amp; EVENTS</b>			
Market Square Rent		570.00*	
Stalls Bookings	1263.00		
Children's Activities		250.00	
Museum on the Move		30.00	
Music Costs		360.00	
Collection	125.00		
T- Shirts	16.00		
Foraging Workshop	63.00	60.00	
	<u>1467.00</u>	<u>1210.00</u>	
			257.00
<b>TOTAL</b>	<b><u>2687.00</u></b>	<b><u>2269.00</u></b>	<b><u>418.00</u></b>

**NB**

\* Offset by grant from Ludlow Town Council.

**Appendix 2: Funders and Supporters**

**Funders**

Acaster LLP  
 Bodenham's  
 Chesterton Humberts Surveyors  
 Ludlow Brewing Co.

Ludlow Town Council  
 Phillips and Co. Solicitors  
 Rose & Crown pub  
 Tuffins  
 Wallflower

**Supporters**

Herefordshire Council - (Museum On The Move)  
 Ludlow Historical Research Group (Town Tours)  
 Ludlow Visitor Information Centre  
 Shropshire Council – Historic Environment Team  
 (House of Bottles and Tyres)  
 Wigley's Field Allotments



# Ludlow Green Festival 2011 Report



## 1) Introduction

Ludlow 21 which organises the Festival is a company limited by guarantee (non-profit making) and is the principal voice for local environmental issues in the area. Eight years ago it took over the management of the Green Fair and in the succeeding years developed it into a Green Festival. This has varied in length and date but is now firmly established over the August Bank Holiday weekend. The Festival was managed this year by a five person committee. To cover our costs we rely on sponsorship from local business, income from stall rents, some small grants, and a street collection.

## 2) Aims of the Festival

We continue to try and raise awareness of the massive environmental challenges facing mankind, and at the same time demonstrate how we can enrich our lives by treading more lightly on the earth. The Festival raises the Ludlow 21 profile in the local area, adds to the town's "Festival" reputation and significantly boosts the town centre's economy.

## 3) Events of the Festival

1. **Green Fair.** Again a very successful event. This year no extra stalls were hired due to insurance problems. Instead a number of gazebos were borrowed, and this worked well, along with trailers which some exhibitors brought. All together there were 53 exhibitors – 35 commercial and 19 charitable/campaigning (although, unaccountably, a total of 3 did not show on the day).
2. **Stallholder Feedback.** There was some sun and only a light breeze, and the atmosphere was, as usual, good for business, as most stallholders noted. They were happy with the organisation and facilities. Some felt that the music, though good, was too loud for business discussions.
3. **Customer Feedback (from 41 returns).** Very positive, both about the range of stalls and the food and drink on offer. We estimate the usual attendance – approaching 3000
4. **The House of Tyres and Bottles.** More of a temporary installation than the re-cycled houses of other years (partly due to the necessity of avoiding vandalism); but making an important point about the huge numbers of tyres discarded on a daily basis and the need to recycle them. The Shropshire Council Officers based at the house were overwhelmed with challenging and interesting enquires about building developments
5. **Children's Activities.** Both the Storytelling and making the Edible Mini Garden received considerable positive feedback. The Museum on the Move exhibition on Dodos and Dinosaurs was packed out all day and the staff were praised for their inspirational interpretations of the displays.
6. **Film "Gasland",** chosen by us, shown in the Assembly Rooms and publicised in our literature, attracted a good audience.
7. **Food Foraging.** A new event which was sold out and with excellent leadership provided advice on the use of plants on our doorstep.
8. **Hop on Bus to Leintwardine** was a rip roaring success and although it took passengers away from Ludlow after 2.00 pm, to the Beer and Music Festival, many had spent time at the Green Festival prior to their bus journey. The cost of this had been underwritten by Ludlow 21 and the two local breweries. In the event it proved so popular that it ran at a profit.
9. **Wigley Field Allotments.** Plenty of visitors some with particular concerns about plant predators.

## 4) Publicity

1. **Press Publicity.** The Shropshire Star, Ludlow Advertiser and South Shropshire Journal all gave us good coverage throughout the year, an advert was placed in Broad Sheep and we paid for the two Ludlow papers to give us good coverage in the week before the Festival.
2. **Local signage & banner.** The single road banner was installed well in advance in a prominent position across Corve Street, and the signs along the roads entering Ludlow provided clear information for car users.
3. **Literature.** The design was successful, we had a clear house style and the volume printed was accurate for meeting demand.
4. **Feedback forms.** These were used to evaluate customer reaction. It appeared that there was a 50/50 split between locals and visitors, with about half coming because of publicity of some sort and a quarter because they come each year, and another quarter just happening to be in Ludlow on the day. Comments were extremely positive, both for the general ambiance and for our attempts to get green messages across.

## 5) Conclusions

The overwhelming feeling as this year's Festival drew to a close was that all the events on the Sunday ran at maximum capacity. It would have been difficult for extra participants to engage in any of the events or to navigate through the stalls of the Fair.

We ran the Festival on a tight budget of £2,300, compared with £3,800 last year, when we ran relatively expensive craft workshops on the Saturday. We were also indebted to Wallflower for donating all the design expenses for publicity.

We remain dependent on our sponsors and crucial help from volunteers.

There are several improvements and additions we would like to add next year, but welcome more.

1. Re-instate the provision of re-cycling facilities in Market Square.
2. Develop a Green Walk in addition to the regular Town Tours.
3. Introduce a theme for the Festival.
4. Attempt to attract a wider variety of practical re-cycling and environmental organisations.
5. Continue to monitor carefully the green credentials of all stallholders.
6. Make better use of Ludlow 21's food kitchen trailer.