

THE HEREFORDSHIRE FESTIVALS 2004 / 2005

Report By: Cultural Services Co-ordinator

Wards Affected

Countywide

Purpose

1. To update Members of the activity since the Festivals Review, which reported to the former Social and Economic Development Scrutiny Committee in November 2003, and report on the current position in respect to the Festivals that have taken place in the County, from October 2004.

Financial Implications

2. No funding considerations at this time.

Background

3. The four main festivals that take place annually in Herefordshire have been established for some considerable time with great effect. The audiences' figures in general have shown a slight increase of 3-6% on the previous year, with the Borderlines Film Festival showing a 400+ increase in ticket sales. The most consistent problem is lack of fiscal resources, which has a knock-on effect on marketing and potential ticket sales. Other issues include personnel and a decline in voluntary help due to an aging work force.
4. *Exposure 'Hereford Photography Festival' October 2004* – The Photography Festival experienced a record high attendance of 4,200 in which a number of venues were used throughout the County. However, certain problems arose due to a late application for funding. The festivals success can be accredited to high calibre and well known photographers that exhibited at the Festival.
5. *Borderline Film Festival 18-30 March 2005* – The Borderline Film Festival attracted over 7,300 people Countywide. The production ran very smoothly with no major problems occurring. However, lack of funds was an issue in which marketing suffered as a result. Much of the attendance was due to word of mouth and previous successful film festivals.
6. *Leominster Festival 3-12 June 2005* – 1,888 people attended the festival. An evening with the Tashi Lhunpo Tibetan Monks received the highest attendance in which 251 people attended. The ongoing problem with running the festival is personnel issues concerning the aging volunteers who help with the festival. Next year the Festival will have various well-known celebrities including the TV Chef Keith Floyd.
7. *Ledbury Poetry Festival 1-10 July 2005* – Some 2,796 tickets were sold, making the poetry festival another success in year on year sales. Transportation of guest

Further information on the subject of this report is available from
Peter Shaw, Cultural Services Co-ordinator on (01432) 260631

speakers proved somewhat difficult. Next year a wider marketing campaign will be adopted. An extensive evaluation report will be published later this year.

8. *Herefordshire Walking Festival* – 18 – 26 June 2005 – a total of 1460 people participated in this year's Festival, with a higher percentage of people from outside the County taking part this year. This success has been attributed to the increased direct mail marketing to individuals who have an interest in walking.

A number of the Festival organisers have been invited to the meeting to speak about their respective festivals and answer any questions which Members may have.

Background Papers

- None Identified