

Report to	Marlborough Area Board
Date of meeting	22 November 2016
Title of report	MY ME Music Festival

Purpose of the Report:

To provide a summary and evaluation of the MY ME music festival for young people from the Marlborough community area that took place on 24th September 2016.

1. Background

1.1 Evidence of need.

1.1.1 Following the Joint Strategic Assessment discussion event in spring 2014, a similar event was held at St John's Academy in June 2014 involving around 60 students at the school. This followed a very similar process of discussing local issues and voting on priority projects. Following this voting, the 4th highest ranked project was "Develop a music festival with Sound Knowledge – lead by YP and local bands, outside event, in green space" supported by 48% of the students taking part.

1.1.2 In the summer of 2015, the Community Youth Officer (CYO) carried out a paper-based survey amongst all students at St John's looking at a range of issues and projects. This also showed that even a year later, holding a local music event specifically for young people was a high priority and something young people would welcome.

1.2 Local Youth Network Involvement.

1.2.1 Following Wiltshire Council's decision to end its direct provision of Youth Services (e.g. no longer provide and run youth centres) additional funding was provided to area boards with which to provide positive activities for young people based on knowledge of what is needed and wanted in the local area. The target age range of young people within this system is 13 – 19 or up to 24 with SEN or disability.

1.2.2 CYOs were established to work in each community area and to help set up Local Youth Networks (LYNs) that would become a sub-group of the area board. LYNs would carry out "mapping and gapping" exercises to identify activities already available in their area and to try to help encourage other activities or services. The LYN recommends allocation of funding to projects which is then ratified by the area board.

1.2.3 With support from the CYO and Community Engagement Manager (CEM), in November 2015, the LYN adopted the project to organise and run an outdoor music festival specifically for young people of the target age.

1.2.4 A sub-group of the LYN, known as the Wider LYN met regularly throughout the end of 2015 and through 2016 to work on the organisation of this event. Membership of the group comprised the Chair of the Wider LYN, the CYO (up until June 2016), the CEM, a number of young people from St John's, a teacher from St John's, residents with experience of the music industry and of working with young people and an Early Help Team Leader from Wiltshire Council (in a volunteer capacity).

2 The Event

2.1 Through the course of the planning meetings, the following details of the event evolved:

- Venue: A sports field belonging to Marlborough College close to Treacle Bolly footpath. This provided good access on foot along with the use of the College's car parking and drop-off facilities. Marlborough College was able to offer this site at their charity rate.

- Time and date: 2.00pm to 10.00pm on Saturday 24th September. This date was felt to be far enough away to ensure adequate planning but to still benefit from good weather. The timing allowed for activities to run during daylight when younger people might enjoy the event and go on long enough into the evening to attract older people within the age range. Taking place after dark would make the stage look good and give the event a festival feel.
- Ticket numbers: Based on the number of students at St John's (approx. 1,700) and living throughout the community area, it was decided to put 1,000 tickets on sale. Putting this number of tickets on sale meant the event had to apply for a Premises Licence. Tickets were on sale in advance from St John's school library, Sound Knowledge record store and Marlborough Library as well as on the gate.
- Stage acts and other activities: It was decided that the music acts on stage would cover a range of musical styles and would have a connection to the local area. In the end, seven acts were booked including singer/songwriters still at St John's. There were also performances from Marlborough Academy of Dance. Other activities included taster sessions from local sports clubs, cookery, circus skills, drumming workshop, arts & face-painting and fairground rides.
- Ticket price: In order to make the event accessible to all, tickets were priced at just £5.00 which also included a voucher worth £3.00 to redeem at one of the food vendors present on site. This should have meant that for £5.00 a young person could have come for a long day out, enjoyed several different bands, taken part in different activities / sports and had something to eat and drink.
- Other facilities: As well as music and activities, facilities on the day included a range of food and drink vendors, professional stage, lighting and sounds system, generator (and back-up), site lighting, marquees, toilets, Red Cross first aid cover and security staff.

3 Budget

- 3.1 Across financial years 2015/16 and 2016/17 the Wider LYN made two grant applications from the positive activities for young people funds. This totalled £10,000 available from Marlborough Area Board. The area board also authorised to CEM to spend up to £1,000 should there need to be a contingency. There was an agreement that any unspent money would be returned to the area board to be available to other projects.
- 3.2 An application was made to Wiltshire Music Connect which resulted in an award of £1,200 towards the event.
- 3.3 Local businesses were approached to sponsor the event, in return putting their logo with all publicity as well as their banners around the venue. Unfortunately, the only business that showed interest did not have any publicity material so did not go forward with sponsorship.
- 3.4 A full breakdown of the event's budget is at Appendix A.

4 Event Publicity

- 4.1 Much of the publicity for the event was given to the young people on the planning group. They designed the logo and other printed material and were responsible for much of the social media interest for the event as well as spreading word-of-mouth information amongst their friends.
- 4.2 At the end of term in July, "save the date" flyers were distributed throughout St John's giving details of the event.
- 4.3 Large banners advertising the event were made up and put up at several prominent locations throughout the Marlborough area including at the entrance to St John's, the junction of Granham Hill and George Lane, the Town Hall, Bath Rd and at the top of Herd St.
- 4.4 At the beginning of the new term, further flyers with more details of the event were distributed throughout St John's, including going into each of the form tutors' pigeonholes. In the words of the teacher on the planning group, St John's was "inundated" and "saturated" with information about the event.

- 4.5 There was an article in Marlborough News Online promoting the event. Wiltshire Council's Comms team was involved in getting news items out to other media outlets and via its social media, the CEM put out stories via Our Community Matters and Twitter and the group's young people were using their own social media to promote the event. MY ME Festival had a Facebook page to promote the acts and other activities on offer.
- 4.6 Throughout the afternoon, young people from the planning group handed out flyers around the High St and town centre. Marlborough's Locality Youth Facilitator (LYF) spent time speaking with local young people to encourage them to attend the festival.

5 Evaluation

5.1 Successful aspects of project:

- 5.1.1 Before starting out on this project, none of the members had any experience of organising a music festival, although between the different members there was experience of the different elements. These included working with young people, fund-raising, dealing with authorities, working within the music industry, organising small events and safeguarding young people.
- 5.1.2 With this in mind, the following points should be noted:
- The planning group was able to attract a number of young people onto the group who fully participated in organising the event. They took responsibility for elements like designing the logo and promotion material and the social media of the event. Young people played a significant role in choosing the bands and activities that went into the event.
 - The group organised a wide range of elements making up the event including suitable risk assessments, successfully applying for a Premises Licence, liaising with different suppliers, using contacts to provide services at less than market rate, such as the stage, sound and lighting.
 - The date of the event was selected in early 2016. The group was able to work to this date and have all arrangements in place. The site was dressed and ready on time, with the gates opening on time and the first act opening on stage at the published time. All other acts kept to their schedule.
 - The group was able to put on a varied range of high quality acts throughout the day. Off stage, there was also a varied range of other activities on offer also throughout the day.
 - The event kept within its budget.
 - The event attracted funding from an outside organisation that felt the festival would encourage young people to listen to live music, give local musicians an opportunity to perform and maybe inspire young people to take up making music.
 - Most of the passers-by using Treacle Bolly during the set-up knew the event was taking place and wished us luck.
 - Comments from some of the food vendors, who attend similar events on a regular basis, said that MY ME Festival seemed a well-organised event in a good looking location.

5.2 Unsuccessful aspects

- 5.2.1 Ticket sales and attendance was very disappointing. Records show that only 80 young people attended the event. This was bitterly disappointing, felt by the entire planning group.
- 5.2.2 Some of the sports clubs due to run taster sessions during the festival were not able to take part because of sporting commitments, it being a Saturday afternoon when teams or coaches were themselves playing.
- 5.2.3 The company providing the fairground rides was not able to come due to the injury of one of their staff.
- 5.2.4 One of the food vendors did not arrive on the day, with no reason given. The items they were due to provide, hot and cold drinks, were picked up by the other vendors present.

6 Analysis of poor ticket sales

- 6.1 After speaking with members of the event planning group, the following points should be noted regarding attendance to the MY ME Festival:
- Most people spoken to knew about the event.
 - The name MY ME Festival, standing for Marlborough Youth Music Event, was weak and did not describe the event well enough.
 - The teacher on the planning group described St John's as being "inundated" and "saturated" with information about the event.
 - Some young people did not know where Treacle Bolly was
 - Publicity around the event did not describe the styles of music on stage or the other activities on offer well enough to let young people know what to expect.
 - The local performers did not bring groups of friends with them to watch them perform. E.g. the 20-25 dancers from Marlborough Academy of Dance brought parents but many said they were "too embarrassed" to dance in front of their friends.
 - The event was advertised as for 13- 19 year olds (up to 24 with SEND) only. This is the target age range of the positive activities for young people funding. If it had been advertised as a family festival, that might have attracted more people – parents often organise the time of younger people. However, the original idea, coming from the consultation, was for something just for young people.
 - Whilst there was publicity at the school, no one was able to speak to assemblies or other groups to describe the event and encourage young people to come along. Marlborough's LYF felt that had someone been at the school in the weeks before the event, like the former CYO was able to, to provide a constant stream of information and reminders, more young people would have been prepared to go.
 - Young people's social groups are hard to get into and some of the publicity for the event, like Marlborough News Online or Our Community Matters would not have reached them. They might have been more prepared to take note of their peers and "copy" them.
 - The event failed to "inspire" young people to attend. The young people spoken to by the LYF at Marlborough's skate park preferred to keep on skating, something they can do all through the year, rather than attend an event especially for them.
 - Aiming to sell fewer tickets would not have had much of an effect. Having 500 tickets on sale would have saved the cost of needing a Premises Licence, needed fewer tickets printed and might have required fewer security staff, toilets and other facilities. This would have saved several hundred pounds, but only a relatively small proportion out of the overall cost of the event.

9 Recommendation

- 9.1 That Marlborough Area Board notes the contents of this report and the successes and failures of the project.
- 9.2 That Marlborough Area Board confirms the expenditure of the MY ME Festival as set out in Appendix A of £10,302.78

No unpublished documents have been relied upon in the preparation of this report

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Appendix A. Budget For MY Music Festival

Income	Projected		Actual
LYN Grant - Marlborough Area	£5,000.00	£0.00	£5,000.00
LYN Grant - Marlborough Area	£5,000.00	£0.00	£5,000.00
CEM delegated authority (contingency)	£1,000.00	£0.00	£1,000.00
Pre-Sale Ticket Sales	£1,000.00	£0.00	£55.00
On Gate Ticket Sales			£50.00
Sponsorship	£0.00	£0.00	£0.00
Grants - Wiltshire Music Connect	£1,200.00	£0.00	£1,200.00
Donations	£0.00	£0.00	£0.00
Concessionaires @ £50 per site*	£200.00	£0.00	£0.00
Fun Fair Rides	£100.00	£0.00	£0.00
Cake Workshop @ £1 per cupcake	£100.00	£0.00	£16.00
Total Income	£ 13,600.00	£ -	£ 12,321.00
Expenditure	Projected ex. VAT	VAT	Actual
Facilities:			
Venue Hire, Marlborough College	£1,000.00	£200.00	£1,000.00
Toilet Hire - Andy's Loos	£780.00	£156.00	£780.00
First Aid, Red Cross	£330.00	?	£220.00
Security	£1,920.00	?	£2,220.00
Public Liability & Tax	£275.00	£26.13	£301.13
Cancellation Insurance & Tax	£225.00	£21.38	£246.38
Property Insurance	£75.00	£7.13	£82.13
Premise Licence	£100.00	£0.00	£100.00
Premise Licence Advert	£316.30	£63.26	£316.30
Marquees	£1,136.00	£227.20	£1,136.00
Ticketing:			
Wristbands x 1000 (www.ukwristbands.com) - YP	£37.00	£7.40	£37.00
Wristbands x 100 (www.ukwristbands.com) - Volunteers	£13.95	£2.79	£13.95
Tickets	£79.98	£16.00	£79.98
Postage on all above	£9.44		£9.44
Equipment Hire:			
PA System	£200.00		£200.00
Additional Lighting & Smoke Machine etc	£300.00		£300.00
Staging, Barriers & Basic Lighting	£500.00		£500.00
Generators (plus £60 delivery)	£415.00	£83.00	£415.00
Additional Tower Lighting (plus £20 delivery + £40 Sat surcharge)			£180.00
Additional Tower Lighting (plus £30 delivery)	£150.00	£24.00	
Diesel for generators	£85.00	£17.00	£60.35
Workshops & Performers:			
JoJo's Cupcakes - Booked	£575.00	£0.00	£575.00

Art Workshop – Sue Faux – Booked	£0.00		
Music Workshop - Kaya Drums - Booked	£250.00		£200.00
Circus Performer - Booked	£335.00		£335.00
Rugby Club – Booked	£0.00		
Golf Club - Booked	£0.00		
Cricket Club – Booked	£0.00		
Hockey Club - Booked	£0.00		
MAD - Booked	£0.00		
Additional Entertainment:			
Funfair	£0.00		
Acts (£50 per musician):			
Dirty Thrills (4)	£200.00		
The Sam Evans Band (5)	£250.00		£250.00
Rufus MacKay (1)	£50.00		£50.00
All Ears Avow (4)	£200.00		£200.00
George Wilding (1)	£50.00		£50.00
Rohan Bell	£10.00		£10.00
SN Dub	£400.00		£400.00
Dressing Site:			
Bunting, flags, lanterns etc	£400.00	£0.00	£344.13
Misc.			
Food voucher redemption - Pizza			£137.00
Food voucher redemption - Ice-cream			£15.00
Food voucher redemption - Burgers			£87.00
Green Room food and drinks			£40.05
Loo Paper			£10.94
Promotion & Marketing:			
A5 'Save The Date Flyers' - Kennet Signs - Artwork Design	£35.00	£7.00	£35.00
A5 'Save The Date Flyers' - Kennet Signs - Printing	£66.00	£13.20	£66.00
Banners	£500.00	£100.00	£500.00
Promotion Flyers	£66.00	£13.20	

Expenditure: **£ 11,334.67 £ 984.69 £11,502.78**

Total income less expenditure = £ 2,265.33 -£ 984.69 £ 818.22

