

FOLK at the Farm –Shropshire Folklore, Stories, Music & Arts

At Acton Scott Historic Working Farm – July 20th 2019 10am-7pm

Evaluation Report

How many people on site? 614

How many ticketed? 395

How many performers? 26 acts

How many stalls? 33 Stalls. 73 people involved in stalls.

How many stewards? 20

How many Acton Scott staff? 3

How many Acton Scott demonstrators – 6

How many organisers? 13

Where did people come from? – 99 people recorded giving this info – 78 from Shropshire, 5 from Staffordshire, 4 from Worcester, 3 from Wales, 2 from Hereford, 2 from West Midlands, 1 from Cheshire, 1 from Gloucester, 1 from London, 1 from Northamptonshire.

Who were the people? 41 families, 25 children, 120 seniors, 79 adults, 7 unknown.

Complimentary tickets – 50 approx.

List of activities –

Suzanne & Jake Thomas – Shropshire Gleanings – Stories

Anne Marie Lagram – Introductory talk relating to Shropshire Folklorists Jackson, Burne & Webb & HLF bid.

Janie Mitchell – music inspired by Mary Webb's poetry

Andy Harrop – Trilogy of tales from the Shropshire tradition.

Cath Edwards – New story performance – The Dream of Mary Webb

Val Littlehailes – Light hearted Shropshire Snippets

Sal Tonge – Songs & Story Games

Whalebone & Jean Atkin – Understories – new folklore of Shropshire through music & poetry.

Kate Innes – Poetry & activities based on Shropshire History & Farm animals.

Maria Credelli – Bellydancing – join in sessions

Band & Bard – First performance based on Shropshire lad & other local poems/music.

Dr Gladys Mary Coles – Talk about Marry Webb

Shropshire Story Round – led by Mike Rust

Men from Off – singing around the farm in their own unique style!

Katherine Soutar – talk about her illustrations.

Joe Coyle – talk about his art exhibition.

The Caravan of Curiosities.

Ledbury Morris

Terry Tandler – story whimsies

Freeborne Rising –passionate folk rock with a conscience

Alex Vann – New & popular songs

Char & Steve – Totally Plucked.

Kitty & Gary – Romping Reels & Jaunty Jigs.

Jake Thomas – Guitar & Songs.

Carole Forrester – Countryside poetry.

Mel Woodend – Poems of Cannock Chase.

Mark Bardsley – Animal related poems.

Helen Foxhall – readings from her mother's book that she illustrated.

Blackberry Fair Giants kindly loaned to us by Steve Chapman –Blackberry fair, Whitchurch.

Headband & wand making.

Paper-Lantern making.

Collaborative Land Art Giant making activity.

Family Storytelling.

Fairy/Goblin door making.

Victorian children's games.

Earth tranquil space – meditation, intentions & gentle yoga.

Displays of; butter making, woodturning, pottery, wheelwright, blacksmith, bodging, heavy horses, printmaking, mosaic, map making, spoon carving, willow weaving, peg loom weaving, making portraits, community arts & gnomes!

Acton Scott Café open.

Finances

Cost to put festival on = £1609

Takings = Stall holders =£200, Bar= £536, Tickets = £3526 (note £1206 were pre- ticket sales through FOLK and on the day tickets £2318)

Total Profit = £2652

Agreed 50% split between Acton Scott & FOLK = £1326 each

Publicity –

3 press releases

2 local radio interviews

Shropshire Council internal advertising (eventually)

Facebook

Targeted groups

What worked?

People loved the day – a great fit with the farm.

Positive feedback from performers & stallholders (all want to do another)

Hiring Village Hall & Car Parking.

Dog's allowed on half of the farm.

Refreshments area in village hall for those involved – a lot of positive feedback.

Having two tills.

The weather helped – it wasn't tipping it down as the previous day !

What didn't?

Not enough Car Parking ! better placed signage relating to this.

Stallholders arriving - all on site at the same time – review.

Stewarding needs reviewing. Stewards that didn't turn up. Festival Committee became too involved in stewarding when needed elsewhere.

Children's area needs to be away from where animals poo!

Tranquil space needs to use further away Shepherd's hut for tranquility.

Better pre –info/signage relating to dogs.

For some – location of refreshments in village hall was too far away.

Issues-

Car parking

Concern by 1 member of public relating to Black faced Morris – need better advance interpretation relating to this tradition.

1 ticket refund relating to dog not being allowed on the entire site. Needed clearer advance advertising.

1 minor splinter injury attended to by St John's Ambulance.