

# GWYL CRIME CYMRU FESTIVAL

England & Wales · Charity number 1196078

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2021-10-08

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** The Pear Tree  
Eglwysrwr  
Crymych  
SA41 3UP

**Phone** 07761255873

**Email** [Admin@gwylcrimecymrufestival.co.uk](mailto:Admin@gwylcrimecymrufestival.co.uk)

**Website** <https://gwylcrimecymrufestival.co.uk/>

## Activities

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**Objects:** THE OBJECTS OF THE CIO ARE, FOR THE PUBLIC BENEFIT TO ADVANCE EDUCATION IN AND PROMOTE THE ART OF LITERATURE, IN PARTICULAR THE GENRE OF CRIME WRITING, INCLUDING (BUT NOT EXCLUSIVELY) BY: (A) THE PROVISION OF AN ANNUAL LITERATURE FESTIVAL AND OTHER ASSOCIATED EVENTS; AND(B) THE PROMOTION OF ARTS, HERITAGE AND CULTURE, INCLUDING BUT NOT LIMITED TO THE LITERATURE OF WALES IN ALL ITS FORMS AND LANGUAGES.

**Activities:** The object of the CIO is, for the public benefit, to advance education in and promote the art of literature, in particular the genre of crime fiction, including (but not exclusively) by the provision of an annual literature festival and other associated events

## Classification

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- **How:** Provides Advocacy/advice/information
- **What:** Arts/culture/heritage/science
- **Who:** The General Public/mankind

## Geography

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- Throughout Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-10-31	£15,648	£10,152	-	-
2023-10-31	£35,790	£34,601	-	-
2022-10-31	£7,452	£2,909	-	-

## Trustees

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Name	Role	Appointed
<b>Alison Elizabeth Hawkins</b>	Chair	2021-07-31
Dr Rosie Claverton		2021-10-30
Louise Mumford		2021-10-30
Philip Gwynne Jones		2024-01-29
Sarah Rhiannon Ward		2024-01-29

**GWYL CRIME CYMRU FESTIVAL**

England & Wales - Charity number 1196078

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# Accounts

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**ANNUAL REPORT FOR GWYL CRIME CYMRU FESTIVAL  
To 31 OCTOBER 2024**

**NAME:** GWYL CRIME CYMRU FESTIVAL

**REGISTRATION NUMBER:** 1196078

**ADDRESS:** THE PEAR TREE, EGLWYSWRW, CRYMYCH, SA41 3UP

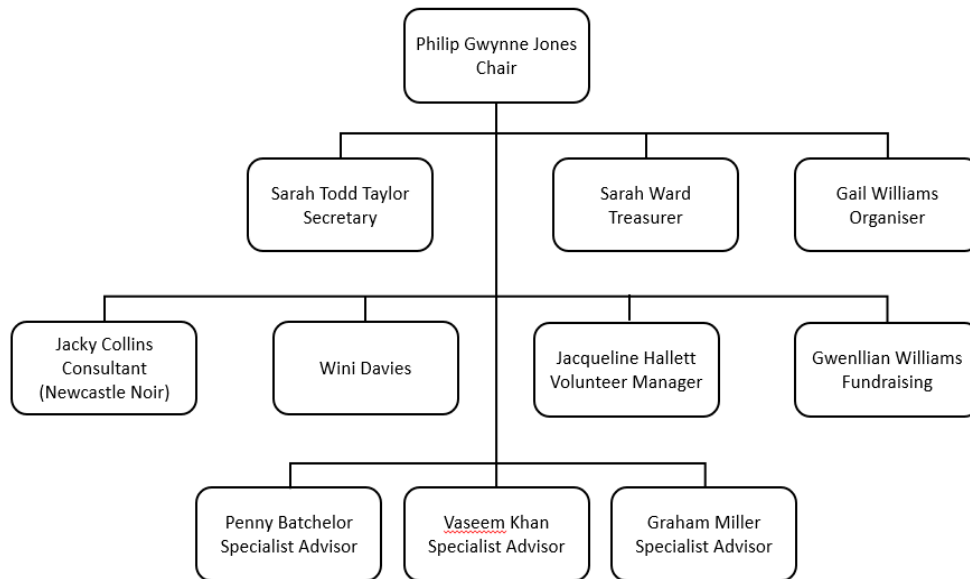
**TRUSTEES:** ALISON ELIZABETH HAWKINS, SARAH RHIANNON WARD, PHILIP GWYNNE JONES, ROSIE CLAVERTON, LOUISE MUMFORD, BARBARA FRANCES MOORE, MARK ELLIS

**STRUCTURE**

In addition to the trustees, the festival is run by an organising committee. Up to 31 October 2024, the volunteers on the organisation committee were: Philip Gwynne Jones (Chair), Sarah Ward, (Treasurer), Dr Sarah Todd Taylor (Secretary), Dr Jaqui Harrett, Dr Winifrid Davies, Dr Gwenllian Williams, Dr Jacky Collins, Chloe Tilson. In addition Gail Williams was paid a fee to programme the festival. Three specialist advisers guided the committee on diversity issues.

Trustees are recruited from the wider Crime Cymru membership and those with an interest in promoting Welsh crime fiction.

## Gŵyl CRIME CYMRU Festival Board 2025



Gŵyl CRIME CYMRU Festival's aims are to:

1. Establish a world-class, international crime fiction festival for Wales
2. Benefit and work with the population of Aberystwyth, home of the festival, and the surrounding area
3. Further the three founding aims of the Crime Cymru collective: to support writers in and of Wales, to develop new Welsh crime writing talent, to promote Welsh artistic life in & outside Wales.
4. Gŵyl CRIME CYMRU Festival aims to be inclusive, collaborative, authentic and sustainable.

Gŵyl CRIME CYMRU Festival runs on a biennial pattern – in odd years a physical festival in Aberystwyth, the festival's chosen home, and in even years, an online festival which aims to widen the reach of our festival and promote Welsh crime writing and Welsh culture to the four corners of the world via Youtube streaming.

For the year to 31st October 2024, the charity’s objective was to deliver an online festival which reflected the four aims set out above.

We delivered eight online events via YouTube involving 22 authors who were paid a nominal fee. Each session was well attended online averaging 80-100 viewers per event. By putting an online event on in the years where there is no physical festival, it allows the charity to continue to promote Welsh crime fiction to support emerging talent without the associated costs involved in producing a live event.

**FINANCIAL REVIEW:**

**Charity Commission Receipts and Payments Account 2023-2024**

	Unrestricted Funds	Restricted funds	Endowment Funds	Total Funds
<b>A1 Receipts</b>				
Unrestricted Funds	15,923			15,923
Restricted Funds		-		-
Ticket sales	648			648
	<u>16,571</u>	<u>-</u>	<u>-</u>	<u>16,571</u>
<b>A2 Assets and investment sales</b>				
None				

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**A3  
Payments**

Author Packs	-	-
Committee Accom/travel	-	-
Evening Event	-	-
Feedback Questionnaire	-	-
Insurance	-	-
Lanyards, IDs, Steward T-Shirts	-	-
Marketing Expense	429	429
Organiser Fees	6,000	6,000
Podcaster	-	-
Printed Materials	-	-
Speaker Accom	-	-
Speaker Fee	1,260	1,260
Sundries	45	45
Tech equip and video	2,418	2,418
Venue Hire		

-			-
<hr/>			
10,152	-	-	10,152
<hr/> <hr/>			

**A4 Assets and investment Purchases**  
None

-	-	-	-
<hr/> <hr/>			

**B1 Cash Funds**

6,419	-	-	6,419
<hr/>			
6,419	-	-	6,419
<hr/> <hr/>			

**B2 Other Monetary Assets**  
None

-	-	-	-
<hr/>			
-	-	-	-
<hr/> <hr/>			

**B3 Investment Assets**  
None

-	-	-	-
<hr/> <hr/>			

**B4 Assets retained for the Charity's own use**

None

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-	-	-	-
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**B5 Liabilities**

None

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-	-	-	-
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**CHARITY COMMISSION  
FOR ENGLAND AND WALES**

Independent examiner's report  
on the accounts

**Section A** Independent Examiner's Report

**Report to the trustees/  
members of**

Charity Name  
Gwyl Crime Cymru Festival

**On accounts for the year  
ended**

31 <sup>st</sup> October 2024	<b>Charity no (if any)</b>
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**Set out on pages**

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust")

**Responsibilities and  
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**Signed:**  **Date:** 28/5/25

**Name:** Cheryl Rees-Price

**Relevant professional qualification(s) or body (if any):** AAT

**Address:** 9-11 Cwmgarw Road  
Brynamman  
Carmarthenshire  
SA18 1BY

**GWYL CRIME CYMRU FESTIVAL**

England & Wales - Charity number 1196078

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# Accounts

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## Gwyl Crime Cymru Festival 2023, Aberystwyth, Report on Outcomes

### **Attracting a new festival audience**

#### **What we did well.**

Post-festival questionnaires in 2022 indicated that 42% of our respondents were 'very likely' to come to a physical festival in 2023. When allowing for the well-recognised statistical skew to the positive in those who respond to questionnaires, we had anticipated that this result might indicate that somewhere in the region of 20% of those who attended online would actually come to Aberystwyth, with a significant boost in numbers from people in the area who had not accessed our online festivals.

Online ticket bookings (tickets were offered free) for 2022 resulted in 2268 people watching our livestreamed events. 20% of that total would be 452 and we hoped to double that number which would have taken us to just over 900 ticket sales.

In the event, ticket sales were a slightly disappointing 786.

However, given that the cost of living crisis has erupted since our last festival, we felt that our ticket sales were largely in line with those of other, more established festivals, all of whom reported drop-offs in sales during the same period.

Our target audience for our first physical festival was:

- Aspiring writers
- Local people who don't normally attend literary festivals
- Welsh language audiences
- Crime fans from outside Wales

Ticket bookings for 2021's online festival were international: 22% from Wales, 47% from the rest of the UK, 30% from the rest of the world (rounded figures.) Figures for 2022 were very similar. As per our targets, we aimed to increase audience share from Aberystwyth, Ceredigion and Wales as a whole while still finding a new audience from outside Wales.

In the event, 48% of 2023's audience came from Wales (38% from Ceredigion) This means that 52% of our audience came to Aberystwyth specifically for the festival.

In reaching an audience not catered for by other festivals we performed extremely well: 28% of participants had never attended any kind of literary festival before while 57.5% reported that they had never been to a crime fiction festival before.

Though audiences for our Welsh language events appeared small, when the relative sizes of the potential Welsh and English-speaking audiences are taken into consideration, they were very respectable. We would, however, like to see numbers rise in 2025.

Statistics show that the average crime reader is over 55 and female. Though 57% of our audience was over 55, we feel that reaching an audience where 43% were younger than average was a huge success and is reaching a new audience for crime fiction in Wales.

Audience satisfaction was very high. When participants were asked to rate events on a 1-5 scale (1 = weak, 5 = excellent) 92.5% of events were ranked 5, 6.5% 4 and only 1% rated at a 3.

### **What didn't go so well.**

Because of late confirmation of a large part of our funding, much of our programming and publicity work was begun far later than we would have liked. With funding secured for our next two physical festivals in 2025 and 2027, we will be able to begin our publicity and marketing in a more timely fashion. We are also looking to build on the social networks we have made, locally, next time by better liaison with partner organisations, targeted posters and local advertising as well as our network of volunteers and supporters.

We also feel that perhaps we pitched some of our ticket prices too high and we will take this into consideration at the next physical festival in 2025.

### **Legacy**

Gwyl Crime Cymru Festival 2023 was the first in a biennial cycle of festivals which will see online festivals reaching an international audience for Welsh crime fiction in even-numbered years, and physical festivals in Aberystwyth both catering for Welsh audiences and bringing visitors into our country in odd-numbered years. We hope that the 2025 festival will build on the excellent start we've made this year.

## **Audience engagement**

### **How did it go, what did we learn?**

Our audience feedback questionnaires asked our audiences to make any comments, good or bad, about the festival. They were exclusively complimentary. Here are some examples:

An utterly brilliant festival!

*A great opportunity to laugh, have fun and share ideas - great, thank you*

An excellent festival. Very well organised. A lovely friendly atmosphere. Relaxed, informal and very informative.

*Attending alone and very happy with friendliness of volunteers and other attendees. Makes a real difference.*

Excellent. One of the best author events I've attended.

*An excellent and entertaining festival, thank you*

Excellent location, special atmosphere!

*We had a wonderful time at the festival. Everyone was so friendly and helpful. It was well organised, locations easy to get to. It was great to meet the authors in person, interesting discussions. A lot of fun & laughter. Thank you to everyone involved for all your hard work.*

*We will return in 2025!*

Well organised, super friendly, very welcoming. We thoroughly enjoyed it.

*The festival was extremely well organised, the panel events first rate.*

Well organised, wide range of topics and really interesting discussions.  
*A very entertaining weekend. Really enjoyed it. Looking forward to the next one!*

We learned that our instinct that the personal touch, and easy access to authors for our audiences was just what people wanted. Our feeling, being a bunch of crime writers who've attended numerous festivals, was that we didn't want Gwyl Crime Cymru Festival to be a 'stuffy' event that keeps its speakers on the stage and the audience on the floor. We wanted to convey a sense that we were all in this together, that all authors start out as readers so there isn't a 'them and us' just 'us'. And our audiences have absolutely confirmed that they like this approach.

The Amgueddfa Ceredigion Museum is a wonderful venue but it is a little labyrinthine and the Waterstones pop-up bookshop would have done better if it hadn't been tucked away at the back of the building. We need to give consideration to how we improve this next time.

We only entered into partnership working with the National Library and the Ceredigion Archives very late in the day when they came to us asking if they could be part of the festival in some way. Now that we have established links with them we will take full advantage of the expertise of their staff and the wonderful facilities that they offer.

The addition of a murder mystery to our gala quiz night was very popular and we have already agreed with the Wardens theatre group that we will run a similar event in 2025.

## **Partnerships and collaborations**

Our partnerships with our venues, Llyfrgell Aberystwyth Library and Amgueddfa Ceredigion Museum worked extremely well and this was a significant contributory factor to the success of the festival. The in-house catering team in the Coliseum Café at the museum produced all the canapes for the two cabaret-style events which we held on Friday and Saturday nights and having all the components of these evenings – bar, food and entertainment – all managed centrally was a huge advantage.

The archivists at the Library, as well as suggesting running an event with us on the use of archives for writers, also produced a wonderful town trail pamphlet on Crime, Punishment and Protests which visitors could use to guide themselves on informative walks around Aberystwyth to see the sites of various local incidents and read about them. Nothing was too much trouble for the excellent staff at the Aberystwyth Library who contributed significantly to the intimate and relaxed feeling that so many audience members commented on.

The National Library approached the GCCF organising committee in January to suggest a partnership, which was a huge compliment, and together, we ran an event in which Fflur Dafydd and one of the archivists conducted a behind-the-scenes tour of the Library with Fflur speaking about and reading from her book *The Library Suicides* which is set inside the National Library. This event was a sell-out and we very much hope that this will be the beginning of a fruitful partnership with the National Library.

Through the good auspices of one of our organising committee, based in Aberystwyth, we established a relationship with a bar near our two venues which became the 'festival bar' and which developed five cocktails named after books by members of Crime Cymru. These proved so popular with festival-goers that the ingredients for at least one were exhausted by the end of the festival!

Our partnership with Waterstones was hugely successful with not only the pop-up bookshop in the museum but window displays and advertising in the shop for a week before the festival and a fortnight afterwards. The manager, Chloe Tilson, who is a member of the festival organising committee also arranged a children and young people's writing competition which was advertised through local schools and which proved very popular.

Our links with local community groups need to be further developed but one significant partnership was with the Wardens amateur dramatic group who worked with a member of the organising committee to develop and perform a murder mystery play which was presented as part of the entertainment for our gala quiz night on Friday. This was extremely popular and had provided us with links to other groups in town that we can now pursue in 2025.

In 2025 we hope to make more use of contacts at the University and to do some partnership working with the Aberystwyth Arts Centre as well as continuing to work with the National Library and our current partners.

## **Budget**

Given that the organising committee of Gwyl Crime Cymru Festival 2023 had little or no experience of running such an ambitious festival, a great number of assumptions and estimates had to be made in terms of budgeting. This means that we over-budgeted and under spent. However, given the ongoing nature of the project (that is to say, 2023 was an inaugural festival in a proposed permanent biennial cycle) we have consulted our major funders at the Welsh Government and they have agreed that a proportion of the grant they had agreed for this year's festival can be used a) to run the next digital festival in 2024, which acts as an online marketing tool for the 2025 festival, and b) to employ a freelance festival organiser for 2025. This will take the enormous burden of administration away from the organising committee which is entirely composed of volunteers and who are unable to continue to commit the time and energy necessary to run an international festival as it detracts from their own writing.

## **Letter received from Chloe Tilson, manager of Waterstones Aberystwyth, festival partner.**

Dear Gwyl Crime Cymru festival committee,

Congratulations on your first in situ Welsh International Crime Writing Festival! It really was a wonderful event and I have heard nothing but praise for the atmosphere and how smoothly and efficiently it ran. A remarkable achievement for not only a first festival but one involving multiple sites and a program which allowed only 15 minutes between panels. The

success clearly stemmed from both the careful months of planning, with each of you contributing valuable skills and experience, and how well you worked together throughout the weekend, all mucking in where needed. This collaborative approach, with its notable lack of ego created something very special that made The Gwyl Crime Cymru Festival stand out in people's minds and hearts, and created a solid foundation for future events.

My team, and the wider Waterstones community in Wales and beyond is very proud to be a sponsor for the Gwyl Crime Cymru Festival. Not only is the festival an exciting addition to the Crime Writing Calendar but also an innovative and important development in creating a strong Welsh literary identity and market at home and on the International stage. It shines a light on our nation's literary talents to inspire audiences and nurtures talent through interactions which will be remembered by many for years to come.

In the buildup to the festival we enjoyed hosting Gwyl Crime Cymru authors in our stores for events. While predominately hosted by our Welsh stores it was also satisfying to see Welsh authors showcased in English stores too. Alis' event in Waterstones Oxford bought a Welsh author, with a Welsh central Character and Welsh culture to a completely new audience. Following the festival, we also sent a selection of Welsh crime authors titles to the Bristol Crime Festival.

The wealth of publishing available to us for the Pop up store meant that we had around 150 different titles and over 70 authors represented, in Welsh and English. During the festival weekend in addition to sales we distributed information to customers, publishers and booksellers from Wales, Scotland, England and Ireland, and a host of International visitors including Italian, German, French, Canadian and American visitors. Some visitors stayed in Aber for Sunday night and Monday visiting our shop to express thanks and joy for their experience.

Increased weekend sales from the Pop up and main store totalled in the region of 4k. Notably 40 out of 50 of our crime sales titles that weekend were Gwyl Crime Cymru members and festival panellists. A report showing crime authors selling 3 or more copies during that weekend was dominated by the festival representing 29 of the top 30 titles. This demonstrates how our team focused on these authors not only at the festival pop up store but in our main store where we had a large focus table and windows. Additionally, there were significant rises in the sale of Welsh Crime which was featured in all our Welsh stores windows and front of store with our specially designed POS [point of sale] posters and table headers. Post festival our feature table continued for 2 weeks and we now have a large number of Welsh Crime authors in our Crime section and included on our crime tables. Our Children's window featured titles to tie in with the Dragon Parade and the Children's Crime Writing competition posters. We had three age categories and the fantastic winners were announced by Children's authors Chris Lynch and Sarah Todd Taylor during the festival and shared on our social media. The 3 winners each won a wonderful afternoon tea at local restaurant Medina's with authors Caryl Lewis and Sarah Todd Taylor where they chatted happily all afternoon about their entries, writing and tips for the future. It was wonderful to see how excited and interested these young people were to learn all they could!

Two publishing houses, local press Honno and Canelo have communicated to us that they are now actively scouting for Welsh Crime Writing talent as a result of the festival, and a Scottish Bookseller relayed they will stock Welsh Crime Writing in future.

In 2025, I hope we can build upon this year's success and with early targeted marketing we can double our audience figures and book sales. I believe this is realistic and achievable target which will begin to make the festival not only influential but to make real beneficial financial impacts. This year's Literary cocktails designed for us by Y Banera were a huge hit, and appreciated by this small hospitality business after a difficult few years. I am sure that they and other local businesses will be keen to work with us in the future.

We aimed to have as planet, community, and inclusive friendly a festival as possible, and our waste for the entire weekend fitted into one small wastepaper bag of recyclable paper! All our promotion materials were either paper or digital. Our teams highlighted the online events to those unable to attend in person and offered assistance with booking for those unfamiliar with online booking, ordered titles and to get signed copies for anyone requiring them. Our transportation had very limited environmental impacts as stock was delivered alongside standard deliveries, we only had a 5 min journey to the festival site and rather than return excess stock we have retained it at our local store to sell. Our transportation to the site was provided by a local charity to whom we made a donation.

Post festival we continue to be committed and distribute [Gwyl Crime Cymru Festival] bookmarks for customers to check out your website and sign up for the mailing list ready for future events! We are also looking forward to future community events with many of the authors we have met during the weekend. I have put forward suggestions for promotions including our Welsh Book of the Month for Gwyl Crime Cymru authors and these have been received well.

We can't wait to be part of the next festival and would like to thank you all for making us feel so welcome and inspired at this year's event.

Diolch Yn fawr iawn!

Chloe

## GCCF Bank Reconciliation October 2022 - October 2023

Transa Date	Type	Description	36,450.22 Paid in	35,269.09 Paid Out	Balance	Type 1	3,817.27 Amount 1	Type 2	Amount 2
<b>10/30/2021</b>	<b>Opening Balance</b>				<b>4,543.53</b>				
27	12/19/2022	Automated Credit ACW Lottery AC	9,000.00		13,543.53	Unrestricted Funds	9000.00		
28	2/22/2023	Online Transaction Prontaprint Swansea		354.00	13,189.53	Printed Materials	-261.12	Feedback Questionnaire	-92.88
29	3/6/2023	Debit Card Transactio Mail Chimp		26.77	13,162.76	Marketing Expense	-26.77		
30	3/14/2023	Debit Card Transactio The clever baggers - Tote bags		381.60	12,781.16	Author Packs	-381.60		
31	3/15/2023	Online Transaction Acoo Review - Lanyards		731.00	12,050.16	Lanyards, IDs, Steward T	-731.00		
32	3/16/2023	Online Transaction Am Clothing - T shirts		1,268.40	10,781.76	Lanyards, IDs, Steward T	-1268.40		
33	3/17/2023	Automated Credit Welsh Government	7,500.00		18,281.76	Unrestricted Funds	7500.00		
34	3/20/2023	Online Transaction Gail Williams - Admin role		780.00	17,501.76	Organiser Fees	-780.00		
35	3/22/2023	Automated Credit HMRC	174.89		17,676.65	Unrestricted Funds	174.89		
36	3/24/2023	Automated Credit Welsh Government	7,500.00		25,176.65	Unrestricted Funds	7500.00		
37	3/27/2023	Debit Card Transactio Wipeout Creations - Hiviz		75.00	25,101.65	Lanyards, IDs, Steward T	-75.00		
38	3/29/2023	Online Transaction Gail Williams - Admin role 2		1,000.00	24,101.65	Organiser Fees	-1000.00		
39	3/29/2023	Online Transaction Gail Williams - Admin role 2		261.00	23,840.65	Organiser Fees	-261.00		
40	3/31/2023	Online Transaction Hiscock Insurance (paid via GB Williams)		147.06	23,693.59	Insurance	-147.06		
41	4/3/2023	Online Transaction Crime Cymru (GBW Sib)		30.00	23,663.59	Organiser Fees	-30.00		
42	4/5/2023	Online Transaction Vistaprint - banners (paid via Gail Williams)		439.53	23,224.06	Organiser Fees	-439.53		
43	4/5/2023	Debit Card Transactio Mail Chimp		26.04	23,198.02	Marketing Expense	-26.04		
44	4/19/2023	Online Transaction Prontaprint (via GB Williams)		428.88	22,769.14	Printed Materials	-428.88		
45	4/24/2023	Online Transaction Mark Ellis (refund of Waterstones payment for Author Packs)		900.00	21,869.14	Author Packs	-900.00		
46	4/24/2023	Online Transaction Mark Ellis (refund of Waterstones payment for Author Packs)		203.38	21,665.76	Author Packs	-203.38		
47	4/25/2023	Online Transaction Alis Hawkins		639.50	21,026.26	Speaker Fee	-400.00	Committee Accom/travel	-239.50
48	5/4/2022	Automated Credit Ticketsource	6,228.58		27,254.84	Ticket Sales	6228.58		
49	4/26/2023	Online Transaction Broo Doherty		230.00	27,024.84	Speaker Fee	-100.00	Speaker Accom	-130.00
50	4/26/2023	Online Transaction Sarah Ward		330.00	26,694.84	Speaker Fee	-200.00	Speaker Accom	-130.00
51	4/27/2023	Online Transaction Mark Ellis		520.50	26,174.34	Speaker Fee	-100.00	Committee Accom/travel	-420.50
52	4/26/2023	Online Transaction Katherine Stansfield		560.00	25,614.34	Speaker Fee	-300.00	Speaker Accom	-260.00
53	4/26/2023	Online Transaction Penny Batchelor		50.00	25,564.34	Speaker Fee	-50.00		
<b>54</b>	<b>4/26/2023 Online Transaction</b>	<b>Trevor Wood</b>		100.00	25,464.34	<b>Speaker Fee</b>	<b>-100.00</b>		
55	4/27/2023	Online Transaction Louise Mumford		528.29	24,936.05	Speaker Fee	-300.00	Committee Accom/travel	-228.29



## Charity Commission Receipts and Payments Account 2022-2023

	Unrestricted Funds	Restricted funds	Endowment Funds	Total Funds
<b>A1 Reciepts</b>				
Unrestricted Funds	28,718			28,718
Restricted Funds		654		654
Ticket sales	6,418			6,418
	<hr/> 35,136	654	-	<hr/> 35,790 <hr/>
<b>A2 Assets and investment sales</b>				
None				
	<hr/> -	-	-	<hr/> - <hr/>
<b>A3 Payments</b>				
Author Packs	1,435			1,435
Committee Accom/travel	2,542			2,542
Evening Event	1,710			1,710
Feedback Questionnaire	93			93
Insurance	147			147
Lanyards, IDs, Steward T-Shrits	2,074			2,074
Marketing Expense	78			78
Organiser Fees	6,159			6,159
Podcaster	519			519
Printed Materials	690			690
Speaker Accom	4,964			4,964
Speaker Fee	7,653	654		8,307
Sundries	207			207
Tech equip and video	2,185			2,185
Venue Hire	3,499			3,499
	<hr/> 33,955	654	-	<hr/> 34,609 <hr/>
<b>A4 Assets and investment Purchases</b>				
None				
	<hr/> -	-	-	<hr/> - <hr/>
<b>B1 Cash Funds</b>	1,181	-	-	1,181
	<hr/> 1,181	-	-	<hr/> 1,181 <hr/>
<b>B2 Other Monetry Assets</b>	-	-	-	-
None				
	<hr/> -	-	-	<hr/> - <hr/>
<b>B3 Investment Assets</b>				
None				
	<hr/> -	-	-	<hr/> - <hr/>
<b>B4 Assets retained for the Charity's own use</b>				
None				
	<hr/> -	-	-	<hr/> - <hr/>
<b>B5 Liabilities</b>				
None				
	<hr/> -	-	-	<hr/> - <hr/>

## GCCF Profit and Loss Statement 2022-2023

<b>Income</b>	
Unrestricted Funds	28,718.42
Restricted Funds	654.00
Ticket sales	6,417.80
<b>Total Income</b>	<u><u>35,790.22</u></u>
<b>Expenses</b>	
Author Packs	1,434.98
Committee Accom/travel	2,541.79
Evening Event	1,710.00
Feedback Questionnaire	92.88
Insurance	147.06
Lanyards, IDs, Steward T-Shirts	2,074.40
Marketing Expense	78.48
Organiser Fees	6,158.53
Podcaster	518.70
Printed Materials	690.00
Speaker Accom	4,964.00
Speaker Fee	8,307.25
Sundries	207.32
Tech equip and video	2,185.00
Venue Hire	3,498.70
<b>Total Expenditure</b>	<u><u>34,609.09</u></u>
<b>Overall Total</b>	<u><u>1,181.13</u></u>

From: Cheryl Rees-Price <[cherylrees-price@hotmail.co.uk](mailto:cherylrees-price@hotmail.co.uk)>  
Date: Tue, Jun 20, 2023 at 11:48AM  
Subject: Re: Reports  
To: Gwyl Crime Cymru Fest <[gwylcrimefest@gmail.com](mailto:gwylcrimefest@gmail.com)>, Alis Hawkins <[alishawkins@live.co.uk](mailto:alishawkins@live.co.uk)>, Mark Ellis <[mrkellis7@gmail.com](mailto:mrkellis7@gmail.com)>

To the trustees of Gwyl Crime Cymru Festival

I have attached the reports for the year ending 31st October 2023 and the interim accounts up to May 2023.

The first year accounts do not require an official independent examination, but I have included it for your records.

With an official independent examination the examiner is required to compare the trustees annual report with the accounts and check the accounting policies.

Please note that as the report relates to interim accounts the annual report and accounting policies were not available for examination at this time.

Kind regards

Cheryl Rees-Price

***Cheryl Rees-Price***

**GWYL CRIME CYMRU FESTIVAL**

England & Wales - Charity number 1196078

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# Accounts

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## Annual report for Gŵyl CRIME CYMRU Festival 2022

Registration number 1196078

Gŵyl CRIME CYMRU Festival's aims are to:

1. Establish a world-class, international crime fiction festival for Wales
2. Benefit and work with the population of Aberystwyth, home of the festival, and the surrounding area
3. Further the three founding aims of the Crime Cymru collective: to support writers in and of Wales, to develop new Welsh crime writing talent, to promote Welsh artistic life in & outside Wales.
4. Gŵyl CRIME CYMRU Festival aims to be inclusive, collaborative, authentic and sustainable.

Gŵyl CRIME CYMRU Festival runs on a biennial pattern – in odd years a physical festival in Aberystwyth, the festival's chosen home, and in even years, an online festival which aims to widen the reach of our festival and promote Welsh crime writing and Welsh culture to the four corners of the world via Youtube streaming.

### 2022's festival

Crime Cymru had planned to run the first physical **Gŵyl CRIME CYMRU Festival** in Aberystwyth in April 2022. However, at the stage when the steering group had to make key decisions Covid restrictions made the festival unviable. The very difficult decision was taken, therefore, that we would run 2022's **Gŵyl CRIME CYMRU Festival** online and defer our first physical festival to 2023.

There were advantages to this decision. The resounding success of 2021's festival and the vastly increased profile for Crime Cymru meant that almost every author invited accepted our invitation to appear, resulting in a programme that was very much admired both by audience members and in the publishing industry. Once again, we were able to offer our audiences international bestsellers and prize winners, along with a true crime offering and, of course, Welsh language events which included both TV drama and crime fiction.

Despite both a marked degree of 'Zoom fatigue' which has been noted by festival organisers nationwide, and the gradual re-emergence of 'in person' festivals to this year, the audiences for the twelve **Gŵyl CRIME CYMRU Festival** events held this year were, encouragingly, slightly larger than those who watched live last year.

Tickets were offered via Ticketsource and, over the whole festival 2268 people watched live. Taken together, the two Welsh language events did not attract more than 60 live viewers so the mean audience figure for the remaining ten events averaged over 200 live views which is very high for online festivals. 42% of registrants surveyed indicated that they would be 'very likely' to attend the physical festival in Aberystwyth next year, which was very encouraging.

Ticket bookings were international: 71 % from the UK, 20% from North America, 6% from Europe including Ireland, and 3% from the rest of the world. Between 60 and 90% of registrants for any given event watched live and, to date, festival events have been viewed on more than 2,500 occasions on the **Gŵyl CRIME CYMRU Festival** YouTube channel.

Speaker feedback on **Gŵyl CRIME CYMRU Festival '22** was universally positive with all authors who responded to our feedback questionnaire saying that they would be extremely likely to recommend our festival to other potential speakers.

Feedback from our audience has also been very positive across all aspects of the festival, with almost 83% of respondents to an audience survey rating the festival as either very good or excellent.

## Overview of changes from last year's pattern

### 1. PROGRAMMING:

**Gŵyl CRIME CYMRU Festival Online '21** offered its audience 18 events over an 8 day period. This resulted in a considerable strain on those members of the festival steering group overseeing the production of the festival, particularly the co-chairs who were present at every event to welcome participating speakers in the online green room and to chat with them after the event. Viewing figures and audience feedback also suggested that weekend events – particularly those taking place between 10am and 5pm – were far less popular than weeknight events. The decision was taken, therefore, to offer twelve events over six nights, separated by the bank holiday weekend. Six events were run, two per evening, from the 27<sup>th</sup> to the 29<sup>th</sup> of April, and another six on the same pattern from the 2<sup>nd</sup> to the 4<sup>th</sup> of May. On this occasion, no drop-off in audience figures was noted.

Learning from our experience in 2021, the number of authors participating in each festival event was reduced from an average of four to an average of two plus a moderator. This resulted in greater satisfaction for participators who were able to take part in more in-depth discussions, and also for audiences who enjoyed a greater degree of insight into each individual author's work and process.

As **Gŵyl CRIME CYMRU Festival Online '21** had been conceived as a free festival, in order to achieve this, chairing of panels was largely undertaken by Crime Cymru members. However, this led to some inconsistency in standard which the steering group wished to avoid this year. With the grant secured from Literature Wales, it was possible to invite professional chairs to oversee the majority of events, with the most successful Crime Cymru chairs (who have, since **Gŵyl CRIME CYMRU Festival Online '21** gone on to chair other events at both festivals and bookshop/launch events) continuing to chair a minority

of panels. Feedback on all chairs at **Gŵyl CRIME CYMRU Festival '22** was unanimously rated as 'excellent'.

In line with **Gŵyl CRIME CYMRU Festival's** stated aim of introducing Welsh crime writers to a worldwide audience, as many members of Welsh crime writers' collective, Crime Cymru, as possible were included on the programme. With the exception of our international spotlight event featuring Ann Cleeves and Lilja Sigurdardottir, and one of the Welsh language events, each of the remaining ten events featured a rising star from Crime Cymru comprising bestsellers, prize nominees and those who have successfully made the transition from self-publishing to being commercially published. However, in a bid to introduce a significantly greater number of Crime Cymru authors this year, a new feature was added to the programme, adopting a model used very successfully by Scotland's premier crime fiction festival, Bloody Scotland. At the beginning of each event, an emerging or less-well-known author was offered a five-minute slot to introduce themselves and read from their work. These authors included the two inaugural winners of the **Gwobr Nofel Cyntaf CRIME CYMRU First Novel Prize**. This feature proved enormously popular with audiences, though it did throw up some issues around performance which will need to be addressed at next year's festival.

## 2. FUNDING

The decision was taken, in line with Crime Cymru's commitment to adhering to the Society of Authors' guidelines, to offer a fee to all our participating authors. This was met through a combination of sources. A grant was secured from Literature Wales's *Inspiring Communities* fund. Aberystwyth Town Council, who had already granted £5000 for what should have been a physical festival in Aberystwyth, kindly agreed that we might use a proportion of this to run our online festival, on the condition that we did not, subsequently, take the decision to run the physical festival elsewhere. This was a commitment the steering group was very happy to make. Using a different ticketing platform also meant that it was possible to offer registrants the opportunity to make a donation and more than £1000 was raised by this method, matching and slightly exceeding the grant made to the festival by Literature Wales which enabled us to cover our authors' fees.

## 3. MARKETING

Learning from last year's social media coverage, this year the festival steering group focussed social media slightly differently. With the help of a professional marketing consultant in the Crime Cymru ranks, a newsletter was established and refined, a formal marketing strategy established, and consistent branding adopted. Twitter was identified as the most successful platform in attracting viewers for **Gŵyl CRIME CYMRU Festival '21**; therefore, with limited resources in terms of time and personnel, this was established as

our key platform, with a backup on Facebook. These platforms are in addition to the festival website where information is always available.

Author satisfaction in terms of social media marketing of both the whole festival and their own individual events was very high, with the vast majority rating social media coverage 'excellent'.

More than 1000 people are now registered for the festival newsletter and a significantly greater number for our Twitter account. When the Twitter accounts of the various Crime Cymru authors are added to this, **Gŵyl CRIME CYMRU Festival**'s social media reach exceeds 30 000 followers.

The **Gŵyl CRIME CYMRU Festival** YouTube channel continues to attract visitors and expand our potential audience. The inclusion of a new promotional video, aided by the generosity of Visit Ceredigion in allowing us to use their promotional footage, will allow people not only to see the standard of events that they would experience in coming to **Gŵyl CRIME CYMRU Festival '23** in Aberystwyth next year, but to see some of the attractions of both Ceredigion and Aberystwyth itself.

#### 4. PRODUCTION

As was the case last year, this year's festival was run via Zoom and streamed, live, on the **Gŵyl CRIME CYMRU Festival** YouTube channel. This model allows us to run an 'online green room' where participants can be greeted, any technical issues dealt with and any remaining procedural details or authors' requests confirmed. The system also allows for a debrief and brief celebratory conversation after the event. This model – which is not universal, even in the larger festivals - has proved very popular amongst participating authors who feel that some of the camaraderie of a physical event – very important in the close-knit crime fiction writing community – is maintained and who feel valued and welcomed by **Gŵyl CRIME CYMRU Festival**.

In 2021, Aberystwyth media company Haka Entertainment acted as producers for **Gŵyl CRIME CYMRU Festival**. However, in 2022 the company did not have the capacity to take on the work and so the production contract went out to tender. Two local firms were contacted but decided not to tender and a producer was recruited via HandHeld Events Ltd who have acted as unpaid consultants/mentors to **Gŵyl CRIME CYMRU Festival '22**. This producer, Jamie Lamb, was extremely competitive in terms of pricing and was, subsequently, very highly rated by all participants. Mr Lamb proved extremely flexible and responsive to our needs and the **Gŵyl CRIME CYMRU Festival** steering group would be keen to work with him on filming and streaming for our live festival next year in Aberystwyth.

## 5. PARTNER BOOKSHOPS

Last year's **Gŵyl CRIME CYMRU Festival** experimented with a partnership scheme with Welsh independent bookshops whereby, in exchange for using their own social media platforms to advertise events, specific bookshops would be recommended at each panel event. This was discontinued this year as, despite a great deal of effort on the part of those steering group members dealing with this scheme, the bookshops did not see an uptick in sales relating to their nominated panels. It seems that for those who are sufficiently tech-savvy to access festivals online, the lure of clicking straight through to Amazon remains too great.

### Looking forward:

#### 1. FESTIVAL STEERING GROUP

In beginning to plan next year's festival in Aberystwyth, it was recognised that to fulfill our ambition to run a festival 'not just in Aberystwyth but with Aberystwyth' the steering group would need to recruit people from the local area. To this end, three new members have been invited to the steering group, which currently numbers six, representing an increase of 50% in our numbers. One invitee – a retired academic who is a native Welsh speaker – has accepted and is already proving invaluable. With the two other invitees drawn from the business community, we hope to have residents of Aberystwyth and the surrounding area represented as much as possible at all decision-making levels.

#### 2. FESTIVAL DATES

The early May bank holiday was initially chosen as the appropriate weekend to hold **Gŵyl CRIME CYMRU Festival** as it did not clash with any other local festivals and was just before the main crime fiction festival season begins in mid-May with Bristol's Crimefest.

However, circumstances change quickly with fashion and, having undertaken additional research during the last year, it has become clear that though the early May bank holiday has many attractions, it may not be the best weekend to hold a festival as a) it is a popular wedding weekend, tying up much hotel accommodation and b) it has become the 'go to' weekend for those organising Aberystwyth University reunions. Given the limits on hotel accommodation and the desire of many crime writers to be with their colleagues in one central venue, the decision was taken to look for a more appropriate weekend.

In consultation with Aberystwyth residents and with the Ceredigion Museum, which remains the steering group's preferred venue, we have nominated the weekend of the 21st (Friday evening) to the 23rd (mid-afternoon on Sunday). This weekend is still well

before the main crime festival season, meaning that we can appeal to festival-goers who have yet to become 'festival weary'. We will also attract authors who are not yet jaded by several festival appearances, meaning that we can offer our audiences fresh, vibrant and unique events.

### **Conclusion**

With increased numbers registering for tickets and expanding follower-engagement on social media, the audience predictions for a physical festival in Aberystwyth in 2023 are looking very positive.

Funding will be sought from the Welsh Government's Major Events Unit, the Arts Council for Wales 'Create' lottery fund and Literature Wales's Create fund. We will also provide ongoing opportunities for supporters to donate to the festival and solicit commercial sponsors.

### Charity Commission Receipts and Payments Account

		Unrestricted Funds	Restricted funds	Endowment Funds	Total Funds
<b>A1 Reciepts</b>					
	Unrestricted Funds	5,273			5,273
	Restricted Funds		975		975
	Ticket sales	1,205			1,205
					0
					0
					0
		6,477	975	0	7,452
<b>A2 Assets and investment sales</b>					
	None				
		0	0	0	0
<b>A3 Payments</b>					
	Speaker Fees		700		700
	Production Costs	900			900
	Travel Expenses		82		82
	Organiser Fees	1,000			1,000
	Website	227			227
		2,127	782	0	2,909

<b>A4 Assets and investment Purchases</b>					
	None				
		0	0	0	0

<b>B1 Cash Funds</b>		4,350	193	0	4,544
		4,350	193	0	4,544

<b>B2 Other Monetry Assets</b>		0	0	0	0
	None	0	0	0	0

<b>B3 Investment Assets</b>					
	None				
		0	0	0	0