

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, targetted 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
	10/30/2021		Opening Balance			4,543.53				
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 1	-731.00		
32	3/16/2023	Online Transaction	Am Clothing - T shirts		1,268.40	10,781.76	Lanyards, IDs, Steward 1	-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 1	-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		
54	4/26/2023	Online Transaction	Trevor Wood		100.00	25,464.34	Speaker Fee	-100.00		
55	4/27/2023	Online Transaction	Louise Mumford		528.29	24,936.05	Speaker Fee	-300.00	Committee Accom/travel	-228.29

GCCF Funds and Expense Account 2022-2023

Cashbook

RECEIPTS				PAYMENTS				
Date	Description	Type	Paid in	Date	Description	Type	Paid in	Balance
10/30/2021 Opening Balance			4,543.53					4,543.53
12/19/2021 ACW Lottery AC		Unrestricted income	9,000.00					13,543.53
1/17/2022 Wealth Government		Unrestricted income	7,500.00	2/22/2022 Pontaripoint Sponsor	Printing Materials / Feedback Questionnaire		354.00	13,189.53
3/22/2022 HABC		Unrestricted income	174.89	3/6/2022 Mail Chimp	Marketing Expense		26.77	20,662.76
3/24/2022 Wealth Government		Unrestricted income	7,500.00	3/16/2022 The clever saggens - Tote bags	Author Packs		364.00	20,298.76
				3/16/2022 Acso Review - Layards	Layards, IDs, Steward T-shirts		731.00	27,225.05
				3/16/2022 Am Clothing - T shirts	Layards, IDs, Steward T-shirts		1,268.40	25,956.65
				3/26/2022 Gail Williams - Admin role	Organiser Fees		780.00	25,176.65
				3/27/2022 Wipeout Creations - Hivuz	Layards, IDs, Steward T-shirts		75.00	25,101.65
				3/29/2022 Gail Williams - Admin role 2	Organiser Fees		1,000.00	24,101.65
				3/29/2022 Gail Williams - Admin role 2	Organiser Fees		1,065.00	23,036.65
				3/31/2022 Hiscock Insurance (paid via GB Williams)	Insurance		147.06	22,889.59
				4/1/2022 Ceme Cymsu (GBW SS)	Organiser Fees		30.00	22,859.59
				4/5/2022 Vintageart - banners (paid via Gail Williams)	Organiser Fees		439.53	22,420.06
				4/5/2022 Mail Chimp	Marketing Expense		26.04	23,396.02
				4/19/2022 Pontaripoint (via GB Williams)	Printed Materials		428.88	22,967.14
				4/24/2022 Mark Ellis (infring of Waterstones payment for Author Gifts)	Marketing Expense		1,898.14	21,068.99
				4/24/2022 Mark Ellis (infring of Waterstones payment for Author Gifts)	Author Packs		203.38	20,865.61
				4/25/2022 Aliu Hawkins	Speaker Fee / Committee Accon/Travel		639.50	20,226.11
				4/26/2022 Broo Doherty	Speaker Fee / Speaker Accon		230.00	20,796.26
				4/26/2022 Sarah Ward	Speaker Fee / Speaker Accon		330.00	20,466.26
				4/27/2022 Mark Ellis	Speaker Fee / Committee Accon/Travel		130.94	20,335.32
				4/28/2022 Katherine Stansfield	Speaker Fee / Speaker Accon		360.00	19,975.37
				4/28/2022 Penny Batchelor	Speaker Fee		50.00	19,925.37
				4/28/2022 Trevor Wood	Speaker Fee		100.00	19,825.37
				4/27/2022 Louise Mumford	Speaker Fee / Committee Accon/Travel		528.29	19,707.47
				4/27/2022 Kevynna Green	Speaker Fee / Speaker Accon		330.00	18,477.47
				4/27/2022 Allison Layland	Speaker Fee / Speaker Accon		330.00	18,147.47
				4/27/2022 Ben Aaronovich	Speaker Fee / Speaker Accon		250.00	17,897.47
				4/27/2022 Ceredigion County Council	Venue Hire		1,498.70	16,408.77
				4/27/2022 Chloe Tison	Sundries		94.64	16,304.13
5/4/2022 Ticketsource	Ticket Sales	6,228.58		4/27/2022 Matt Johnson	Speaker Fee / Speaker Accon		230.00	16,074.13
				5/9/2022 Mail Chimp	Marketing Expense		21.47	15,852.66
				5/9/2022 Louise Mumford	Sundries		31.28	20,245.96
				5/9/2022 Barry Forshaw	Speaker Fee / Speaker Accon		330.00	19,915.96
				5/9/2022 Chris Lloyd	Speaker Fee / Committee Accon/Travel		633.00	19,282.96
				5/9/2022 Douglas Skelton	Speaker Fee / Speaker Accon		330.00	18,952.96
				5/9/2022 Sarah Hughes	Speaker Fee / Speaker Accon		230.00	18,722.96
				5/9/2022 Aliu Hawkins	Committee Accon/Travel		60.00	18,662.96
				5/9/2023 John Awan Griffiths	Speaker Fee / Speaker Accon		230.00	18,432.96
				5/9/2023 Na Roberts	Speaker Fee / Speaker Accon		230.00	18,202.96
				5/9/2023 Sean Gibbons	Speaker Fee / Speaker Accon		230.00	17,972.96
				5/10/2022 Beverley Roberts	Speaker Fee / Committee Accon/Travel		420.00	17,552.96
				5/10/2022 Gail Williams - Admin role 4	Organiser Fees		77.19	17,475.77
				5/10/2022 GB Williams	Speaker Fee / Committee Accon/Travel		700.00	16,775.77
				4/26/2022 Sarah Ward	Speaker Fee / Speaker Accon		330.00	16,445.77
				5/10/2022 Carlyl	Speaker Fee / Speaker Accon		516.00	15,929.77
				5/10/2022 Ben Gower	Speaker Fee / Speaker Accon		330.00	15,599.77
				5/10/2022 Gail Williams - Admin role 5	Organiser Fees		324.00	15,275.77
				5/10/2022 Barry Ryan	Speaker Fee / Speaker Accon		4,763.46	10,512.31
				5/10/2022 Gail Williams - Admin role 3	Organiser Fees		984.00	9,528.31
				5/10/2022 Melvyn Joyce	Speaker Fee / Speaker Accon		230.00	15,549.46
				5/10/2022 Evonne Warham	Speaker Fee		20.00	15,529.46
				5/11/2022 Cera Ramsey	Speaker Fee		25.00	15,504.46
				5/11/2022 GB Williams	Committee Accon/Travel		60.00	15,364.46
				5/11/2022 Gail Williams - Admin role 8	Sundries		81.60	15,282.86
				5/11/2023 Sean Williams (production Manager)	Tech equip and video		2,109.88	13,172.98
				5/15/2023 Alan Davies	Speaker Fee / Speaker Accon		460.00	10,637.86
				5/15/2023 Zoe Sharp	Speaker Fee / Speaker Accon		250.00	10,387.86
				5/15/2022 Gerald Scar	Speaker Fee		25.00	10,362.86
				5/15/2022 Penny Batchelor	Speaker Fee		50.00	10,312.86
				5/15/2022 David Penny	Speaker Fee / Speaker Accon		230.00	10,082.86
				5/15/2023 Mary Conn	Speaker Fee		25.00	10,057.86
				5/15/2022 Gwaelan Parrot	Speaker Fee / Speaker Accon		92.78	9,965.08
				5/15/2022 Caroline Jones	Committee Accon/Travel		60.00	9,905.08
				5/15/2023 Sarah Todd-Taylor	Speaker Fee		200.00	9,705.08
				5/15/2023 M. Christopher Lynch	Speaker Fee / Speaker Accon		92.78	9,512.30
				5/15/2023 W. John Phil Rowlands	Speaker Fee		25.00	9,487.30
				5/15/2022 Cera Mackintosh	Speaker Fee		198.00	9,289.30
				5/15/2022 Gwyneth Steady	Speaker Fee		21.00	9,268.30
				5/15/2022 Caroline Jones	Speaker Fee / Committee Accon/Travel		470.50	8,797.80
				5/15/2022 G. Williams	Speaker Fee		25.00	8,772.80
				5/15/2022 Ifor Taylor	Speaker Fee / Speaker Accon		620.00	8,152.80
				5/15/2023 Winifred Davies	Speaker Fee		120.00	7,772.80
				5/15/2022 Jacqueline Harrett	Speaker Fee		25.00	7,747.80
				5/15/2022 Cera Ramsey	Speaker Fee / Speaker Accon		230.00	7,517.80
				5/15/2022 Maria Hannah	Speaker Fee		120.00	7,397.80
				5/15/2022 Marynau Alexander	Speaker Fee / Speaker Accon		230.00	7,167.80
				5/15/2022 coliuscunethelouse	Evening Event		1,600.00	5,567.80
				5/15/2022 Rod Green	Speaker Fee / Speaker Accon		230.00	5,337.80
				5/15/2022 James Oswald	Speaker Fee / Speaker Accon		330.00	5,007.80
				5/15/2022 Emma L. Fitzpatrick	Speaker Fee		115.75	4,892.05
5/16/2023 Sarah Ward	Speaker Fee	330.00		5/16/2022 Rubbenbeck	Speaker Fee / Speaker Accon		230.00	4,662.05
5/16/2023 FF Return 16/05/21	Speaker Fee	230.00		5/16/2022 Bethany Davies	Speaker Fee / Speaker Accon		460.00	4,202.05
				5/16/2022 Sara Ellis Roberts	Speaker Fee / Speaker Accon		230.00	3,972.05
				5/22/2023 Jocky Collins	Accommodation		186.00	3,786.05
				5/22/2023 Mark Edwards	Speaker Fee / Speaker Accon		230.00	3,556.05
				5/22/2022 Graham Miller	Speaker Fee / Speaker Accon		230.00	3,326.05
				5/22/2022 Gail Williams - Admin role 6	Organiser Fees		828.00	2,498.05
				5/22/2022 Gail Williams - Admin role 7	Organiser Fees		660.00	2,038.05
				5/22/2022 The Wardens	Evening Event		2,195.00	1,143.05
				5/23/2023 Four Tails	Speaker Fee / Speaker Accon		483.50	1,708.11
				5/14/2023 Belinda Bauer	Speaker Fee / Speaker Accon		230.00	1,478.11
				5/14/2023 Ruth Burke	Publisher		518.70	959.41
5/26/2023 Penelope Jenkins	Speaker Fee	50.00		5/30/2022 Gail Williams - Admin role 9	Organiser Fees		432.00	1,009.41
5/26/2023 Mark Ellis	Author Gifts	50.00		5/30/2022 Mark Ellis	Travel Expenses		29.50	537.91
5/31/2023 Ticketsource	Ticket Sales	189.22		6/26/2023 Alan Hawley	Speaker Fee		50.00	727.13
6/26/2023 ACW Lottery AC	Restricted Funds	654.00		6/26/2023 Paul Gisham	Speaker Fee		50.00	1,281.13
				6/26/2023 Neil Pattinson (as E Margaret Ruth Pa)	Speaker Fee		50.00	1,231.13
				Maic Williams	Speaker Fee		50.00	1,181.13

Charity Commission Receipts and Payments Account 2022-2023

	Unrestricted Funds	Restricted funds	Endowment Funds	Total Funds
A1 Reciepts				
Unrestricted Funds	28,718			28,718
Restricted Funds		654		654
Ticket sales	6,418			6,418
	35,136	654	-	35,790
A2 Assets and investment sales				
None				
	-	-	-	-
A3 Payments				
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
	33,955	654	-	34,609
A4 Assets and investment Purchases				
None				
	-	-	-	-
B1 Cash Funds	1,181	-	-	1,181
	1,181	-	-	1,181
B2 Other Monetry Assets	-	-	-	-
None				
	-	-	-	-
B3 Investment Assets				
None				
	-	-	-	-
B4 Assets retained for the Charity's own use				
None				
	-	-	-	-
B5 Liabilities				
None				
	-	-	-	-

GCCF Profit and Loss Statement 2022-2023

Income

Unrestricted Funds	28,718.42
Restricted Funds	654.00
Ticket sales	6,417.80

Total Income	35,790.22
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Expenses

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

Total Expenditure	34,609.09
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Overall Total	1,181.13
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From: Cheryl Rees-Price <cherylrees-price@hotmail.co.uk>
Date: Tue, Jun 20, 2023 at 11:48AM
Subject: Re: Reports
To: Gwyl Crime Cymru Fest <gwylcrimefest@gmail.com>, Alis Hawkins
<alishawkins@live.co.uk>, Mark Ellis <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