

Richmond MayFest

The Annual Return for the Period

2nd February 2023 – 5 April 2024

Richmond MayFest Trustees Report Annual Return for the Period 2 February 2023 to 5 April 2024
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TRUSTEES REPORT

1) Reference and Administrative details

The name of the charity is: Richmond MayFest

Charity registration number is: 1201807

The address of the charity is: 32a Newbiggin, Richmond, North Yorkshire DL10 4DT

The charity is managed by a board of trustees. The trustees serving during the relevant period are:

Trustee name:	Role (if any) during the relevant period:	Dates of service:
Graham Berry	n/a	Whole period
Charles Grumbley	n/a	Whole period
Baroness Angela Harris	n/a	Whole period
Catriona Marcia McLuckie	Minutes Secretary	Whole period
Judith Moorhouse	n/a	From 9 th May 2023 to end of period
Gillian Page	Chair	Whole period
Susanna Pell	n/a	Whole period
Clive World	n/a	Whole period

The trustees have had regard to the Charity Commission's guidance on public benefit. They know what their charity's purposes are and understand how each purpose is for the public benefit. Especial attention is given to guidance on public benefit and the charging of fees with an eye to maximizing inclusivity. The majority of provision is free of charge for people in the Area, having negotiated free entry to Richmond Castle for residents of the Area for the whole of the festival. Where events are charged, there are significant discounts for residents of the Area, with free admission for under 18s. Many events are free for everyone.

2) Objectives and Activities

The objectives of Richmond MayFest ("RMF") are:

- to advance the education of the public in the area in and around Richmond (postcode areas DL9, DL10 and DL11, "the Area") in the subject of traditional and historical music and dance;
- to promote performance arts for the benefit of the public in the Area by the establishment of an annual festival of traditional and historical music and dance and associated activities;
- to promote the advancements of the arts in the Area by the preservation of historical performance arts traditions.

In a general sense, RMF has the broad aim of contributing to the quality of life in Richmond and its surrounding

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areas through the provision of an accessible high-quality programme of events delivered by the community and by professional performers.

The core activity of Richmond MayFest is the delivery of an annual festival of traditional and historical performance arts and associated activities including community outreach. Key to this core activity is cooperation and partnership with existing community groups in the planning and delivery of the festival and in the provision of events and activities. Volunteers are an essential part of delivering the objectives of Richmond MayFest, which is a volunteer-run charity. Volunteers serve on the board of trustees, deliver fundraising events and initiatives, provide event stewarding services, and both lead and assist in festival activities and performances.

The Trustees of Richmond MayFest take the following considerations into account when selecting performances.

Artistic merit: is the performance of artistic merit? is the performance technically proficient and also imaginative and creative?

Communication: is the performer capable of informal communication with the public? This is very important given the informality of most MayFest performances and priority is given to artists experienced in informal interaction

Locality: priority is given to reasonably local performers, given the two above criteria are met. 'Reasonably local' is defined as roughly up to 40 miles from Richmond; beyond that performers from Yorkshire or the north-east of England will also be prioritized. RMF aims to showcase local talent as far as possible.

Affordability: In the case of all professional artists, all paid performances must be affordable within our strict budget while always taking into account the responsibility to pay artists fairly.

The main activity undertaken during the relevant period was the staging of the second Richmond MayFest, followed by planning for the third Richmond MayFest.

3) Achievements and Performance

Richmond MayFest 2023

The second Richmond MayFest was held on Saturday 29 April – Monday 1 May 2023. It was the first MayFest to be operated by the Board of Trustees, constituted in February 2023 but in informal consultation since November 2022. A huge amount was taken on board from the first RMF held in April-May 2022, which had been something of a 'trial run'.

a) Content

The 2023 RMF had a broad programme of a Music Day (Saturday), a Dance Day (Sunday) and a Storytelling Day (Monday). The programme comprised:

Music

In concert: Janice Burns and Jon Doran. A folk duo with close links to the north-east performing at St Agatha's in Easby, preceded by a musical promenade from Richmond to Easby led by the Ran Tanners. Support performance by local folk musician Nick Brooker.

In concert: Richmondshire Choral Society. Performing Mendelssohn's Elijah at St Mary's Parish Church.

In concert: The Leeds Waits. 'The Story of Coffee' at Richmond Town Hall

Performances from pupils of Richmond School at The Station

Informal performances at Richmond Town Hall from members of Richmondshire Orchestra, local folk group Fill the Tankard and folk duo Errol & Lesley Kirkpatrick.

Informal performances at Richmond Castle from Richmond-based Trouvere (medieval music), Tritor (medieval music) and Bisarr (world/medieval)

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Informal performances in Richmond Market Place from Durham-based The Ran Tanners (folk), North Yorkshire-based Hautbois (historical: The Great War) and Damian Clarke (folk).

Street performances from violinist Sid Bowfin, Richmond Market Place

Folk session led by Richmond's Black Lion Folk Club and the Ran Tanners, the Castle Tavern

Drumming circle led by Yorkshire-based Rhythm Calls at Richmond Methodist Church

Dance

Annual Morris Day of Dance organised by Richmond-on-Swale Morris Men, featuring 8 sides in total, on the Sunday in the Market Place, Richmond Castle, and other outdoor venues around the town

Performances at Richmond Town Hall from local dance schools the Charlotte Jacqueline School of Dance and the Rhythm & Shoes Dance Academy

Tea Dance at Richmond Town Hall with Richmond-based The AB Band

Ceilidh at Richmond School with Teesside-based Blind Panic Ceilidh Band

Scottish Country Dancing display and have-a-go with the Richmond Branch of the Royal Scottish Country Dance Society, at Richmond Town Hall

Clog dancing workshop with local side Richmond Castle Clog at Richmond Town Hall

Maypole dancing interactive session with Maypole Movers at Richmond Castle

Storytelling and other

Performances at Richmond Castle from Richmond Storytellers, Richmond Amateur Dramatic Society and Trouvere

Storytelling 'in concert' at Richmond Methodist Church with Yorkshire-based Ursula Holden Gill

Punch and Judy in the Market Place with Richmond-based Professor Ron Wood

Storytelling in the Market Place with The Silly History Boys

Family craft activities on a springtime theme at Richmondshire Museum

b) Public Benefit and Fees

In accordance with the RMF policy on public benefit and fees: (1) all events in the Market Place, Richmond Methodists, The Station and the Town Hall were free to all, with the exception of the Tea Dance; (2) all events at Richmond Castle were free to all residents of the Area; (3) workshops at Richmondshire Museum were charged the customary Museum entrance, which includes free child entry; and (4) the ticketed events were all discounted for residents of the Area.

The Janice Burns & Jon Doran concert saw over 50% Area attendance, and the Richmondshire Choral Society concert over 80% Area attendance. The ceilidh and Tea Dance saw around 75% local attendance.

c) Audience Experience

Feedback, largely anonymous, was overwhelmingly positive. All respondents said the event was enjoyable with 25% 'enjoyable' and 75% 'very enjoyable'. Where negatives were given in feedback (50% of respondents), more than half focused on the weather which was very bad on Sunday in particular. Almost all respondents cited positives with 'castle events', 'variety', 'atmosphere' and 'everything' being most frequently mentioned.

Specific feedback included praise for "the themed days, music, dance, storytelling and the way they showcased local talent. The extensive community involvement".

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An important part of the audience experience is the participation by the community in the event, and compared to 2022 there was considerably more community involvement. The new trustee team of seven was actively involved in planning and helping over the weekend as far as possible and there was a larger 12-strong volunteer team over the weekend. More local groups involved with Richmond Castle Clog Richmond Amateur Dramatic Society, the Charlotte Jacqueline School of Dance, three local folk groups and the AB Orchestra all new in 2023. Significantly, the Richmond on Swale Morris Men had, on the strength of their involvement in 2022, decided to move their Annual Day of Dance to coincide with RMF; similarly, the Richmondshire Choral Society moved their springtime concert to coincide with RMF. There were also three new local venues involved. The willingness of local businesses and individuals to support the festival financially, on the back of the 2022 event, is also indicative of the positive community response to RMF.

Numbers participating can be hard to quantify with so much free access, but a good guide is the counted entry into Richmond Castle, which was roughly double what might be expected on a Bank Holiday weekend. Both music concerts and the ceilidh were well attended.

d) Richmond MayFest 2024: Planning

Feedback in 2023 highlighted a desire for more specifically child-friendly content and this was the most significant factor in planning for the 2024 event. With the engaged support of English Heritage staff at Richmond Castle, a MayFest MayFair was planned for the Castle featuring medieval reenactment, circus skills, face painting and stalls as well as the core music, dance and storytelling offering. Although outside the scope of this Report, it can be noted that this was extremely successful: Richmond Castle ended up the second-busiest English Heritage site in the country over the Bank Holiday weekend, and feedback was uniformly positive.

2024 also saw an outreach programme and more focused arts activities over the weekend of the festival. Four school Maypole workshops, plus three school arts workshops delivered by local arts CIC Open Door Art and linked to a MayFest Parade aimed (successfully) at increasing family and child participation over the weekend.

The other major outcome moving from 2023 to 2024 was to work even more closely with local community groups. The Black Lion Folk Club became more involved in planning the folk music offer, resulting in a free Mini Folk Fest at the Town Hall with a lineup curated by the Folk Club. Richmond on Swale Morris Men again organised the Day of Dance.

Trustees were able to plan (and deliver) a 2024 MayFest that attracted many more people, especially from within the Area, and which had a broader and more diverse offering.

In summary, over the course of 2023 and into 2024, RMF has established itself as a major cultural event in the Richmond calendar. It nurtures local community performance activity and provides a high-focus platform for groups to showcase what they do, and to attract new members. Hundreds of local people are involved in delivering performance over the course of MayFest. RMF also provides an artistically high-quality, accessible and fun event to the people of Richmond and the broader Area. Further, RMF engages proactively with local businesses, individuals and venues to achieve this.

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4) Structure, Governance and Management

Richmond MayFest's governing document is its Constitution, which was adopted 2 February 2023, and last amended on 9th May 2023. Richmond MayFest is a Charitable Incorporated Organisation.

Trustees are recruited as required from the local community.

This Annual Report was approved by all the Trustees at a general meeting on 3rd December 2024.

5) Financial review

The charity was in a healthy financial position at the end of the period and had cash funds at the year-end totalling £11,288. However, this sum represents the funds raised to that point in order to be able to finance the Festival as required for the forthcoming year, and ideally to create a small reserve.

The establishment of a reserve is a key aim of the trustees over the coming three years, to increase the resilience of the charity. RMF has only minimal reserves at present which it seeks to increase year-on-year to a stage that would enable the charity to cope with a crisis in the funding of the festival. Increased reserves will also allow RMF to experiment with more outreach activities, whilst also seeking substantial funding to extend this aspect of the festival.

Signed for the board of trustees of Richmond MayFest.

Marcia McLuckie (Chair)



Print: CATRIONA MARCIA MCLUCKIE

Date: 28/01/2025.

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Richmond MayFest Receipts and Payments Account: February 2 2023 to April 5 2024

These accounts have been prepared on a receipts and payments basis. The income and expenditure show therefore reflect the cash/bank receipts and payments during the period.

Section A Receipts and payments

	Unrestricted	Restricted	Total funds
Receipts			
Grants from public bodies	-	7,760	7,760
Donations and gifts	2,288	-	2,288
Grants provided by other charities	-	1,250	1,250
Membership subscriptions	605	-	605
Sponsorships	-	4,500	4,500
Ticket receipts	3,114	-	3,114
Fundraising events	2,088	-	2,088
Sale of advertising in programme	160	-	160
Other (compensation)	200	-	200
			-
Total receipts	8,455	13,510	21,965

Payments

Artists' fees	-	6,898	6,898
Venue costs	-	881	881
Equipment for event	78	-	78
Insurance	330	-	330
Technical support	80	-	80
Box office costs	58	-	58
Advertising in print media	1,200	-	1,200
Online media advertising	270	-	270
Printed promotional material	-	710	710
Postage	55	-	55
Staging fundraising events	1,015	-	1,015
Volunteer expenses	-	516	516
			-
Total payments	3,086	9,005	12,091

**Richmond MayFest
Trustees Report
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Net of receipts/(payments)	5,369	4,505	9,874
A5 Transfers between funds	-	-	-
A6 Cash funds last year end	1,409	-	1,409
Cash funds this year end	6,778	4,505	11,283

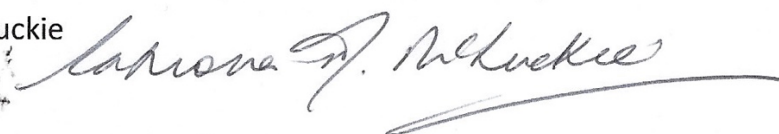
Section B

Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
Cash funds	Funds raised & not yet spent for MayFest 2024	6,778	4,505
	Total cash funds	6,778	4,505

Accounts approved by:

Marcia McLuckie
(Chair)



Date of approval

28/01/2025.