

Flamborough Flower Pot Festival

Report for the Annual General Meeting 2023

Held at the Victoria Club, Flamborough on 19th November at 3.00 pm

Introduction

The first FFPF was held in June 2022 as a fun, non-competitive event to help bring the community together following Covid lockdown. As a result of its success there were numerous requests for the event to be held again in 2023. Consequently a small group of volunteers got together to form a committee to help put the event on a more sustainable basis.

An inaugural meeting was held on 17th August 2022 . Whilst there was a strong desire amongst volunteers to keep the arrangements informal it soon became obvious that certain formal structures needed to be in place.

A constitution was drawn up and the following officers were elected, Julie Sanders Chair Person, Chris Traves Secretary and Karen Nettleship Treasurer, other committee members were Pat Bealham and Alan Sanders.

The main aims of the FFPF Constitution are:

- To organise an inclusive annual, free to enter, Flower Pot Festival in Flamborough East Yorkshire, to benefit the community.
- To raise funds to support charities and not-for profit community organisations in Flamborough.
- To seek sponsorship to promote and fund activities in relation to the Flamborough Flower Pot Festival

Report

The inspiration for a FFPF came from Susan Calman, TV presenter, who during one of her programmes visited the North Yorkshire town of Settle who have run an annual flower pot festival for over 10 years. Members of our committee have visited Settle to share ideas and to learn from their experience.

Much of our work so far has been to lay the foundations for the FFPF to become a sustainable annual event in the village calendar. Towards this end we have opened bank accounts with Lloyds and the Skipton Building Society, drawn up Risk Assessments and taken out FFPF festival insurance.

From the onset we sought to work with Flamborough Parish Council gaining their consent and keeping them informed of our plans. The parish council in return have generously supported us by funding our festival banner, collection boxes and craft materials.

We have also tried to engage local businesses some of whom have kindly supported us through advertising or by donating prizes for our quiz nights and raffles.

Much of the early work of the committee was spent raising funds to underpin the FFPF by running quizzes, raffles and cake stalls.

We were also fortunate in receiving the support of Claire Louise, I.T. Consultant and Hannah Rose, Funeral Directors(Bridlington) in the setting up our webpage and social media accounts.

Andy Dean was co-opted onto the committee in Spring 2023. Andy helped to engage the involvement of beavers, cubs and scouts through craft workshops and by making and displaying models around the village.

This year's FFPF was held from Saturday 3rd to Friday 30th June and Flamborough Pre-School was chosen to be the recipient of our fund raising efforts during the festival period.

Our event proved to be bigger and better than last year's with more models, more community and business engagement and more visitors to the village.

In 2022 we had a digital trail map which people could download onto their mobile phones. Whilst this was very effective there were many requests from visitors for a printed festival trail. Alan Sanders took on the tasks of designing the printed trail guide and drawing up a new Flamborough map – which we all hope will be of lasting benefit to the village.

We are also grateful for all the support we have received from Fiona Holt at the Post Office, the Vic Club and the local cafes, pubs and businesses that sold our festival maps or had collection tins.

This year's printed trail and new village map were generously sponsored by Haven Holiday Village who under took all the printing and worked closely with us during the formative months of our committee by offering good business advice and the free use of the Caravel for our fund raising quizzes. Haven also undertook the printing of 1,500 entry forms which we distributed to every household.

We were also successful in bidding for a 'Do It For East Yorkshire Grant' of £1,500.00 - these grants are awarded to support community projects. The grant paid for such things as our domain name, IT consultancy, a 2nd FFPF banner, trestle tables, craft materials and a badge maker - which proved to be very popular at children's workshops. We also attached a FFPF badge on our 'thank you' note to participants, gave one to each child at Flamborough Primary School and gave fridge magnets to all the children at pre-school.

To help keep our festival inclusive we decided that another digital on-line trail map with photographs of every model would run alongside our new printed map. This would enable those who were housebound, or for other reasons couldn't physically follow the FFPF trail, could still share in the fun and enjoyment by following a 'virtual' flower pot trail. Our digital FFPF trail has also given access to people around the world and to date has been seen over 7,800 times.

In the lead up to this year's festival, and to help engage more members of the community to participate, the committee arranged a series of model making workshops for local rainbows, brownies, guides, beavers, cubs and scouts as well as drop in sessions at the library for older members of the community such as, the 'Knit and Natter' group. Plant pots for model making were generously donated by Reighton Nurseries, Eastfield Garden Centre and craft materials by Boyes of Bridlington.

Our guiding principles for FFPF is that it should be inclusive and non-competitive. This year around 170 Flower Pot models were displayed at 94 locations around Flamborough by approximately 75 different households, many locations displayed

more than one model. Some were charming single pot models with a painted face made by young children and others were very intricate creations. There were Vikings, a knight on horseback, Dr Who, Minions, Lighthouses, King Charles, Micky Mouse, Dennis the Menace, a zebra, a lobster, a walrus, a chicken, a giant horse, bees, a robot and to keep speeding motorists in check there was a policeman with a speed camera on Bampton Lane. Approximately 600 trail guides were purchased during the festival.

This year 23 businesses participated either in kind, through selling trail maps, by making models or through donations.

The actual increase in visitor footfall during the festival was difficult to estimate as there was no single entry point and no entry fee, but there was a noticeable increase in the number of visitors around the village during June. It was good to see families enjoying the festival together and the smiles on peoples' faces. We are aware of visitors coming from as far afield as London and Holland and of some visitors from Hull returning several times to see models they had missed the first time around. Visitor numbers were boosted by an increase in traffic on our social media platforms, we had 100+ Facebook Followers and over 5,000 social media reaches. We had a successful P.R. programme with coverage in the Bridlington Echo and the Bridlington Free Press, we also had radio coverage on 'This is The Coast', 'Bridlington Gold' and 'Radio Humberside' with Kofi Smiles & Amanda White visiting Flamborough to report live, we were also featured on BBC Television's 'Look North'.

On the 13th September we were delighted to present a cheque for £1,400.00 to Flamborough Pre-School being the monies raised from the sale of trail maps during the festival.

Looking ahead to June 2024 we plan to hold further model making workshops in the Spring for families and we would also like to make a few larger 'community' models for display in some of the open spaces around the village to help fill a few gaps and tie North Landing, South Landing and the Headland into our festival.

Unfortunately we are losing two of our committee members, Pat Bealham and Andy Dean, we would like to thank them both for all their hard work and efforts in ensuring the success of this year's festival and we wish them both all the very best for the future.

I would like to close by thanking everyone who supported us, in whatever way, and for helping to make our festival such a success. I would also like to thank all those who participated with their 'potty' creations and helped to bring the village together, raise a few smiles and some much needed funds for Flamborough Pre-School.

Julie Sanders
Chair Person FFPF

Financial Report Flamborough Flower Pot Festival 2022-23

As FFPF is held in June our financial year runs from 1st October to 30th September.

We were inaugurated mid-year so our accounts for 2022-23 run from 21/12/22 until 30/09/23

Our FFPF accounts have been independently audited and certified as correct by Mr Arthur Woodhouse, retired local business man and post master.

At the end of the financial year our closing balances were as follows:

• Petty Cash	£0.52
• Skipton Building Society	£427.50
• Lloyds (on-line)	£966.11
<u>Total</u>	<u>£1,394.13</u>

Our actual turnover was £4,681.91

Our total expenditure was £3,287.78

Balance = £1,394.13

As our annual turnover was below the £5,000.00 threshold there is no requirement this year for the FFPF to register as a charitable organisation.

We have also set up a register of FFPF resources over the value of £50.00. This includes such things as our 2 festival banners, trestle tables and badge making machine.

I would also like to extend my grateful thanks to all involved in making this year's FFPF such a success. May next year's festival be even bigger and better.

Karen Nettleship
(Treasurer FFPF)