

Cromer & Sheringham Art & Literary Festival (CASALF) Project Evaluation for COAST 13 *Inspired by Film*



MEETING OUR AIMS & OBJECTIVES

CASALF's main objective was to build on momentum and continue to work with local communities to plan and deliver a diverse and accessible film-inspired, multidisciplinary arts festival over 10 days in autumn half-term week from Fri 25 Oct to Sun 3 Nov 2013. We were aiming for 40 quality events in 20 venues/locations but actually facilitated **54** happenings including:

30 talks, workshops, performances and film screenings promoted by CASALF over festival week

12 exhibitions promoted by CASALF during the 10-day period

4 exhibitions and events promoted under the COAST "Pre-Festival Warm-Up" banner

3 launches and PV events (for COAST, Belfry Arts Centre and Artpocket Collective)

5 COAST 13 promotional/fundraising events in the lead-up from March-October 2013



We also worked with partners to develop **5** additional projects:

A Short Film Competition for amateur and professional filmmakers of all ages and abilities. 24 entries were received and judged by a panel of 4 industry specialists. 2 local artists (Annie Lloyd and Sue Purser-Hope) were commissioned to make 4 cast-glass awards. Prizes were presented at an "Oscar-style" Awards Night (with live music/entertainment) at Sheringham Little Theatre (SLT) on Tue 29 Oct. This was attended by 73 people (including local sponsors and dignitaries and some of the entrants from as far afield as North Wales). The evening also featured films made by close runners-up and a special judges' commendation was given to 2 Norwich-based students. The competition attracted excellent media coverage in the EDP and North Norfolk News as well as new sponsorship from Upcher, Tesco and scira, all of whom sent reps to the Awards Night.



NO/WHERE FESTIVAL at The Atrium from 30 Oct-2 Nov. CASALF worked in partnership with The Atrium (based at North Walsham High School) to enable the delivery of Halloween-themed film events, to appeal to a younger adult audience, at the tail-end of COAST week. A double-page advert was included in the COAST programme and initial feedback has been very positive.

Orchestra of the Age of Enlightenment Concert in Trunch on Sat 26 Oct. CASALF worked with NNDC Arts Service to ensure that this already scheduled, Orchestras Live concert did not conflict with other COAST 13 events. Cross-promotion opportunities were maximised; the concert was almost full to capacity; and all parties were happy with the arrangements.

Green Screen Stories pilot project to produce a community film made in a series of short "talking head" segments from all sectors of the community visiting, living and working in and around Sheringham, for a premiere screening at COAST 13. Full details on page 5.

The Blue Balloon Film Project: Full details on page 6.

The above listed activities were hosted in more than **24** different locations in Cromer and Sheringham and their neighbouring towns and villages of Overstrand, Northrepps, Mundesley, Trunch, East Runton, North Walsham, Wiveton and Felbrigg. Venues include libraries, museums, galleries, churches, theatres, historic private homes/gardens, hotels, pubs, cafés, schools, shops, community centres and parish halls.

We offered film-inspired exhibitions, workshops, participatory projects, concerts, screenings, talks and discussions; and provided a range of opportunities for local residents and visitors to sample visual art and craft, sculpture, photography and film, poetry and literature, music and dance.

By consolidating our marketing activities we hoped to generate a footfall of 7,000 visitors. Ticketed events attracted 1,300 customers and early indications suggest that visitors to exhibitions and other free events will be in the region of 11,700 (and we are still collating figures from our numerous partners). The total figure for live audiences is therefore conservatively estimated at **13,000**.



Volunteers and CAE Arts Round-Up distributed 10,000 full-colour brochures across Norfolk and we distributed 2,000 business cards throughout the year at fundraising events and through our numerous partners and venues. We continued to engage the services of a professional web manager to ensure our website at www.casaf.co.uk remained up-to-date. Volunteers also set up and managed a separate film website at www.coastfilm-festival.com. *The Blue Balloon* film was a key promotional tool and attracted a great deal of local media interest. The volume and content of editorial coverage was improved on 2012 with a small piece in *The Independent* recommending COAST as a good thing to visit, 4 radio slots and several features in the EDP and North Norfolk News as well as in a variety of free local publications.

Most events were appropriate for all ages and abilities but some were targeted at specific groups e.g. children, families and young adults. We also delivered **6 multi-cultural events** in celebration of Norfolk Black History Month. 28 of the 54 events (**52%**) were **free**. Other concerts, films and live performances (all with higher costs) were priced between £2 and £12 with concessions for under 16s and family groups, and free entry to all film screenings for students.



We believe that building a stronger cohesive community, with a shared vision, can only help to ensure that local people continue to work together to protect, preserve, promote and celebrate the area - its environment, economy, resources and people. This was COAST's fourth year. Existing partnerships were consolidated and several new collaborations emerged, most notably with The Atrium, Cromer Pier and BBC Voices, who are all keen to get involved in future projects. Whether as funders, supporters, venues or participants we worked with over **130 individual performers and artists** and approx **70 public, private and voluntary sector organisations** including:



Norfolk County Council, North Norfolk District Council, Cromer and Sheringham Town Councils, Norfolk Ambition, Norfolk Black History Month, Norfolk Community Foundation, Paul Bassham Charitable Trust, Geoffrey Watling Charity, Upcher Community Partnership, Sheringham Little Theatre, Cromer Museum, The Mo Sheringham Museum, RNLI Henry Blogg Museum, Cromer and Sheringham Libraries, Felbrigg Hall, Templewood, Blue Sky Café, M+A Partners, Bennetts Electrical, Tesco, scira, Graphic Edge, Garden House Gallery, Sainsbury Centre for Visual Arts, The Lobster PH, The Red Lion

Hotel, The White Horse PH East Runton, Wiveton Hall Café, Virginia Court Hotel, The White Horse PH Overstrand, Bowjangles, Artpocket Collective, Creative Arts East, Barnwell, The Copy Shop, Cromer TIC, Argus Video, Graphic Edge, XFish, Templewood Productions, Greenlight Media, Jaya Dance, Bonne Maison, St Peter's Brewery, Jarrold, Cromer Parish Hall, Cromer and District Art Society, East Runton Village Hall, Cromer Community Centre, St Andrews Methodist Church, Oddfellows Hall, Salvation Army Hall, Sheringham Carnival, North Norfolk Film Forum, NOVA, Open Door, Belfry Arts Centre, Sheringham &

Cromer Choral Society, North Norfolk Railway, The Peter Coke Shell Museum, Sheringham Masonic Hall, Sheringham Shantymen, The Grove Hotel, The Sea Marge Hotel and Poppyland Publishing.

More than **100 local people** were involved as volunteers in the planning/delivery of COAST and its associated projects. 17 "official" committee members and trustees contributed a conservative estimate of **5,000 volunteer hours** (equating to £55,000 at £11 per hour).

THE DIFFERENCE OUR PROJECT HAS MADE

In 2013 we became a registered charity with the following objects:

1. To advance the education of the public in the subject of visual and performance art in all its forms including literature, film, theatre, music, sculpture, dance, painting, printmaking, photography, craft.
2. To promote art for the benefit of the public by the establishment and maintenance of an arts festival.

COAST 13 undoubtedly fulfilled these charitable objects whilst continuing to support projects that:

Embrace and showcase the unique character and distinctiveness of the area.

Promote and celebrate the variety and quality of local talent and product.

Address the rivalry between the towns and lay foundations for stronger relationships in the future.

Engender a sense of community ownership & pride, creating a shared vision for the common good.

Engage harder-to-reach communities in a positive way through consultation and involvement.

Enhance our tourism offer so that visitors can enjoy the area beyond the traditional summer season.

Broaden awareness of our cultural industries to strengthen support and encourage new audiences.

Provide access to marketing opportunities that help participants to develop their potential market/s.

Provide recreational activities and contemporary art in an area where opportunities are often lacking.

Develop educational projects which celebrate local identity, traditions and heritage.

Create new ways to support our artist population, enhancing the wider cultural life of the area.

Local groups were consulted and involved throughout the development of COAST 13 through meetings and discussions. Bringing disparate elements of the local community together to tackle common needs and concerns remains at the very heart of the COAST festival which, taken as a whole, promotes and enhances the economic and community well being of the North Norfolk Coast, to support a better quality of life for everyone, now and for future generations. As well as the wider public - residents and visitors - our beneficiaries include tourist industry providers, small commercial enterprises and artists, all of whom are reliant on exposure of their work for economic sustainability. Wherever possible, we used services and products from the local area, and again drew on the natural resource of our resident artist population.

The diversity, accessibility and affordability of our events ensured that we provided the broadest possible range of opportunities for residents and visitors alike to get involved in creative experiences. The feedback from 2013 has been overwhelming; and it's because of this and local expectations that we are determined to develop a model for a sustainable annual event.

EVALUATION, KEY LESSONS LEARNED & FUTURE DEVELOPMENT

Most events were photographically documented and/or filmed. At least one trustee attended every event and we invited comments via our website. Feedback received has been very positive. The majority of participants, commercial and non-arts venues involved have reported significant benefits and expressed support for, and a desire to be involved in, similar initiatives in the future. This feedback formed the basis of our assessment of the strengths and weaknesses of COAST 13 at our review meeting on 22 Nov, and will help to inform decisions at future planning meetings.

After making a substantial £5,181 deficit at COAST 12 (and with the aim of recouping these losses and replenishing reserves for future projects) we set strict parameters for the delivery of COAST 13 involving a more focussed, self-contained and sustainable programme in order to:

Augment the partnerships that had been established to date.

- Continue our aim to extend the season and meet local funding requirements.
- Provide continuity in terms of timing i.e. autumn half-term week.
- Retain a strong kids/family participative element.
- Ensure continued involvement and support of local libraries and other voluntary groups.
- Build on the idea of town centre hubs to keep events in accessible clusters.
- Minimise costs and maximise income.

The *Inspired by Film* focus was chosen for the 10-day autumn festival because there was strong evidence in support of an established and growing interest, locally, regionally and nationally, in the genre of film. This enabled delivery of a diverse and accessible festival programme whilst recognising the need to:

- Attract new volunteers and funding through the development of fresh collaborative projects.
- Address the possibility of COAST becoming stale or repetitive by giving us the means to reject ill-conceived or irrelevant proposals and submissions.

The commitment of existing volunteers and audience figures were maintained by:

- Reducing the overall number of events (especially those requiring direct support from CASALF committee members and trustees) and eradicating all potential programme "clashes".
- Focussing events around town centre hubs in a reduced number of fit-for-purpose venues.
- Organising COAST events over the first half of the week whilst facilitating other exhibitions and "fringe" events (e.g. at SLT, Belfry Arts Centre, The Atrium) to run for longer or at different times.

The total COAST budget was reduced from £30,000 in 2012 to £16,500 in 2013; this to be achieved by implementing the above actions and promoting events which could yield a small surplus to enable the provision of free activities for children/families (which are crucial in maintaining local financial support and audiences). We also encouraged a "DIY" approach to events i.e. those artists submitting proposals were expected to provide evidence that they had negotiated terms with a venue and could afford to stage their event/exhibition without any financial contribution from CASALF. As a result of all these actions, the costs of mounting COAST 13 were reduced to £15,745 whilst income from ticket sales, fundraising, grants and sponsorship was sustained at £22,679 (see below).

Given the firmer footing of CASALF's finances, the volume of positive feedback received this year and the reputation/momentum established over the last 4 years, at our review meeting on 22 Nov, we agreed to develop plans for a festival again in 2014.

The success (with funders, participants and audiences) of the Short Film Competition has prompted us to consider a similar initiative as part of COAST 14; and the organisers of the pilot *Green Screen Stories* project are seeking support for its development. Plans for collaborations with The Atrium and Cromer Pier are already being discussed.

Funding remains our biggest hurdle. Our charitable objects, to provide public benefit to relatively local communities, mean that we are unlikely to attract significant grants from major public or private sector arts funders; and, without funds to support paid workers, we continue to rely heavily on the substantial efforts of our committee members, trustees and volunteers, which is fluid and limited. This then impacts on the quality and quantity of events that we are able to offer.

Nevertheless, because significant progress was made this year in terms of reducing costs and spreading workloads, we remain determined to keep the project going. A working title of "War and Peace" has been agreed. This acknowledges the First World War centenary commemorative programme (and the funding/promo opportunities and partnerships that will undoubtedly arise from it) without restricting artists so that we can retain a diverse and inclusive programme. Further actions will be discussed and agreed at the COAST 14 planning meeting on 13 Dec.

SUMMARY FINANCIAL REPORT

Our main financial objective in 2013 was to recoup losses and replenish reserves; and this, with huge input from volunteers and a professional fundraiser, was achieved. We worked hard, throughout the year, to try

and reduce our reliance on grant aid by developing a broad programme of fundraising events and activities including: 2 quizzes, a Chilli Lunch, coffee morning, Bizarre Bazaar table-top sale, and raffle. The reputation and publicity of COAST, alongside early pledges from local charitable trusts and county, district and town councils, were invaluable in attracting local business sponsorship, in kind support and other grant aid. It is also important to note that the value of the project (when you consider the massive amount of volunteer time, free use of venues, in kind professional services and discounts) is in excess of £81,000 (an average of £1,500 per event). What a fantastic example of people working together to make something worthwhile happen against all odds.

A full income and expenditure breakdown is available on request but the summary 2013 figures are:

Total Income	£22679
Total Expenditure	£15745
Surplus/Deficit	<u>£ 6934</u>
Opening Balance	£ 1097
Funds C/F for 2014	<u>£ 8031</u>

This report has been prepared by Rosie Glasgow, CASALF Treasurer on 16 December 2013.



Cromer & Sheringham Art & Literary Festival (CASALF) Report on the COAST 2013 Green Screen Stories Project



The *Green Screen Stories* project received a £1,000 grant from the Tesco Sheringham Community Fund administered by Norfolk Community Foundation.

Inspired by the success of North Norfolk Film Forum's "2 minutes of your time" project, this initiative aimed to produce a community film made in a series of short "talking head" segments from all sectors of the community visiting, living and working in and around Sheringham, including a range of voluntary groups, for a premiere screening at Sheringham Little Theatre on Tuesday 29 October as part of the COAST 2013 *Inspired by Film* festival.

Despite reduced funding and a shorter timescale, a successful pilot project was delivered between July and Oct 2013 which included:

4 Open Public Film Days at: Open Door Art Unit on 2 July; The Lobster on 9 August (during Sheringham Carnival); Oddfellows Hall on 30 Aug; and Salvation Army Hall on 4 Sept.

7 Focussed Sessions involving local groups including:

Artists: Colin Seal, Becky Robinson, David Cully, Maureen Cooper and Arnie Bunton

Heritage Organisations: North Norfolk Railway and The Peter Coke Shell Museum

Older People: Salvation Army Club members + others from local care homes

Institutions: The Masonic Hall and Sheringham Carnival

Musicians: Salvation Army Band members + others

Film Enthusiasts: North Norfolk Film Forum members + others

Writers: Mark Pearson and David Mack (on the subject of Dogs!)

All sessions were facilitated by professional filmmakers Paul Watson (outreach worker) and Siri Taylor (project manager), supported by 2 new volunteers from Open Door Community Project and CASALF trustees (comprising 12 existing volunteers), and attended by 184 individuals of all ages and interests.

A compilation disc of the best of the talking head segments was screened on Tuesday 29 October at Sheringham Little Theatre to audiences of 93.

With limited funds and time, this ended up as a pilot initiative. Links were made with several other local businesses and Sheringham groups (including the Skate Project, Primary School, Play Park, Mo Museum, Library, Shantymen, Choral Society, Little Theatre and In Bloom).

The project leaders, with the support of CASALF, intend to seek additional funding in order to continue the project's development by:

- Providing filming sessions for some of these and other groups;
- Organising screenings of the DVD at appropriate community events throughout 2014 (e.g. at: North Norfolk Film Forum nights in Cromer, Sheringham Little Theatre film club nights, Sheringham and Cromer carnivals, Crab & Lobster Festival, and COAST 14); and
- Donating DVDs to Sheringham schools, museum and library as resource material providing a snap-shot of life in the town through the eyes of its people in 2013.

£1,000 funding through NCF Tesco Sheringham Community Fund enabled CASALF to deliver a scaled-down version of this diverse and accessible project and, because of the interest generated, positive feedback received and partnerships that have evolved throughout its delivery, we hope and anticipate that this will not be the last we hear of the *Green Screen Stories* project!

Cromer & Sheringham Art & Literary Festival (CASALF)

Report on the COAST 2013

Blue Balloon Film Project



Actual funds raised for *The Blue Balloon* were £232: £100 from Norfolk County Council Arts Project Fund and £132 from CASALF (£125 of which was recouped from sales of DVDs). This was spent on minimal volunteer expenses, costumes, props and set dressing, sundry promo items, competition forms and DVD production and packaging. All other costs were provided in kind and the project became a real labour of love. Despite this miniscule budget *The Blue Balloon* film is 13 minutes long and contains visual or audio references to over 50 films and movie stars. The film grew from a projected 6 minute short to a 13 minute featurette plus 2 minute trailer!



The 3 filmmakers - Eddie Anderson, Siri Taylor and Paul Watson - spent more than 20 days each on production, direction, filming, editing, animation and CGI. At £200 per day, this equates to over £12,000 in professional volunteer time. Professional cameras and editing equipment were also used, with more than 30 days in the edit suite, as fresh ideas and concepts were added to the mix. John Hurt provided a crucial cameo role and 7 year old Hope Townley from Norwich played the lead. More than 30 local people also donated their time and expertise as performers, extras and technical support volunteers e.g. make-up artist, photographer

and "balloon wrangler"! One of the professional musicians from Bowjangles - Bertie Anderson - composed and performed (FOC) an original soundtrack.

The film was first shown at the COAST Chilli Lunch fundraising event on 21 Sept at Templewood in Northrepps near Cromer (attended by 120 people); then on Cromer Pier at the COAST Launch on 25 Oct (attended by 240 people); at the Made in Norfolk film show (attended by 40 people); and finally at the COAST Short Film Competition Awards Night at Sheringham Little Theatre (SLT) on 29 Oct (attended by

73 people). The "Spot the Film and Movie Star" competition was run at 3 of these events with a bottle of champagne donated as a prize at each. The full film was also screened at 2 North Norfolk Film Forum events and at 2 film club nights at SLT plus the 2-minute trailer preceded other films at SLT in the lead-up to COAST festival. This trailer is available to view on You Tube via www.coastfilm-festival.com. It was also shown on Cromer's Tourist Information Centre public screen before and during the festival.

50 DVDs sold at £5 each (£2.50 going to COAST and £2.50 to cover production and packaging costs). The sale of DVDs has far exceeded expectations and shows that the film has broad appeal. The DVD was used to great effect to attract press coverage for the COAST festival in local publications and also in the national press via *The Independent*.

The project involved:

- 3 professional filmmakers, 1 professional composer and 3 professional musicians

- 1 professional make-up artist and 1 professional Marilyn Monroe look-alike

- 1 professional actor/movie star (John Hurt)

- 30+ local people from all walks of life (including fishermen, artists, a builder and a teacher) aged 6-70+ years including members of SLT Youth Drama Groups, Open Door Art Project and Cromer & Sheringham Amateur Operatic & Dramatic Society

- 20+ venues in Cromer and Sheringham as film locations including shops, hotels, pubs, museums, Cromer Pier, SLT, North Norfolk Railway, Cromer Movieplex and the seafront, etc.

The public screenings were attended by 800 people. The DVDs and 2-minute trailer must have been viewed by hundreds more.

The filmmakers say: "COAST was an excellent platform for promoting our work and, by screening the film at major COAST events, we have benefited from increased exposure. We have sent copies of the DVD to film reviewers, art critics, etc at national dailies and TV stations. Its quirky content is intended to provoke interest in the wealth of artistic practice in North Norfolk; and attract some national coverage for us as individual practitioners, the COAST festival, and the many other cultural events that happen here throughout the year. As a result of this project, the youngest and least experienced filmmaker - Paul Watson - has been contracted to provide film and photography services to Sheringham and Cromer Choral Society in 2014."