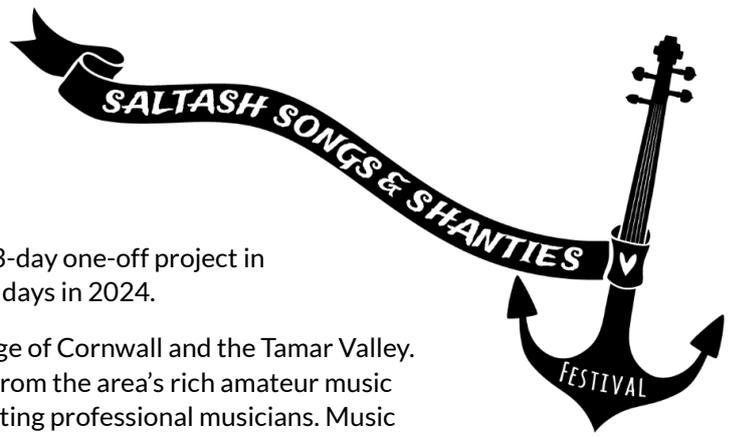


EVALUATION 2024



Saltash Songs & Shanties Festival has grown from a 3-day one-off project in 2022 to a Festival with 32 events presented over 10 days in 2024.

The Festival celebrates the people, music and heritage of Cornwall and the Tamar Valley. The programme features a wide range of musicians from the area's rich amateur music scene and an increasingly notable programme of visiting professional musicians. Music genres presented at the Festival range from rock music to jazz choral, folk and world music.

OBJECTIVES

The Festival objectives are to be:

- Renowned for its excellent and original music programme. Highly sociable, educational, entertaining and a source of local pride.

In 2024 we aimed to do this by:

- Presenting top quality music celebrating Cornwall and the Tamar Valley in local venues.
- Attracting top visiting musicians and celebrating local talent.

Developing four specific areas from previous Festivals:

- Increasing workshops and opportunities to take part.
- Reaching more people not currently accessing events.
- Diversify programme to encompass more local culture.
- Developing income streams for increase financial sustainability.

"It was a privilege to have such an experience in Saltash."

"Brilliant! Love how inclusive it is for everyone of all ages to join in."

The Festival was supported by:



Saltash Shanty Singers



Pop-Up Piano



Haunt the Woods

WHAT WE DID:

We held 32 events which included:

14 workshops
15 concerts/gigs
1 concert with film
Plus 1 children's art activity.

These were held in partnership with 10 venues in Saltash:

Ashtorre Rock Community Centre
Burraton Community Centre
Livewire Youth Music
Mary Newan's Cottage
Saltash Library

Saltash Social Club
Saltash Wesley Methodist Church
St Nicholas & St Faith Church
The Two Bridges
The Union Inn

We also used two outdoor public spaces:

The Waterside & Victoria Gardens

These events featured a total of 147 performers and workshop leaders including:

41 paid musicians/workshop leaders from Cornwall and Devon.
105 amateur musicians.
1 professional visual artist.

The Festival employed 2 professional staff.
The venues employed 9 professional staff.

The events involved 9 volunteers working directly with the Festival and 8 volunteers working at venues.

WHO CAME TO THE FESTIVAL?

2,567 audience members and participants attended in 2024 (a 45% increase from 2023):

1,043 tickets sold to audience members.
565 attended free performances (no booking required).
959 took part in a free activity or workshop.

Purchased ticket prices ranged from free to £15.

65% of tickets were full standard price.
25% of tickets were 'Pay-what-you-can' concessions (minimum £1)
9% of tickets were 'Pay extra to support live arts in Saltash' (3% increase from 2023)
1% of tickets were complimentary/free.

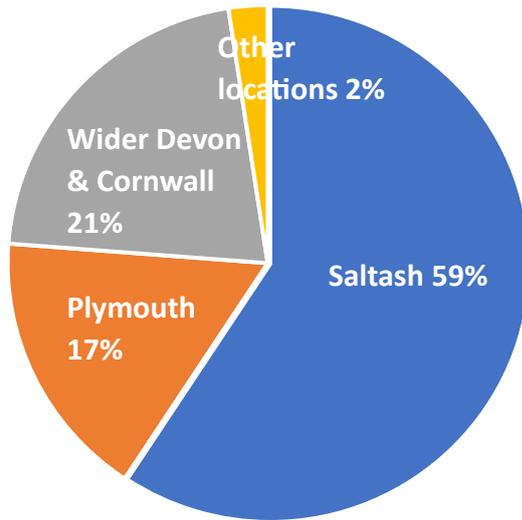
"A great way to bring the community together to enjoy music and the talent of the local area."

"Great variety of events, quality of performers and interesting venues."

"Outstanding music, very welcoming atmosphere and well organised."



Where did the audience come from?
 We collected postcode data for ticketed events:



"Very powerful performance beautifully presented musically fabulous - we were totally immersed in it."

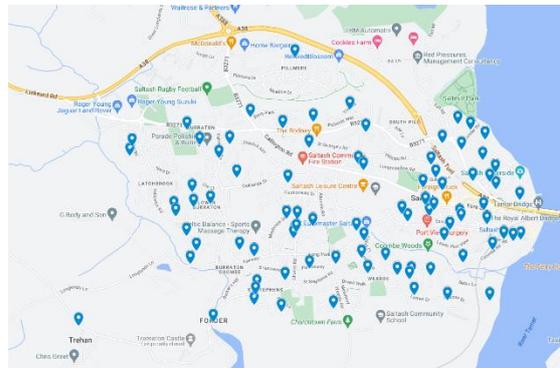
"I hope to see the Festival grow and grow each year as I think it is brilliant for the people of Saltash and further afield to enjoy."

Geomaps of audience postcode data:

15 mile/30-min travel time:



Saltash:



How did they find out about the Festival?

- | | | | |
|-----|-------------------------------|----|-----------|
| 36% | Leaflet | 5% | Performer |
| 16% | Word of Mouth | 4% | Poster |
| 14% | Email | 2% | Other |
| 11% | Social media | 1% | Venue |
| 11% | Website/online events listing | | |



Martha Tilston Trio



Diabel Cissokho Band



The Other Woman

Online reach:

www.songsandshanties.co.uk visits 5,300 (66% increase from 2023)

Facebook page reach 41,100
Facebook page visits 5,500

Instagram page reach 433
Instagram page visits 71

The Festival was also promoted through the online channels of Great Western Railway, Arts Council England, FEAST, Destination Plymouth, Plymouth Culture and Creative Kernow – creating a total estimated online reach of over 1,000,000 people.

WHAT DID EVERYONE THINK OF THE FESTIVAL?

The following data is from 84 feedback forms returned by audience members.

100% felt that the quality of the event was Good or Excellent
100% felt that their experience of the event was Good or Excellent

The reasons the audience attended (very similar to 2023):

77%	Entertainment and enjoyment	32%	To try something new
43%	Interesting content	2%	To learn a new skill
33%	To socialise and meet people	6%	Other reasons

78% said that the Festival was their main reason to visit Saltash that day.

Of this group, 64% said that they also visited a local business.

52% visited a café, restaurant or pub
48% visited a shop or another business

50% spent <=£15	2% spent £51-£100
31% spent £16-£25	2% spent £100-£200
12% spent £31-£50	4% spent £200+ (includes people paying for accommodation)

The estimated income to the local economy from additional spending by audiences is £27,600 (35% increase from 2023).

100% of responders said they would like to attend more arts events in Saltash.

86% Music	30% Comedy
46% Theatre	39% Dance
25% Exhibitions	18% Spoken Word
43% Film	



Saturday Scratch Band



Canaryon Lowen



Pop-Up Piano

A SELECTION OF AUDIENCE COMMENTS:

Wurlitza were fantastic!
Great evening lovely music.
Well organised. Good entertainment.
Accessible fun and engaging. Something for everyone.
Great variety of events, quality of performers and interesting venues.
Fab and great fun.
Great events again this year.
Such great fun - as has everything during this Festival!
Friendly folk. Excellent local performers.
Lots of variety of things to try.
Brilliant! Love how inclusive it is for everyone of all ages to join in.
Such a fun evening. Beautiful singing. Superb acoustic. Super friendly atmosphere.
It was really nice - a bit overcrowded but in a way that's a good thing.
Excellent participation with audience.
Friendly, easy to access, great singing.
Entertaining, good locations, economical.
Absolutely blown away by the performance!
There was a wonderful warm happy feeling of pure enjoyment.
Wurlitza and Tipil were excellent and I would watch/listen to either again.
The venue was excellent and atmospheric.
It's lovely to have an event such as this happening in Saltash.
A great way to bring the community together to enjoy music and the talent of the local area.
I hope to see the Festival grow and grow each year as I think it is brilliant for the people of Saltash and further afield to enjoy.
Great variety and high standard.
Everything is brilliant.
Great event, wonderful performance.

Just a superb band. Enjoyed every minute of these experienced and wonderful musicians.
Very powerful performance beautifully presented musically fabulous - we were totally immersed in it.
A wonderful atmosphere in a beautiful riverside venue.
Great venue great group.
I have been to most events and enjoyed them all. A nice mixture of things and places held.
The variety of music, the fun, the professional organisation of the programme.
It was a privilege to have such an experience in Saltash.
Music on a summer afternoon - what's not to like?
Talented musicians. Comfortable and convenient venue.
A lovely way to spend an afternoon. Good music and company.
Very entertaining. Excellent ambience.
Music to relax to and very welcoming.
Beautiful music, friendly venue and great cake.
A nice way to spend an afternoon with my family.
Beautiful sound - an absolute treat!
Good to be able to attend events locally with people we know locally.
The quality of musicians was excellent!
Lovely atmosphere. Music excellent. Lovely afternoon.
Outstanding music, very welcoming atmosphere and well organised.
Absolutely delightful music in a cheerful setting - wonderful!
Good music, friendly ambience and lovely view.
Very entertaining - everyone played so well.
Good selection of music from accomplished musicians.
So good for Saltash.

DID WE MEET OUR OBJECTIVES?

Presenting top quality music celebrating Cornwall and the Tamar Valley in local community venues.

YES

- All performing groups included members who live in Cornwall or the Tamar Valley region.
- We presented events 10 local community venues, 2 schools, 2 pubs and 2 outdoor spaces.
- 100% of audience members rated the events as good or excellent.
- Several groups wrote and arranged new music specifically for their Festival performance.
- 80% of events featured music by living composers.
- We exceeded our targets for the number of performers taking part.
- We exceeded our target for the number of events programmed.

Attracting top visiting musicians.

YES

- The Festival featured performances by nationally/internationally renowned musicians Martha Tilston, the Diabel Cissokho Band and Haunt the Woods. This is the first year that the Festival has attracted artists of this calibre.

Celebrating local talent.

YES

- All except three of the performers live in Devon or Cornwall.
- Eight concerts featured music by local composers.

Develop four areas from previous years:

Increase workshops and opportunities to take part.

YES

- We increased the number of workshops and participation events from 3 in 2023 to 16 in 2024.
- Attendance at workshops and participation events increased from 282 in 2023 to 959 in 2024.
- We expanded our one-evening singing workshop from 2023 to a 6-session folk choir workshop series in 2024.

Reach more people not currently accessing events.

YES

- We worked with two local primary schools to bring music workshops to 300 children.
- Two local nursing homes brought residents to free concerts.
- We ran a pop-up box office in Saltash town centre which enable us to reach more people who don't access events information of buy tickets online.
- We doubled our door-to-door distribution of leaflets to cover a wider geographic area around Saltash and saw significant increase in attendance from surrounding rural areas.
- Event attendance increase by 44% from 2023.

Diversify programme to encompass more local culture.

YES

- This year's programme included music from West Africa and South America and choral music for the first time.
- We programmed our first community dance event led by Cornish group Bagas Fellyon.
- One event included a viewing of a locally produced historic film 'A Cottage on Dartmoor'.
- Diabel Cissokho's concert featured possibly the first translation of a song from Senegalese into Cornish.
- 35 local primary school children created designs for our community piano based on the theme of 'Saltash Wildlife'.

Develop income streams for sustainability.

YES

- Seven people signed up to support the Festival through our Festival Patron's scheme.
- Profit from our refreshments sales increased from £167 in 2023 to over £600.
- We used a collection bucket at free events raising £55.
- Income from tickets increase by 79%
- 9% of ticket buyers voluntarily paid extra for their tickets to support the Festival.

OTHER ACHIEVEMENTS

- We built our stewards team to include 6 regular volunteers who helped sell refreshments, check tickets and seat audience members.
- Sian Jamison (Saltash Shanty Singers workshop leader) wrote a new song celebrating Saltash to be sung by the workshop group.
- Both schools that we visited are very enthusiastic to work with the Festival again which will help us bring the Festival music to local children.
- We have significantly grown our audience from outside of Saltash with audiences from Plymouth increasing 85% and wider Devon/Cornwall 31%.
- Relationships build with venues over the previous two Festivals are helping events to run smoothly with regards to borrowing keys and equipment.
- Our ticket income increased by 45% making the Festival increasingly less reliant on grants

CHALLENGES

Overcrowding at Ashtorre Rock:

Our free community music afternoon at Ashtorre Rock was slightly a victim of its own success with the number of people wanting to attend exceeding the capacity of the building.

Royal Marines Band cancelling:

We had hoped to include the Plymouth Royal Marines Band in the Festival but unfortunately they had to cancel at very short notice due to another official engagement.

Increased technical support:

Programming more artists who required amplification increased the time required for sound checks which put pressure on timescales in venues. This also made it harder to programme 'double bill' events.

Rain:

We had our first ever rainy festival day which resulted in audience members waiting outside a church (entry delayed due to a longer soundcheck) getting wet.

Business sponsorship.

In 2023 we were offered support from two local businesses for future events. Unfortunately, when we contacted the businesses again the staff members involved had moved on to new jobs and the companies were no longer interested in supporting the Festival.

Clash with Euro Football tournament:

We worked hard this year to fine a date that didn't clash with Armed Forces Day, Glastonbury Festival or Falmouth Shanty Festival. The Euros tournament did however reduce audiences at one event.

Swimming pool artists:

We had hoped to repeat our Water Music event from 2023 but were unable to find an artist who was available and interested in performing in a swimming pool. We are still getting requests to bring this event back so will try again next year.

Funding:

We were not able to secure funding from FEAST this year (who supported the 2022 and 2023 Festivals).

KEY LEARNING

All new venues worked well and audiences were keen to visit them again.

Adult audiences can be put off attending events in Livewire because they think it is primarily a 'youth venue'.

We need to ticket free daytime events in venues with limited capacities such as Ashtorre Rock.

We may need to consider changing the name of the Festival which is continuing to cause confusion, with audiences, press and artists with people tending to focus on the 'shanty' part of the name and not realising that the festival features all genres of music.

People attended workshops for social and entertainment benefits – not for learning skills.

Audiences are very happy to give donations to support free events.

Several audience members mentioned that the press coverage for Glastonbury Festival (which took place the weekend after) inspired them to attend more events and try new things.

Significant financial support from local businesses is going to be very hard to secure.

Leaflet drops in St Budeaux did not result in an increased audience attendance from this region.

Our 6-session singing workshop was extremely well received (see comments below) and we will look to build on this next year.

"I have absolutely loved the sea shanty singing workshop. Thank you so much for arranging it... I am so grateful. It is the highlight of my week!"

"Good company atmosphere and surprised how much we managed to achieve in a short space of time."

"Sian is talented and inspiring in many ways. The atmosphere was very friendly and jolly. I also liked the choice of music."

"I enjoyed the enthusiasm of the workshops with the emphasis on having fun as well as improving our performance."

CONCLUSION

In 2024 the Festival has really started to 'bed in' and find its groove in Saltash. We were able to capitalise on our experience built from the two previous Festivals to help events run smoothly. We have also built productive relationships with other local organisations such as CEPL12 and Callington Arts and earned the trust of local venue staff and volunteers.

Many of our audience members have been attending the Festival since 2022 and this year it was notable how the majority of our audience came to a range of different events and commented on enjoying "trying new things".

Our expanded workshop programme was really well received and we will look to grow this further in future years, in particular our schools workshops and the Saltash Shanty Singers group.

Our growing reputation really helped with recruiting musicians to perform this year. In 2022 musicians we approached often had a negative opinion of performing in Saltash. This year we heard from several people that they had heard very positive stories about the Festival and venues in Saltash.

Salt Arts CIC is now building on the work of the Festival by presenting more music events throughout the year in Saltash, in partnership with Carn to Cove.



Saltash Songs & Shanties Festival is produced by Salt Arts CIC, who work with artists, performers, venues and organisations to make creative productions in the South West. www.saltarts.org

Our objectives are to:

- Strengthen, diversify and build the cultural sector in the region.
- Facilitate a wide range of cultural and creative projects.
- Grow new talent and engage a wide audience.

We aim to create work which:

- Has longevity and will grow and become embedded in communities for years to come.
- Brings genuine long-term benefits to users and communities.
- Through excellent content will inspire, entertain, educate and instil happiness and wellbeing.

PHOTOS WITH THANKS TO MIKE PITCHES PHOTOGRAPHY AND MOSTLY FILM PRODUCTIONS.

APPENDIX 1: BUDGET

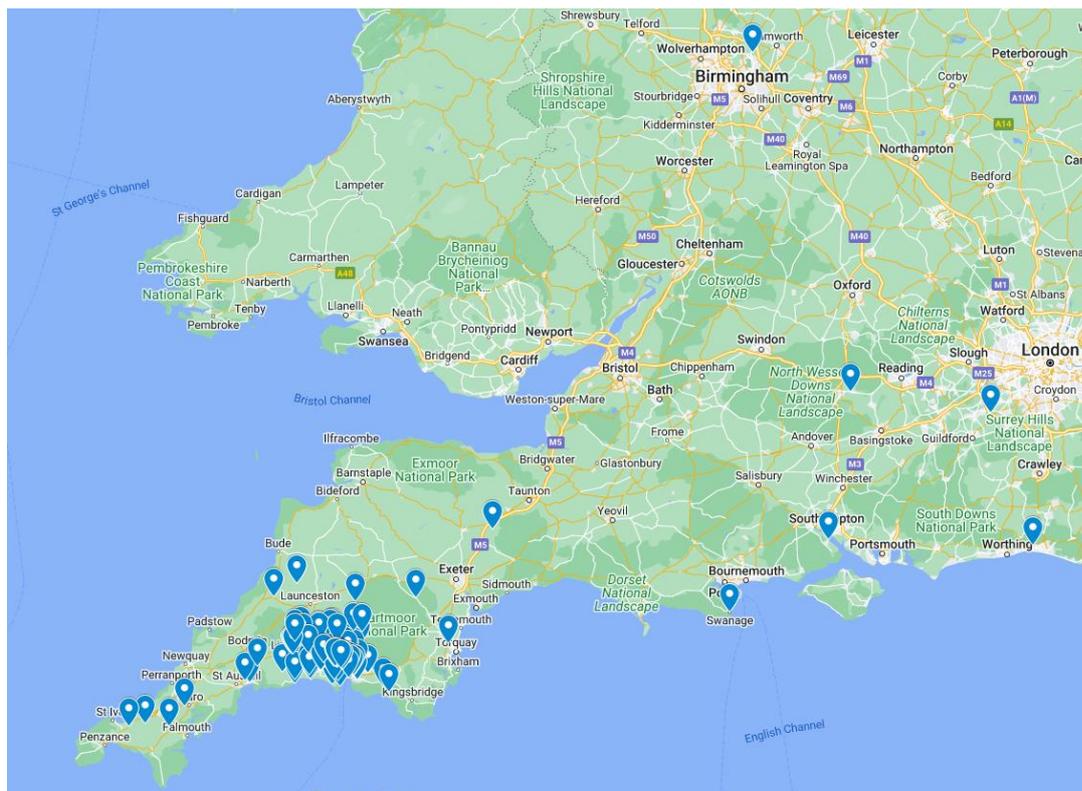
Income	2023	2024
Funders	£20,200	£15,575
Tickets	£3,558	£6,377
Refreshments	£169	£600
Patrons	£0	£160
Donations	£0	£55
Help-in-kind	£500	£4,250
Total	£24,427	£27,017

Expenditure

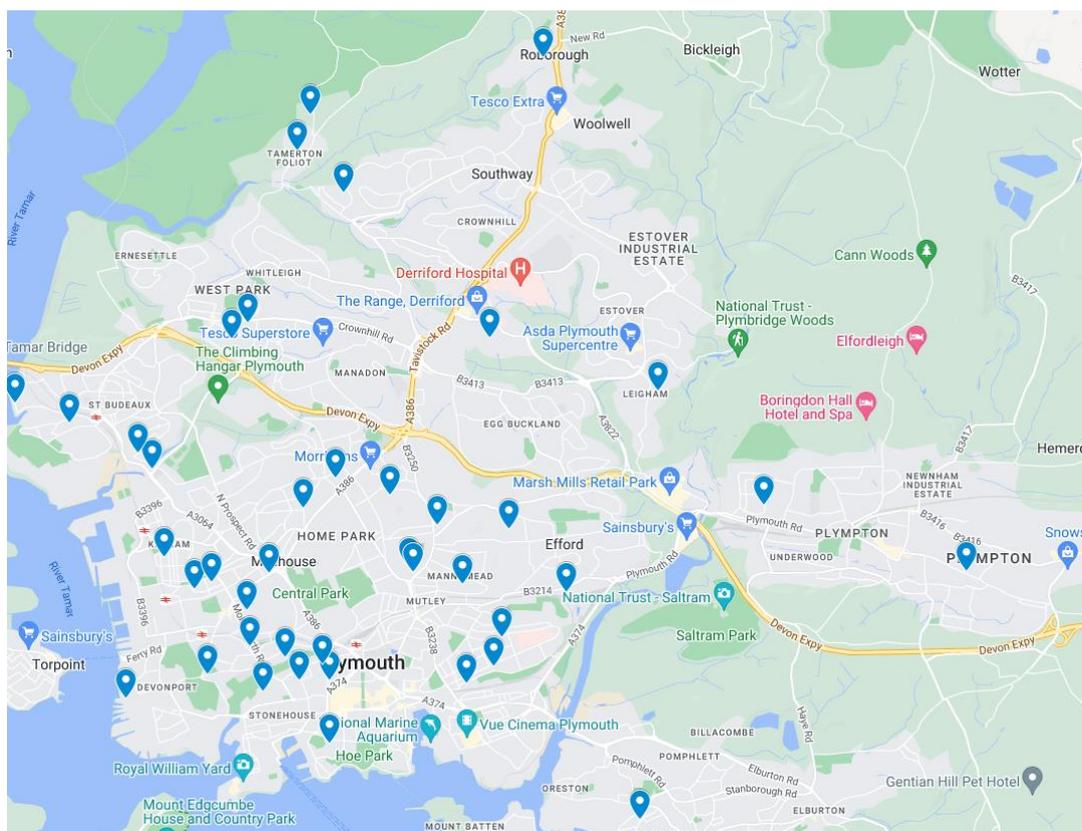
Artist fees & expenses	£9,050	£8,796
Marketing	£6,733	£5,800
Management/Producing	£6,021	£5,077
Admin & insurance	£783	£882
Venue hire	£263	£696
Concert costs	£1,077	£1,516
Help-in-kind	£500	£4,250
Total	£24,427	£27,017

APPENDIX 3: ADDITIONAL AUDIENCE GEOMAPS

UK wide:



Plymouth:



APPENDIX 2: COMPARING 2022, 2023 AND 2024

	2022	2023	2024
Number of events held	8	18	32
Workshops	1	3	14
Performances with participation	2	0	2
Concerts	5	14	14
Film	0	1	0
Children's art activity	0	1	1

Venues:

Venues used	6	10	10
Public spaces used	0	2	2

Performers/artists:

Total number of performers	34	111	153
Professional musicians from Devon/Cornwall	2	26	17
Local amateur musicians	29	81	116
Visual artists	0	1	1

Staff:

Festival paid staff	0	2	2
Festival volunteers	7	9	9
Venue staff	0	14	14
Venue volunteers	0	8	8

Attendance:

Tickets sold	376	769	1,043
Attendance at free events	0	715	565
Participation in workshops/activities	30	282	959
TOTAL	406	1,766	2,567

Tickets:

Standard price tickets sold	67%	71%	65%
Pay extra tickets	11%	6%	9%
Pay what you can tickets	22%	23%	25%

Geography of audience for ticketed activities:

Audience from Saltash	66%	66%	59%
Audience from Plymouth	21%	15%	17%
Audience from wider Devon/Cornwall	11%	17%	21%
Audience from locations outside of Devon/Cornwall	4%	4%	2%

APPENDIX 3: FULL LIST OF EVENTS AND VENUES FROM 2024

17, 24 May & 2, 14, 21 June

Isambard House / St Nicholas & St Faith Church
Workshop: Saltash Shanty Singers

10 June

Burraton Primary School
Workshops x 2: Singing with Diabel Cissokho

12 June

Bishop Cornish Primary School
Workshops x 2: Singing with Diabel Cissokho

15 June

Livewire Youth Music
Workshop: Saturday Scratch Band
Haunt the Woods & Support

18 June

Saltash Library
Music Man

19 June

Ashtorre Rock
Music by the River

20 June

Saltash Wesley Methodist Church
Wurlitza

21 June

Saltash Social Club
Tango Sonoro: Tea & Cake Concert
Church of St Nicholas & St Faith
Saltash Shanty Singers
Martha Tilston Trio

22 June

Victoria Gardens
Workshops x 4: Samba Drums for Beginners
Mary Newman's Cottage
Tipil (two concerts)
Victoria Gardens
Saltash Town Band
Saltash Welsey Methodist Church
Canoryon Lowen
The Diabel Cissokho Band

23 June

Saltash Waterside
Pop-Up Piano Session
Saltash Social Club
Nos Lowen with Bagas Fellyon
Barrett's Privateers

24 June

Burraton Community Centre
Workshop: Acapella with Gracenotes Choir

Other gigs in Saltash included in Festival programme:

18 June

The Union
Louise Parker Jazz Trio

22 June

The Two Bridges
Terence Waldstadt
The Union
The Rust Company