

Folk Camps 2013

AGM November 2013



Join us for a folk music activity holiday

BOOK NOW!

- Week long family friendly holidays* with folk music, song and dance activities and much more!
- Two popular locations for 2014: Norfolk/Suffolk border or Herefordshire, with time to explore in the afternoons
- Enjoy music workshops every morning plus dancing and singing in the evenings
- Includes all food, camping & workshop activities & under 5's go free!

 www.folkcamps.co.uk
0208 123 2136



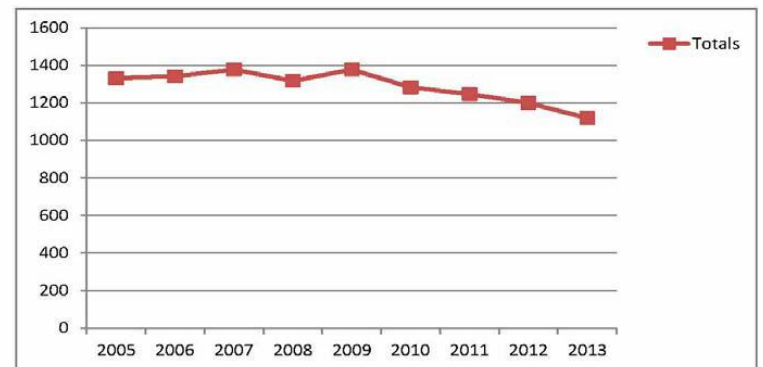
* please note: some weeks may be fully booked, so be quick!

Folk Camps 2013 AGM

- Council aims and initiatives
- Lots of work – highlights
- Innovations
- Yvonne's Legacy: Bursary

Current Council Aims

- To be more professional, but keep volunteer ethos
- To maintain Folk Camps Mission
 - Holidays that preserve and pass on the folk traditions of the British Isles
- To increase Folk Camps bookings
 - Marketing
 - Social media
 - You



What we have done for you

| 2013 | 2014 | Future (maybe 2014) |
|---|---|--|
| Solved water problems (Bowser, tank, buckets) New water main !! | Bigger workshop marquee, further away | More thought about water supply Bedingham will be OK |
| Toilet improvements: <ul style="list-style-type: none"> • disabled ramp from day 1 • nail brushes • sanitary bins • lights in cubicles | Times at discretion of camp staff: <ul style="list-style-type: none"> •6.30pm - evening meal •9.45am - music workshop | Staff Training |
| Emergency lights -marquee | Marquee porches | Apprentice Handbook |
| Showers at ALL weekend camps (Trial) | Showers to continue at weekend camps | |
| | Improved camp staff allowances | |

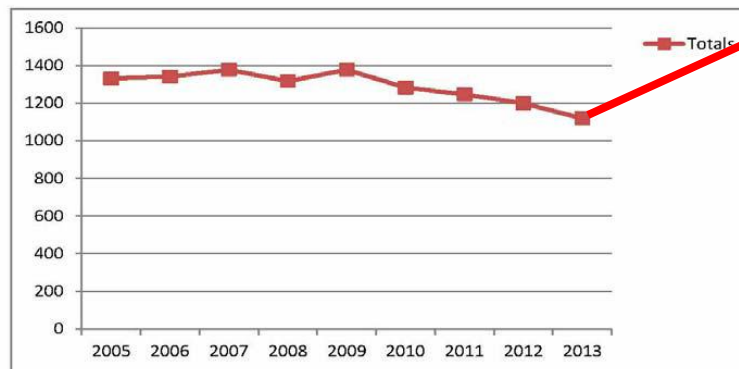
What you have done for us

- Not broken any pump showers in 2013!
 - Barry was very pleased 😊
 - And surprised !
- Volunteered to be camp staff
- Introduced friends to Folk Camps
 - But we need more

What **you** can do for us next

- Help sustain Folk Camps for the future
 - For all of us, it is our future holidays
- Promote Folk Camps
 - To your friends
 - In your networks
 - At your music / song / dance activities

- Volunteer help



Innovations

- Bonus Points – loyalty scheme
 - Improved - no expiry
 - To encourage loyal campers to try a wider range of Folk Camps: workshop weekends
- Extent - simpler format
 - Quicker to produce
 - More info via email and on-line instead – Eg Facebook
- More info on website
 - Staff Profiles – good memories!

New facebook page

- Launched this week
- Folk Camps Holidays
 - www.facebook.com/folkcampsholidays
- Enables better marketing
 - Will extend our “reach”
- Please “like” it
 - Will help raise our profile
 - You will be more informed

Replacing Comments Books

- Camp Feedback and Suggestions Box
- Online feedback after camps (email/web)
- Advantages
 - Feedback to staff at camp:
 - Face to face or via feedback/suggestions box.
 - Camp staff will look at feedback daily
 - More effective on line feedback to council after camps
 - More professional approach

Invisible Work by Council and Contractors

- Found 2013 Sites:
 - Gower Thanks to Sally
 - Bampton Lake District Thanks to Brian Pollard
- Catering Group:
 - Bi-annual meet
 - Redesigned all catering files
- Marketing Strategy Thanks to Caroline
- Saving money Thanks to Mick, Mic and Jenny
- We want young adults to get involved in Council Meetings - (18 - 30ish)
- Plan for more staff training in future (2014?)

2014 Programme

- **Price Freeze** 😊
- Returning to 2 popular sites
- Fastest October bookings ever
 - 2014 bookings 50% > 2013



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Try something new

- Try Workshop Weekend camps
 - publishing workshop programmes in advance - attract newcomers
 - value for money
- Try different summer weeks
 - staffing changes
 - Dates
- Try a winter hotel break
 - Winter Warmer – Jan weekend
 - Craft Break – Feb half term



Winter Warmer
24-26 January

BOOK NOW!

Join us for a weekend of folk music, song, dance and more

Includes all food, en-suite hotel rooms, music and singing workshops and evening ceilidh at: The Paddocks Hotel, Wye Valley.

Full programme now available at:
www.folkcamps.co.uk

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Info@folkcamps.co.uk



Yvonne's legacy - bursary

- Folk Camps purpose:
 - *“to preserve for the benefit of the public English folk dances and songs and other folk music, dance and song (including singing games), and to make them known and to encourage the practice of them in their traditional forms”*
 - i.e. educate and share: folk music, song and dance
- Aims:
 - Education - 2 way
 - Marketing
- Details evolved since Extent article
- Launching soon



Development Fund

Example:

- SEL Folk Orchestra grant
- Resulted in Folk Camps bookings
- Extends our purpose – promote and encourage Folk music



Happy 2014 Folk Camps...

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