

# Folk Camps 2014 AGM

15 November 2014



# AGM Agenda

- Apologies
- Minutes from 2013
  - Confirm
  - Matters arising
- ~~• Tellers for a Ballot~~
- Appoint 3 members to Council of Management
- Adopt accounts
- Appoint auditors
- ~~• Resolutions proposed in advance~~
- Any other business
  - Including presentation (27 more slides!)

# Today I'll Mention...

- 2014 review
- 2015 camps
- New Initiatives
- Changes
- How you can help

# 2014 Successes

- Number of bookings

- Halted decline
- Slight increase



# 2014 More Successes

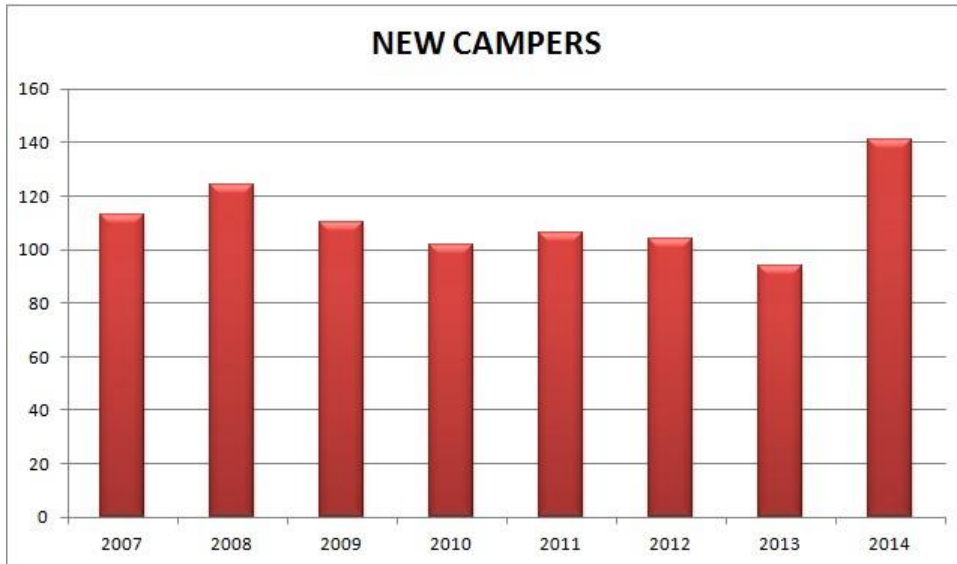
- Increased number of New Folk Campers
- Filled 4 Marquee weeks
  - 3 weeks with leaders without a history of filling a week before
- New staff development and apprentices
  - Apprentice manual
- Finances OK
  - Only slight loss - even after a price freeze
- Loyalty Points Scheme
  - Half the free places were to people trying something new
  - Widening experience

# 2014 Even More Successes

- Expanded Reunion
  - Workshops. More next year?
  - Lower ticket price for ceilidh
- Extra support for new campers
  - Buddy scheme
  - New campers introductory meeting at 2 weeks
- Families rediscovering Folk Camps
- More engagement with members
  - Facebook
  - Emails
  - Can help you to recruit friends
- Great camp staff profiles on website

# New Folk Campers

- 135 new campers in 2014
- Singers North – 26 new campers



- Leaders attracted people from their singing workshops and choirs
- Hope for more of this in future
- Eg 2015 Dancers Workshop Weekend: External leader: Ray Goodswen - hope he will attract new people

# 2015 Camps

- 6 weeks of camps with leaders with a record of filling camps
  - Lots of choice for you
- Hall – Chedworth - Cotswolds
  - Paul Weir in a village hall
  - He has led at halls before... 😊
- Marquee – Knockerdown – Peak District

# Chedworth 1



# Chedworth 2

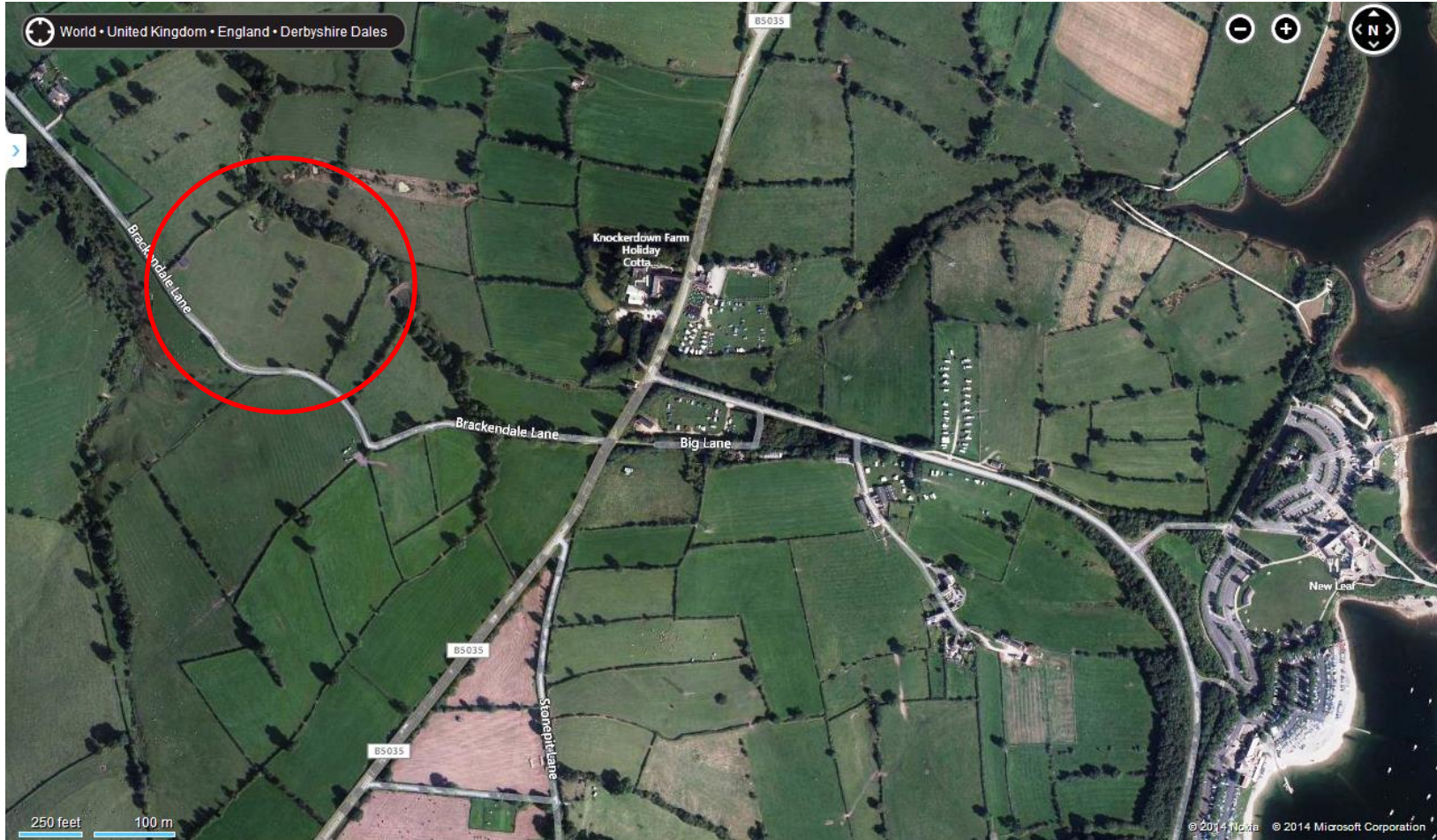


# Knockerdown 1



Our large field – including row of trees in field

# Knockerdown 2



Only 1 mile to Carsington Water

# Knockerdown 3



Our field – lots of space

# Knockerdown 4



View from field to South

# Major Aims in Near Future

- Increase number of campers
  - Needed to sustain Folk Camps for the future
  - Fewer spare places:
    - keep prices down
    - cover overheads
  - More later...
- Staff development day
  - Sunday 8 March 2015
  - To increase support to our volunteer staff
- Sites
  - More difficult to find good sites
  - More later...

# Improved Incentives

- Reward existing members
- And incentives to attract new members

Holidays filled with folk music, dancing,  
singing and so much more...



New to  
Folk  
Camps?

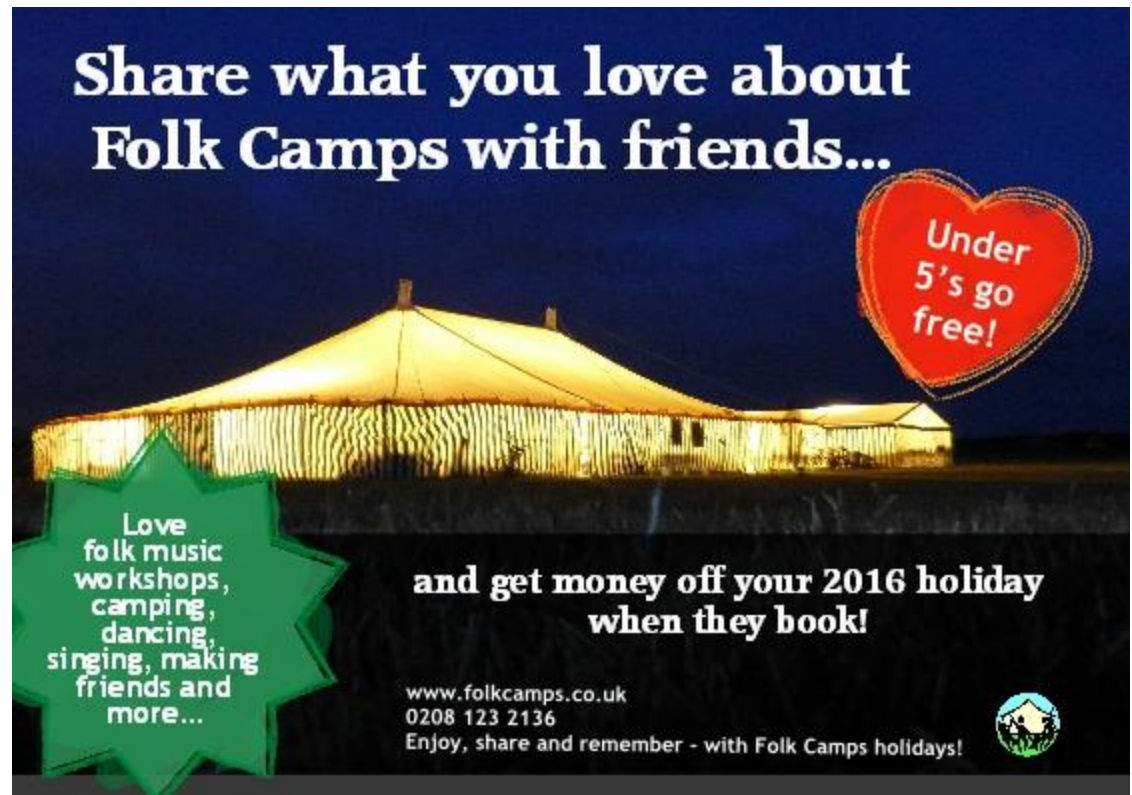
Get 10%  
off!

Book now for Summer 2015 at:

[www.folkcamps.co.uk](http://www.folkcamps.co.uk)

# Improved “Introduce a Friend”

- 10% credit to you for ALL bookings made by anyone you introduce in their first year
  - Weekend
  - Week
  - Family
  - Individual
  - Anything!




**Share what you love about  
Folk Camps with friends...**

**Under  
5's go  
free!**

Love  
folk music  
workshops,  
camping,  
dancing,  
singing, making  
friends and  
more...

**and get money off your 2016 holiday  
when they book!**

www.folkcamps.co.uk  
0208 123 2136  
Enjoy, share and remember - with Folk Camps holidays!



# New Campers Discount

- 10% Discount on first Folk Camps booking
- To encourage new bookings
- Can use with Introduce a Friend scheme too



Includes:  
music  
workshops,  
camping,  
evening  
dancing, singing  
and more ...

**10% off**  
if you're new to  
**Folk  
Camps!**

**A weekend for folk music lovers!**  
**26 - 28 June 2015, Worcestershire**

[www.folkcamps.co.uk](http://www.folkcamps.co.uk)  
0208 123 2136  
Enjoy, share and remember - with Folk Camps holidays!



# Bursary changes

- Removed upper age limit
- Aims:
  - Publicise Folk Camps (Ambassador)
  - Find and encourage more Folk Campers
  - Find and develop future leaders and musicians
  - Meets our 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.”*

# Contractor Changes: Equipment Manager

- Barry Moule Retires
- Now:
- Graham Clements and Steve Porritt



# Contractor Changes - Sites Manager

- Mick Green has finished as Sites contractor
- Successfully found us our 2015 marquee site
- Negotiated 2015 hall site and potentially 2 more for the future
- Sites Committee rethinking strategy:
  - Whether to use a Contractor or Volunteers in future

# Sites In Future - Problems

- It's hard!
  - Increasingly so
  - Village Halls
    - If good for us, then for others too:
      - Weddings, cricket, ...
      - 2 weeks = 3 weekends in peak summer...
  - Marquee sites
    - Farmers fields (Not event venues – too expensive)
    - Costs: Land, food, - we are no longer as attractive to farmers

# Sites in Future – Solutions?

- Sites Committee
  - Re-thinking strategy
- Maybe re-use good sites more often
  - Other organisations don't change location every year
- Maybe buy our own field
  - Use it every few years (not every year)

# How You Can Help Folk Camps

- Your holidays – can you help?
  - Site Finding
  - Recruiting friends as new Folk Campers
  - Camp Staff: volunteer (or twist arms!)
  - Running Folk Camps: council or committees: volunteer (or twist arms!)
  - Help with publicity and social media

# Committees + Council

- Council Now:
  - 7:2 female: male
  - Forward thinking?  
Or Unbalanced?
- Numbers standing:
  - Not enough!
- You can join committees without being on Council:  
E.g.
  - Stuart Beattie (Marketing)
  - Sue Malleson (Sites)
  - Jenny Newman (Bursary)
  - Emily Malleson, Jon McNamara,  
Barry Pollard (Development Fund)

Year	Vacancies	Candidates
2010	5	9 (Record!)
2011	3	3 (existing)
2012	2	2
2013	2	1 (not enough)
2014	3	3
2015	At least 1	???
2016	At least 2	???

# IT Assistance Needed

- Website and database need new maintainers
- Volunteers needed
  - Could be useful CV experience for 20-something...

# Publicity – Can you help?

- Lots of possible work
  - Too much for one person to do effectively
- Aim to rearrange publicity and marketing work to several volunteers
  - Various Social media
    - Facebook, YouTube, Twitter, TripAdvisor, ...
  - Listings
  - Advertising
  - Press releases

# Enjoy your 2015 Holidays



