

## Beach Festival 2013

The Beach Festival took place on Friday May 24 and Saturday May 25. We sold 275 tickets (£2750; tickets were £10) for Tunes in the Dunes on the Friday night and an estimated 200-250 people came on the Saturday (front gate took in £781.30 incl. raffle sales), entry to which was £2/free for under 5s. Overall, we have had very positive feedback regarding both events. The festival was a learning curve and I've listed the separate activities below, how they went and what should change if the festival takes place again. A major problem was lack of volunteers on the Saturday. In order to remedy some of the problems that popped up and to streamline organization, it would be ideal for the Trust to decide soon whether the festival will happen again in 2014.

### Tunes in the Dunes, Friday May 24

Subject	Result	Next year?
<b>Generator</b>	Broke down early in the evening due to a fault out of our control.	<b>No.</b> HSS will be avoided. Lights donated by CalMax were used as a generator this year; ideally the same arrangement could be worked out for next year (in addition to a hired generator – Heb Plant has a 15KVA which would be suitable).
<b>George's BBQ</b>	Popular, received good feedback. We took in £100, 10% of George's gross revenue plus a donation as he thought that 10% wasn't enough.	<b>Yes.</b> George is very happy with the outcome and keen to return next year to work both days.
<b>Bar</b>	The setup with the horseboxes was great. Only three customers asked for a drink that we didn't have, so the simple drinks menu was successful. Earnings from bar totalled £1795.18	<b>Yes.</b> Higher tables would be good for next year. The same four bartenders are happy to reprise their roles.
<b>Transport</b>	The bus from Tarbert was ¼ full whereas the bus from Leverburgh was nearly full. It was noted that in Tarbert, another bus run around 10pm would have been useful. Earnings from transport totalled around £90	<b>Yes,</b> but differently. Going by this, we know for next year that the large bus is not necessary for Tarbert and that a minibus potentially doing two runs would be better. Possible advance booking or Facebook poll to assess demand.
<b>4 Macs &amp; Face the West</b>	Audience was small for 4 Macs as most people arrived around 10pm. Face the West were well-received.	<b>No.</b> Opening act will ideally be free of charge because so few people will see them. Face the West are a draw for ticket sales

	Earnings from tickets totalled £2750	but wouldn't be two years in a row, so a different act will need to be found. Suggestions will be welcome.
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### Beach Fest, Saturday May 25

Activity	Result	Next year?
<b>Front Gate</b>	Entry paid for and raffle tickets sold. Earnings from the front gate (incl. raffle ticket sales) totalled £781.30	<b>Yes</b> , but different. Tickets the same as Tunes; stub can be entered into raffle. Trying to tear off and write on raffle tickets in the wind was time-consuming and meant people were waiting to get in. Having a separate table for raffle tickets would fix this.
<b>Archaeology walk to Aird Grodanais</b>	12 people took part	<b>Yes</b> . Similar walk to different site of interest.
<b>Hillwalk to Ceapbhal summit</b>	Didn't go out due to adverse weather	<b>Possibly</b> . If volunteer numbers are low Duncan would be more useful elsewhere.
<b>Birdwatching walk at Northton</b>	5 people took part, 4 of whom who had been on the archaeology walk.	<b>Yes</b> , but in the morning. Robin suggested that people are less willing to leave the main festival in the afternoon
<b>Great Harris Bake-Off</b>	All entrants but one were primary age children	<b>Yes</b> , just for kids. One volunteer needed to monitor.
<b>Arts &amp; Crafts Stalls</b>	Participants have said it was worthwhile	<b>Yes</b> . Possibly increase price per table.
<b>Live Ceilidh Music</b>	Good	<b>Yes</b> , same musicians if possible. They enjoyed themselves.
<b>Tea &amp; Cakes</b>	Homebaking donations totalled Tea and coffee donations totalled Very popular, especially due to weather.	<b>Yes</b> . Two – three volunteers were needed throughout day.
<b>Kayaking, Surfing, Beach Sailing</b>	All cancelled due to weather. Six, six and eight people (respectively) had signed up for these.	<b>Yes</b> , but rather than all three perhaps just the kayaking and beach sailing. These are less problematic; the instructors are locally based and waves aren't required.
<b>Cross Country Race</b>	Markers had to be prevented	<b>No</b> , this was not very popular

	from blowing away and only four primary age kids ran.	(irregardless of weather, only four people had signed up) and was a hassle to set up and monitor. Does not fit well with rest of the festival.
<b>Tombola &amp; Raffle</b>	Both were very popular. Earnings from tombola totalled £94.70 Earnings from the front gate (incl. raffle ticket sales) totalled £781.30	<b>Yes.</b> Additional volunteer needed to run tombola table.
<b>Hog Roast</b>	Decent feedback from adults and kids. Sold out by 3:00pm. Cost was £780.60; earnings totalled £731	<b>No,</b> this was expensive to hire, had mixed reviews and they improvised prices without asking us.
<b>Sheep Race</b>	Crowd around racetrack caused a problem. Regardless, great feedback from onlookers, some of whom said that was the main attraction for them.	<b>Yes,</b> if Richard is keen, with help of one additional volunteer (Dave). Track will be in the same location (slightly uphill) but viewers will be kept at the starting gate, so the sheep are running away from them. Betting will take place upon entering the festival.
<b>Painting</b>	Margarita had half a dozen participants. Class had to take place inside the school due to weather.	<b>Maybe,</b> would be much better outdoors.
<b>Tug o' War, Three Legged Races</b>	Very popular with adults and kids alike.	<b>Yes.</b> Ideally with Aman running them.
<b>Kids' Treasure Hunt</b>	Roughly thirty kids took part. Wind meant that clues had to be pushed into rabbit holes. Great feedback from participants.	<b>Yes,</b> but within a perimeter and run by two volunteers who hide the clues and lead the kids.
<b>Facepainting</b>	Popular with kids.	<b>Yes,</b> but with more than one facepainter so that more children can have a turn.
<b>Kids' Play Area &amp; Games</b>	Popular.	<b>Yes.</b>
<b>Drinks &amp; Crisps</b>	The majority of the crisps were not sold; incorrect price was displayed at soft drinks table (my mistake) and it was cold outside.	<b>Yes,</b> but ensure only cases needed are opened so that returns can be made.

### General

<b>Tent</b>	The tent was kindly donated and very useful. A larger marquee would be better for next year to keep everything in
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	<p>one place in the event of bad weather. Tunes would have been much less attractive and lucrative if we had been forced to move to the hall and the division of inside/outside activities on Saturday wasn't ideal. Eilean Marquees is around £1300 before delivery. This would lessen the net profit from the event but has substantial benefits.</p>
<b>Volunteers</b>	<p>Four or five additional volunteers were needed on Saturday. The soft drinks table and front gate were manned by one volunteer throughout the day. The front gate requires at least two people to prevent delays entering the festival. An additional volunteer to help Aman run the games would have helped.</p> <p>Better organization on my part was needed in designating what specific activity volunteers were running.</p>
<b>Catering</b>	<p>It was suggested by some festival-goers that next year's food vendor at Fest have a kids' menu with smaller portions to avoid waste.</p> <p>At Tunes, several people asked if there were any hot drinks. This would be something to consider for next year as a small-scale addition to the soft drinks table, giving designated drivers a beverage option besides pop. This would require no additional volunteers as the person assigned to the soft drinks table this year was mostly idle.</p>
<b>West Harris Trust Info</b>	<p>For next year, it would be good to have a table with some leaflets and information on Trust projects, manned by a Director or Staff member. This</p>

	would give people a better idea of who has put on the event.
<b>Timing of Events</b>	Having the guided walks on a separate day, Thursday for example, would enable people to do a walk or two while not taking them away from the main festival site. From an organizational standpoint this is also easier.
<b>Communication</b>	Walkie talkies would be useful for the Saturday. Enquiries to NHT to borrow theirs could be made.
<b>Date of Festival</b>	We chose May 24 & 25 because May typically has good weather. This year was the coldest May in fifty years, according to weather reports. The event could be moved back a week, to the first Friday and Saturday in June. One con to this idea is that the festival then no longer coincides with the JMT volunteers' week. They were invaluable in putting up the tent, parking area etc.

There are already some ideas afoot for next year, including a kite flying demonstration with novelty kites. If you have any suggestions please let me know. Awards 4 All have given us an extension on our grant because we hardly used any of it due to the weather.

**The following are directors' comments:**

**Friday**

- Price of burgers and booze
- Have back up generator wired and ready to go
- Trip hazards
- Bar tables a bit low to serve from
- Big tent for main event with separate tent for bar and food

**Saturday**

- Real milk
- Gluten-free baking
- Second urn
- Burgers on Saturday as some kids didn't like hog roast
- Thrice the number of helpers
- Price of soft drinks
- Map, timetable and signs