

Festival Report

Introduction

We are hugely grateful to Saltash Town Council for supporting Saltash Songs & Shanties Festival this year. The grant awarded supported the Festival in the following ways.

- Achieving our objective of expanding the Festival programme to include more participation events and workshops.
- Offering these events free (or at very low ticket prices).
- Presenting high quality music events which are accessible to the whole community.

Demonstrating support from local sources such as the Saltash Town Council also greatly strengthens our applications to other national arts funders. This year our additional funding included £1,000 from Scops Arts Trust and £12,500 from Arts Council England. The STC grant funding was included as match funding in both these applications.

What we did with the funding

Pop-Up Piano

- The pop-up piano returned to the waterfront for a second year and is still in position and being played daily.
- Children from four local primary schools and home-school groups sent us artwork based on the theme of Saltash Wildlife.
- Local artist Brad Waters created a beautiful design based on the children's artwork.
- Local volunteers weatherproofed and tuned the piano.
- The piano was used specifically during the Festival for our 'Pop-Up Piano' Session where nearly 30 local amateur pianists performed a free community concert to 170 audience members.



The funding enabled us to present two music events in Victoria park on Saturday 22 June:

Samba Workshop

Introducing a completely new element to the Festival through running accessible samba drumming sessions for participants of all ages, led by Judy Whitlock.

We ran three outdoor workshops, bringing back into use a set of samba drums from a defunct community samba group. The events were attended by a wide range of participants aged from 6 to 87 years. None of the participants had ever taken part in samba drumming before.

Targets:	Achieved:
2 workshops	3 workshops
24 participants	41 participants

"Please take lots of photos of me - I want to show all my friends that even though I am 87 I still try new things."

"This was a fantastic activity to do with my family - even though they were initially reluctant!"

"I'd love to see if we can start a samba group in Saltash - it was so much fun".

"I thought it was going to sound awful and we actually sounded really good!"



Saltash Town Band

The town band performed a free afternoon community concert. The concert was attended by c.160 people. The audience included residents from two neighbouring care homes and many young children. Passersby stopped to listen and feedback was unanimously positive.



Shanty Sing-Along Session

We presented our first concert in Ashtorre Rock which featured three local amateur music groups and was enjoyed by 150 audience members (more than double the anticipated number). The performers included:

Memory Box Choir

Saltash U3A Ukulele Group

Saltash U3A Strummers & Warblers

The event was so popular that we struggled to fit all the audience members into the venue – with standing room only across the ground floor and terrace at the start of the concert.



The following are feedback comments from audiences across the whole Festival. More comments and Festival data is available in our 2024 Festival Evaluation. This includes the reach of the Festival (bringing in visitors from outside Saltash) and the economic benefit of additional spending by audiences, estimated at £27,600 in 2024.

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

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

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

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

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

"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."

The Town Council was promoted in the following ways:

Acknowledgement of the grant was listed on the following marketing:

- Press releases
- Social Media posts
- Website
- Festival Emails
- Piano artwork competition entry forms

The Town Council logo was also included on all print including 20,000 leaflets and 150 posters.

Unfortunately the Grants Policy instructions with specified funding credit wording was received after the print deadline had passed - this meant that the logo was included but not the wording.