

THE
FESTIVAL OF THRIFT
**ANNUAL
REPORT**
2017



"The joyful exuberance of the Festival of Thrift in the beautiful, historic setting of Kirkleatham perfectly showcases the very best of Tees Valley and why our aspirations for City of Culture 2025 are based on firm foundations. Thrift surprises and delights all comers, creating precious shared memories. I would urge anyone who hasn't experienced the thrill of Thrift to join the party!"

Amanda Skelton
Chief Executive,
Redcar & Cleveland
Borough Council



Workshop

WELCOME TO THE FESTIVAL OF THRIFT

2017 was our second year working with the people of Redcar and Cleveland and the wider Tees Valley to create a national festival which invites the world in to make it their own. Attendance numbers rocketed from 35,000 in 2016 to an estimated 45,000 – an increase of nearly 30%! Although this took its toll on the car parking, we welcomed the new visitors and discovered that our beautiful site at Kirkleatham still has room for more. In fact, for 2018 we are extending the Festival, mounting a new event in August (look out for more information on **Viewpoints**) and launching the Festival weekend on Friday evening with a special opening event. However, given our mission to encourage people to think sustainably, we will be making extra efforts in 2018 to encourage visitors to walk, cycle and take the train to get there.

This report demonstrates how we are delivering that mission as a Community Interest Company to build a creative community, sharing our skills and knowledge in an event which is sustainable, unique, fun and uplifting. We continue to draw positive media attention not just to the Festival but to the Tees Valley, the UK's low carbon capital. We were pleased to welcome BBC Breakfast on site to report live on the ethical and sustainable issues highlighted by our programme. The BBC actively participated throughout the weekend too with their CBBC enclosure.

Over the past five years the Festival has attracted nearly 200,000 visitors from across the region and nation, winning Best Event Teesside twice, Gold as North East Tourism Event of the Year and the Observer Ethical Awards for Arts and Culture, recognising the fact that artists are embedded in the programme as agents for social change.

The Directors would like to extend a heartfelt thank you to all; partners, artists, makers, visitors, traders and supporters who have contributed to our shared success.

Here's to us all being happier, healthier and better prepared, learning and sharing new life skills and enjoying time together in 2018 and beyond!

Stella Hall

Stella Hall on behalf of the Festival of Thrift Team



"SABIC were proud to sponsor the Festival of Thrift, which is not only right on our doorstep but mirrors our commitment to global sustainability. We would encourage other businesses to get involved, having now experienced this wonderful festival for ourselves. Our employees loved volunteering and visiting the event, we hope to build on this partnership for many years to come." *Claire Wordsworth, Senior Communications Business Partner, SABIC*



Mayor & Mayoress, Cllr Karen King and Mrs Desree King



Jane Tarr, Arts Council England



Sabic Stage



Teesside University

OUR PARTNERS

Delivering our second Festival at Kirkleatham, Redcar had many advantages. We have a much better understanding of businesses based in the region and the partnership opportunities connected to Tees Valley, and have developed strong relationships with our colleagues at **Redcar and Cleveland Borough Council**. The Festival is a great fit with their Place agenda and Community Cohesion aims and we are looking forward to working together to deliver 2018.

We are particularly proud to be the first cultural organisation to be supported by **Tees Valley Combined Authority**. Our outreach and volunteering programmes have benefited significantly from their contribution and we can ascribe our increased attendances to their support. New partners, multi-national chemical company, **SABIC**, also came on board in 2017. The Festival was able to celebrate **SABIC's** commitment to global sustainability and their drive to integrate environmental responsibility into their business in their tenth birthday year on Teesside. Both have given their commitment for 2018. Thanks also go to **Teesside University**, **Arriva**, **Hemingway Design**, **Creative United**, **BBC Tees** and **Anderson Barrowcliff**.

It is our expectation that - as the reputation of the Festival grows - we will build new and lasting partnerships whilst strengthening existing ones, like **Arts Council of England** who have supported us from the outset, and of course **Redcar and Cleveland Borough Council**, who support us in so many more ways than just the financial.

Partners get involved in the Festival for a range of reasons; reaching new audiences, corporate social responsibility, business positioning, market testing, meeting customers or data collection amongst them. We know that the Festival has connected partners with audiences from a huge range of backgrounds and made a significant difference to those who have got more actively involved.

"I think the team have done an amazing job to develop the festival into such a successful event and we are so proud to have something like this in the north east and be part of it! Please pass on a huge well done to all the team from Teesside University."

WHAT HAPPENED IN 2017

The 2017 programme themes focussed on encouraging young people's participation, planting and growing and identifying different viewpoints. We made leaps and bounds into improving the visitor experience with clearer signage, ten marked zones and three food court areas:

THE TOASTING GATE FIELD: A hot bed of activity, with **Almost Always Muddy** encouraging outdoor play in the Junkyard, **Cardboardia** inviting visitors to become a citizen of their mobile musical embassy and young performers from Redcar's **Tuned In** entertaining us on the Boat Stage. **Paper Birds** asked audiences to step inside their caravan to hear how the world works from a teenage perspective in **Mobile**.

THE NURSERY: Visitors embarked on an unforgettable bus journey with **Rear View**, which included a trip into Redcar on IOU's custom-made open top bus. Beginning in a life-drawing class, **Rear View** was a moving adventure about a woman's life, featuring renowned writer/performers **Cecilia Knapp** and **Jemima Foxtrot**. This area included workshops and the Talks area, yoga space and the main food court.

Residents of the village joined in wholeheartedly alongside visiting national and international artists. Guided tours of the **Almshouses** were available throughout the weekend and **St.Cuthbert's Church** offered singing workshops with **Streetwise Opera**, refreshments and an invitation to join the first ever Festival Service. **Kirkleatham Hall School** opened the doors of its new **Acorn Café**, staffed by students, and was home to a hive of electronic activity.



IOU Rear View



Cardboardia



Streetwise Opera



Almost Always Muddy



Scavengers



Becki Harper, Latest Edition, Navigator North, image Jason Hynes



OxGlam Fashion Show



Pif Paf SEED



Highly Sprung ROOT



Tuniversity Challenge

PAVILION & COURTYARD: Visitors had their first glimpse of *Latest Edition* in the Pavilion. This specially co-commissioned exhibition from **Navigator North** featured the work of six regionally based artists; **Carol Devey-Haughton, Diane Watson, Becki Harper, Nick Kennedy, Theresa Easton and Alex Sickling** responding to themes of the Tees Valley environment.

MUSEUM & SABIC STAGE: A jam-packed programme full of music, fashion and activity, as well as the ever-popular **Swapshop**. We welcomed back the fabulous **OxGlam Fashion Show**. The area featured **Tuniversity Challenge** (fish knowledge may or may not be an advantage) and an opportunity to make a hat with **Harbuck and Futtock**.

ADVENTURE: A large food court, storytelling and campfire cooking areas. Performances included **Pif Paf's SEED**, a story about planting where you shouldn't and **ROOT** a spell-binding aerial performance from **Highly Sprung**. **Tees Valley Arts** worked with local artists led by **John Fox** and **Sue Gill** to create the **Thrifty Ceremonies** bower, where they taught visitors how to devise their own celebrations. Music as ever was provided by our resident **DJ Neil Massey** and friends including the next generation, **Milly Watson** and **Isaac Hardy**.

A host of artists paraded across the site, filling it with music and joy, including our own choir, the **Phoenix Voices**, bedecked with flowers and led by North East vocal group **Mouthful**, Barcelona's **Always Drinking Marching Band** and **Boom Bike Bourrée**. **Cocoloco** drew attention to the perils of plastic waste, and **Paul Martin**, our inimitable Master of Ceremonies, guided audiences from place to place with aplomb.

"The Tees Valley Combined Authority are proud to support the Festival of Thrift. The Festival is building audiences and promoting the unique Tees Valley culture, as we prepare to bid to be City of Culture in 2025. The Festival is vibrant, innovative, inclusive and of national appeal."

Linda Tuttiett, Tees Valley Combined Authority



Saltburn - The Town is the Menu

FOOD GLORIOUS FOOD

We take food seriously at the Festival, and with food guru **Simon Preston** at the helm, the food offer is second to none. This year we ensured that there were clear food court areas to encourage movement of visitors across the site. Stalls sold a wide choice of artisan food and we ensured that every food vendor offered a vegetarian and vegan options too.

Developed for the Festival by Simon, **Saltburn – The Town is the Menu** - saw **Luke Harding** create new dishes inspired by stories collected from Saltburn-on-Sea. Diners enjoyed an alfresco meal with 3 courses of freshly prepared food on a long communal table in the Walled Garden, full of flowers, good conversation and entertainment.

Visitors also enjoyed dining in **Bistro Du Van** where borrowed campers became dining rooms and local cooks designed and made their own menus. The **REFUSE, Junk Food Project**, who use what would otherwise be waste food, was a firm favourite! **Jamallot** and **Jamalittle**, our own jam factories, led by **Abundant Durham** and **Sam Storey** were open for business. Pre-booked workshops included chocolate-making and wild baking, as well as campfire cooking in the woodlands.



Fix It Café



The Vegan Revolution



No Horsing Around



Sam Storey



ReStore upcycling bus

GETTING HANDS ON

We encourage people to get hands-on, to learn new and old skills, find inspiration and share new talents. Therefore much of the programme encourages people to join in.

DIY Den Building with **Cheryl Lumley** and **GWK Woodsheds** encouraged children and adults to use hammers and tools to build dens out of pallets, upcycled wood and other reused materials, **Max McMurdo** also joined us, bringing his **ReStore upcycling bus** onto the Toasting Gate Field.

Hands-on sessions with **Scavengers**, had visitors upcycling and making new things out of junk (with donations of e-junk brought in to use), **Crumble** offered **Robot Workshops** to visitors of all ages to learn how to programme robots. The **Fix It Café** helped people to fix their broken items with support from our expert helpers led by **Marek Gabrysch** and **Ken Brown**.

This year we concentrated workshops and demos in two zoned areas, in the Stables and in the Outdoor Classrooms near the Pavilion. Heritage skills included blacksmithing, felting, ceramics and willow weaving as well as drop-in lino printing, weaving, silk painting, tea blending, tapestry, metal work and basket making, as well as new skills such as drinks-can jewellery, textile illustration, pallet sign making and paper craft.

TALKS & DEBATES

Each year we invite experts to join enthusiasts to encourage open discussion, sharing their own sometimes differing viewpoints in a relaxed and informal atmosphere:

In **Building Homes for the Future** Teesside University staff discussed their desire to kick-start a fundamental change in the building industry, attracting new generations into the profession. This session included information about initiatives in training people to make, build and create twenty-first century homes and curator **Elinor Morgan**, who also chaired, outlined how **MIMA** work with Middlesbrough residents to rethink communities from the ground up.

In **What Next for Young People? Getting the Job you Want**, **Wayne Hemingway** MBE and National Citizen Service ambassador talked frankly to young people facing decisions about their next steps en route to work and the challenges they face. This was presented in partnership with **NCS North East**.

The Vegan Revolution – Which side are you on? brought into focus the recent veganism trend. **Dr. Duika Burgess Watson**, Institute of Health and Society at Newcastle University, dairy farmer **Paul Tompkins**, **Tony Galudi**, Director of **The Earthbeat Centre** in Saltburn and representatives from Quorn took part in a very lively discussion, chaired by the Festival's **Simon Preston**. This topic will continue to interest and divide us in future festivals.

"I have had great feedback from the staff that attended the event, we are very keen to get involved again next year..."

Stockton Riverside College

ECONOMIC BENEFITS

We are proud to contribute to both the economic and sustainability agendas in the Tees Valley and will continue to find ways to extend the impact of the event. Working with **NGI Solutions** to assess the impact we learnt that in 2017:

- 17% of groups surveyed had a visitor from outside the region, up 3% on 2016
- 7% stayed overnight and on average they stayed two nights.

The average spend per person was £27.03. Using the inputs of 45,000 visits and the average spend, the Festival of Thrift generated a net economic impact of £840,862. The model also identified that expenditure from visitors supported 14 FTE jobs.

Our traders continue to be loyal to the Festival and identified a range of positives from their engagement. Many were existing attenders and around 25% were new to the event this year.

There have been other less tangible but nonetheless positive outcomes. There has been a clear impact in Redcar and Cleveland of increased pride in place following the Festival which has been a catalyst for change and increased activity. This is evidenced by the feedback we received in the evaluation. Projects initiated by the Festival have led to new creative groups developing, and others strengthening and growing.

Another longer term benefit is the establishment of new networks and relationships which will feed into future increased collaboration. The Festival has led to new connections, as the SMEs trading on site have shared training, begun to follow each other on social media and attended meetings and seminars.



Café Nobia



Stockton College



Bistro Du Van



“The Festival of Thrift is a wonderful spectacular with something for everyone, regardless of age or budget. Where else can you go and watch street theatre, marching bands, fashion shows, partake in workshops, learn about sustainable living and much more, all for free. The festival returning to Kirkleatham in 2018 is fantastic news and I’m looking forward to it already.”

Cllr Karen King
Mayor of Redcar
& Cleveland

Cocaloco

OUR VOLUNTEERS

Volunteers are an essential element of the Festival and we are very grateful for the support received from colleagues at **Redcar and Cleveland Borough Council**.

In 2017 a total of 51 volunteers gave their time to support the Festival. Nine of these were **National Citizen Service** young people and twelve were **SABIC** employees who assisted across the Festival, staffing the information points, stewarding and stepping into roles in the artist liaison team.

We had 15 students on placement from **Newcastle College**, who took up roles including production support, zone management and artist liaison. By working closely with the Festival management team, the students were able to gain a high-level experience to benefit their studies and professional development and took on responsibilities that were essential to the smooth running of the weekend.

All the volunteers were a credit to the team and were essential to the successful orientation of our audience among many other things.

In 2018 we will continue this partnership and tailor roles to suit their level of learning. We will expand student contact with the Festival, allowing Festival Management to build stronger relationships with individuals, who could go on to lead teams on the Festival weekend.

“Amazing event! We have done a lot of festivals and events this year, over 60 in fact, and the Festival of Thrift was the best, hands-down, for many reasons. It was a very well run event!”

HATCH76



Carboardia



Volunteers



Recycles



Toasting Gate



Den Building



BBC Village



Kirkleatham Lane



Adventure Zone



REFUSE



Phoenix Voices

SHARING THE JOY!

Our communications team designs and delivers the campaign each year, sharing the Festival and partners' messages through marketing and PR activity. Using communication channels to reach our desired audiences we encourage visitors to come along and media to share our content.

Over 2017 we have worked particularly hard to get Festival messages out to our neighbours in the Tees Valley and to gain the attention of the national media.

Year on year we grow our knowledge and skills to be targeted, innovative and thoughtful.

- Facebook followers grew to over 13k with a reach of 550k.
- Our website had over 48k sessions with 34k users.
- Twitter followers grew from 5,530 to 6,290.
- Instagram followers grew from 1,577 to 2,205
- Over £822k value of press coverage reaching a massive 20.12million.
- Our e-shot subscribers grew to 7,000.

Coverage for the Festival of Thrift was overwhelmingly positive with broadcast, newspaper and magazine coverage including live on-site broadcasts from BBC Breakfast.

Broadcast media:

- BBC Breakfast (national)
- BBC 5 Live (national)
- BBC Look North East and Cumbria
- BBC Tees
- Metro and TFM
- Zetland FM

National and other regional press and online media:

- Bdaily (online business news)
- Brit Events
- Craft Focus Magazine
- Darlington & Stockton Times
- Diary of a Frugal Family
- Evening Chronicle
- Evening Gazette
- HowNow Magazine (online)
- ITV.com
- Journal
- Luxe Magazine
- NARC (alternative music and culture magazine)
- North East Connected
- NE Living Magazine
- NE Volume
- Northern Echo
- Pebble Magazine
- Primary Times
- Reloved Magazine
- Recycling and Waste World
- Tees Business
- Theatre News (online)
- The Crack
- What's on in the North East

The following media attended the event:

- BBC Breakfast
- BBC Tees
- Evening Gazette
- Northern Echo
- Zetland FM

As calculated by Kantar Media on November 2017

OUR VISITORS

Almost half those attending were previous visitors to the Festival, demonstrating a high level of loyalty. The average party size consisted of 3 adults and 2 children, making it very much a family event.

Half of visitors said they spent several hours at the event, with 29% staying the full day and 10% visiting longer than one day. This is an unusually high "dwell time" for a festival and shows there is a wide range of activities to keep families involved and active.

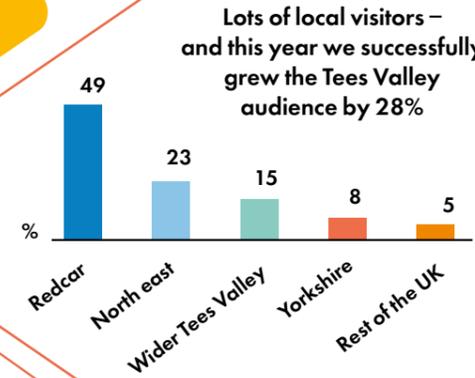
Positively, more than half of visitors strongly agreed that they felt welcomed by staff and volunteers. More than 1/3 also strongly agreed that they feel inspired to save money by recycling and up-cycling. 63% of visitors surveyed felt that the Festival positively changed their perception of Redcar.

"I just wanted to let you know what a pleasure it was to be part of such an amazing weekend and credit you and your team for one of the best organised and attended events that I have been a part of, I have done quite a few festivals and shows and I have to say that none compare!"

Jake Polhill – The Naked Candle Co

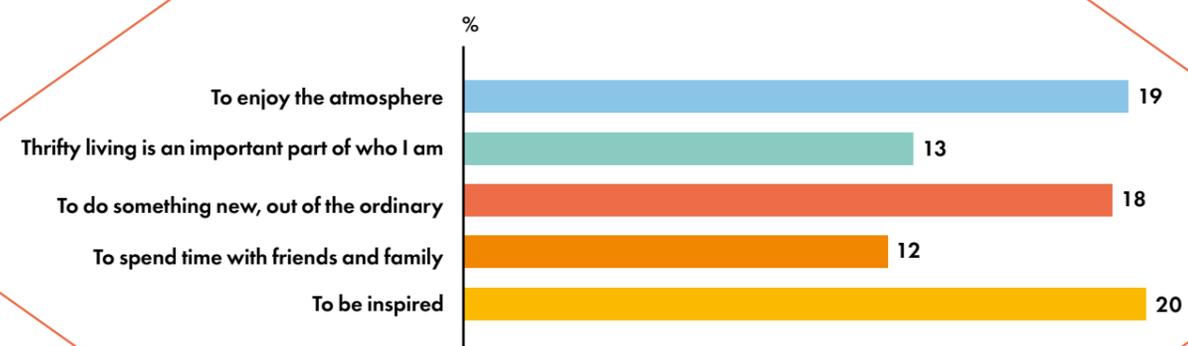


Teesside University



Lots of local visitors – and this year we successfully grew the Tees Valley audience by 28%

The Festival gives people new experiences and inspires them. When asked why they came, audiences said:



END OF YEAR ACCOUNTS

INCOME £

Adverts & other income	2,039
Car Park	11,577
Catering	21,116
Grants	236,340
Sponsorship & donations	20,000
Stall Fees	8,935
Workshops	2,576
Interest	5
TOTAL	302,588

EXPENDITURE £

Advertising & other marketing	36,844
Artists Performers & workshops	142,665
Staffing and overheads	77,284
Production	58,799
TOTAL	315,592

Net (deficit) surplus	(13,004)
Brought forward	22,928
Carry over to 2018	9,924

MEET THE TEAM

Declan Baharini (Fundraising Consultant)
 David Bilton (H&S/Head of Operations)
 Alicia Carroll (Artist Liaison)
 Hannah Clark-Stamp (Production Coordinator)
 Joanna Deans (Graphic Designer)
 Stella Hall (Festival Director)
 Tracy Kidd (Photographer)
 Karen Marshall (Communications Manager)
 Alex Nicholson (Stall & Workshop Coordinator)
 Alison O'Neil (Book Keeper)
 Simon Preston (Food Guru)
 Cara Pringle (Marketing Coordinator)
 Rachel Smith (PR)

2018 AND BEYOND

2017 has not been that difficult second festival – quite the contrary! We again managed our resources carefully and ensured a positive return on investment back to the community. We are building something of real value together and engaging hundreds in planning and contributing to the shared success, so thank you all. We are thinking long term and are here to stay. Tees Valley is bidding to be Region of Culture in 2025 to coincide with the 200th anniversary of the beginnings of mass sustainable public transport – and we are committed to being active partners in that journey.

2018 sees us commemorating women's suffrage, joining a national project to foreground the Tees Valley and celebrating The Year of the Bike with all things cycling (including of course upcycling and recycling!). We will continue to build international links and encourage partners in Europe and the world with those in the North East who share our commitment to building a creative community, and to handing over a planet in better shape than we found it.

"Thank you for letting us come to Festival of Thrift this year. We had a great time and we sold out both days... even on the national TV behind Wayne Hemingway!"

Danielle (Renaissance Cakes)

BOARD OF DIRECTORS

David Bilton
 Stella Hall
 John Orchard
 Gerardine Hemingway MBE
 Wayne Hemingway MBE

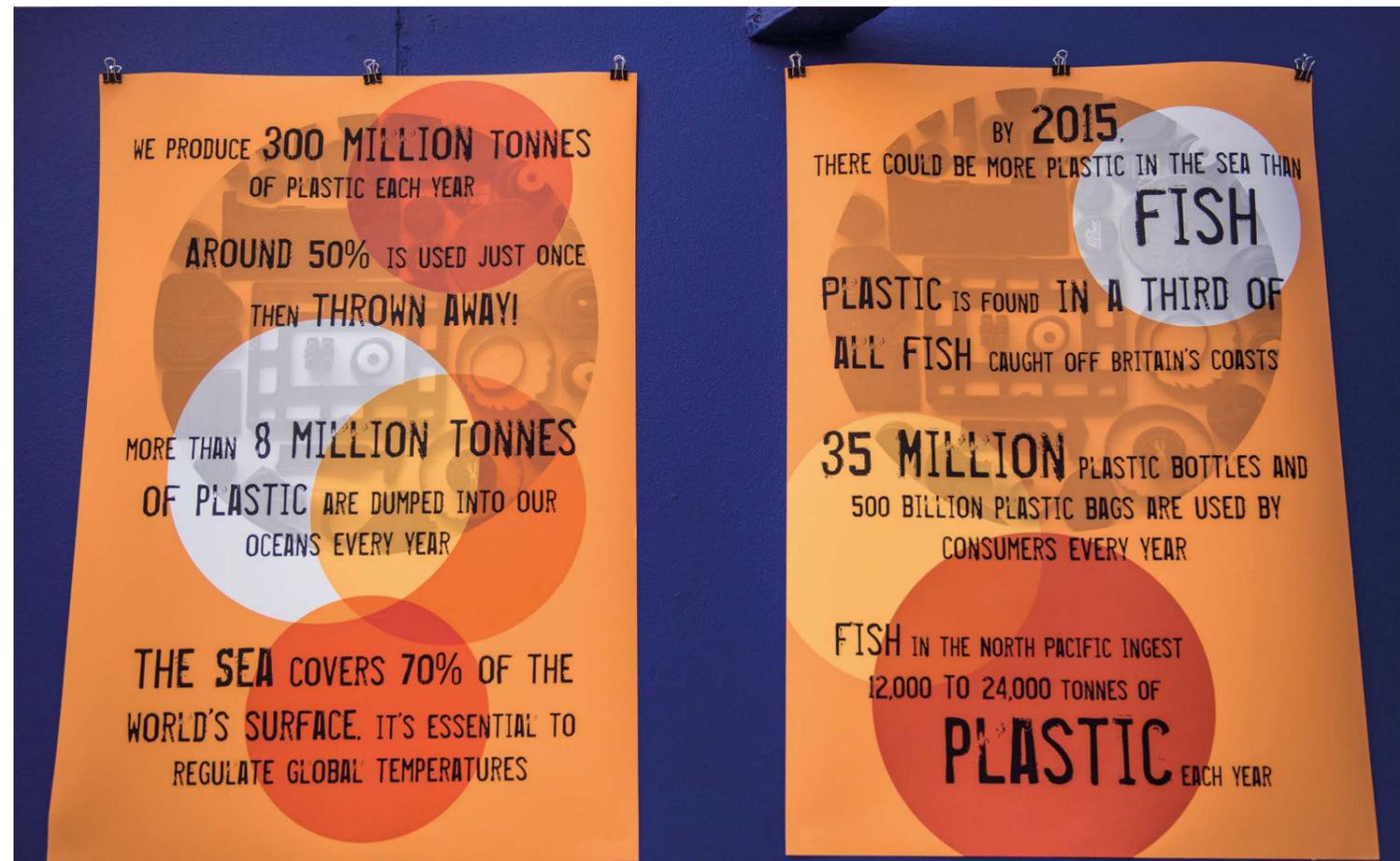
**FOR THE
 LOVE
 OF
 THRIFT**

ADVISORY GROUP

James Beighton	Vicky McDermott
Angela Brockbank	Christine Sands
Jane Cuthbert	Rowena Somerville
Mark Hickson	Linda Tuttiett
Joanne Hodgson	



Always Drinking Marching Band



Images © Tracy Kidd Photography



Front cover: IOU Rear View. Back Cover: Theresa Easton, Latest Edition, Navigator North

Diane Watson, Latest Edition, Navigator North



THE
FESTIVAL OF THRIFT
SEE YOU

22 & 23 SEPTEMBER 2018

**LOOK OUT FOR OUR LAUNCH EVENT
ON FRIDAY 21 SEPTEMBER
IN REDCAR!**