

EAST MEON FLOWER FESTIVAL - JUNE 1988

The Flower Festival and associated events took place between Thursday 23rd and Sunday 26th June 1988. It was judged a success in terms of the quality of the displays, the enjoyment which they gave to a large number of visitors and the money raised. The theme was "English Country Gardens" and Molly Dicker designed a logo.

Principal displays were made by the Petersfield Flower Arranging Society with others done by local ladies.

Over 1,100 people visited the Church to see the flowers. In addition, 120 came to the concert on the Saturday evening and there was a good congregation at the Festival Service on Sunday morning.

Expenses were high, particularly flowers, but after clearing all the costs £1,816 was raised for the Church Restoration Fund (the account is attached).

Observations

Good publicity and advertising are very important. Status Graphics in Petersfield were helpful and produced a good programme (see account with numbers of items printed including bookmarks, car stickers and invitations). The logo on the papers was a good idea and enhanced their appearance, but the pink posters were not definite enough and were too cluttered with information. They were adequate for mailing but eye-catching posters would have been better for display. Advertisements were placed in the local papers - Petersfield Post, Petersfield Herald, Hampshire Chronicle and Portsmouth News. The Herald, however, failed to put the advert in. The Post did well with articles and photos before and after the event. They also made an entry in their "What's On" column. Rosemary Bishop, our local reporter for the Post prepared newspaper articles. We were too late to get an entry in the Council's quarterly "What's On in East Hampshire"; this has a lead time of some three months. Meon Matters put in an article.

Local radio was approached and Radio Solent gave the Festival a mention in their Daily Diary.

Publications with wide circulations, such as the Hampshire Magazine, were approached, but none mentioned the Festival.

Large numbers of posters were mailed to libraries, churches and invitees; in all some 400 posters went out in addition to the bookmarks which were intended as a reminder to friends.

Had it not been for other events the financial result of the Festival would have been poor and probably barely profitable. Some 40 businesses were canvassed for sponsorship and nine responded positively, producing £210. A list of sponsors, excluding Waitrose who did not wish to be mentioned, was included on the programme.

The preview by special invitation on the first Thursday evening brought in over 150 people and raised £444. Wine and canapes were served. Some who could not come sent donations.

A separate donation of £100 was received from the Waterlooville motorcycle club by reason of their long association with the village.

No charge was made to see the flowers but donations were invited. A longer notice on the lines of - "If you have enjoyed the Flower Festival please give generously" - might have been more effective than a plain "Donations" notice.

Village gardens were open on Sunday afternoon and cream teas served. The day started wet but many people came and also visited the Church. The Garden Club donated the whole of the proceeds from the gardens and teas to the Festival fund. If the Festival and Gardens Open had taken place at different times the financial results might have been greater, although the combined events made a good day out for the visitors.

Sales of tea towels, jotters, prints, souvenir pens etc at a stall in Church raised over £300. The cost of the goods, acquired for earlier events, had already been written off.

Alan Bartlett, the organist, organised a concert "Music for the Young in Heart". This was light with vocal, recorders and organ music; it was well presented and enjoyed. Tickets were slow to sell at first but went well in the last days, raising £350.

Ploughman's lunches were sold in the Village Hall on Friday and Saturday and teas on Friday, Saturday and Sunday. These grossed £173 on Friday and Saturday. Not very many people found their way to the Friday lunches, possibly due to inadequate signposting; one cannot rely on people reading the advices on the programme.

The police co-operated with traffic arrangements at busy times. Car parking was provided at the Hall and in the adjacent field. A voluntary, clockwise traffic flow was generally observed.

Flowers purchased by the Flower Arrangers were supplemented by local produce and greenery. It was felt that on another occasion more use could be made of flowers grown in the village,

particularly with pre-planning. As it was, flowers were the largest expense at £438.

The Festival once again illustrated the inconvenience of there being no water supply to the Church.

If done again, we should carefully consider the combination of events and start planning a good deal earlier, preferably in the preceding autumn.

F L O W E R F E S T I V A L A C C O U N T S

JUNE 1988

RECEIPTS		PAYMENTS	
	£		£
Sponsors	210	Printing	263
Donations (other than in Church)	189	Advertising	76
Donations in church	1079	Postage & Materials	54
Sales	306	Village Hall	31
Garden Club	573	Food & Wine for Preview	88
Concert	350	Food for lunches & teas	104
Lunches & teas	173	Car parking (T Munday)	10
		Flowers	438
Total Receipts	£2880	Total Payments	£1064
Less Payments	£1064		
Balance to Restoration Fund	<u>£1816</u>		