

Annual Report 2020

This report covers our activities in 2020, it encompasses our activities in the Macclesfield Barnaby Festival Ltd financial year 2019/20 (end September 2020) and activities to end March 2021.

Introduction from the Co-Chairs (to be added for published version)

Barnaby people

With thanks to all of those who have continued to support Macclesfield Barnaby Festival with their time, energy, skills and commitment to arts and culture in Macclesfield. Those who have acted as trustees are: Abi Gilmore and Nicola Waterworth (Co-Chairs), Greg Van Enk Bones (Treasurer), David Gooda, Nigel Bradley, Emmanuel Botwe, Lauren Smethurst and Alan Todd.

During 2020 we worked with a number of creative industry individuals and organisations, in addition to the ones listed throughout the report we would like to thank those we worked with:

- Mandy Martinez, Event Producer
- Isla Brown, Festival Manager
- Placement Students from University of Manchester: Abbie Jennings
- Blue shoes Production
- Ricardo Battaglia, filmographer
- Matthew Jones, videographer and editor
- Ingenious Creative
- Cotton Ltd
- Margaret Bennett, Freelance Communications Consultant

In 2020 our volunteering opportunities were limited due to the COVID-19 pandemic. We would like to thank Alison Lea for our plans to engage volunteers in the 2020 festival, although we were unable to bring those to fruition. And thank all of the many individuals who supported us on social media, through digital delivery and supported others to engage with our digital programme.

Barnaby's financial supporters

In 2020 Barnaby was in receipt of financial support from Arts Council England, Cheshire East Council, Macclesfield Town Council, Granada Foundation and Macclesfield Picturedrome.

In-kind support was received from: McCann Manchester, Janhill Estates, Canalside Radio, Local People, Art Space, United Utilities, Red Willow, Monocle Deli, Macclesfield Picturedrome, Cheshire Eye Society, Treacle Market, P.R. Jones Jewellers, Blaze Farm, The Silk Heritage Trust, The SnowGoose and Park Tavern.

Barnaby's objectives in 2020

The charitable benefit of Macclesfield Barnaby Festival is:

To advance the education of the public in the arts, sciences and the history and heritage of Macclesfield by the provision of public events, including performances, exhibitions, workshops and talks.

Our main intended activity for 2020 was the continued programming, funding, organising and

delivery of our biennial midsummer festival in Macclesfield town centre in June 2020. The planned programme on the theme of “Vision” featured contemporary arts, civic projects, commissioned artworks, carnival parade, and community arts outreach.

Following the 2018 festival Barnaby had set five core objectives for the following two year period to underpin the organising of the 2020 festival.

1. Through research and development, increase arts activity, partnerships and support emerging artists
2. Deliver 2020 community festival under the theme ‘Vision’
3. Build a sustainable core model for the organisation
4. Grow audiences through outreach and engagement work
5. Develop and deliver a strategy for Macclesfield Barnaby Festival that works towards a sustainable model for collaborative partnerships, initiatives and arts programming that supports Macclesfield’s cultural strategy

The onset of the COVID-19 pandemic in the new year of 2020 and related restrictions significantly changed the nature of what and how Barnaby delivered activity in 2020. The intended programme was not able to proceed as planned. MBF as a result cancelled, postponed and reimaged elements of the programme to continue to deliver on the organisation’s charitable purpose and the five objectives set following the 2018 festival.

While progress on the objectives did not take the shape that was expected and in some areas has not been able to materialise at the expected pace we consider this report demonstrates the breadth of work and impact Barnaby has been able to deliver and our continued contribution to the arts, culture and heritage sector in Macclesfield.

Developing as an organisation

Reimagining our programme, developed with the community, for 2020 in light of the pandemic was an unprecedented task. Through this work MBF created a significant amount of learning that has informed our event planning for 2021, supported the work of others and informed our strategic development activity. Existing models of income generation were unable to be further developed in the absence of a physical festival. The circumstances presented a significantly difficult experience for the arts, culture and heritage sector as a whole, alongside the impact on the town of Macclesfield and residents.

In September 2020 the Board opted to continue with a 1 year strategic plan, continuing to learn and iterate our work as the impact of the pandemic on the arts, culture and charitable sector continued to develop and emerge. While development of a longer term strategy was postponed until 2021 there were a number of key organisational development activities:

- Significant learning in relation to digital engagement and delivery of arts and cultural activity
- Engagement in the Macclesfield Cultural Forum and thinking about recovery within the arts and cultural sector and contribution of the sector to town recovery
- Recruitment of a young trustee engaged with the [Young Trustee Movement](#) encouraged

review of our trustee recruitment processes for a recruitment exercise in January 2021.

- Invested in the development of a Communications Strategy built on key stakeholder consultation
- Prioritised continuing to build partnerships with both local and regional organisations to further develop and raise the profile of the arts and cultural sector in Macclesfield

Barnaby's partnerships and projects

Programming at West Park with the Silk Heritage Trust

In 2019 Barnaby was commissioned by the Silk Heritage Trust to deliver a range of family orientated programming based within and exploring elements of the collection at the West Park Museum. Led by Mandy Martinez, the Festival Manager for the 2018 edition, this programme ran from Summer 2019 until early 2020 and comprised a series of engagement activities, events and performances within and outside of West Park Museum. These were designed to engage new audiences and re-engage existing audiences in the collections of the Silk Heritage Trust through objects that remained on-site in the newly redisplayed exhibition, and in the building and its history and offer to park-goers and wider communities in Macclesfield. The programme commissioned artists Jan Blake, Babbling Vagabonds, Marc Jackson and Jann Thorpe to support a range of family friends activities across the year:

- 26 th – 28th July – A launch weekend with activities including a live mural on the Museum of the Future led by Marc Jackson and Journal Making by Jann Thorpe.
- 17 th – 25th August – Pandamonium A Family Festival inspired by our Panda, the best-loved part of the collection, of all things on four feet and two! Including a Panda picnic, print your own Panda Tote Bags with the Print Mill, Cheshire Dance's animal movement workshops, collaboration with the RSPB, and story-telling on the animal theme.
- Saturday 12 th October- Macc Town Council's Welly Walk. The Museum was on the Welly Walk trail and we hosted screen printing from the Print Mill. We had over 400 people into the Museum between 1 and 4pm which we didn't expect and unfortunately ran out of tote bags, but the people were happy to screen print on to paper.
- Sat 26 Oct – Sun 3 Nov - Shadow Puppet making. We programmed more screen printing, badge making and two days of shadow puppet making workshops from Babbling Vagabonds.

Activities were planned for February and March 2020 but were curtailed by the pandemic.

The evaluation of the work conducted by the SHT showed that the programme was successful in engaging new audiences to the building and in achieving its objectives for testing new strategies for object-led programme and family friendly activities. It also strengthened Barnaby partnership working with SHT and with the individual arts managers, curators and artists involved with the project. The site, West Park Museum, was chosen as the venue for the major arts commission with Liz West (although this decision was altered due to the impact of the pandemic on venue capacity and opening). The programme also strengthened the relationship with LIT Macc festival organisers who used the venue and West Park for a key event (see below).

LIT Macc

LIT Macc, the series of literature and light-based arts events, is convened by the Hamilton project, and takes place in October/November in various venues in Macclesfield. Barnaby is proud to partner with LIT Macc and share resources, good practice and co-promotion. In 2019 we provided a Barnaby Tap bar for two events in the United Reform Church (a cabaret and short story

literature live event) and we also supported the event publicly through social media marketing. We look forward to working collaboratively with LIT in future years.

Macclesfield Young Producers: Barnaby Festival Takeover 2020

As part of programming the 2020 festival Barnaby received funding from Cheshire East Council for a project to recruit young people, 13-25 years old, and support their leadership to deliver programming for the festival. Lauren Wilson was recruited as Participation and Learning Coordinator to run the project, and insight/ case studies for set-up were sought from Heart of Glass in St Helens, Blaze Arts and Contact Theatre. The work built on existing relationships with a number of Macclesfield schools and created a number of new relationships with youth organisations in Macclesfield including, Macclesfield's LGBTQ+ Youth Group Utopia, Space4Autism, SUSO, Just Drop In, Project Inc, Silk Museum Macclesfield - Young Ambassadors, local Scouts groups and Tytherington Young Carers.

A Creative Hack for young people was created by a team of creative technologists at McCann Manchester and attended by Manchester Camerata, The National Trust, Matmi and 7 young people from the youth organisations the project had reached out to. The Hack Day scoped a festival project for an "Escape Space"; this picked up a core theme from Barnaby's community programming on the theme of vision, the importance of thinking about neurodiversity, and particularly autism, and creating physical and virtual spaces that are inclusive, where all can enjoy the Barnaby Festival.

Developing this work further with young people and youth organisations was paused due to Covid-19. However, a small R&D commission with Jacki Clark explored the use of virtual reality further, influenced by the work with young people at Space4Autism as part of the alternative parade work. Our Participation and Learning Coordinator supported the development of the virtual #homemade parade with IDST! And Macclesfield ArtSpace and our plans to support engagement across the digital programme we were able to deliver in June 2020. There remains an important legacy for this work to be further developed to support the accessibility of parade and festival activities for neurodiverse audiences and the continued use of virtual and augmented reality as part of creating festival and participation experiences.

Barnaby Presents

Alongside Young Producers we programmed a series of creative capacity building workshops for the creative, artistic and wider community in Macclesfield. For Barnaby supporting the skills and capacity of the creative community in Macclesfield is a key part of delivering our work. Open to all, these workshops covered an *Introduction to Fundraising* (with Laura Drane); *Introduction to Podcasting* (with Vic Elizabeth Turnbull) and *Arts Marketing and Social Media* (with Mandy Martinez and Lauren Wilson). A further workshop on *Creating Inclusive, Accessible and Diverse Events* was to be co-facilitated with the East Cheshire Eye Society and was cancelled due to the Covid-19 pandemic. In total 43 members of the creative, artistic and wider community attended these workshops.

Barnaby 2020: See Barnaby Differently - June 2020

With the onset of the COVID-19 pandemic in March Barnaby Festival in June was cancelled in its planned form. The team instead invited the community of Macclesfield and those wider afield to “See Barnaby Differently” and delivered a range of engagement opportunities and events in a digital, online format. Barnaby was supported in this by an Arts Council Emergency Fund Grant, this enabled Barnaby to invest in production, marketing and digital production and development time.

Barnaby Homemade Parade, presented with IDST! and Macclesfield ArtSpace #homemadeparade

On Saturday 20th June people in Macclesfield came together online with their homes and gardens as ‘floats’ and celebrated all things Macclesfield and on the theme of Vision with a wealth of at-home creative making. In the weeks leading up to the #homemadeparade Neil Putiick and Becca Smith at IDST!, working with ArtSpace supported making by delivering 7 short making films, with supporting resource sheets available on the Barnaby Festival website. These included local artists and makers Ailsa Holland, Chris Clarke and Jean Westbrook:

- Get Involved with the Homemade Parade (352 views)
- Flags (863 views)
- Macc Visionaries (293 views)
- Eye Spy (612 views)
- The eyes have it! (170 views)
- Plus mini films: Wigs and Wardrobe (703 views) and Homemade Parade Colour Scheme (405 views)

Flag making material packs were delivered to 8 schools and the Scouts, enough to produce over 200 flags to take part in the #homemadeparade. Schools worked with were Park Royal; Hurdsfield; Broken Cross; Christ the King; Ash Grove; Macc Academy; Ivy Bank; Upton Priory and the Hope Centre. A crowd-sourced Watch Party film for the Parade on 20th June attracted submissions from 15 community groups including: Sambamba; MTC Mayor; Park Fit; Chinese Marbles; Apple Dance; Macclesfield Pride; DIB; RSPB; NHS; ArtSpace; Town Clerk; MADS Theatre; Macclesfield Music Centre; and Tap Dancers. And the #homemadeparade was supported by a social media campaign on Twitter, Instagram and Facebook with a dedicated parade Facebook group established with nearly 500 members. A partnership with Canalside Radio supported the event on the day with an hour long playlist on the theme of vision.

Our Parade Legacy film created with local filmmaker Ricardo Battaglio recorded the #homemadeparade, filming and interviewing 6 households / community groups who took part and compiling with a wealth of submissions on social media and was launched August bank holiday weekend to time with the return to school.

Facebook: “Brilliant well done! Really captured the feeling of the Parade!”

Twitter: “2020 scaled back, but still amazing #community spirit in action. #barnabyfestival #macclesfield”

Twitter - General: “Thank you Barnaby Festival for a marvellous weekend of creative fun!”

Our Future is Ancient, Not Quite Light

Artist and photographer Simon Buckley of **Not Quite Light** spent a year visiting Macclesfield Forest, exploring the forest at first and last light for his Barnaby

Festival commission *Our Future is Ancient*. Our Co-Chair Abi Gilmore interviewed Simon about his piece and his connection to the forest.

Other events in the June Digital Festival Programme

On Festival weekend in June and later in July Barnaby continued to experiment with offering key elements of the Festival online: two *Disco in Furlough* events with Silent Adventures; two Funny Vision Online Comic Drawing Workshops with Macclesfield favourite Marc Jackson of Creative Hero; and a series of 10 Circus Skills and Story Making workshops with Peter Duncan and Sharon Ginnis.

Second Sight

Supported by Arts Council Emergency Funding and working with a team led by Chris Wright from Manchester based digital arts organisation Future Everything and local artists at 27B, in December 2020 Barnaby launched a new online arts space, Second Sight.

Second Sight is an online arts centre, providing a place for artists to raise their profile and showcase their work and practice, providing a place to exhibit work and open up new networks within the arts communities in Macclesfield and beyond, with a mission to create opportunities for collaboration. Second Sight directly responded to the cancellation of the visual arts trail, a core part of the Barnaby festival in June. Artists had already been asked to participate in the Visual Arts Trail through an open call exercise in late 2019, all artists who applied through the open call process were given the opportunity to share their profile on the website. To date 21 artists are featured on the site.

- Second Sight launched with an initial curated exhibition of “See Differently” featuring six artists. Further main exhibitions will be curated over the following 12 months curated around the themes of *See Better and See Further*.
- A Looking Forwards gallery explores the work of emerging artists and has to date featured Lucy Tangles and her work for LIT advent windows in December 2020 and with Simon Buckley to mark the winter solstice in Macclesfield Forest.
- A Looking Backwards space revisits contemporary artists who have exhibited at Barnaby Festival in the past or been supported by R&D - those exhibited so far include Zarah Hussain’s *Invisible Threads* (2018), and Matthew Rosier’s *108 Steps* (2018).

Second Sight hopes to raise the profile of Macclesfield as a creative town improving perceptions of the cultural offer - second sight.barnabyfestival.org.uk

Marketing, media and communications

The media impact for Barnaby 2020 was considerably less than in previous ‘Festival’ years due to the pandemic. However there was still some significant PR stories which appeared in the following publications in print and online: Macclesfield Express, Cheshire Life, Caught By the River.

Thinking Forward

- Art installation with artist Liz West (postponed to 2021)
- Music residency for emerging artists in partnership with Brighter Sound (postponed and

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**BARNABY
BRIGHT!**

Macclesfield Barnaby Festival: Activity Report 2020-2021

Introduction from the Co-Chairs

The COVID-19 pandemic presented a unique but universal set of challenges for our plans for the 10th birthday of Macclesfield Barnaby Festival in 2020, and for the arts, culture and heritage sector as a whole, alongside the impact felt on the town of Macclesfield, its business, community groups and residents, which continues to be felt at time of writing as the town begins its recovery.

However, we've been in the privileged position as Co-Chairs of the charity to work collaboratively with the creative communities and partners of the festival to provide opportunities for coming together, celebrating the arts and heritage of the town, providing solace and opportunities for professional development, performance, collaboration and joy, despite the best efforts of the pandemic to stop us. This is thanks to the support and flexibility of our funders and the ingenuity, hard work, trust and professional excellence of the many people taking a variety of voluntary and paid roles who make Barnaby happen and invite Macclesfield 'out to play'.

We are also grateful to our amazing audiences and participants who've extended their confidence in the festival when we've needed to 'pivot' to digital delivery, taking part online over Zoom, live-streaming and facebook, interacting with

our social media and clicking through to our new digital platform, Second Sight. We were delighted to be able to come together in the public spaces in Macclesfield when it was safe to do so for 2021's Barnaby Bright, and to enjoy the generosity of our venue partners, in particular St Michael's and All Angels Church, Christ Church and Red Willow, in welcoming and hosting our incredible commissioned artists.

Barnaby is a special time for Maxonians, an annual calendrical event which we've been lucky to celebrate through our biennial festival for ten years in 2020, and now through the 'off-year' collection of midsummer events. We are overjoyed by the resilience of the town and applaud all those who have been involved over the decade, particularly these last two difficult years. The report below articulates the efforts and investment that have gone into the arts, culture and heritage programme and the benefits and impacts it brings to the people of Macclesfield, and to broader audiences, artists and supporters. We are so excited by the many Barnaby's to come.

Abi Gilmore and Nicola Waterworth,
Co-Chairs, Macclesfield Barnaby Festival

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Barnaby people

With thanks to all of those who have continued to support Macclesfield Barnaby Festival with their time, energy, skills and commitment to creativity, arts and culture in Macclesfield. Those who have acted as trustees are: Abi Gilmore and Nicola Waterworth (Co-Chairs), Greg Van Enk Bones (Treasurer), David Gooda, Nigel Bradley, Emmanuel Botwe, Lauren Smethurst, Alan Todd, Jane Stephens, Malcolm Jolliffe (Treasurer), Becky Parnell, Rebecca Alexander and Emily Marsden.

During 2020 and 2021 we have had the privilege of working with a wide range of creative industry individuals and organisations, in addition to the ones listed throughout the report we would like to thank those we worked with: Mandy Martinez, Event Producer; Isla Brown, Festival Manager;

placement students from University of Manchester: Abbie Jennings, Rebeka Eleki and Tim Benson; Blue Shoes Production; Ricardo Battaglia, filmographer; Matthew Jones, videographer and editor; Ingenious Creative; Cotton Ltd; Margaret Bennett, Freelance Communications Consultant; Simon Bushell, freelance visual arts curation and project management; Carol Ann Whitehead, Festival Programme Director and the Zebra Partnership; and Flownamix.

Although our volunteering opportunities were limited due to the COVID-19 pandemic we would like to thank Alison Lea for our (unrealised) plans to engage volunteers in the 2020 festival. Over 2020 and 2021 we were supported by over 40 volunteers in addition to trustees, and across both recorded over 1650 volunteering hours (or over 206 8 hour days!)

Barnaby's financial supporters

In 2020 Barnaby was in receipt of financial support from Arts Council England, Cheshire East Council, Macclesfield Town Council and Granada Foundation. We also received some public donations via our website / ticket booking system.

In-kind support was received from:

McCann Manchester, Janhill Estates, Canalside Radio, Local People, Art Space, United Utilities, Red Willow, Monocle Deli, Macclesfield Picturedrome, Cheshire Eye Society, Treacle Market, Blaze Farm, The Silk Heritage Trust, Urban Electrical, Artin Light, St Michael & All Angels, MASH Guru, The SnowGoose, The Roe-Naissance Project, the Zebra Partnership and Park Tavern.



Photos: Macclesfield Barnaby Festival



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



The Granada
Foundation

Macclesfield Barnaby Festival: Activity Report 2020-2021

Barnaby's objectives in 2020

The charitable benefit of Macclesfield Barnaby Festival is:

To advance the education of the public in the arts, sciences and the history and heritage of Macclesfield by the provision of public events, including performances, exhibitions, workshops and talks.

Our main intended activity for 2020 was the continued programming, funding, organising and delivery of our biennial midsummer festival in Macclesfield town centre in June 2020. 2021 would have been the Barnaby "off year" before returning with our biennial festival in 2022.

Our planned programme for 2020 on the theme of "Vision" featured contemporary arts, civic projects, commissioned artworks, the Barnaby parade, community arts outreach and our open call for the visual arts trail and community run events.

The onset of the COVID-19 pandemic in the new year of 2020 and related restrictions significantly changed the nature of what and how Barnaby delivered activity in 2020 and 2021. As a result our 2020 programme was "disaggregated" with some events cancelled or postponed and many reimaged.

This report demonstrates what we have been able to deliver - despite the pandemic - in line with our charitable purpose and our continued contribution to the creativity, arts, culture and heritage of Macclesfield in 2020 and 2021. It shows the resilience of the town and its people, and our passion for coming out to play.

Following the 2018 festival Barnaby had set five core objectives for the following two year period to underpin the organising of the 2020 festival:

- 1 Through research and development, increase arts activity, partnerships and support emerging artists**
- 2 Deliver 2020 community festival under the theme 'Vision'**
- 3 Build a sustainable core model for the organisation**
- 4 Grow audiences through outreach and engagement work**
- 5 Develop and deliver a sustainable model for Barnaby Festival, working with collaborative partnerships, initiatives and arts programming to support Macclesfield's cultural strategy**

Macclesfield Barnaby Festival: Activity Report 2020-2021

Developing as an organisation

Reimagining the programme we had developed with the community for 2020 was an unprecedented task. This has created a significant amount of learning that informed our event planning for 2021 and beyond, and has supported the work of others in the town.

While our plans to develop existing models of income generation were impacted on by the lack of a physical festival, ticketed events and sponsorship opportunities Barnaby continued to learn and develop the organisation.

Key activities and learning include:

- Digital engagement and digital delivery of arts and cultural activity
- Engagement in the Macclesfield Cultural Forum and town recovery strategy
- Recruitment of a young trustee engaged with the Young Trustee Movement encouraged review of our trustee recruitment processes and successful recruitment of five new trustees in early 2021
- Investment in a Communications Strategy built on key stakeholder consultation
- Continuing to build partnerships with local and regional organisations to develop capacity, skills and raise the profile of the arts and cultural sector in Macclesfield



Photo: Craig Barker



Macclesfield Barnaby Festival: Activity Report 2020-2021

Barnaby's partnerships and projects

West Park with the Silk Heritage Trust, 2019-20

In 2019 Barnaby was commissioned by the Silk Heritage Trust to deliver a range of family orientated programming based within and exploring elements of the collection at the West Park Museum. Led by Mandy Martinez, this programme ran from Summer 2019 until early 2020 and comprised a series of engagement activities, events and performances within and outside of West Park Museum.

The programme commissioned artists Jan Blake, Babbling Vagabonds, Marc Jackson and Jann Thorpe to support a range of family friends activities across the year:

26-28 July: weekend of activities including a live mural on the Museum of the Future led by Marc Jackson and Journal Making by Jann Thorpe.

17-25 August: Pandamonium - A Family Festival inspired by our Panda, the best-loved part of the collection, including a Panda picnic, print your own Panda Tote Bags with the Print Mill, Cheshire Dance's animal movement workshops, collaboration with the RSPB, and story-telling on the animal theme.

12 October: Macc Town Council's Welly Walk - West Park hosted screen printing from the Print Mill, with over 400 people visiting the Museum.

26 Oct-3 Nov: Shadow puppet making from Babbling Vagabonds.

Activities planned for February and March 2020 were curtailed by the pandemic. Evaluation by the Silk Heritage Trust demonstrated success in engaging new audiences to the building and in testing new strategies for object-led family friendly activities. The programme strengthened Barnaby partnership working with Silk Heritage Trust and LIT Macc festival organisers.

LIT Macc, Nov 2019

LIT Macc, the series of literature and light-based arts events, is convened by the Hamilton project, and takes place in October/November in various venues in Macclesfield.

Barnaby is proud to partner with LIT Macc and share resources, good practice and co-promotion. In 2019 we provided a Barnaby Tap bar for two events in the United Reform Church (a cabaret and short story literature live event) which provided a further test to income diversification for the festival, established in 2018 through the Barnaby Tap.

We also supported the programme publicly through social media marketing. We look forward to working collaboratively with LIT in future years.



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Barnaby's partnerships and projects

Macclesfield Young Producers: Barnaby Festival Takeover for 2020

As part of programming the 2020 festival Barnaby received funding from Cheshire East Council for a project to recruit young people, 13-25 years old, and support their leadership to deliver programming for the festival. Lauren Wilson was recruited as Participation and Learning Coordinator to run the project, and insight on set-up was sought from Heart of Glass in St Helens, Blaze Arts and Contact Theatre.

The work built on existing relationships with a number of Macclesfield schools and created a number of new relationships with youth organisations in Macclesfield including: Macclesfield's LGBTQ+ Youth Group Utopia, Space4Autism, SUSO, Just Drop In, Project Inc, Silk Museum Macclesfield - Young Ambassadors, local Scouts groups and Tytherington Young Carers.

A Creative Hack for young people was created by a team of creative technologists at McCann Manchester and attended by Manchester Camerata in February 2020, The National Trust, Matmi and seven young people from the youth organisations the project had reached out to. The Hack Day scoped a festival project for an "Escape Space". This picked up a key theme from Barnaby's community programming on the theme of vision: the importance of thinking

about neurodiversity, particularly autism, and creating physical and virtual spaces that are inclusive, where all can enjoy the Barnaby Festival.

Unfortunately plans to develop this work into the 2020 festival by realizing the "escape Space" with young people was paused due to COVID-19. However, a small R&D commission with Jacki Clark explored the use of virtual reality, influenced by the contribution of young people at Space4Autism and was presented as part of the 2020 digital programme.

Our Participation and Learning Coordinator supported the development of the virtual #homemade parade for 2020 with IDST! and Macclesfield ArtSpace as well as plans to support engagement across the digital programme in June 2020.

There remains an important legacy for this work to be developed to support the accessibility of parade and festival activities for neurodiverse audiences and the continued use of virtual and augmented reality as part of creating festival participatory experiences. Jacki and Space4Autism have continued to work together with the festival, and we look forward to featuring their creative contributions for many years to come.

Barnaby Presents, winter 2019-20

Alongside Young Producers we programmed a series of creative capacity building workshops for the creative, artistic and wider community in Macclesfield. Supporting the skills and capacity of the creative community in Macclesfield is a key part of delivering the Barnaby mission.

Open to all, these workshops covered an *Introduction to Fundraising* (with Laura Drane); *Introduction to Podcasting* (with Vic Elizabeth Turnbull) and *Arts Marketing and Social Media* (with Mandy Martinez and Lauren Wilson). A further workshop on *Creating Inclusive, Accessible and Diverse Events* was to be co-facilitated with the East Cheshire Eye Society and was cancelled due to the Covid-19 pandemic.

In total 43 members of the creative, artistic and wider community attended these workshops.



**SEE
BARNABY
DIFFERENTLY**

**BARNABY 2020
SEE BARNABY DIFFERENTLY
JUNE 2020**

With the onset of COVID-19 the Barnaby Festival in June was cancelled in its planned form. The team instead invited the community of Macclesfield and those wider afield to "See Barnaby Differently" and delivered a range of engagement opportunities and events in a digital, online format. Barnaby was supported in this by an Arts Council Emergency Fund Grant, enabling Barnaby to invest in production, marketing and digital production and development time.



**MACCLESFIELD
BARNABY FESTIVAL**

Macclesfield Barnaby Festival: Activity Report 2020-2021

Barnaby Homemade Parade, presented with IDST! and Macclesfield ArtSpace

#homemadeparade

On Saturday 20th June people in Macclesfield came together online with their homes and gardens as 'floats' and celebrated all things Macclesfield and on the theme of Vision with a wealth of at-home creative making.

In the weeks leading up to the #homemadeparade Neil Puttick and Becca Smith at IDST!, working with ArtSpace delivered 7 short making films, with supporting resource sheets available on the Barnaby Festival website. These included local artists and makers Ailsa Holland, Chris Clarke and Jean Westbrook:

- Get Involved with the Homemade Parade (352 views)
- Flags (863 views)
- Macc Visionaries (293 views)
- Eye Spy (612 views)
- The eyes have it! (170 views)

Plus mini films:

- Wigs and Wardrobe (703 views) and
- Homemade Parade Colour Scheme (405 views)

Flag making material packs were delivered to 8 schools and the Scouts, enough to produce over 200 flags to take part in the #homemadeparade. Schools worked with were Park Royal; Hurdsfield; Broken Cross; Christ the King; Ash Grove; Macc Academy; Ivy Bank; Upton Priory and the Hope Centre.

A crowd-sourced Watch Party film for the Parade on 20th June attracted submissions from 15 community groups including: Sambamba; MTC Mayor; Park Fit; Chinese Marbles; Apple Dance; Macclesfield Pride; DIB; RSPB; NHS; ArtSpace; Town Clerk; MADS Theatre; Macclesfield Music Centre; and Tap Dancers. And the #homemadeparade was supported by a social media campaign on Twitter, Instagram and Facebook with a dedicated parade Facebook group established with nearly 500 members. A partnership with Canalside Radio supported the event on the day with an hour long playlist on the theme of vision.

Our Parade Legacy film created with local filmmaker Ricardo Battaglio recorded the #homemadeparade, filming and interviewing 6 households or community groups, compiled with a wealth of submissions on social media and was launched August bank holiday weekend to time with the return to school.



Macclesfield Community Artspace



Macc Pride

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Other events in the June Digital Festival Programme

On the festival weekend in June and later in July Barnaby continued to experiment with offering key elements of the Festival online:

- two Disco in Furlough events with Silent Adventures;
- two Funny Vision Online Comic Drawing Workshops with Macclesfield favourite Marc Jackson of Creative Hero;

and

- A series of 10 Circus Skills and Story Making workshops with Peter Duncan and Sharon Ginnis.

What they said...



“2020 scaled back, but still amazing #community spirit in action. #barnabyfestival #macclesfield”

“Thank you Barnaby Festival for a marvellous weekend of creative fun!”



Photo: Rachel Ho, Hope, porcelain artwork, 2020

Macclesfield Barnaby Festival: Activity Report 2020-2021

Second Sight Launched December 2020

Supported by Arts Council Emergency Funding and working with a team led by Chris Wright from Manchester based digital arts organisation Future Everything and local artists at 27B, in December 2020 Barnaby launched a new online arts space, **Second Sight**.

Second Sight provides a place for artists to raise their profile and showcase their work and practice in curated on-line exhibitions, providing a place to open up new networks and create opportunities for collaboration. Second Sight directly responded to the cancellation of the 2020 Visual Arts Trail, traditionally a core part of the Barnaby festival. All artists who had applied through the open call process for the Visual Arts Trail were given the opportunity to share their profile on the website.



Second Sight launched with an initial curated main exhibition of "Seeing Differently" featuring six artists. The Looking Forwards gallery explores the work of emerging artists and has to date featured Lucy Tangles and her work for LIT advent windows in December 2020, Simon Buckley, Not Quite Light to mark the winter solstice in Macclesfield Forest and Liz West.

A Looking Backwards space revisits contemporary artists who have exhibited at Barnaby Festival in the past or been supported by R&D, those exhibited so far include Zarah Hussain's Invisible Threads (2018), Matthew Rosier's 108 Steps (2018) Liz West Consumed (2013) and Hilary Jack's Inside Out House (2014).

To date 23 artists are featured on Second Sight and further main exhibitions will be curated starting in autumn 2021, raising the profile of Macclesfield as a creative town improving perceptions of the cultural offer. Second Sight will remain a core part of the Barnaby digital strategy for the future.

secondsight.barnabyfestival.org.uk/

Macclesfield Barnaby Festival: Activity Report 2020-2021

Our Future is Ancient, Not Quite Light Dec 2019-June 2021

Originally commissioned to deliver an R&D work for the June 2020 festival, linking the winter and summer solstice, artist and photographer Simon Buckley of **Not Quite Light** spent a year visiting Macclesfield Forest, exploring the forest at first and last light.

The resulting work *Our Future is Ancient* was presented through a range of events during 2020 and 2021 including: an on-line interview with Barnaby Co-Chair Abi Gilmore about the piece and the artist's connection to the forest; *Our Future is Ancient: The Forest Comes to Town* comprised of a film exhibition in the Savage Tower of St Michael and All Angels church, two solstice walks around the ginnels, twists and turns of Macclesfield and a

mixed-media performance of spoken word, imagery and music featuring original music from singer/flautist Riognach Connolly and cellist, Liz Hanks.

The filmed performance was attended by 92 people, and was supported by Hollowsphere technical team, with film and sound production by Jason Locke, Pete Tomkies and Daniel Mawson.

The resulting film is available to view on Second Sight. and there is potential for further development into a digital book featuring images, podcasts and excerpts from the film. Photography prints are available from **Not Quite Light**

“The experience of producing *Our Future is Ancient* has been life changing really. It caused me to enrich my knowledge of the natural world, and pushed me into new ideas and ways of working. It became one of the most challenging and ambitious projects I’ve ever done. The support from the Barnaby Festival was wonderful, and it couldn’t have been the success it was without that”

Simon Buckley, Not Quite Light.



Photos: A Gilmore





Simon Buckley, Liz Hanks & Riognach Connolly

Photo: Mick Steff



Our Future Is Ancient

Photo: Simon Buckley



Barnaby Bright: a collection of midsummer events 17-27 June 2021

For 2021 amidst the ongoing COVID-19 pandemic and uncertainty of restrictions Barnaby developed the Barnaby Bright brand and programme to present a small number of events, in line with covid safety precautions and to deliver on our core commissions.

The name "Barnaby Bright" comes from a traditional rhyme with the opening line: "Barnaby Bright, Barnaby Bright, Light all day, Light all night" which was sung in the town about the midsummer celebrations.

This was adapted into a poem by Nick Asbury in 2010 for the first Barnaby Festival, and set to music in the same year by **Tim Woodhouse** the same year. The poem and sentiment now defines the brand for the smaller programme of events to mark Barnaby in the 'off-year', with a new logo and other collateral and is an unexpected legacy of the pandemic.

The Barnaby Bright programme for 2021 was planned according to 'Step 2' guidelines in the national safety plans for opening up,

which meant restricted capacity, social distancing and hygiene measures.

It required all of our artists, producers and volunteers to think innovatively and come up with creative solutions to deliver and overcome the key challenge of avoiding mass participation and delivering physical events in safe environments for those working, volunteering & visiting, in line with government guidance & industry guidance.

Macclesfield Barnaby Festival: Activity Report 2020-2021

Presence, Liz West

Presence was a new large-scale, site-specific commission by contemporary British artist Liz West in historic Christ Church, managed by the Renaissance Project and maintained by the Churches Conservation Trust. Liz West had originally exhibited at Barnaby in 2012 and having moved to Rainow was keen to collaborate on a piece for the festival. Within the grade II* listed Christ Church on Bridge Street, Macclesfield the work took the form of a tunnel traversing the length of the aisle, made up of colour transmitting dichroic film squares to create an immersive colour and light experience. The work garnered much regional, national and international attention over the 10 days of opening, there was an in-person artist talk which was attended by 35 people, and 690 people visited the installation over the ten days it was open to the public. The social media and press coverage of the artwork was boosted by Liz's existing international profile, reaching millions of people with images of the photogenic work.

Produced by Simon Bushell and made and installed by M3, with help from Artinstall lighting design and Barnaby volunteers, the commission articulated a number of core Barnaby values, representing a genuine partnership between the artist and the festival. It used materials that came from a previous commission to respond to and invigorate a heritage space in the town, and encourage people to see and use it in a new light. Visitors made comments in the visitor book reflecting their own experience of the art work (see word cloud below). Feedback from an online survey (completed by 26 participants) stated that 89% of them found the artwork good, with 62% saying it was very good or excellent. In terms of how the artwork made them feel, 80% found that it provided them with a sense of community, and 85% said that it was really important that it was here in Macclesfield.



Photo: Carol Whitehead



Artist Liz West with producer, Simon Bushell
inside *Presence* in Christ Church

Photo: A Gilmore

**“Thank YOU all! I loved visiting the Presence installation in Christ Church.
It’s a special place to me and seeing it in a different light was really fun!”**



Liz West in Presence

Photo: Simon Buckley

Macclesfield Barnaby Festival: Activity Report 2020-2021

Macc Assemble Showreel Parade June 2021

Macc Assemble brought together people from across Macclesfield in a further community response creating a collective artwork capturing people's stories across the town. Commissioned from IDST! and working with Flownamix, ArtSpace and other community organisations the 20 minute film offered all participants "20 seconds to shine" and was supported by a range of making films and online resources focused on creating your own 20 second storyboard. Over 170 people took part in the filming, 120 people viewed the film at time controlled, limited number screenings and over 5,000 views are so far recorded online.

Delivering a parade online or through a blend of online workshops & filmed participation showed the ingenuity and resilience of local creative communities however it was never going to have the same impact as bringing together thousands of townsfolk in making activities to enjoy being in public space together. This also meant we had to manage expectations for existing participants & audiences.

"I'm impressed that it has happened this year. It is always important to both celebrate local talent and provide new experiences for local residents."

Audience feedback, 2021



Macclesfield Barnaby Festival: Activity Report 2020-2021

Macclesfield Music MASH, June 2021

BRIGHTER
SOUND

Barnaby worked with Manchester based Brighter Sound and Macclesfield venue MASH Guru to reimagine a traditional five day performance based residency into the Music MASH programme of on-line masterclasses with opportunities for live-streaming and filmed performance practice with industry specialists for local bands.

Following an open call for local bands and artists and specifically drawing on the lessons from the music industry in learning and adapting to COVID-19 the programme worked with Sour Honey, The C33s, The Perps and WILLBAIN over four weeks in mentoring and stagecraft sessions, culminating in a streamed gig from MASH Guru.

All photos: Nigel A Bradley



Photo: Carol Whitehead



Will Bain at Mash



C33 at Mash



Programme Director, Carol



Chair, Abi Gilmore at Music MASH

Macclesfield Barnaby Festival: Activity Report 2020-2021

Midsummer Night's Queen, Spoken Bar and Crafts Market, June-July 2021

The Barnaby Bright programme did not escape COVID-19 hiccups. A rescheduled A Midsummer Nights Queen in partnership with MASH Guru and Zebra Partnership. 10 participants took to the drag walk to battle it out for superb prizes in front of a covid-safe audience of 65 people and at least 8 peer advice sessions on drag were delivered.

A huge success working also in partnership with Macclesfield Pride this event is one to watch out for in future Barnaby festivals. There was also an arts and craft market supporting 12 local artists and makers and 7 participants taking part at the Spoken Bar with MASH Guru.

Thank you to Kevin Healey, Regional Director of Sales, Hotel Brooklyn and Lady Sharon Farley Mason, Founder of Bespoke, for the competition prizes.



Macclesfield Barnaby Festival: Activity Report 2020-2021

Estival, our 2021 festival beer

Barnaby explored a new type of collaboration for the 2021 Barnaby Bright programme working with artist Sue Asbury and local brewery Red Willow. Estival incorporated the art work Can You Get to That with a festival edition of a well loved Red Willow

brew, available on key and cask in the Red Willow bar and for sale in cans on the brewery website. Artist Sue Asbury exhibited a series of five paintings in the Red Willow for a month to celebrate the collaboration.



Photos: Macclesfield Barnaby Festival



Artist, Sue Asbury

“Really loved this experience. I also visited OFIA in Savage Tower and found the ginnel walk complimented this and enhanced my experience of the project with first hand narration from Simon. Presence at Christ Church, the Macc Assemble showreel and the art and craft fair offer a real range of activity for all to access.”



Macclesfield Barnaby Festival: Activity Report 2020-2021

Marketing, media and communications

The media impact for Barnaby 2020 was considerably less than in previous festival years due to the pandemic. However there were significant PR stories which appeared in the following publications in print and online: Macclesfield Express, Cheshire Life, Caught By the River.

For 2021 Barnaby continued to apply our learning from 2020 to promote and market the festival with continued coverage through a Macclesfield Express 5 week campaign on all aspects of the events, managed through freelance PR support. Visual arts commissions in particular raised the profile of Barnaby with coverage of Liz West's Presence featured in international arts press, reaching over 3.6 million online audiences. Simon Buckley's Not Quite Light commission built up a wide regional and national following over the course of the project, and was featured in specialist online journals, Caught By the River and Corridor 8.

Social media activities for both Barnaby 2020 online programme and Barnaby Bright were managed through a team of trustees and volunteers, using

Twitter, Instagram and Facebook to promote events and activities, as well as create and share live-stream and video content. Analysis of engagement across these platforms suggests a more coherent approach has been developed between the two years, with each platform gaining new followers and providing opportunities for engagement and content sharing amongst local and non-local communities.

For example, the Barnaby Twitter account currently has 4,944 followers, and made 58.5k impressions during June 2021, with 29.1k of these over the 10 day programme period, with an 1.9% average engagement rate (where there was interaction with links, mentions, retweets and replies).

The Barnaby Festival Facebook page has 3,186 followers (up from 2773 in 2020) whilst the Barnaby Parade Group private page provided a safe space for those involved in the Homemade parade in 2020 and Macc Assemble Showreel parade in 2021 to share content, attracting 485 members. Instagram has consistently provided the means to share

images and promote stories about the festival and its artists and audiences, and has 1357 followers (up from 1093 in 2020). In 2021, under the guidance of the Programme Director the festival began a LinkedIn account for promotional posts, networking and fundraising, which currently has 57 followers.

Facebook Live was a key platform for the Watch Party of the Parade in 2020, which was also supported by a media partnership with Canalside Radio who provided a live broadcast of a specially compiled playlist. Also, for the first time in 2021 the festival was the subject of the popular weekly webTV show 'Your Manchester', the production team agreed to dedicate the whole show to Barnaby Bright, highlighting almost everything within the ten day programme. Guests joined the anchor presenter, Drag Queen Belinda Scandal, and co-host Carol Ann Whitehead. The collaboration IPA beer Estival was soft launched on the show and the team tasted it on air. Viewing figures soared to over 10,000.

“A fabulous way to have fun, and to engage and connect creatively with the local people in Macclesfield, and an injection of sunshine and cheer during a difficult time for many people.”

“Well done Barnaby team for going ahead and organising this, during the pandemic, in a safe way”.

Macclesfield Barnaby Festival: Activity Report 2020-2021

Thinking Forward

Early in 2021 Barnaby was already thinking forward to 2022 and beyond and developed a proposal with Macclesfield Town Council to work with residents to understand their views on new public art installations for Macclesfield. This was inspired by discussion at the Macclesfield Cultural Forum with key partners including MTC, the Silk Heritage Trust, and Macclesfield Security in Place, a research project which is exploring perceptions of community safety. It was also inspired by the increased importance of the public realm and feelings of

belonging, ownership and wellbeing prompted by the experiences of lockdowns and social distancing. The resulting year-long project, working with the Hamilton Project and creative consultation expert, Fabric Lenny, will create a 'digital map' of existing work in the public realm, as well as a manifesto for future commissions through community consultation. It includes a series of planned micro-commissions which will lead to a proposal and bid for a larger new commission of public art for Macclesfield.

Photo: New Mural by
Becca Smith, created
during lockdown 2020



Photos:
A Gilmore
Branding:
Fabric Lenny/Ingenious Creative

The background image is a photograph of a city square, likely in Macclesfield, England. On the left is a large, classical-style building with a portico supported by several tall columns. In the foreground, several wooden deck chairs with orange and white striped fabric are arranged in a row. To the right, there is a church with a prominent clock tower and a cross on its roof. A large tree stands between the classical building and the church. A person is walking in the square near the classical building. The entire image has a warm, orange-toned filter.

Macclesfield Barnaby Festival: Activity Report 2020-2021

*Macclesfield Barnaby Festival, contemporary arts and culture, made with the community and powered by volunteers.
We are a Registered Charity (no 1151155) and a company limited by guarantee (no 08005512)*

Macclesfield Barnaby Festival Limited

Report and Unaudited Accounts

29 September 2020

Macclesfield Barnaby Festival Limited
Company Information

Directors

Dr A Gilmore
N Waterworth
G Van Enk-Bones
E Botwe
N Bradley
L Smethurst
A Todd

Trustees

Dr A Gilmore
N Waterworth
G Van Enk-Bones
E Botwe
N Bradley
L Smethurst
A Todd

Bankers

Charities Aid Foundation (CAF) Bank
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Registered office

Waters Green House
Sunderland Street
Macclesfield
Cheshire
SK11 6LF

Registered number

08005512

Charity Registered Number

1151155

Macclesfield Barnaby Festival Limited
Registered number: 08005512
Directors' Report

The directors present their report and accounts for the year ended 29 September 2020.

Principal activities

Macclesfield Barnaby Festival's (MBF) main intended activity continued to be the programming, funding, organising and delivery of a biennial midsummer festival in Macclesfield town centre in June 2020. The planned programme featured contemporary arts, civic projects, commissioned artworks, carnival parade, and extensive community arts outreach.

Directors

The following persons served as directors during the year:

Dr A Gilmore
N Waterworth
G Van Enk-Bones
E Botwe
N Bradley
L Smethurst
A Todd
D Gooda (resigned December 2020)

Small company provisions

This report has been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Significant Activities

With the onset of the Covid-19 pandemic in the new year of 2020 and related restrictions the intended programme was not able to proceed as planned. MBF as a result cancelled, postponed and reimagined elements of the programme to continue to deliver on the organisation's charitable purpose and the five objectives set following the 2018 festival:

1- Through research and development, increase arts activity, partnerships and support emerging artists

In late 2019 and early 2020 MBF delivered a number of capacity and skill building workshops as part of the "Barnaby Presents" programme. These included: Introduction to Fundraising (with Laura Drane); Introduction to Podcasting (with Vic Elizabeth Turnbull) and Arts Marketing and Social Media (with Mandy Martinez and Lauren Wilson from Heart of Glass in St Helens). A further workshop on Creating Inclusive, Accessible and Diverse Events was to be co-facilitated with the East Cheshire Eye Society and was cancelled due to the Covid-19 pandemic

Macclesfield Barnaby Festival Limited
Registered number: 08005512
Directors' Report

2- Deliver 2020 community festival under the theme 'Vision'

In December 2019 MBF secured funding from Arts Council England to support the programme for the 2020 festival, developed with communities in Macclesfield. Along with funding from Cheshire East Council, Macclesfield Town Council and the Granada Foundation this supported the development and planning for a number of key commissions, ticketed events and community activities. The impact of Covid-19 resulted in a mixture of cancellations, postponed and/or reimaged events. MBF was successful in May 2020 with an application to Arts Council England (ACE) for an Emergency Grant to support this work:

- Art installation with artist Liz West (postponed to 2021)
- Second Sight, a day long event of interdisciplinary cultural and science events exploring questions related to "Vision" (reimagined and delivered digitally in part during autumn 2020)
- Music residency for emerging artists in partnership with Brighter Sound (postponed and reimaged in 2021)
- Work by Simon Buckley, Not Quite Light in Macclesfield Forest (was part-delivered digitally in June 2020, with a further performance based piece postponed to June 2021)
- The traditional Barnaby Parade - delivered as a digital #homemade parade in partnership with IDST! And Macclesfield ArtSpace; and with an R&D VR piece commissioned from artist Jacki Clark.
- Ticketed events - were all cancelled; a number of revised events were presented digitally from June 2020 including "Disco In Furlough" (with Silent Adventures); Funny Vision Online Comic Drawing Workshops (with Marc Jackson/ Creative Hero); A series of Circus Skills and Story Making workshops (with Peter Duncan and Sharon Ginnis, co-train)
- An Open Call ran in December 2019/ January 2020 for artists and communities in Macclesfield to submit events for inclusion in the Visual Arts Trail event and the wider programme. This programme was cancelled in light of Covid-19. ACE Emergency Funding supported the development of the online virtual arts centre Second Sight with visual artists in Macclesfield (delivered in December 2020).

3- Build a sustainable core/ model for the organisation

Onset of the Covid-19 pandemic resulted in an unprecedented task to reimagine the MBF programme and work with communities. MBF created a significant amount of learning in 2020, particularly in relation to digital engagement and delivery that will be incorporated into future planning. Existing models of income generation were unable to be further developed in the absence of a physical festival. The circumstances presented a significantly difficult experience for the arts, culture and heritage sector as a whole, alongside the impact on the town of Macclesfield and residents. MBF was engaged in thinking about recovery with the arts and cultural sector in the town and others alongside the Town Council and Cheshire East Council.

4- Grow audiences through outreach and engagement work

Between September 2019 and March 2020 the Participation and Learning Coordinator led a programme of activity called, Young Visionaries. This had three streams of work: coordinating a Young Producers MBF Programme Take Over of the 2020 festival; strengthening MBF's Schools Festival Network ; and building creative capacity in the Macclesfield community: Barnaby Presents. This work strengthened a number of existing partnerships and created new ones, including with: Tytherington High School, Fallibroome Academy, Macclesfield's LGBTQ+ Youth Group Utopia, Space4Autism, SUSO, Just Drop In, Project Inc, Silk Museum Macclesfield - Young Ambassadors

Macclesfield Barnaby Festival Limited
Registered number: 08005512
Directors' Report

Macclesfield College and Tytherington Young Carers. The programme also worked with Blaze Arts to learn from their engagement programme and ran a creative hack for young people with McCann Manchester, also attended by Manchester Camerata; The National Trust; and Matmi. This resulted in the scoping of an "Escape Space" project to develop ways for creating inclusive spaces where all could enjoy the Barnaby Festival. This work was put on hold in the absence of the festival.

From March the Participation and Learning Coordinator supported the development of the #homemade parade with IDST! And Macclesfield ArtSpace. The #homemade parade resulted in a live watch party film and parade film made from people's homes and gardens and engaged a number of schools: Park Royal; Hurdsfield; Broken Cross; Christ the King; Ash Grove; Macc Academy; Ivy Bank; and Upton Priory. Along with a number of other organisations in Macclesfield: Sambamba; Town Council Mayor; Park Fit; Chinese Marbles; Apple Dance; Macclesfield Pride; DIB; RSPB; NHS; Canalside Radio; Town Clerk; MADS Theatre; Macclesfield Music Centre; Tap Dancers.

5- Developing and delivering a strategy for Macclesfield Barnaby Festival that works towards a sustainable model for collaborative partnerships, initiatives and arts programming that supports Macclesfield's cultural strategy

MBF continued to work collaboratively with a wide range of partners in 2020 as new arts, cultural and heritage responses were developed. MBF continued to be a member of the Macclesfield Cultural Forum and contributed to the development of the Town's Recovery Strategy.

Also received funding and support in kind from Janhill Estates, McCann Manchester, Macclesfield Picturedrome, United Utilities, Red Willow, Monocle Deli, the Cheshire Eye Society, Sigma Digital, Manchester Camerata, Treacle Market, P.R. Jones Jewellers, Blaze Farm, The Silk Heritage Trust, The SnowGoose and Park Tavern.

This report was approved by the board on 16 March 2021 and signed on its behalf.

Dr A Gilmore
Director

**Independent Examiners Report to the Directors of
Macclesfield Barnaby Festival Limited
for the year ended 29 September 2020
Set out on pages 5 to 9
Charity number 1151155 Company number 08005512**

Responsibilities and basis of report

As the charity's trustees of the company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2016 Act").

Having satisfied ourselves that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, we report in respect of our examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out our examination, we have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

Basis of independent examiners' statement

Our examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiners' statement

We have completed our examination. We confirm that no material matters have come to our attention which give us cause to believe that:

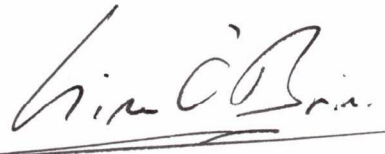
accounting records were not kept in accordance with Section 386 of the Companies Act 2016; or
the accounts do not accord with such records; or

the accounts do not comply with relevant accounting requirements under Section 396 of the Companies Act 2006 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination; or

the accounts have not been prepared in accordance with the Charities SORP (FRS102).

We have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

1 Church Mews
Churchill Way
Macclesfield
Cheshire
SK11 6AY


**Kime O'Brien Limited
Chartered Accountants**

16 March 2021

Macclesfield Barnaby Festival Limited
Statement of Financial Activities including Income and Expenditure Account
for the year ended 29 September 2020

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Total 2019 £
Incoming resources				
Incoming resources from generated funds				
Voluntary income				
Donations and grants	25,193	82,310	107,503	24,703
Incoming resources from				
Income from events	-	-	-	-
Total incoming resources	<u>25,193</u>	<u>82,310</u>	<u>107,503</u>	<u>24,703</u>
Cost of generating funds				
Charitable activities	(18,429)	(39,971)	(58,400)	(11,114)
Governance costs	<u>(4,616)</u>	<u>-</u>	<u>(4,616)</u>	<u>(2,183)</u>
Total resources expended	<u>(23,045)</u>	<u>(39,971)</u>	<u>(63,016)</u>	<u>(13,297)</u>
Net incoming resources before transfers	2,148	42,339	44,487	11,406
Gross transfers between funds	-	-	-	-
Net movement in funds	2,148	42,339	44,487	11,406
Fund balance at 30 September 2019	18,156	-	18,156	6,750
Fund balances at 29 September 2020	<u><u>20,304</u></u>	<u><u>42,339</u></u>	<u><u>62,643</u></u>	<u><u>18,156</u></u>

Macclesfield Barnaby Festival Limited
Registered number: 08005512
Balance Sheet
as at 29 September 2020

	Notes	£	2020 £	£	2019 £
Current assets					
Cash at bank and in hand		66,249		19,515	
Creditors: amounts falling due within one year	3	(3,606)		(1,359)	
Net current assets			62,643		18,156
Net assets			<u>62,643</u>		<u>18,156</u>
Funds					
Unrestricted funds			20,304		18,156
Restricted funds			42,339		-
Shareholder's funds			<u>62,643</u>		<u>18,156</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The member has not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Dr A Gilmore

Director

Approved by the board on 16 March 2021

Macclesfield Barnaby Festival Limited
Notes to the Accounts
for the year ended 29 September 2020

1 Accounting policies

Basis of preparation

The financial statements of the charitable company, which is a public benefit entity under FRS102, have been prepared in accordance with the Charities SORP (FRS102) "Accounting and Reporting by Charities: Statement of recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102)", Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Incoming resources

All incoming resources are included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. Voluntary income is received by way of grants, sponsorship, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant. Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts. Incoming resources from charitable activity are accounted for when earned.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT and is reported as part of the expenditure to which it relates. Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes. Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Accumulated funds

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts. Unrestricted funds are available for use at the discretion of the trustees in the furtherance of the general objectives of the charity.

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Taxation

The charity is exempt from Corporation Tax on its charitable activities.

Macclesfield Barnaby Festival Limited
Notes to the Accounts
for the year ended 29 September 2020

2 Employees

	2020 Number	2019 Number
Average number of persons employed by the company	-	-

3 Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	3,606	1,359

4 Trustess

None of the Trustees (or any person connected with them) received any remuneration during the year.

5 Company limited by guarantee

Every member of the company undertakes to contribute such amount as may be required, not exceeding £1, to the Company's assets if it should be wound up.

6 Registered office

Waters Green House
Sunderland Street
Macclesfield
Cheshire
SK11 6LF

Macclesfield Barnaby Festival Limited
Detailed profit and loss account
for the year ended 29 September 2020
This schedule does not form part of the statutory accounts

	2020 £	2019 £
Sales		
Grant income	92,310	24,000
Sponsorship, donations and gifts	<u>15,193</u>	<u>703</u>
	<u><u>107,503</u></u>	<u><u>24,703</u></u>
 Administrative expenses		
Employee costs:		
Governance costs	<u>4,616</u>	<u>2,183</u>
	<u>4,616</u>	<u>2,183</u>
General administrative expenses:		
Charitable activities	<u>58,400</u>	<u>11,114</u>
	<u>58,400</u>	<u>11,114</u>
	<u><u>63,016</u></u>	<u><u>13,297</u></u>

Macclesfield Barnaby Festival - Request for funding 2022 - 2023

25 October 2021

Summary

Funding sought to support the return of Barnaby Festival, specifically to support two key roles which will be core to delivery of the festival and sustainability of the charity, plus costs for town decoration during the festival.

Barnaby Festival is set to return for a three day festival programme (with longer visual arts trail) on 17 - 19 June 2022. This programme spans the traditional Barnaby weekend dates, and will feature ticketed performances and events, an artist studio and visual arts trail, arts commissioning, heritage walks and talks and the community parade at its heart. We are committed to bringing the town 'out to play' working with community partners and artists, and creating a real buzz and excitement in the town at the traditional Barnaby time. The MBF board is currently fundraising in order to finance this proposed programme with plans for an Arts Council England (ACE) project grant application and further small applications to trusts and foundations. We are also considering an application to become a ACE National Portfolio Organisation (the first in Macclesfield) which will provide sustained funding over 3 years. We seek support from MTC for the following activities:

Finance and administration role (part-time) - £4,200

Parade coordinator role - £6,950

Town decoration - hire of cherry picker - £1020

Total £12,170

Note: MBF financial year is September 2021 - September 2022. Outputs for MTC funding against restricted activities will be reported for March 2022 - March 2023.

Context & details

We have recently reported on the delivery of Barnaby 2020, which was significantly disrupted by the pandemic, leading to 'disaggregated' delivery over two years: see the activity report enclosed. We gratefully acknowledge the continued support from MTC which along with an Arts Council England project grant and funding from Cheshire East Council and the Granada Foundation allowed us to deliver a digital festival in June 2020 and the Barnaby Bright programme in June 2021.

This funding has supported a number of paid freelance personnel, including the latest programme director (whose temporary role is due to end November 2021). However there is no permanent paid staff, and all other activities are undertaken voluntarily by trustees of the charity, all of whom are working full-time. We have identified a specific gap in our administrative capacity to support financial management, book-keeping and administration on a day-to-day basis which will significantly enhance capacity, particularly as we enter a busy period of fundraising into delivery. This gap would be filled by a part-time role (approx. 2 days per month) as below to support the MBF board in administrative and financial management and reporting.

Freelance finance and admin support (0.1FTE) 24 days @£175 = £4,200

Dressing up Macc – the Community parade

The community parade will be at the festival's heart and this edition will celebrate the town's contribution to clothing and textiles, re-enacting Macclesfield carnivals, Silk Queen Competitions and jubilee parades of the past, and creating an opportunity to dress up and show off the fashions of the present and future, with cultural partners, community groups and local fashion design students, turning the town into a catwalk.

An in-person Parade has not taken place for four years (since 2018) as part of Macclesfield Barnaby Festival. We enter 2022 with two years of knowledge about a digital programme offering (Homemade Parade 2020 and Macc Assemble 2021) and also key understandings of what does/does not currently work within the Parade infrastructure. There is a huge appetite for a return-to-normal Parade in 2022 amongst members of Macclesfield's local communities, and is a must-do for Barnaby 2022. MBF trustees have been working hard to reconnect with communities and to learn from the last two years, in order to make an impactful, safe, vibrant and memorable Parade for Barnaby's return.

However, the digital/remote parades over the last two years, have proved that there is a significant project management gap which has failed to replace the loss of key personnel to lead the parade (following John Hartshorn, Creative Director move away from Macclesfield after 2018). Trustee in-kind support has surpassed a realistic expectation and is unsustainable and the current Parade Working Group does not have the capacity to manage the entirety of the Parade. Covid-19 has changed the way mass gatherings can take place, and we must bring in paid expertise to coordinate a safe event that we are confident adheres to all additional health and safety measures. This will allow coordination across voluntary groups, bringing in professional expertise in partner liaison, project management, fundraising/resource management, marketing and evaluation. **Hiring a paid Parade Coordinator to ensure the project runs smoothly, safely and to timelines is essential for success.**

**Freelance Parade Coordinator - 38 days £175.00 per day = £6,650.00 + £300 expenses
£9,950 total**

w/c. 10th January-27th May = 11 weeks at 1 day a week (£175.00 * 11 = £1,925.00)
w/c. 4th April-27th June = 13 weeks at 2 days a week (£175.00 * 13 * 2 = £4,550.00)
Extra day for the Parade week (3 days w/c 14th June) = additional £175.00
£1,925 + £4,550 + £175 extra day = **£6,650 + £300 expenses** = £6,950)

Key responsibilities

- **Event health & safety + management:** licensing, permissions, covid-19 compliance, liaison with council(s) and Rotary highways and traffic management to deliver a safe Parade for Macclesfield
- **Liaison with community groups, artists, businesses & ArtSpace as key partner:** management of parade@ email address, point of contact for all Parade enquiries, chair of Parade Working Group, community outreach to acquire existing and additional participants for the Parade (inc. research)
- **Management and organisation:** of Parade budget, risk assessments of Parade route/schedule, of workshops and resources, of contact list, of Parade volunteers
- **Fundraising support:** Crowdfunder for Parade (local businesses on the route and participants)
- **Marketing and promotion:** MailChimp and website copy, social media marketing, graphic design (basic understanding of Canva or Photoshop)

Dressing the town – street decoration

One comment that we heard when delivering the Barnaby Bright programme was “I didn't know that it was on!”. Although this was partly since we presented a low-key programme which did not encourage crowds or mass participation due to Covid restrictions, it was a good reminder that a great way to tell the town it is Barnaby is to decorate the town streets.

We know from previous Barnaby evaluations that the washing line decorations are much loved and signal the festival period. We have a very enthusiastic ‘washing line’ repair team who working with Artspace facilities can bring back the town decoration for 2022.

Costs as below:

Cherry picker - 2 days (£300 + VAT per day) = £720

Materials and volunteer expenses for repair and renewal = £300

Total = £1020