Report to Warwick Town Council

‘Jazz Meets Dancehall’ and ‘Music Improvisation Workshop’.

Overall, ‘Jazz Meets Dancehall’ was a very successful event, while the jazz improvisation workshop had to be cancelled because only two people enrolled, one of them a current student of Adrian Litvinoff. Two other workshops, arranged in Leamington at the same time, also had to be cancelled because of lack of bookings.

Covid

Covid made its presence known when Claude Deppa, one of our two headline guests, contracted it and had to pull out two days before the event. We were extremely fortunate to engage Byron Wallen another British jazz trumpet luminary, to step in at almost no notice.

Audience

Audience numbers for the performance were adequate, although significantly lower than forecast. Advance sales were very slow initially but rose to 37 including two under 18s (half price) and 1 carer (free). Another 14 ‘walk-ups’ plus 1 press comp took the total to 52.

There was good coverage in the Leamington Courier just before the event and this may have helped. Interplay also played in Leamington nine days earlier, that also contributed to the profile of the event. Even so the attendance was about half of what we would have expected for such a gig pre-Covid.

Responses

Luckily most attendees took up the invitation to dance so the atmosphere was lively and receptive. In fact, the audience reaction was extremely enthusiastic both during the performance and afterwards. Email comments included ‘Really enjoyed tonight and would love the set list. Want to look up more music’ and ‘Thanks again for the gig – it was joyous and great fun’ (from Annie Whitehead).

The event also garnered an outstanding half-page review in the Leamington Courier (attached).

Finance

The gig was reasonably successful financially despite ticket income being roughly 15% below projection. We saved over £50 by changing to another printer, while other costs were pretty much as forecast.

There was a larger saving as a result of cancelling the workshop. Enrolment fees received were refunded in full and the tutors waived their cancellation fee. The Nelson Club indicated that it would refund our hire fee, while other costs incurred before cancellation amount to just £60.

Income and expenditure figures are attached.

We thank the Town Council for supporting this venture, our first since early 2020, and hope we may have the opportunity to work with the Council again.

**Expenditure**

|  |  |  |
| --- | --- | --- |
| **Source** | **Item** | **Total** |
| Digitalprintandmailroom | Posters and flyers | £96.38 |
| Tom Voce | Poster design | £80.00 |
| Nelson Club | Room hires | £180.00 |
| Hiscox / Canworth | Insurance | £221.00 |
| Marks and Spencer | Catering | £50.00 |
| Natwest Bank | Cash Float | £80.00 |
| Byron Wallen | Fee and travel | £312.60 |
| Annie Whitehead | Fee and travel | £342.55 |
| Neil Hunter | Fee and travel | £180.00 |
| Dave Balen | Fee and travel | £180.00 |
| Alan Wakeman | Fee and travel | £180.00 |
| A Litvinoff | Gig fee no travel | £150.00 |
| A.Litvinoff | Facebook advert | £20.72 |
| C Deppa | Rail ticket used by BW | £34.00 |
| In The Moment | Administration charge | £140.00 |
| Warwick Town Council | Portion of grant repaid | £70.00 |
|  |  |  |
|  |  | **£2,317.25** |
| **Income** |  |  |
| **Source** | **Detail** | **Total** |
| Warwick Town Council | Part payment of grant | £635.00 |
| Warwick Town Council | Grant balance | £1,014.00 |
| Ticket cash sales | Banked 8/8/2022 | £236.00 |
| Wegottickets | Advance ticket sales | £525.00 |
| Nelson Club | Workshop hire refunded | £50.00 |
| Float to be repaid |  | £80.00 |
|  |  |  |
|  |  | **£2,540.00** |
|  |  |  |
|  | **Out-turn** | **£222.75** |

A newspaper with a person on it

Description automatically generated with medium confidence