



Category
14 Design for Society
Client
Lineham Farm
Design Consultancy
Elmwood
Date
June 2014



elmwood

2. EXECUTIVE SUMMARY

This isn't a story about huge budgets, months of research, endless strategy meetings and insightful planning. It's just a story about how good design and a little effort can go a long way. It's about forgetting all the serious stuff for a while and giving something back to a great cause, making a real difference to people's lives and setting something in motion that will have an impact for years to come.

Lineham Farm Children's Centre was set up in 1993 to give disadvantaged and under-privileged kids a place to experience a few simple pleasures. Things they might not normally get to enjoy such as mountain biking, climbing, archery and assault courses - they're all available in a friendly and safe environment.



2. EXECUTIVE SUMMARY CONTINUED

Eccup Beer Festival

Attracted
24 new
sponsors

RAISED OVER
£5,600

60%
increase on
their target

48 tent
+
60 breakfasts

251
tickets
sold

We've been helping and supporting them for a number of years, and in 2013 they asked us to think about fundraising ideas that would help them towards the £100,000 they need each year to run the farm. Over the last 2 years they'd organised seven major events, including a 20-year anniversary celebration, but together they'd only raised just over £3,500.

The Eccup Beer Festival was one such idea - something that would be a bit of fun for everyone, spread the word about the great work they do and become an annual event that raised a few quid. And raise money it did, beyond everyone's expectations.

The inaugural 2014 Eccup Beer Festival:

- Attracted 24 new sponsors.
- Raised £5,600, 60% more than the target of £3,500.
- Sold 48 tent pitches plus 60 breakfasts.
- Sold 251 tickets.
- Raised eight times more than their biggest previous event (that raised £700).
- Raised enough for nineteen children to stay at the farm for a week, seven more than expected.
- Established it as a regular event, with plans already in place for the 2015 festival.





Outline of Brief

The inaugural Eccup Beer Festival launched in May 2014. The event had been conceived as a way to raise money for Lineham Farm Children's Centre, and needed a strong identity and supporting collateral to attract fundraisers and sponsors. Even though it was its first year it needed to look like an established, credible event to appeal to the serious ale drinkers - something that could hold its own against several other Beer Festivals in the surrounding area.

In terms of objectives, it was obviously primarily about raising money to support the charity's ongoing work, but it was also about a long-term plan to create a sustainable brand, building new relationships with sponsors and businesses, and generating income for years to come.

Specifically this meant:

1. Raising a target of £3,500
2. Attract 15 new sponsors
3. Gain a platform for generating income for the future

3. PROJECT OVERVIEW CONTINUED

Eccup Beer Festival

Description

Lineham Farm Children's Centre works with junior schools and disabled groups in under-privileged areas of Leeds, providing a unique outdoor experience for children who otherwise would not get the chance. The centre is open for 50 weeks in a year and can accommodate up to 24 children, giving them a week away from home to take part in a number of activities including mountain biking, climbing, high ropes and night-time orienteering, as well as caring for the animals and growing their own vegetables.

It's a much welcomed break from their daily lives, and the impact it has on their lives is immeasurable. In many cases they return to the farm years later as volunteers or donate money back to the charity.

Each year they require £350,000 to run the project. £250,000 of this comes from the council and is paid back through various grants, donations and from the childrens' schools, but this still leaves £100,000 to raise through fundraising and corporate sponsorship. Over the last 25 years they've tried all sorts of events with varying degrees of success, but recently there's been more pressure to perform due to corporates donating volunteers rather than financial support. Whilst this is invaluable, they ultimately need people to donate money as well as time.

The 2014 Eccup Beer Festival was the first organised by the charity as a way to help boost their funds. The date was set for Saturday 31st May, from 2pm 'til late. Admission was £5, and as well as a wide range of quality locally brewed beers there was a wide variety of live music and food provided by local specialists. Visitors were encouraged to stay the night with an onsite campsite and full English breakfast laid on the following morning.



3. PROJECT OVERVIEW CONTINUED

Overview of the Market

A beer festival had been suggested in previous years, but was dismissed for a number of reasons. Firstly was the link between alcohol and a children's centre. Organisers weren't convinced at how appropriate it was, as many of the children come from homes affected by alcoholism.

Secondly was how profitable the event would be. In the last two years they had spent considerable time organising Summer fairs and Halloween parties, but they had failed to make a significant return for the effort put in.

Thirdly was the location of the event. Eccup has very limited public transport links, and for a festival where the focus was on drinking, it remained to be seen if people would be willing to drive.

Finally was the growing number of real ale festivals that had cropped up in recent years in the local area. Local brewing is a popular business in Yorkshire, but it was questionable whether there was room for another festival with no history.



BEER FESTIVAL 20 ECCUP 14

Outline of Design Solution

Yorkshire's well known for many things: the Dales, the tea, the stereotypical flat caps and whippets. But the beer should also be on that list with over 40 major breweries in the region, including John Smiths and Theakstons. Needless to say beer is a fairly serious subject, and the number of local Beer Festivals has increased massively in the last few years. We needed the Lineham Farm's Beer Festival to stand out from these competitors and draw people in to a place that wasn't on the public transport system. Bright, bold and simple was the order.

The first step was, somewhat bizarrely, to distance it from Lineham Farm. Concerns over linking alcohol with the charity meant that we named the Festival after the location - Eccup - rather than the project, and stated that all proceeds were going to Lineham Farm. We suggested that offering a campsite would be a clever way to remove the issue around getting there, and also encourage drinkers to stay for longer.

Local Beer Festivals



Project launch date

Marketing began in March, with the Festival itself on 31st May.

Size of design budget

Being a charity, their budget was on a shoestring. A £300 shoestring to be precise. As we had an existing relationship with Lineham Farm we took the decision to provide the design and collateral free of charge in order to make it a success for them.

3. PROJECT OVERVIEW CONTINUED



For the design, we borrowed the Children's Centre's colour palette of yellow, black and white, colours that we felt were already suited to a beer festival, but had a subtle link back. We then developed a bold and proud typemark that would be easy to update in future years, focusing on the location and turning the U in Eccup into a pint glass as a simple nod to the occasion. The textured, hand-drawn illustration style was chosen to reflect the location (a barn in the countryside) and these ran across flyers, posters, the website and social media channels - anything we could think of to help spread the word.

For the festival itself we stripped away all the extra information and created special edition screen prints and T-shirts to help raise extra funds, as well as a free Official EBF pint glass.



The designs weren't part of some over-strategised brainstorming session; we knew they had to get people's attention and have some personality to reflect the nature of the event. The simplicity of the designs combined with the bright colours and humourous tone helped us achieve a balance of being both a credible event and a bit of a laugh. Serious beer drinking without the stuffiness and beard-stroking.



4. SUMMARY OF RESULTS

Eccup Beer Festival

1. Raising a target of £3,500

The event ended up raising £5,600 through tickets, camping pitches, and food and drink sales. This is in comparison to the previous seven events held by Lineham Farm, which raised a combined total of £3,500, with the single biggest contribution being £700 from a summer fair. (Other events were a Halloween and Christmas Fair which raised £400 each, another Summer Fair (£700) and a 20-year anniversary party which raised £500).

The design helped sell a total of 251 tickets to a wide range of beer connoisseurs from around the county (including Leeds Rhinos head coach Brian McDermott) and sell an impressive 1200 pints (roughly 15 barrels). This is more than the 900 pints sold at the two-day Aberford beer festival, held the previous weekend in a local village, which has been running for 5 years and is on a public transport route.

By raising an extra £2,100 above the target we've covered the cost of an additional seven children staying at the Farm for a week of outdoor activities and fantastic opportunities.

*Raised over
£5,600*

*251
tickets
sold*

*Sold
300
more pints than the
2 day beer festival in
Aberford*



4. SUMMARY OF RESULTS

Eccup Beer Festival



24 NEW SPONSORS



48 PITCHES FOR THE CAMPSITE!

2. Attracting 15 more sponsors

The Festival helped raise the profile of the Children's Centre with 24 new sponsors providing live music, entertainment, food and, of course, drink. A number of these sponsors have already requested to return for the 2015 Festival and promised on-going support for the project. More than 60% of the attendees for the Beer Festival had no previous knowledge of Lineham Farm, meaning there's an additional 150 advocates of the Children's Centre who can help spread the word.

"Just wanted to say a big thank you for putting this on. It was a really great day, and very well organised. I managed to get through all 17 beers too. I hope it was a massive success for you and you do it again next year."

Quote from FaceBook
Steve Speight

A major challenge for the whole Festival was encouraging people to turn up to an event that involved a lot of drinking, but had no public transport. Lineham Farm sits between Leeds and Otley, so we encouraged drinkers to camp out onsite for a small fee that went towards the charity. In total we sold 48 pitches for the campsite, raising an extra £240 but, more importantly, encouraging people to stay for a little longer.

4. SUMMARY OF RESULTS

Eccup Beer Festival

3. Generating a platform for the future

Overall the newly designed Eccup Beer Festival helped people see the event as a genuine, established event, rather than something thrown together by the local pub. Every piece of collateral - from posters, flyers, T-shirts and beer mats to hand stamps, beer menus and bunting - was designed to create a consistent look; something that was well worth celebrating and make everyone feel involved. It was also flexible enough to be easily updated or reused, and with the overwhelming positive feedback from this year it's already looking great for 2015 and beyond.

"We had no idea at the start of the project how popular it'd be - if we had, we'd have done it years ago. And whilst some might think it's success was based on the fact that the people of Yorkshire like a beer or two, *Elmwood helped turn the event into a credible brand that will help support the Lineham Farm Children's Centre for years to come.*"

**Paul Winterbottom,
Activities Coordinator**



5. OTHER INFLUENCING FACTORS

Eccup Beer Festival

*“All hail
real ale!”*



Due to financial restrictions there was no budget to promote the Festival using traditional or paid for media. All the advertising was done through the posters and flyers designed by Elmwood and distributed through local shops and cafes. Additional publicity was generated through their Twitter and Facebook sites keeping people up-to-date with new bands who'd signed up and which ales would be served.

In terms of the success of the event being down to a Beer Festival, there are already well over 100 Beer Festivals in the Yorkshire region, so it was a matter of creating an identity for the Eccup Beer Festival that could stand out against these. Ilkley, Keighley, Skipton, York, Leeds, Sheffield and Bradford all attract huge numbers every year, so we needed a credible brand to persuade people to add Eccup to their Festival calendar.

6. RESEARCH RESOURCES

Lineham Farm