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Festival appeal as event costs rise threefold

By Alys Wainwright

This year's East Finchley Festival will return to Cherry Tree Wood on Sunday 21 June and organisers are appealing to local businesses and organisations for sponsorship after the event was hit with a large increase in costs.

The not-for-profit community festival has always been free to attend and attracts thousands of visitors each year. However, after Barnet Council revised its rates, it faces a threefold increase in site hire fees, which is a substantial hike for the volunteer organisers to meet.

Unlike other large community festivals across London, East Finchley Festival is completely self-funded and doesn't receive any financial support from the local authority. Selling raffle tickets and vendor pitches helps but business sponsorship is crucial to fully cover running costs.

Besides park hire, the bill also includes the hire of staging, marquees, sound teams, security, toilets, bins and skips, licences and insurance, all of which runs into tens of thousands of pounds.

A spokesperson for East Finchley Festival CIC said: "We're proud to keep the festival free and accessible for everyone, but costs are rising year on year. "We're thrilled to have already secured sponsorship from UOE, The Learning Experience and eXp Personal Estate Agents Leigh Brown

and Amanda Walker, but we need more support to help ensure the festival can continue to thrive."

Local businesses and organisations interested in sponsoring the festival can find out more about the promotional benefits



Sing out: Coldfall Community Choir at last year's festival.

Photo Tetiana Shedko

they will receive in return at eastfinchleyfestival.org/ sponsorship

East Finchley Festival has taken place annually in Cherry Tree Wood for over 50 years, attracting huge crowds with its programme of live music, community and craft stalls, food, drink and family activities.

Applications for performers and stalls for this year's event will open this month. Visit the festival website at eastfinchleyfestival.org for details.

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Walking boots: Friends get ready to set off on the Big Fun Walk. Photo North London Hospice

Best feet forward for Big Fun Walk

The annual Big Fun Walk setting off from East Finchley in aid of North London Hospice

reaches its 30th anniversary this year and the charity is celebrating with discounted prices and

a special theme for walkers. For the full story, turn to Page 4.

Ask Joy

Here at The Archer, we have introduced an advice column to give help and support.



Design by @archnote

Joy is a trained counsellor and an East Finchley resident, and she can help you tackle issues that matter to you. Every problem is answered personally by Joy and any that go into print

are fully anonymised so privacy is guaranteed.

Email Joy askjoyatthearcher@gmail.com and turn to P11 for this month's problem.

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