

<p>Confidential</p>	<p style="text-align: center;"><u>LLANGOLLEN INTERNATIONAL MUSICAL EISTEDDFOD</u> EISTEDDFOD GERDDOROL RYNGWLADOL LLANGOLLEN</p> <p style="text-align: center;">Extraordinary General Meeting held at The Royal International Pavillion, Llangollen and on ZOOM on Thursday 31st July 2025 at 7:30pm</p>
<p>1. Welcome and Apologies</p>	<p>The Chairman, Mr John Gambles (JG) welcomed everyone to the meeting and showed a video of highlights from the Eisteddfod.</p> <p>Members present are listed in Appendix 1 to these minutes.</p> <p>Apologies were received from members listed in Appendix 2 to these minutes.</p>
<p>2. Minutes of the AGM held on 10th April 2025</p>	<p>Everyone present accepted the minutes as an accurate record of the meeting.</p>
<p>3. Matters arising therefrom</p>	<p>None.</p>
<p>4. Report from Chairman, Mr John Gambles</p>	<p>JG talked about the cancellation of the Karl Jenkins’ concert on the Wednesday evening. He has sent a letter, including a timeline of events, to all Company members and volunteers. Consideration will be given to how a similar situation could be dealt with in the future. JG then invited questions and comments from the floor.</p> <p>Alan Tiltman asked if the concert could be rescheduled. JG responded that all those involved in the concert have been contacted with a view to rescheduling on 07/07/2026 to open the 2026 Eisteddfod. Nothing is definite yet.</p> <p>JG welcomed the offer by Morag Webb to submit her comments in a letter. He added that there will be a full evaluation to identify what could have been done better. Dave Hennigan (DH) added it was the Welsh Ambulance Service that cancelled the concert following PHW guidance. JG noted that when there was an attempt to contact PHW there was no response.</p> <p>The admin team, especially Mikala Nash, were thanked for everything they did on the evening and subsequently. A round of applause followed.</p> <p>Karen Price noted the adverse publicity another festival had received and commented we could have been in the same position if the concert hadn’t been cancelled. JG added that 2 days later there was a cardiac arrest and suspected stroke. If this had happened on Wednesday there would have been no medical staff on the field to attend.</p>

JG continued his report. The rest of the week was 'not bad' and he thanked all the volunteers for contributing to an amazing, vibrant and exciting week. He was privileged to meet people such as Sir Terry Waite, Nicoletta Mantovani (NM) and Alberto and accompany them round the field. NM has agreed to become a Vice President of the Eisteddfod. JG met Jo Stevens, the Secretary of State for Wales, whom he had taught 40 years ago.

Another highlight was the galley and kitchen where volunteers from different teams were able to mix.

Professional teams such as Event Management, Security, Traffic Management and Car Parking had been appointed. LIME will learn what went well, what didn't go so well and do it's best to make them better.

JG asked Grant Carlton (GC) to take over at this point. It is the 2nd year of the relationship with Cuffe and Taylor (C&T). A core team and in particular GC and John Blaze have been working very closely with C&T and Live Nation to get the best possible commercial deal and experience. Having the 'Live' concerts before the core Eisteddfod worked much better, particularly from a marketing perspective and helped clear up confusion about who was promoting what. Draft financials from C&T show a decent profit, helped by sponsorship from TK Max. Originally it had been expected there would be a loss in year 1, move to breakeven in year 2 and achieve a profit in year 3. This year is a bit ahead of that expectation. C&T were very complimentary about the volunteers.

The main Eisteddfod sponsors were Linguassist and Pendine Park with support from The James Pantyfedwen Foundation. Their feedback has been excellent and it is anticipated the relationships will be expanded next year and new ones made.

The Decca partnership helped raise the profile of the event. The mural of Pavarotti on the hillside is amazing and has featured in news coverage across the world. Castle Dinas Bran was illuminated to coincide with Choir of the World. The release of the box set will be in November. There are ongoing talks with Decca about future projects. It is hoped to announce the next high-profile project with them before the end of August.

The Board is working with the National Eisteddfod, the Urdd, New Sinfonia, North Wales International Music Awards.

Since 01/04/2025, LIME has been operating the Pavilion all year round. There are a lot of ongoing exciting conversations taking place.

Finally, the Grants Team, led by Maureen Gambles, is working hard on applications to Arts Council Wales, Visit Wales and other funding bodies.

There are a lot of exciting plans for 2026 which will take up the Board's time for the next 11 months.

	<p>JG finished the Chairman’s report by complimenting the Press Office. There were 356 UK printed / online articles versus a target of 40, 61 international printed online articles versus a target of 20, 675 online versus a target of 150, 160 minutes of radio coverage versus a target of 60, 168 minutes of miscellaneous TV coverage versus a target of 45, 43.5k followers across social media versus a target of 35k, across all social media platforms 1.7m versus a target of 450k, 71k engagements on social media versus a target of 23. The only target not exceeded but achieved was 1 dedicated TV program. The Press Office received a round of applause for its successes.</p>
<p>5. Report from Artistic Director, Mr Dave Danford</p>	<p>Dave Danford (DD) gave his report over Zoom.</p> <p>He started by saying it was a privilege to be addressing the members for a second EGM as Artistic Director, a role he’d been thoroughly enjoying for the last 20 months. He is proud to be part of this great organisation, but prouder still of everything that has been achieved together this year.</p> <p>Once again, the hours put in by volunteers and staff alike since last August has been inspirational. There’s no other place he has worked where so many people go above and beyond the call of duty, day after day. There are so many individuals who have done so much this year, who will never get the recognition they deserve, but to single people out would be unfair to those who aren’t mentioned, and the spirit of this great organisation is that it is one team, a team he is proud to be a part of.</p> <p>If last year’s Eisteddfod was when the buzz returned, this year was a demonstration of what we can do when we stand on our own two feet. JG has already talked about how this was LIME’s Eisteddfod. It showed the level of artist LIME is now able to attract to perform in the pavilion, with household names such as KT Tunstall willing to include LIME in their touring plans.</p> <p>It’s also worth mentioning that LIME has now sparked the interest of major players in the music industry. As GC has already mentioned, Decca were heavily involved in the Pavarotti anniversary this year, as well as working with LIME on the Karl Jenkins concert. This is a relationship that is being nurturing and one that bodes well for LIME’s future profile.</p> <p>Ticket sales for the in-house produced events are something DD is particularly encouraged by, with clear progress in the two years he’s been programming concerts. Comparable concerts in 2023 yielded average ticket sales of just over 900, last year’s Wales Welcomes the World and Direct from the West End attracted average audience numbers of 1,300, whereas this year LIME welcomed an average of 2,300 people to see concerts by KT Tunstall and Bryn Terfel. That’s a 45% increase in 2024, and a further 77% increase in 2025 (or a 156% increase over two years).</p> <p>Alongside these in-house produced events, the Hans Zimmer concert, organised and put on sale at a very late stage, still attracted over 1,000 people and Il Divo (which was originally a co-promotion with Cuffe & Taylor) brought in over 2,000 people.</p> <p>DD’s priority is now to put together a programme of evening concerts for 2026, which builds further on the level of artist we are now able to attract as well as maintaining the Eisteddfod traditions and values that all feel so passionately about. DD has already been approached by the agent of a very high-profile artist who heard about the show with KT Tunstall and wants to do something similar here. LIME’s wonderful venue is</p>

becoming somewhere that's talked about far and wide again. It would be remiss of DD not to bear in mind the upcoming 80th anniversary in 2027 and alongside his 2026 programming he is already looking at ideas for how that milestone in LIME's history is marked.

DD was particularly gratified by the amount going on outside of the pavilion this year, most notably the extended showcase from the Community Rhythms and Roots Wales project on the Wednesday and the Rhys Mwyn / Radio Cymru event on the Thursday. A serious amount of work from staff and volunteers went into making these events happen, as well as some professional partners it is hoped to work with again.

Despite these positive points, there is still work to be done on the field offer and the curation of outside stage programming. Members of the public need to be given reasons to visit the Eisteddfod for the outside events alone rather than it just being a sideshow to what goes on inside the Pavilion. DD will be ensuring that the 2026 programming is cohesive between performance spaces and that the outside stage programming is complimentary to what else is going on that day.

The standards of competitors this year were noticeably higher than in 2024. This was particularly true of our Choir of the World final, with many people (ranging from adjudicators to broadcast partners) remarking that the world's best choirs are coming to Llangollen to compete again. LIME needs to build on this to ensure that this trend continues. The large number of competitors coming here from so many different countries is at the very centre of the Eisteddfod and they have to be given the best possible experience when they are here and ways to encourage new groups to visit and participate have to be found.

A great deal of effort was put into improving the diversity of adjudicators this year, to make them more representative of the vast array of different cultures who come Llangollen to compete. DD made a commitment when he spoke at last year's EGM that he wouldn't allow a repeat of last year's 80% male / 100% white panel for Choir of the World, and he's proud that 2025 was the year LIME finally caught up with other festivals in this respect. However, the current roster of adjudicators is heavily UK-based and as an international festival he feels more should be done to make it feasible for adjudicators from overseas to take part. Ways to do this will be looked at in the coming months.

A new syllabus working group has been set up for the purpose of improving all aspects of the competitions. He is committed to driving improvements through his participation in this group and feels that this part of his role is as important as programming concerts. LIME, after all, is first and foremost an Eisteddfod.

DD believes with a venue of this size there's still a way to go with ticket sales. LIME has to further modernise, programming a range of events that appeal to audiences old and new. LIME can't rely on doing what it's always been doing; the audience numbers simply aren't there to support that way of thinking.

The competitions are the heart and soul of the Eisteddfod but they are currently run at a loss. The evening concerts are the main source of income, particularly during the Eisteddfod week, so a balance needs to be found between supporting loss-making

	<p>competitions and finding space to accommodate the production requirements of evening concerts that will generate enough income for LIME to survive.</p> <p>DD wanted to be clear that without the competitions this would no longer be an Eisteddfod; it would just be a generic music festival without any true identity of its own. Under DD’s watch, the competitions will always be an intrinsic part of what is done and are to be protected. However, careful thought needs to be given to the quantity and scheduling of them if LIME is to survive.</p> <p>Last year DD spoke about embracing digital media as a way to spread the message of the festival far and wide. He expressed his desire to start streaming some of the outside performances on social media, something that happened throughout the week this year.</p> <p>DD added that the level and professionalism of the press office this year, headed up by DH, was up there with anything he’d seen anywhere in the music industry.</p> <p>Competition results were published online at the earliest possible opportunity. This will be built on next year. The world needs to know about Llangollen for the world to come to Llangollen.</p> <p>DD finished by reiterating what he said at last year’s EGM. LIME has a lot to be optimistic about, but now is the time to make some brave choices to guarantee a long-term future for the organisation. He looks forward to making them together.</p>
<p>6. Reports from Treasurer, Mrs Lucy Morris</p>	<p>There was no financial report because the information isn’t available yet.</p>
<p>7. Question and Answer Session</p>	<p>JG believes everyone has a part to play feeding back information: what was good, what could have been done better etc.</p> <p>DH informed the members a survey would be sent to volunteers on Monday afternoon. The Board will take the responses seriously.</p> <p>Bill Kong noted that cancelled Wednesday evening concert had included a celebration of the 80th anniversary of the UN Peace Child. JG hasn’t yet spoken to David Woollcombe about rescheduling this for next year but hopes to have the conversation soon.</p> <p>Bronwen Lebbon believes there should be a return to Children’s Day, this year hadn’t worked so well. JG replied this would be part of the review.</p> <p>There was an observation that there had been no national anthems before Choir of the World.</p> <p>Sian Davies noted there had been no dancing in the streets but all on the stage. JG replied this was related to the number of groups competing and when they were available. All groups were given the opportunity to appear on a big stage.</p> <p>JG informed members Barry Potter is stepping down as Chair of Heritage but will continue with Friends and thanked him for all he has done. Barry’s contribution over the years was marked by a round of applause.</p>

**8. To Receive
Deputations**

GC thanked JG for his extraordinary, inspiring and diligent leadership. There was a round of applause to recognise JG's leadership.