

2021 IMPACT REPORT



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



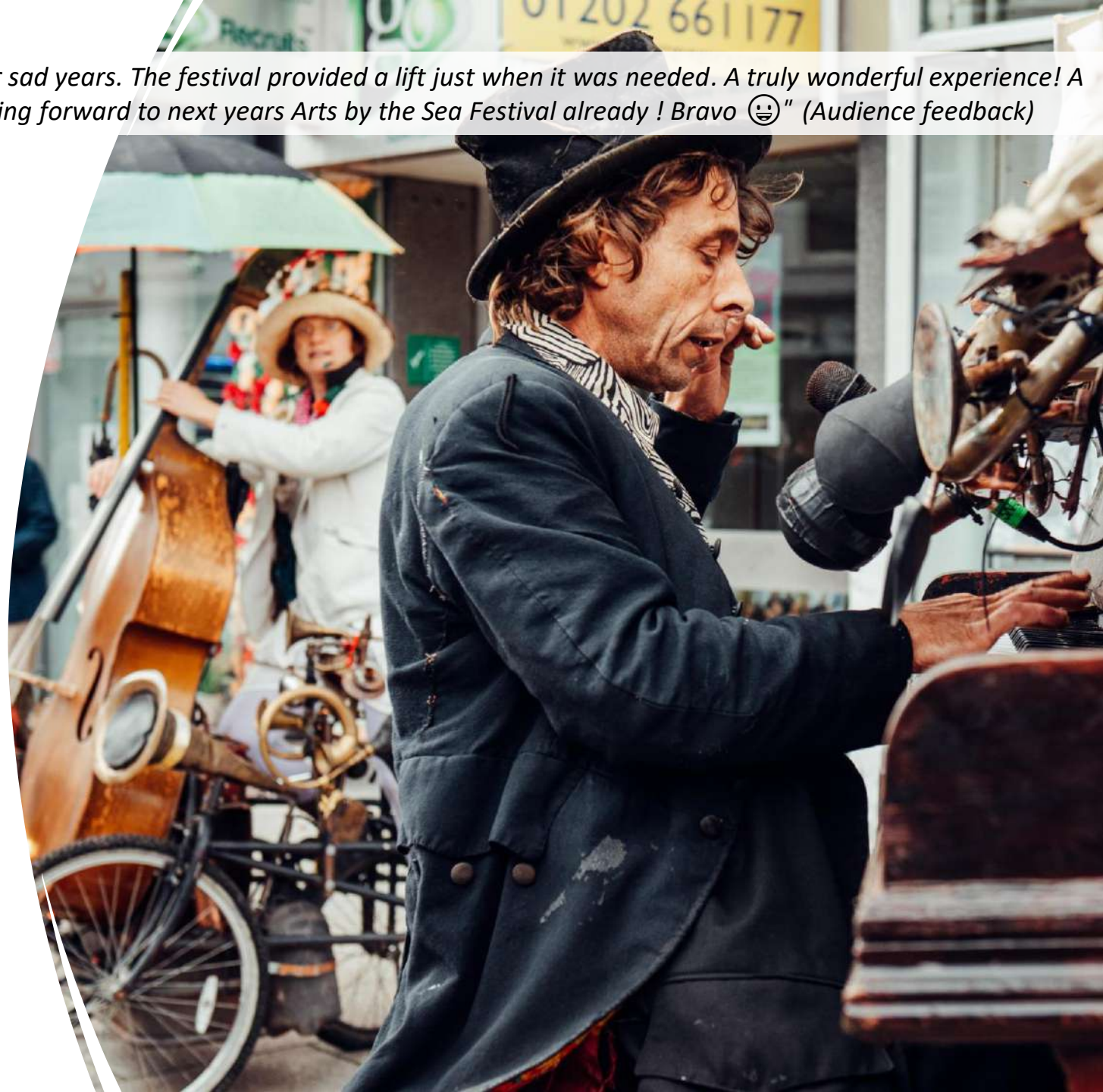
"It was great to see the town buzzing after a couple of rather sad years. The festival provided a lift just when it was needed. A truly wonderful experience! A big thank you to the organisers and artists ♡ I am looking forward to next years Arts by the Sea Festival already ! Bravo 😊" (Audience feedback)

Who are we?

Arts by the Sea is an annual outdoor arts festival funded by BCP Council and Arts Council England.

We work to broaden access to art and culture while maintaining a commitment to excellence in the quality of art and artists we support.

2021 was our 11th year and we share some of our highlights with you here in this impact report.



“So many varied and excellent performances. Great music in the bandstand, SO much talent, thank you for a wonderfully uplifting, immersive experience. My family loved it and my children (6 & 8) still talk about it now!” (Audience feedback)

Our aims & values

We combine high-profile, inspirational, spectacular outdoor events with local participation, increasing engagement in culture and enhancing a sense of community by combining culture, people and place.

Our diverse artistic programme engages audiences in a carnivalesque celebration of culture in Bournemouth, Christchurch and Poole’s unique locations.

We host:

- a Talent Development programme
- an Engagement & Participation scheme

We have:

- underlying commitments to diversity and environmental sustainability.



“Loved the installation at Sandbanks beach. It is rare to encounter an AV installation with 360-degree sound, and that made it an unusual and engaging exhibit” (Audience feedback)

National profile

- 89% of survey respondents strongly agreed or agreed the festival is good for Bournemouth’s image
- Our membership of the Without Walls Touring Network Partnership and Mela Partnership national networks ensure access to high quality diverse artistic work.
- We have been nationally recognised for our work in environmental sustainability and featured in ACE’s Sustaining Great Art and Culture report.
- We share best practice with a network of peers and industry colleagues (*including Without Walls, the Mela Partnership and Julie’s Bicycle*).



"I wanted to congratulate you all on how you managed the abhorrent weather. My goodness that rain was biblical. But we walked up to town hall on Saturday evening to watch the walkabout acts and Novak's projection, and the atmosphere was wonderful. People were soggy but oh so smiley" (Audience feedback)

Footfall

One of the most challenging years ever for Arts by the Sea with a backdrop of Covid and Brexit adding to challenges of terrible weather, the fuel crisis, fires and floods.

The festival still attracted

65,000 footfall in the town center on festival weekend

3,600 people enjoyed our spectacular 'Kindred' by Novak on Friday and Saturday evening



“In light of the pandemic it was simply joyful to see audiences out and enjoying themselves again and to know that we were contributing to the convivial atmosphere. We view the arts as essential to people’s health and wellbeing and are proud to be working in this sector. We view Arts by the Sea as a prestigious and ambitious festival and were grateful to be included in the programme.” (Bell & Bullock)

Artistic programme

We worked with **35** organisations and **150** performers to produce over **104** free performances including **6** new commissions, **2** premiers and **4** new pieces of online content.



"We had a wonderful day –the vast majority [of students] had never performed live apart from at the College, all gained invaluable experience. Thank you so much from the students" (Bournemouth & Poole College)

Talent development

Providing opportunities for artist development and skills building for young people is core to what we do:

- Professional mentoring provided for 7 local artists and community organisations.
- Trainee Producer scheme for 15 young people aged 18-25 resulting in 2 new pieces of artistic work.
- New partnership piloted with Bournemouth & Poole College providing a student take-over of 60 Million Postcards involving 44 students.



"We all thoroughly enjoyed the art day with Heidi and the children have not stopped talking about it... The children all worked on the main piece that will go on display in school and worked on individual pieces that they were then able to take home. This meant that every child was engaged and taking part throughout the entire process." (Mudeford Infants School)

Engagement

Arts by the Sea works with schools and community groups to engage children in creative activity in neighbourhood settings.

Two 'Artist in Residence' schemes were delivered in 2021 with support from the Cultural Hub:

- Mudeford Infants School worked with Heidi Stellar to create a 4.5m long tile mosaic to be displayed in the school with 60 children taking part.
- Heathlands School worked with Sharon James to create designs using screen printing with 75 children taking part.



“Black Youth Empowerment Group, Feel the Beat and Colores Mexicanos all send their thanks for being able to perform and share their joy of dance. The brilliant Shademakers costumes brought the space alive and dazzled the audiences. It’s been a good process introducing new groups to carnival” (Umoja)

Participation

The festival offers opportunities to discover the arts, participate in creative activity and to become part of the festival performances themselves:

- We offer Arts Award at Discover level.
- 800 children participated in creative workshops in schools and at the festival, based around the story of the Magical Faraway Tree.

175 local people participated in workshops and performances:

- *Carnival Unites* paired local groups Umoja and It’s All About Culture with national carnival company Shademakers.
- *Routes* engaged participants from Glenmoor and Winton Academy, The Chatterboxes and students from Kaplan in pre-festival workshops.



*“We enjoyed everything! All the crafts, activities and the community spirit. It was really fun and interactive and got the kids away from their gadgets”
(Audience feedback)*

Community Outreach in West Howe

Part-funded by the Without Walls Audience Development Fund, we took the festival out into the community for the third year running in West Howe. 8 volunteers provided 64 hours and this year’s event included:

- 2 theatre performances, bubble-making, t-shirt and cupcake decorating workshops, a silent disco and fashion parade.
- Young people from local dance company Dance For All Studios provided a fantastic dance display.
- Attendance exceeded expectations with over 150 attendees – many returning from last year’s event and staying for the whole day.



"As a lover of the arts and a family man, Arts by the Sea is an important & exciting event for Bournemouth & the local area. A very fun day - it's great to see lots of different events at different locations and it's all FREE!" (Audience feedback)

Our Audience

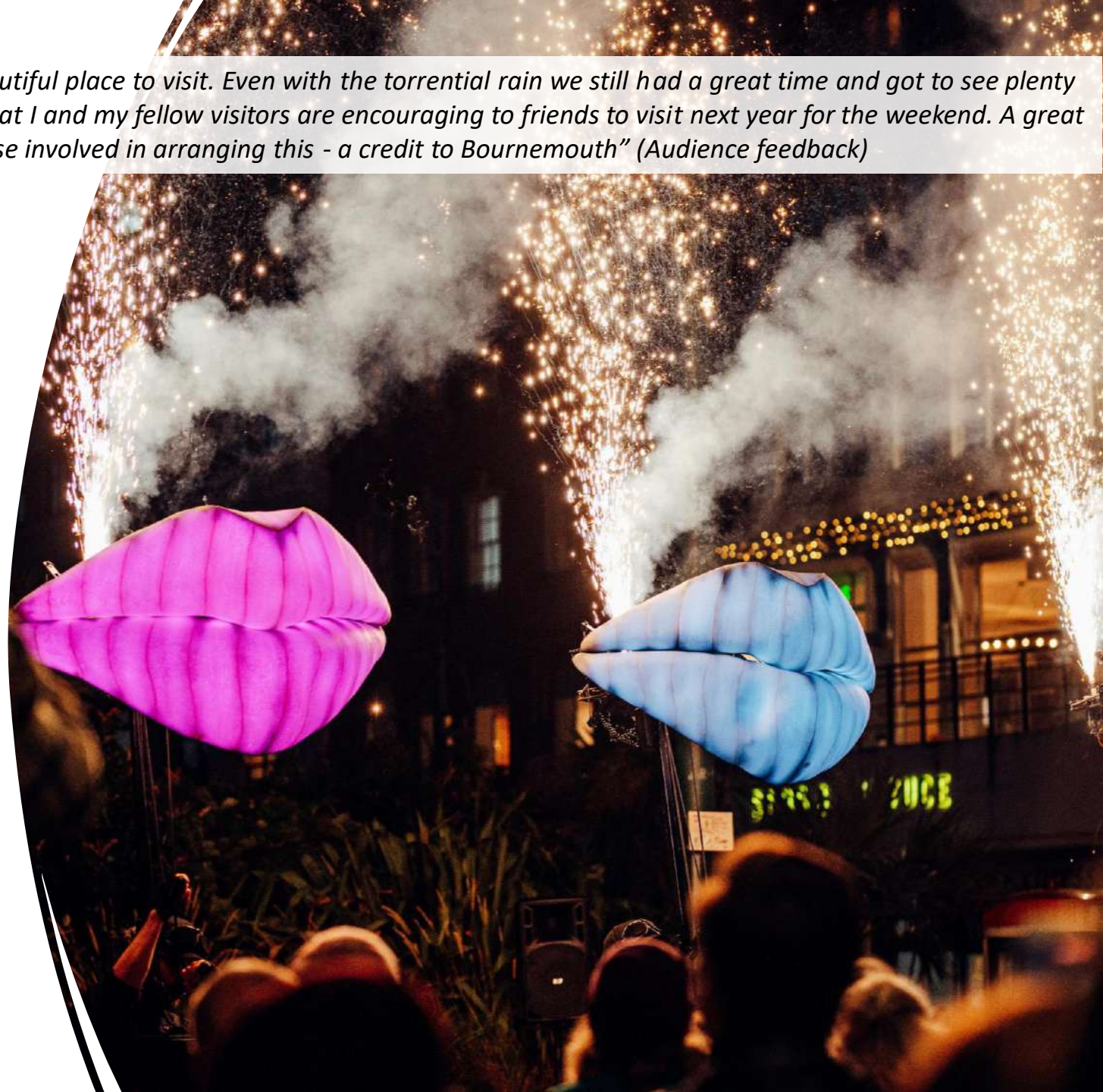
- 68% had visited Arts by the Sea before, 32% were new audience.
- 87% of our audience visited the festival with other people, around 25% attending with children under 16.
- 82% of our audience were from Bournemouth, Christchurch and Poole, 6% from the rest of Dorset and 12% from the rest of the country or overseas.
- 7% of our audience have a disability.
- The ethnicity of our audience closely reflects Bournemouth's population as per the 2011 census.



"A fantastic schedule of installations and performances. A beautiful place to visit. Even with the torrential rain we still had a great time and got to see plenty of acts/ installations and music. A great vibe and something that I and my fellow visitors are encouraging to friends to visit next year for the weekend. A great event and hats off to the Council and to those involved in arranging this - a credit to Bournemouth" (Audience feedback)

Audience feedback

- 95% rated the quality of events as very good or good.
- On a scale of 1-10, 91% rated themselves 8, 9 or 10 for being likely to recommend the festival to others.
- The main motivation for visiting was to be entertained. People also came to:
 - spend time with friends and family
 - do something out of the ordinary
 - enjoy the atmosphere
 - be inspired.



Economic impact

“What a fabulous day! We discovered the Horseshoe for the first time where the family events were mostly on today. The mixture of interactive art installations, musicians, phenomenal performances was incredible. Thank you BCP!” (Audience feedback)

Direct gross visitor spend of
£1,219,829.

- 51% of people spent or intended to spend in a restaurant or café
- 30% went shopping
- 28% visited a pub or bar during their festival visit.

8% of the audience stayed overnight in Bournemouth (not in their own home)
79% of those were in paid accommodation .

The festival worked directly with Bournemouth Town Centre BID to bring footfall to and increase dwell time in key locations in the town centre, supporting local businesses.



Community impact

- 88% of people strongly agreed or agreed the festival is welcoming for the whole community.
- 83% of people strongly agreed or agreed the festival encourages participation in community life and events.

46 volunteers contributed 472 hours

We offered 6 different volunteer opportunities which included practical training and professional guidance.

We offered a 6-week work-experience placement for an Arts University Bournemouth student who returned after the summer independently to work on the event.

AUB events students helped to build and derig The Great Indecision Council installation.

"I was amazed how well the event staff reacted to the changing weather by sourcing indoor venues for some of the events. The volunteers handing out brochures were friendly and helpful. I thoroughly enjoyed my day out" (Audience feedback)



Environmental impact

Each year we work with artists, traders and suppliers to reduce our environmental impact, and we promote our three key environmental projects: **Refill,**
Recycle
Sustainable Travel.

In 2021 we also:

- Hosted a **Green Hub** of environmental partners and activities to raise awareness about environmental issues.
- Championed a brand-new partnership with the RNLi

“Despite the awful weather this was a beautifully curated and inspiring event across many sites. We rarely venture into Bournemouth centre, but Arts by the Sea gave us reason to cycle in. Very grateful to have such an amazing and inspiring event on our doorstep. Thank you to all the awesome creatives how made this happen and nourished a wet and windy Saturday!!!!”
(Audience feedback)



“As a Covid-vulnerable person, I was glad that the events were almost all outdoors, and I felt safe at the festival. There were a range of different activities and exhibits that were spaced out but accessible, so it was really fun to explore but not overwhelming” (Audience feedback)

Diversity & accessibility

We work to create an inclusive artistic programme which champions our diverse communities, and to produce a festival which is accessible to everyone whatever the current challenges.

- We host diversity focus groups each year to ensure the festival is inclusive and relevant to our audience.
- We welcome diverse participants from a range of local organisations to ensure our performances reflect and attract our local population.
- This year within Covid-regulations we worked to improve physical accessibility and inclusivity with accessible viewing areas, an improved accessibility guide and a Quiet Space.



"It was a real joy to be back in Bournemouth, but this weekend for us was so much more than that for us. It is the first time we have had Illumaphonium out since pre-Covid days, and for us to see peoples faces light up as they engage again with our work was just incredible. It has left us feeling hopeful for the future after what has been a really difficult year." (Illumaphonium)

Partnerships

Arts by the Sea benefits from a huge range of creative and practical partnerships and is developing relationships with key diversity-led organisations.

Thanks go (but are not limited) to:

BCP Council, Arts Council England, Bournemouth Town Centre BID, Without Walls, Continental Drifts, Global Local, the Mela Partnership, Nutkhut, Yellow Buses, Pavilion Dance South West, Bournemouth & Poole College, Activate Performing Arts, bSide Festival, Bournemouth & Poole Libraries, The Cultural Hub, our Artists, our Volunteers, our Steering Group, the Russell-Cotes Art Gallery & Museum, Umoja, It's All About Culture, The Chatterboxes, Glenmoor and Winton Academy, Heathland Primary School and Mudeford Primary School.



“The 2021 Festival triumphed in adversity. Poor weather put a big dent in the programming but Sunday more than made up for that – good comms about [performance] changes too” (Audience feedback)

Marketing

14,207 Facebook page followers
7,607 Twitter followers
5,490 Instagram followers

- 38,226 unique visitors on the website in Oct 2021
- 2 mins 18 secs average session time on the website.
- 51,265 page views on the website during festival weekend.

900,534 reach on Facebook 2020-2021. **126,100 people viewed our videos** on Facebook 2020-2021.

- ❑ Estimated reach of 2,730,000 through the publication of 46 press articles with an AVE of £209,000.





See you in 2022