



Bournemouth Arts by the Sea Festival


30th of September - 2nd October 2022

2022 IMPACT REPORT



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



A woman in a blue puffer jacket and hood is looking up at a large, illuminated, flower-shaped light sculpture at night. The sculpture is made of many small, pointed petals and is glowing with a warm light. In the background, other similar sculptures in different colors (orange, green) are visible, and a man in a blue jacket is also looking up. The scene is dark, suggesting it's nighttime.

Who are we?

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

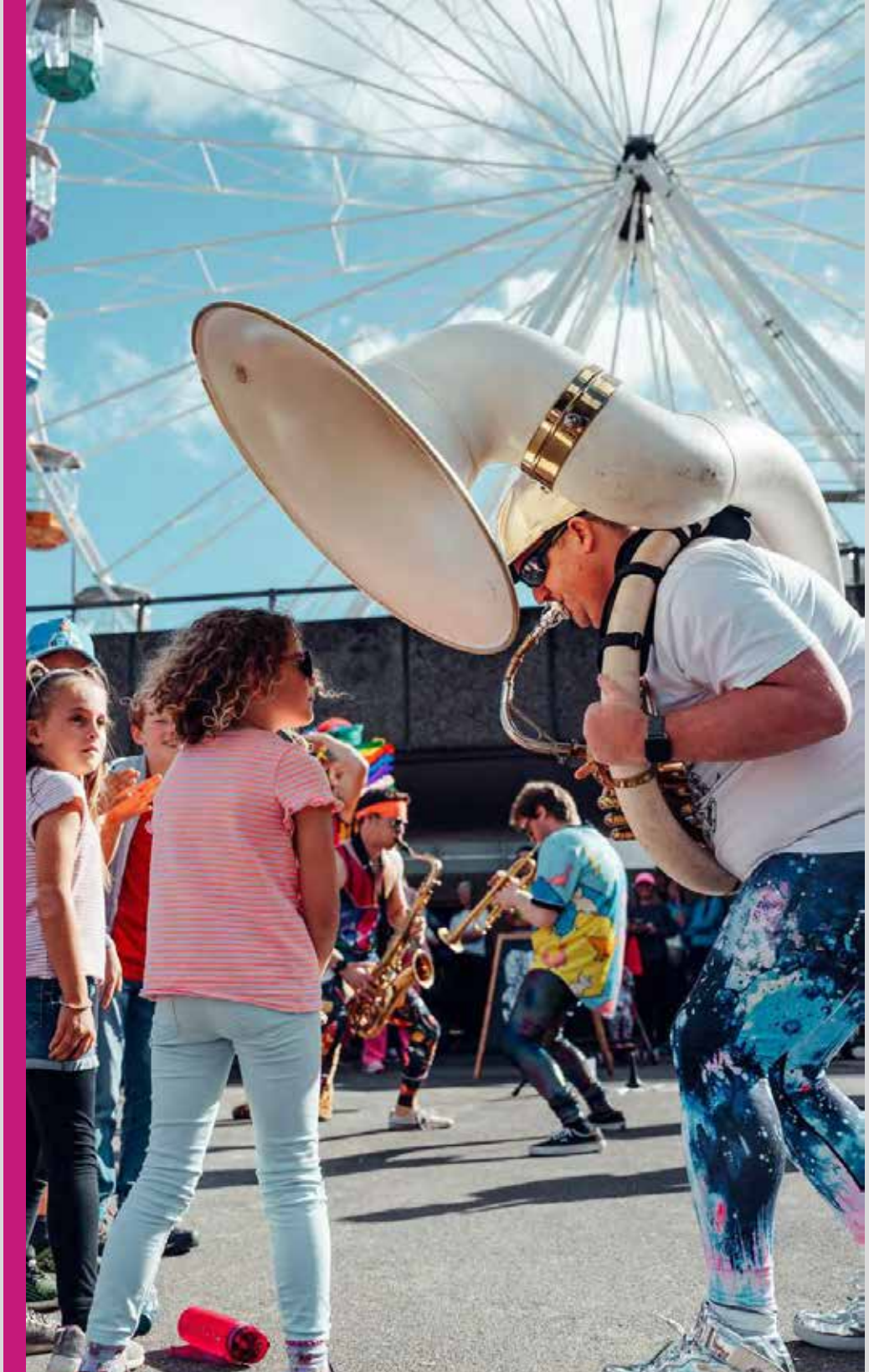
We work to broaden access to art and culture while maintaining a commitment to excellence in the quality of art & the artists we support.

2022 was our 12th year and we share some of our highlights with you here in this impact report.

"This has been my favourite festival for many years and have been coming since it started. Lovely family atmosphere and new, quirky experiences every year."

Our Aims & Values

- To combine high-profile, inspirational, spectacular showcase events with local participation, increasing engagement in culture and enhancing a sense of community by combining culture, people and place.
- To deliver a diverse artistic programme which engages audiences in a carnivalesque celebration of culture in Bournemouth, Christchurch and Poole's unique locations.
- To host a Talent Development programme, focused on upskilling artists, boosting our economy and supporting the local creative sector.
- To implement an Engagement & Participation scheme, providing opportunities for all.
- To demonstrate our commitment to **diversity and environmental sustainability**.



"We've attended the festival since the very first one 9 years ago. It's a special and beautiful weekend. I'm always inspired by the diversity, creativity and love how it unites creative souls to come together."

National Profile

- 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).
- We have received national media & press attention, including coverage from Sky Arts and the BBC.

97% of survey respondents strongly agreed or agreed the festival is good for Bournemouth's image.

"Excellent mix of music and artistic acts. Professionally brought together to entertain all age groups."



0 Theme

Our 2022 festival theme encourages everyone to take time out and find more time in our lives to have fun.

This year, Arts by the Sea hosts a joyful smorgasbord of music, dance, theatre, installations and spectacles where you can lose yourself in a childlike sense of wonder and creative expression."

- Andrea Francis,
Festival Director





"I love arts by the Sea. We usually invite visitors because I think the quality of the acts and the whole event is so strong. I want to share it with family from outside Bournemouth because I'm proud of it."

2022 Artistic Programme

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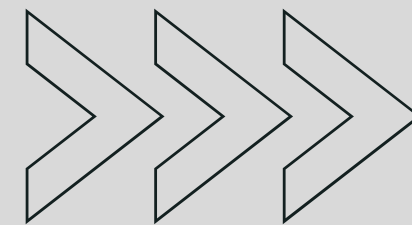
organisations
worked with



11 of these
were from the
local area

214

performers
to produce
over



115 free
performances

INCLUDING

5 new
commissions,
2 premiers,
4 new pieces of
online content.





Talent Development

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

- Extended partnership with **Bournemouth & Poole College** providing a two-day student take-over of 60 Million Postcards involving 40+ students.
- New Associate Artist and Artist in Residence schemes to support and give platforms to developing artists Stella Marvis & Marcus Method.

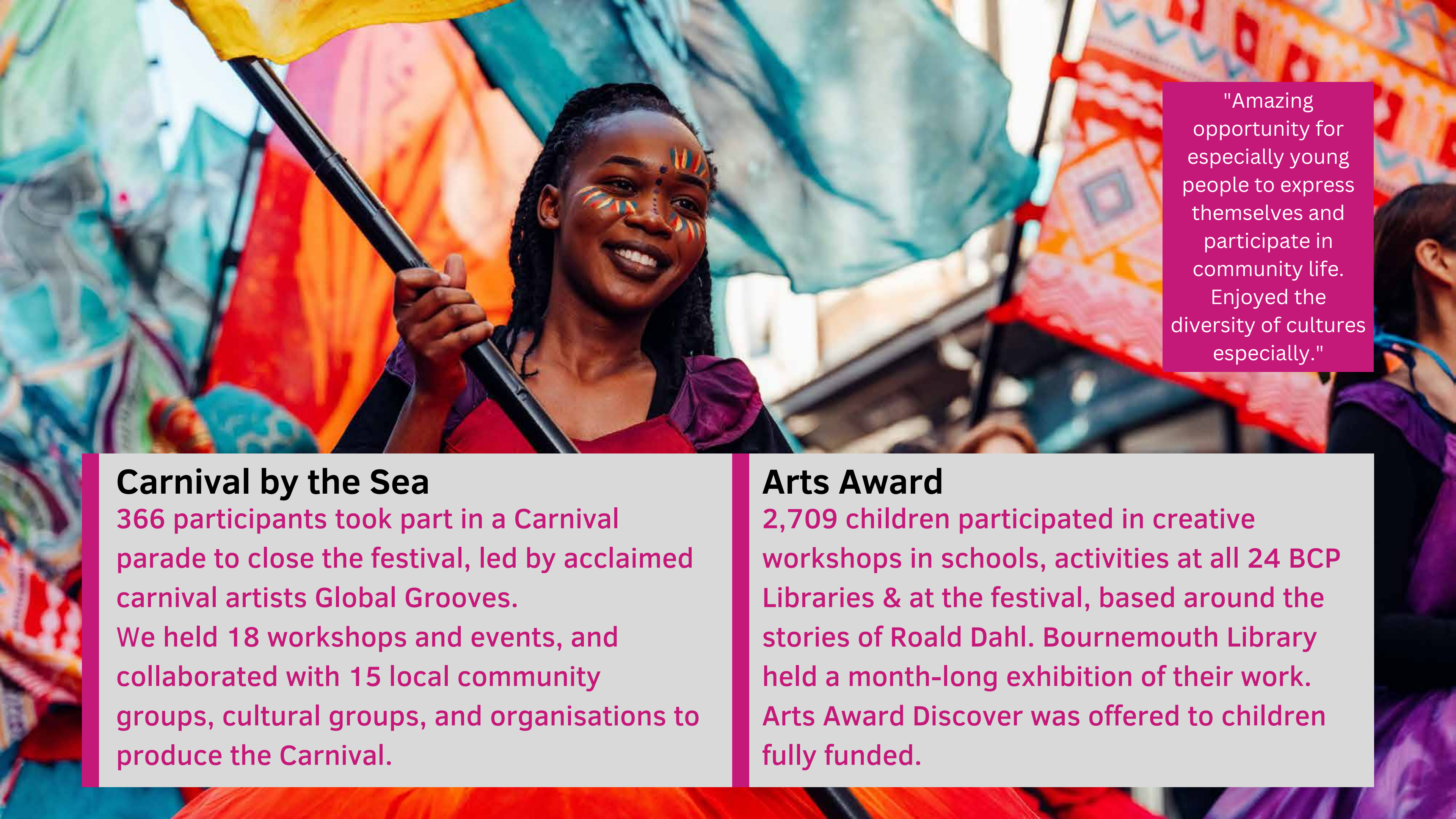
"The benefit of us being part of the Arts By The Sea was to have the opportunity to create new Hip Hop theatre work. To give the dancers an opportunity to learn new artistic processes and an opportunity for them to perform in different settings."

- Stella Marvis, Associate Artist

Engagement and Participation

The festival works with schools and community groups to offer opportunities to discover the arts, participate in creative activity and to become part of the festival performances themselves.

"I am proud to have moved to Bournemouth and to attend the Arts by the sea festival. I love the initiative and the opportunity for all of us to experience a celebration of Art in all its forms."



"Amazing opportunity for especially young people to express themselves and participate in community life. Enjoyed the diversity of cultures especially."

Carnival by the Sea

366 participants took part in a Carnival parade to close the festival, led by acclaimed carnival artists Global Grooves. We held 18 workshops and events, and collaborated with 15 local community groups, cultural groups, and organisations to produce the Carnival.

Arts Award

2,709 children participated in creative workshops in schools, activities at all 24 BCP Libraries & at the festival, based around the stories of Roald Dahl. Bournemouth Library held a month-long exhibition of their work. Arts Award Discover was offered to children fully funded.

Diversity & Accessibility

We aim to create an inclusive artistic programme, which champions our diverse communities, and to deliver a festival that is accessible to everyone whatever the challenges.

- We design a varied programme that is inclusive to different access needs.
- We listen to feedback and engage with local groups to continually improve our festival.
- Our participants come from a range of local organisations, ensuring our performances reflect and attract our local population.



"Thank you for such a fantastic celebration of the arts for making the arts accessible to all!"

Community Outreach in West Howe

Our Community Party brings quality cultural activity and a touch of Arts by the Sea out into the community for people who can't make it to the festival itself.

- This year's event included 13 activities/performances, ranging from circus workshops to participatory theatre.
- The event included dance workshops by our Associate Artist and hands-on mural painting by our Artist in Residence.
- 8 volunteers provided 64 hours.

Attendance exceeded expectations with over 350 attendees (over twice as many as 2021) with 100% of survey responses saying they enjoyed the day and would attend next year if able.



"It's been great to see community spirit and people getting together. Food fab. My boy really enjoyed the dancers."



"[I enjoyed] the opportunity to engage actively in the arts and culture scene and to bring that closer to a wider audience. I really enjoyed walking around, talking to people and feeling useful/helpful to them as all as to the festival."

Community Impact

We offered 5 different volunteer opportunities which included practical training and professional guidance.

11 volunteers contributed 99 hours.

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.

95% of people strongly agreed or agreed the festival is welcoming for the whole community.

89% of people strongly agreed or agreed the festival encourages participation in community life and events.

Our Audience



57% had visited Arts by the Sea before,
43% were new audience.

The ethnicity of our audience closely
reflects Bournemouth's population as per
the 2011 census.

68% of our audience were from
Bournemouth, Christchurch and Poole,
8% from the rest of Dorset,
and 14% from the rest of the country or
overseas. (10% unknown.)



8% of our
audience
have a
disability.

91% of our
audience
visited the
festival with
other people,
around 34%
attending
with children
under 16.





"It is a fantastic event that we are so lucky to have happen in our area. Huge thanks and congratulations to all those involved. It is a vital community arts event, and I would support more like it at any time of the year. Great job! What an awesome way to bring people together and inspire young and old."

Audience Feedback

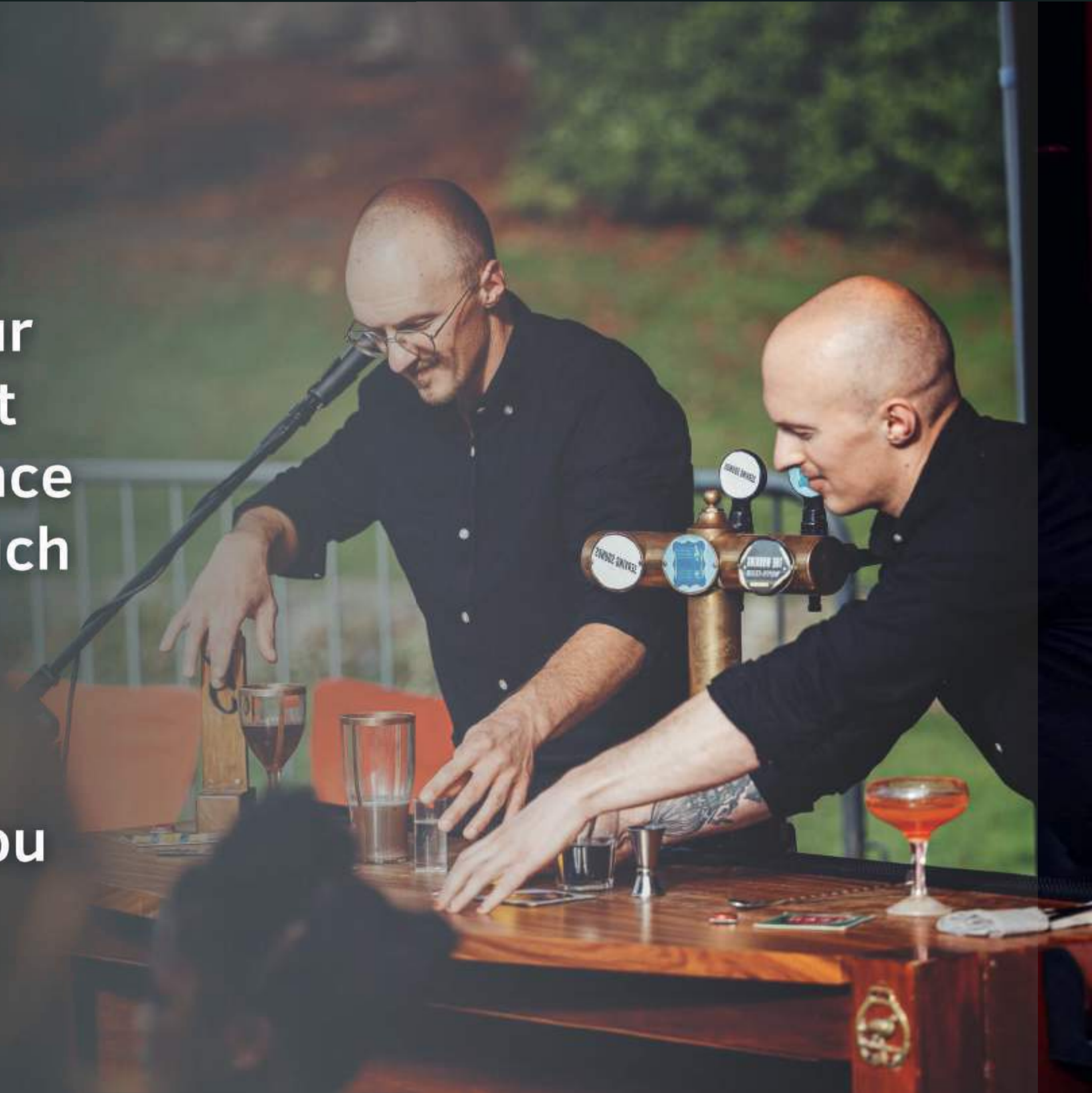
93%

rated the quality
of events as very
good or good

On a scale of 1-10, 86%
rated themselves 8, 9 or
10 for being likely to
recommend the festival
to others.

The main motivation for visiting was
to be entertained, but also: to spend
time with friends and family | do
something out of the ordinary | enjoy
the atmosphere | be inspired.

"Performance Art is very important and inspiring to human kind. It expands our horizons and breaks us out of the norm ... My experience at the festival was very much needed and helped with depression and general wellbeing. We need Art & Performance Art. Thank you for the event."



120,000+ footfall in the town centre over the festival weekend

"Found it so amazing great for the kids and lovely day to come to Bournemouth for it, so exciting to see Bournemouth full of people and everyone enjoying arts by the sea."



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 2022 we also:

- Hosted a Green Hub of environmental partners and activities to raise awareness about sustainability.
- Championed brand-new partnerships with the RNLI and Dorset Scrap Store.
- Worked with local travel providers to offer sustainable travel deals.



"I feel very passionately about social and climate justice, sustainability and a clean, green environment so wherever possible I aim to spread the word, share my encouragement and to motivate and inspire the audience to do the same."

- Artist from 2022 Festival



Economic Impact

Spending

- 61% of people spent or intended to spend in a restaurant or café
- 29% went shopping
- 21% visited a pub or bar during their festival visit.

Accommodation:

11% of the audience stayed overnight in Bournemouth (not in their own home). 49% of those were in paid accommodation.

Direct gross visitor spend of £2.5M

"Very well run and organised and a lovely event so close to home. Nice for Bournemouth to have something outside of the main summer trade."

Marketing

14,720 Facebook page likes & 16K followers

7520 Twitter followers

6469 Instagram followers



Website Engagement

- 43,224 unique visitors on the website in Oct 2022
- 2 mins 18 secs average session time on the website.
- 150,828 page views on the website during festival weekend.

Press

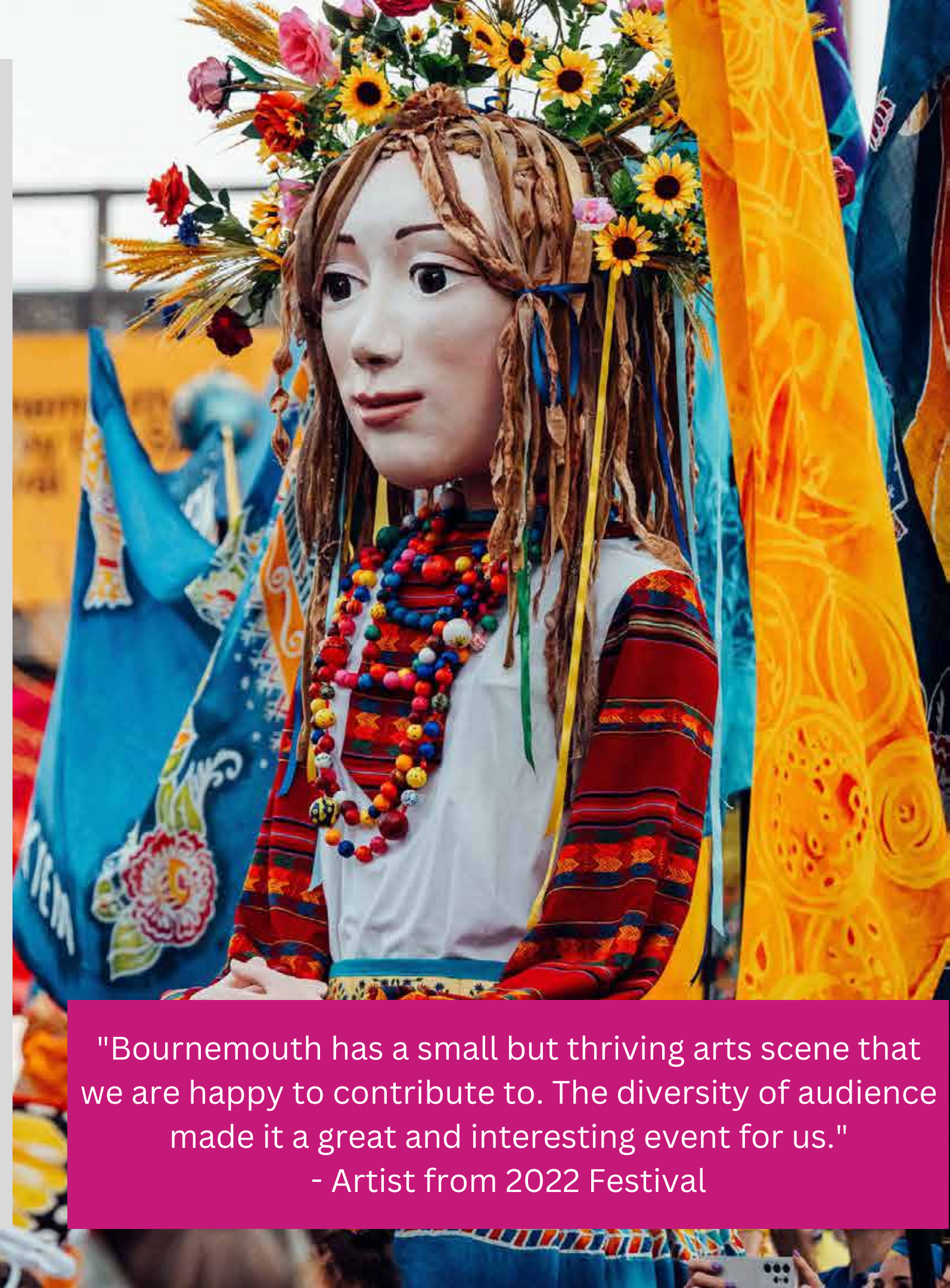
Estimated audience reach of 499M, with 99 pieces of coverage, resulting in an AVE (advertising value equivalent) of £1,440,000.

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 to BCP Council, Arts Council England, Without Walls, Continental Drifts, Global Local, the Mela Partnership, Pavilion Dance South West, Bournemouth & Poole College, BCP Libraries, The Cultural Hub, our Artists, our Volunteers, our Steering Group, The Chatterboxes, Glenmoor and Winton Academy, Indian Cultural Association of Dorset , Evision Music LTD , Ukrainian Community of Dorset CIC, Bournemouth University International College (and more!)

Interested in becoming a festival partner? [Find out more.](#)



"Bournemouth has a small but thriving arts scene that we are happy to contribute to. The diversity of audience made it a great and interesting event for us."

- Artist from 2022 Festival



"The festival is full of wonderful events for people living in the communities in and around Bournemouth and also for people visiting. These events help gel people together in many different ways and help to keep Bournemouth and the surrounding little towns and villages a vibrant place to live."



SEE YOU IN 2023