

2019 IMPACT REPORT



Who are we?

Arts by the Sea is an outdoor combined-arts festival and is an Arts Council England (ACE) National Portfolio Organisation.

We work to deliver against ACE's objectives to broaden access to art and culture while maintaining a commitment to excellence in the quality of art and artists we support.

2019 was our 9th year and we share some of our highlights with you here in this impact report.

"It's amazing and something totally different, you never know what you will see next!" (Audience feedback)



Our aims and 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 artistic programme engages diverse audiences in a carnivalesque celebration of culture in Bournemouth's unique locations.

We host a talent development programme, engagement & participation scheme, and have underlying commitments to diversity and environmental sustainability.

"I love the whole atmosphere of Bournemouth Arts by the Sea. It creates a great feeling of wellbeing... to be by the sea and enjoy a range of arts events is the perfect escapism. And all for free!" (Audience feedback)



National profile

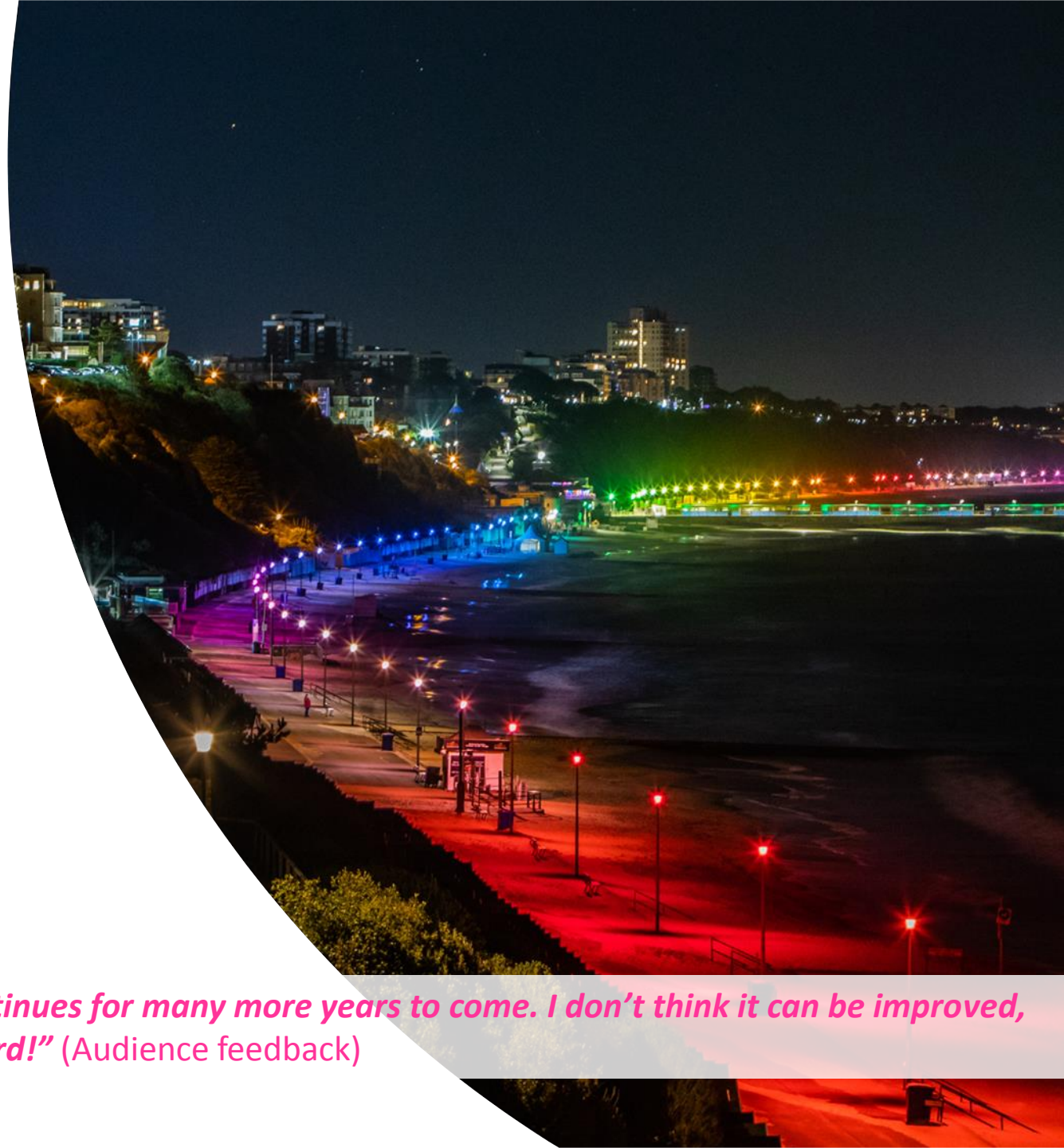
93% of survey respondees strongly agreed or agreed the festival is good for Bournemouth's image

Best Practice sharing with a network of peers and industry colleagues (including South Tyneside Local Authority, Looe Music Festival, Middlesborough Mela, Without Walls Discover Bursary Programme, the Mela Partnership and Julie's Bicycle).

Member of the Without Walls Touring Network Partnership and Mela Partnership national networks.

Nationally recognised for our work in environmental sustainability and featured in ACE's Sustaining Great Art and Culture report.

"The entire festival is very entertaining and we hope it continues for many more years to come. I don't think it can be improved, it's already great... I wish we had a festival like this in Oxford!" (Audience feedback)



Footfall

130,000 footfall in the town center on festival weekend

4,500 experienced the stunning fire show on the beach 'Ignipotens' by Pyronix

8,250 people enjoyed our spectacular 'Hotel d'illusions' by Illuminos

4,000 people came to see our parade 'Submerge: Carnival SOS' by Shademakers

"I have just got back to my hotel having seen the light show and I just wanted to congratulate everyone involved. The show was incredible and one of the most amazing things I have ever seen. I also loved the installations in the park. Even with such terrible weather I was so glad I went". (Audience feedback)



Economic impact

Direct gross visitor spend of **£3,072,030**.

68% spent or intended to spend in a restaurant or café, 39% went shopping and 36% visited a pub or bar during their festival visit.

14% of audience stayed overnight in Bournemouth (not in their own home) (55% of those in paid accommodation for more than 2 nights).



“From a business point of view we have been getting absolutely nailed from about 6 o’clock yesterday because of you guys which is great! I think we’re nearly doubling what we’d forecasted to do for the both days which is great and purely down to this so really impressed. We didn’t know what to expect in terms of sales as we’ve only been open four months but by far this has exceeded all expectations”. (Dave King- General Manager of Urban Gardens in Bournemouth Gardens)

Our Audience

73% had visited Arts by the Sea before, 27% were new audience.

85% of our audience visited the festival with other people.

80% of our audience were from Bournemouth, Christchurch and Poole, 8% from the rest of Dorset and 12% from the rest of the country or overseas.

“Every year this event gets better. The acts have always been brilliant. I love the wandering street performers & the variety of bands from all over the world. It brings all nationalities together & really does show Bournemouth/UK in its best possible light - inclusive & friendly. More of this!! The parade on Sunday & the rave outside Beales were brilliant. You never ever know what you're going to find around the next bend”. (Audience feedback)



Audience feedback

96% 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. People also came to spend time with friends and family, to do something out of the ordinary, to enjoy the atmosphere and to be inspired.



"I loved the Hotel d'Illusion light show. It was truly wonderful and a highlight of my entire two-week holiday here. I have been coming to Bournemouth for over 20 years and it is great to see you coming up with new initiatives like this". (Audience feedback)

Engagement

We work with schools and community groups to provide opportunities for children and young people.

- 3 students from Bournemouth University were paired with Illuminos for professional mentoring and contributed designs for the *Hotel d'illusions* show.
- 30 students from 2 local schools took part in 3 projects for 12-14 year olds, based around the visual arts, carnival and performance in our *Submerge: Carnival SOS* parade.
- 7 young people took part in a workshop to produce video clips, and 300 audience members provided designs for a live kaleidoscope as part of our newly commissioned light installation *BeachHUTS*.



“It’s really important for our students to actually realise that there is a career beyond school for the creative subjects and this has been a fantastic way for us to champion the fact... it’s an amazing opportunity for them to work with people in the industry and to take part in such an event. They’ve really loved it”. (Chantelle Herridge Head of Design Technology at Glenmoor and Winton Academies)

Participation

We host a range of participatory activities for our audience;

- 500 people experienced our newly commissioned immersive sound and light installation *Cocoon*.
- 24 audience members took part in our Kew Gardens *More than a Mushroom* guided walks.
- 2,000 audience members swung on our *VR Playground* swings.
- 5,000 people played games in our *Actual Reality Arcade*.
- 600 people engaged with local partners in our Mind Matter Hub and took part in Green Hub activities.
- 40 children took part in our Graffiti workshop.



“The whole event was spectacular! What a huge variety. The kids and adults both loved it!! They had a huge amount to take away and plenty of inspiration. So happy with some of the artists taking time to answer our questions too” (Audience feedback)

Community outreach in West Howe

Part-funded by the Without Walls Audience Development Fund, we took the festival out into the community with an *Arts by the Sea Party* in West Howe. 13 volunteers provided 78 hours and 170 residents enjoyed:

- Arts & crafts workshops
- Dance workshops
- Music creation taster sessions
- Showcase by local performers
- Theatre performances



[What I really enjoyed about the day was the] “first piece of theatre for my sister” (Audience member, West Howe)

Community impact

84% of people strongly agreed or agreed the festival is welcoming for the whole community.

86% of people strongly agreed or agreed the festival encourages participation in community life and events.

We offered 4 different volunteer opportunities with practical training and professional guidance.

41 short-term volunteers contributed 325 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.



“I really enjoyed being part of this community event, having the freedom to enjoy my volunteering role and to have my family around to enjoy the event as well. It was a great atmosphere, a fantastic crew and a very enjoyable event” (Festival volunteer)

Diversity and Accessibility

2018/19 Arts Council England Creative Case for Diversity rating: **Outstanding**

Worked with DOTS Disability to improve accessibility to our event and invested in:

- Accessible viewing areas
- An improved accessibility guide
- A fully staffed Changing Places toilet
- *"This is a brilliant and necessary idea. It makes the Arts Festival accessible to all, which is fair and lovely"* (Audience feedback)
- A Quiet Space
- Performances that included integrated signing for the deaf, wheelchair accessible swing and performers from diverse backgrounds.

"Great atmosphere in the Gardens and at the Town Hall. Impressed with how many people in the audience and enjoying the shows. I love how this is so accessible for a huge variety of audience who may not usually see this type of art". (Audience feedback)



Talent development

164 free events, 3 premiers and 4 new commissions

Engaged with 263 artists

Professional mentoring and funding for our Associate Artist for research & development, production support and presenting new work.

4 brand new installations received funding from our Open Call and 5-Festivals commissions.

Fringe and Associate Event programme to enable emerging artists to showcase their work to a wider audience and allowing us to publicise partner events.

“We feel it’s an honour to be part of something that is not only showcasing individual artists but also Bournemouth Town itself, especially as a Bournemouth based band” (Carl Ireson, Gugge 2000)



Artist feedback

“My ride manager and crew said it was the best run, and the best audience we’ve experienced in 3 years of operation... AND it was raining.

My crew (Davide) and Ride Manager (Pete) both said that Arts by the Sea was the best organised and most enjoyable experience they’ve had setting up and operating (despite the rain) and that it was a great way to end this season.

You’re probably thinking “I bet he says that to all the festivals” – not at all. I had been wondering whether to do a fourth and final year with VR Playground. You’ve swung it for me, and for the crew. We’ll be out and about again in 2021, and I’ll give you a shout out to credit 😊... it’s people and experience that matter. A huge thank you!”

(Brendan Walker, Thrill Laboratory – VR Playground)



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, Bournemouth University, Without Walls, Continental Drifts, Global Local, Lighthouse Poole, the Mela Partnership, Nutkhut, Yellow Buses, Bournemouth Symphony Orchestra, Pavilion Dance South West, Activate Performing Arts, bSide Festival, Bournemouth & Poole Libraries, our Artists, our Volunteers, our Steering Group, the Russell-Cotes Museum, Shelly Theatre, Arts University Bournemouth, Glenmoor and Winton Academies, The Grange School.

Thanks also go to the members of our 2019 Mind Matter Hub who responded to our theme and provided valuable local advice on ways to improve mental health.

“Creative arts are well-known to have a positive effect on mental health. We enjoyed creating an engaging stand that helped bring 44 people to speak to us about mental health. We were able to signpost people to our services and support in Dorset” (Dee Swinton, Dorset Mind)



Marketing

10,295 Facebook page followers
7,345 Twitter followers
2,218 Instagram followers

15,000 unique visitors on the website in 7 days.
3 minute average session duration on the website.
81,000 page views on the website during festival weekend.

131,000 reach on Facebook during festival weekend.
35,000 people engaged with our posts on Facebook.
115,000 people viewed our videos on Facebook.

Estimated reach of 4,268,342 through the publication of
83 press articles with an AVE of £713,488.

“This is a great platform, we barely had to work to get an audience, the marketing seemed to work great and people actively sought out our show. Despite the traumas with the tent we had a really enjoyable weekend and the crowds were great” (James Kerr, Enter Edem)



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 and Sustainable Travel. In 2019 we also:

- Hosted a Green Hub of environmental partners and activities to raise awareness about environmental issues.
- 20 people took part in a beach clean hosted by BCP Council's Leave Only Footprints team.
- Provided free bike MOTs to anyone who cycled to the festival.
- Hosted Bournemouth University who showcased the environmental sound installation *Sonification of Tipping Points* and provided green activities.

"I wanted to say thank you for being such an inspiration to us. The Green Team at Norfolk & Norwich Festival are really inspired by the work you have done to implement your environmental commitments. It is because of your work, we have a clearer understanding of how we want to communicate... using the knowledge we have acquired from your outstanding work." (Jacob Hewes, Norfolk & Norwich Festival)



“This festival is a gem... it is vital that genuine, original, creative and exciting art is brought to Bournemouth... it is important to showcase what the arts is about, to stimulate the population into demanding more of it. I have visited other major arts festivals and was more than impressed by the quality of Bournemouth’s events.” (Audience feedback)

“A great festival with a wonderful vibe and good audience footfall. The setting is lovely too! It was fun! It has, since confirmation of the performance helped me to secure Arts Council funding and to develop the installation further, particularly accessibility (audio description and captions).” (Adie Mueller, My Heart My Heart: Live Poetry Jukebox)

“The Arts by the Sea festival has become a milestone marker in the annual calendar of Picnic Park Deli... The well-curated smorgasbord of [events] creates a magical atmosphere. It becomes a multi-visit destination over the weekend and most notably encourages lots of social and human interaction between visitors which is brilliant to experience in a time we are increasingly socialising more and more online.” (Adam Richardson, Picnic Park Deli)





See you in September 2020 for our
10th Anniversary!