



Bournemouth Arts by the Sea festival

29th September—6th October 2018



IMPACT REPORT



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





“The festival is wonderful and totally inspirational, we have seen so many fantastic things in the two years we have been. I always recommend Bournemouth arts festival to friends. Thank you for all the work you put in to make it so wonderful.” (audience feedback)

Arts by the Sea

Bournemouth Arts by the Sea festival is an Arts Council England (ACE) National Portfolio Organisation (NPO). 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.

The festival's aim is to:

Create a stronger presence and profile of the arts in Bournemouth

Increase engagement across the borough and beyond

Create a sense of community by combining culture, people and place

and combine high-profile, inspirational, spectacle outdoor events with local participation.

Our artistic programme engages audiences in a carnivalesque celebration of culture in Bournemouth's unique locations, and also includes a talent development programme, engagement & participation scheme, and underlying commitments to diversity and environmental sustainability.

2018 was our 8th year and we share some of our highlights with you here in this impact report.

Our Audience



Footfall of 127,000 in the town centre on opening weekend.



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



71% have visited the festival before and we are reaching new audiences with 29% experiencing the festival for the first time in 2018.



60% of our audience visited the festival with other people, bringing an average of 1.7 people each with them.

“Particularly enjoyed the atmosphere within the town, it breaks down barriers between people. It wonderful to see the town come to life with colour, sound, art and friendship.” (audience feedback).

Our Audience



People tell us* they visit the festival:

- To spend time with friends and family: 52%
- To be entertained: 79%
- To be inspired: 45%
- To do something new/ out of the ordinary: 59%
- To enjoy the atmosphere: 70%

In the future, our audience would like to see more*:



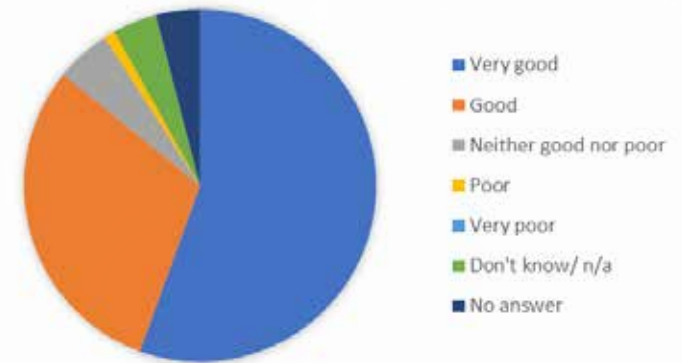
- Street performance: 56%
- Live bands: 31%
- Children's/ family entertainment: 24%
- Circus: 23%
- Digital art: 23%

* audience survey 2018

85% of our audience rated our performances as Very good or Good.

82% of our audience rated the whole experience as Very good or good.

**QUALITY OF THE PERFORMANCES/
EVENTS**



“Silicon Shores was just spectacular, well done, everyone, and thank you. Congratulations on a fabulous weekend, we'll be back.” (audience feedback).

Engagement and participation

Arts by the Sea works with schools and community groups throughout the year to provide opportunities for children and young people to create something for the festival. In 2018 we worked with Glenmoor & Winton Academy where children created characters which were brought to life in our opening spectacular Silicon Shores.

“It was a great opportunity to be involved in the Silicon Shores project for the Arts Festival by the Sea. I think it is important for schools and students to collaborate with artists and engage with community art projects. Students at Glenmoor and Winton Academy who were involved, enjoyed the challenge of creating these characters and were interested in how their designs would be processed into moving graphics by the Colour Project”. **Anna Abraham - Glenmoor & Winton Academy.**



199 children and young people took part in engagement activity relating to our opening and closing spectacles.



15 residents enjoyed Funky Little Choir when we took the festival to them at Fairways Residential Care Home.

Engagement and participation



In 2018 we hosted 21 participatory and engagement activities/ events reaching 2440 people.

Arts by the Sea worked with children from the 22nd Guide Group (All Saints) Iford & Southbourne District, and with students from Arts University Bournemouth and Bournemouth University, who took part in making workshops to create costumes for our closing parade Circus Folly. A number of these young people also took part in the parade as participants or stewards.

Thank you so much for inviting our students to participate and perform in the Shademakers Circus Folly procession on Saturday (and for the workshop at AUB last Thursday). It was a brilliant event which they all thoroughly enjoyed. It was a great finale to the festival and one which helped us all forget about the bizarre weather conditions!" **Chris Huxley, Senior Lecturer—BA (Hons) Creative Events Management**

Artists

The festival includes elements of talent development for artists, hosting an Associate Artist programme and issuing an Open Call for commissions. We also pair professional organisations with local community groups for mentoring and upskilling—this year Shademakers, one of the leading carnival groups in Europe, worked with local arts organisation Umoja Arts Network on our closing parade Circus Folly. We host a Fringe Platform for local emerging artists and events, enabling them to showcase their work to a wider audience.



Engaged with 269 artists.



Host to 166 free events



10 new commissions or premieres

“We really love performing at the Arts by the Sea Festival, the atmosphere is really positive, and the audiences are always really happy to join. It's a brilliant place to try out a new act.” (2018 artist)

“'Are We Alien' was commissioned by the Arts by the Sea Festival and as so it has definitely helped develop our artistic practice. During the making of the new act, we used materials to construct the costumes that we've never used before and we had to developed a different performance style for this act as it is so different than any other character we've made before.” (Artemis)

Artists

“Arts By The Sea is pretty unique, in my opinion. On paper its like many other outdoor arts festivals that happen all over the country. But there is something about the vibe that I can’t quite put my finger on that makes the buzz around the town very special.

I think it’s in the way it’s all thought through and executed. We met locals who had made detailed schedules so they didn’t miss a thing, tourists that had travelled to Bournemouth and stayed just for the festival and families whose kids were loving the excitement and colour of the whole thing. Even the young people (who Zest exists for and who are usually the hardest to impress and engage) were up for it!

The whole place is clearly proud and excited about the festival. They feel like they own it and LOVE it. We’ve performed nearly 70 shows of First Person over the last 17 months, but I can honestly say that Bournemouth trumped them all. And no, I don’t send these emails after every gig!

BIG shout out to our volunteer Kim, who went the extra mile to make First Person brilliant!!! Can we take her on tour all the time?” (Zest Theatre)

Partnerships



We work closely with our colleagues in many different departments throughout the Council including Tourism, Events, Sustainability and Communities.



In 2018 old partnerships were strengthened and new ones forged, creating links and relationships with local, regional and national organisations including Pavilion Dance South West, the Shelley Theatre, the Russell-Cotes Museum, Bournemouth Town Centre BID, Bournemouth University, Arts University Bournemouth, Lighthouse Poole, Activate Performing Arts, Continental Drifts and Nutkhut.



We share advice and learnings with a network of peers and industry colleagues including Looe Music Festival, Middlesbrough Mela, South Tyneside Council and members of the Key Cities network.

“The whole event is yet another example of how Bournemouth Council have the vision and courage to underwrite adventurous ventures, well done, a good use of part of my Council Tax.” (audience feedback)

Marketing data 2018



Facebook page followers increased by 17% to 10,295.

Facebook reach of 168,977 during the festival period.

Facebook total reach 1,568,622 (1st November – 31st October).

Live Stream Video Reach (Silicon Shores) 18,184



Twitter followers 7,345



Instagram following increased by 37.1% to 2218 followers.



92,000 views on festival social media videos.



31,000 website views across festival opening weekend (29th & 30th September)

133,162 website views 1st Jan 2018 – 31st December 2018.

3 minute average website visit per session.



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



Our most widely viewed marketing collateral (prior to the festival) were our Facebook (46%), website (52%) and printed brochure (55%).

“I enjoyed watching the opening evening on the Internet as had been ill and felt it was too cold to attend in person. It looked marvellous.” (audience feedback)

Economic impact



Direct gross visitor spend £2,431,000 (based on audience size of 120,000).



60% of audience spent or intended to spend in a restaurant or café, 29% went shopping and 37% visited a pub or bar during their festival visit.



9% of audience stayed overnight in Bournemouth (not in their own home) and 63% of those were in paid accommodation for more than 2 nights.



Local businesses engaged with artistic content taking place in targeted areas of the town to increase footfall, dwell time and visitor spend.

“I love that this festival has become an annual thing and is so well promoted around the area - makes me proud of the town.” (audience feedback)

“The sound and light installation at the Town Hall was exceptional. Difficult to know how it could be improved other than more of everything.” (audience feedback)

Impact on community



We added new volunteer opportunities for 2018 and provided additional training.

23 short-term volunteers engaged with volunteers contributing 189.5 hours.

1 long-term volunteer opportunity contributing 195 hours over 9 months.

“I have managed a very broad range of different tasks and projects whilst gaining valuable experience and knowledge... I have really enjoyed working in the Arts Department with Andrea and Leigh. I have learned so much, from Event Management to Data Collection, Audience Surveys... Focus Group or consulting the general public for the Accessibility Guide. I have gained valuable experience which made it easier to apply for other positions”. **Jennifer Mueller**



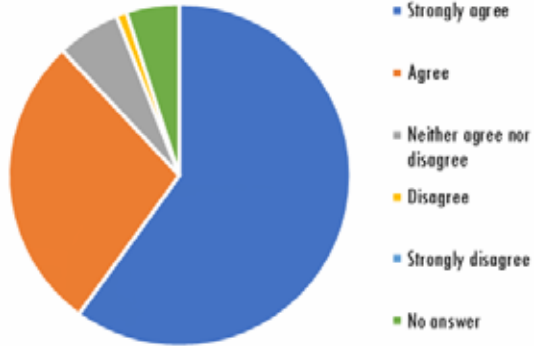
New Accessibility Guide on the website.

The festival showcases Bournemouth’s beautiful and unique open spaces including the Central and Lower Gardens, Town Square and Seafront, Bandstand in the Lower Gardens and Grade II Listed Town Hall.

“I particularly enjoyed Babs & Stella’s Intergalactic Spectacular and rate that as best on the grounds of performance, content and fun for all ages. I saw them 3 times in the company of my buddy, an adult aged 56 with learning difficulties who also really enjoyed their show.” (audience feedback)

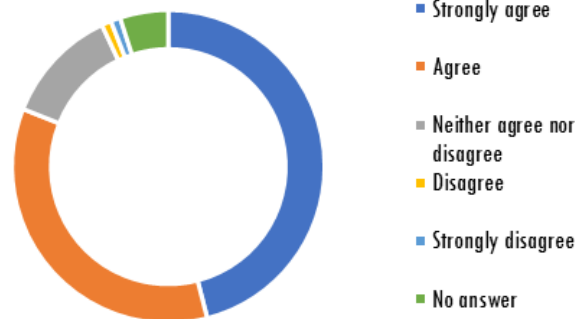
Impact on community

Arts by the Sea is welcoming for the whole community



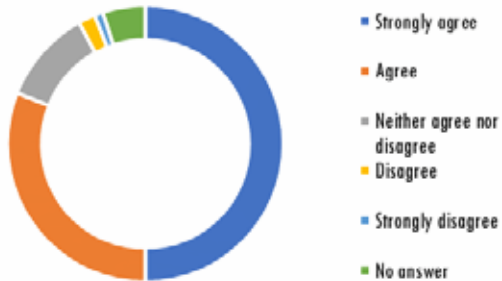
88% of survey respondents Agreed or Strongly Agreed the festival is welcoming for the whole community

Arts by the Sea encourages participation in community life and events



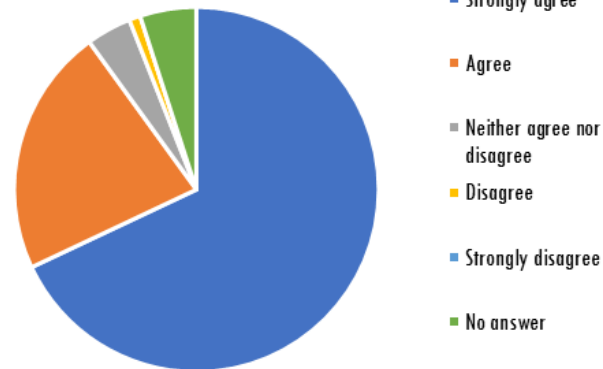
81% of survey respondents Agreed or Strongly Agreed that Arts by the Sea encourages participation in community life and events

Arts by the Sea enhances the sense of community in Bournemouth



81% of survey respondents Agreed or Strongly Agreed that Arts by the Sea enhances the sense of community in Bournemouth

Arts by the Sea is good for Bournemouth's image



90% of survey respondents Agreed or Strongly Agreed the festival is good for Bournemouth's image

Environmental impact



Promoted our three key environmental projects, **Refill, Recycle and Sustainable Travel** (providing information and advice on our website and special offers with our travel partner Yellow Buses).



Hosted a **Green Hub** of environmental partners within the festival, raising awareness of environmental issues and providing opportunities for our audience to engage with our green partners. Audience had the opportunity to take part in a **Beach Clean with Litter Free Coast & Sea**.



Provided free bike MOTs and free bike tagging for everyone who cycled to the festival.



We monitor audience travel information and responses to the 2018 Audience Survey show that, in comparison to 2017, more people walked, cycled and took the train to the festival, while fewer people came by car or motorbike.

“I think Arts by the Sea is a credit to Bournemouth and also its wellbeing programme, such a good way of getting people out and about, there's always a great atmosphere in town when it's on. Also a great way to get my children to see new and exciting things.” (audience feedback).



**“Slick. Good quality. Inspiring. Contemporary. Jam packed.”
(audience feedback)**

**“The most exciting town centre festival of the year.”
(audience feedback)**

**“I love the Bournemouth Arts Festival so much that I joined in last minute on the day to be in the carnival. I dressed as a fish and danced the streets of Bournemouth, what an amazing night.”
(audience feedback).**