

# The value and Impact of Outdoor Events and Festivals

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**Chair** **Carole Sleight** *Warwick District Council*

**Angus MacKechnie** *Outdoor Arts*

**Kate Livingstone** *Art in the Park*

**Jan Ford** *Kenilworth Arts Festival*

**Maddy Kerr** *Heartbreak*

**Lou Lomas** *Freelance*

**Helen Meeke** *Warwick Words*

# Angus MacKechnie

*Outdoor Arts*

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# 2020 Overview



Out  
door  
Arts uk

# January



Southpaw Dance, Brent 2020

# January

Bread&Circus World  
Buskers Festival,  
Christchurch, New  
Zealand

Brent London  
Borough of Culture  
2020 begins

Canary Wharf  
Winter Lights

Chinese New Year  
Parade, London

Galway European  
Capital  
of Culture 2020  
begins

Internationale  
Kulturbörse,  
Freiburg, Germany

Lightopia Festival,  
Chiswick House,  
London

*Rise* Southpaw  
Dance, Wembley  
Park

Sydney Festival,  
Australia

Western Australian  
Circus Festival

# February



# February

Adelaide  
Festival,  
Australia

Binche Carnival,  
Belgium

CirkusMania,  
Stockholm,  
Sweden

Copenhagen  
Light Festival

Grow Festival,  
Corby

Illuminate  
Oldham

Light Night,  
Nottingham

Light Up  
Cheltenham

Light Up Poole

Love Light  
Festival, Norwich

Perth Festival,  
Australia

Reykjavík Winter  
Lights Festival,  
Iceland

StrtFstvl,  
Utrecht,  
Netherlands

Tunbridge Wells  
Winter Lantern  
Parade

Westquay  
Festival of Light,  
Southampton

# March



St Patrick's Day Parade, Dublin



# March

Corby Mardi  
Gras

Festival  
Tweetakt,  
Netherlands

Light Up  
Leicester

Mostra  
Igalada,  
Spain

Spilsby Light  
Night

St Patrick's  
Day Festival &  
Parade, Dublin

St Patrick's  
Day Parade,  
London

April



Axial Dance, Sandbach Festival of Transport

# April

Atmosphere  
Festival,  
Worcester

City of Wings,  
Ypres, Belgium

Emerge Festival,  
Cannock Chase

Moving Parts  
Puppetry Festival,  
Newcastle

Mela in the City,  
London

Sismògraf Dance  
Festival, Spain

Sandbach  
Transport Festival

Streets of Bexhill

Southall Vaisakhi  
Mela

May



Motionhouse, Brighton Festival

# May

Accelerate: Oldham Festival of Transport	Bath Fringe & Bedlam Fair	Brighton Festival	Brighton Fringe
Brighton Open Air Theatre season begins	B-Side Hip Hop Festival, Birmingham	Festival de Teatre de Carrer, Vila-real, Spain	Festival Les 3 éléphants, Laval, France
Festival of Fools, Belfast	Fira Trapezi Reus, Spain	Grenoble Street Art Fest, France	Hereford River Carnival
Imaginarius, Santa Maria da Feira, Portugal	LightNight Liverpool	Luton Carnival	Lyme Regis Fossil Festival
Norfolk & Norwich Festival & Garden Party	Puppet Theatre Fair, Lleida, Spain	Quays Festival, Salford Quays	Salisbury International Arts Festival & City Encounters
Teatro Y Artes de Calle, International Festival, Valladolid, Spain	Umore Azoka, Leioa, Spain	Wandsworth Arts Fringe	Wye Valley River Festival



June...



Les Vernisseurs, DAGFest, Dagenham

# June...

ArtReach Night of  
Festivals, Hounslow

Basingstoke Festival

Birmingham  
International Dance  
Festival

Bradford Literature  
Festival

Carlow Arts  
Festival, Ireland

Cork Midsummer  
Festival, Ireland

DagFest, Creative  
Barking &  
Dagenham,  
Dagenham

Diss Carnival & Fun  
Day

Eden Festival,  
Lockerbie

Festival Mirabilia,  
Italy

Fusion Street  
Festival, Cohesion  
Plus, Gravesend

Glasgow Mela

And...

June...

Upswing, Greenwich+Docklands International Festival





# June...

Glastonbury Festival

Greenwich+Docklands  
International Festival

Hebden Bridge Arts  
Festival

Hebden Bridge  
Handmade Parade

Imagine Watford

Internationale  
Straßentheater  
Festival, Holzminden,  
Germany

Irish Aerial Dance Fest,  
Letterkenny

La Strada, Bremen,  
Germany

Leicester Riverside  
Festival

And...

# June



Walk the Plank, Manchester Day Parade

# June

Manchester Day  
Parade

Oerol Festival,  
Netherlands

Physical Fest,  
Liverpool

Preston Carnival

River Festival,  
Liverpool

Sibiu International  
Theatre Festival,  
Romania

Somerfest, Taunton

Tête-à-Tête  
International Street  
Festival, Germany

Viva Cité,  
Sotteville, France

July...



Annapurna Indian Dance, Bradford Festival

# July...

Bell Square,  
Hounslow

Big John's  
Birmingham Mela

Big Splash,  
Newport

Birmingham Mela

Bradford Festival

Brazilica Festival,  
Liverpool

*Bridge* Imagineer  
Productions,  
Worcester

Bridgwater  
Quayside Festival,  
Somerset

Bristol Harbour  
Festival

British Summer  
Time, Hyde Park,  
London

Buxton Festival  
Fringe

Camp Bestival

Chalon dans la  
Rue, France

Cowley Road  
Carnival, Oxford

Cratère Surfaces,  
Alès, France

Derby Caribbean  
Carnival

Disrupting the  
Norm, Worcester

Deventer Op  
Stelten,  
Netherlands

DN Festival, Right  
Up Out Street,  
Doncaster

Dundee Summer  
Streets Festival

Encontro Street  
Band Festival,  
Glasgow

And...



# July...



Quatuor Stomp, Winchester Hat Fair

# July...

Festival d'Avignon,  
France

Fleetwood Festival  
of Transport: Tram  
Sunday

Grow Festival,  
Corby

Happy Streets,  
Nine Elms, London

Hartlepool  
Waterfront Festival

Hat Fair,  
Winchester

Henley Festival

Hillview Festival,  
King's Cross,  
London

IF: Milton Keynes  
International  
Festival

IncludFest,  
Hardwick Park,  
Sedgefield

Kendal Calling,  
Cumbria

Kelburn Garden  
Party

Lambeth Country  
Show, London

Latitude Festival,  
Suffolk

Maidstone  
Community Mela

Manchester Mega  
Mela

Merchant City  
Festival, Glasgow

Miramiro, Gent,  
Belgium

And...

July

Beautiful Bones, Surge Festival





# July

Mouth of the Tyne  
Festival,  
Tynemouth

National Theatre  
River Stage,  
London

Passagefestival,  
Helsingør &  
Helsingborg,  
Denmark / Sweden

Platt Fields Festival,  
Manchester

Sandown Carnival,  
Isle of Wight

Southampton Mela

Splendour Festival,  
Nottingham

St Leonards Festival

Summer in  
Southside,  
Birmingham

Summer Streets,  
Sunderland

Surge Festival,  
Glasgow

Taliesin Dance  
Days, Swansea

Tilt Festival,  
Birmingham

Timber Festival,  
Feanedock

trAction, Crewe

Tunbridge Wells  
Mela Festival

WE Wonder  
Festival,  
Wentworth

Whirligig Festival of  
Outdoor Arts,  
Weston-super-  
Mare

# August...



Dhol Drums, London Mela

# August...

Art in the Park,  
Leamington Spa

Boomtown Fair,  
Winchester

Carnival of the  
World, Reading

Devizes  
International Street  
Festival

Enchanted  
Horsham

Exeter Street Arts  
Festival

Festival d'Aurillac,  
France

Festival of  
Manchester

Green Man Festival,  
Brecon Beacons

Journeys Festival  
International,  
ArtReach, Leicester

Just So Festival,  
Cheshire

Leeds Carnival

Leicester Belgrave  
Mela

Leicester Caribbean  
Carnival

Loughborough  
Mela

Luton Mela

Middlesbrough  
Mela

And...

# August



Générik Vapeur, Stockton International Riverside Festival

# August

Newcastle Mela

Notting Hill  
Carnival

Nottingham  
Carnival

London Mela,  
Nutmeg /  
Remarkable

Journeys Dance  
Festival

Seaside in the  
City, Wakefield

Shambala  
Festival

Sheffield  
Carnival

SO Festival,  
Lincolnshire

Spoffin Festival,  
Amersfoort,  
Netherlands

Spraoi Festival,  
Waterford,  
Ireland

Stockton  
International  
Riverside Festival

The Big Feast,  
Appetite, Stoke-  
on-Trent

Theaterfestival  
Boulevard,  
Netherlands

Wells Carnival,  
Wells-next-the-  
Sea

Worthing  
Carnival

# September



Illuminos, Bournemouth Arts by the Sea



# September

All in the Mind  
Festival,  
Basingstoke

Bournemouth Arts  
by the Sea

b-side festival,  
Portland

Cardiff Mela

Derby Festé

Festival of the Sky,  
Cleethorpes

Festival of Thrift,  
Redcar

FiraTàrrega, Spain

Freedom Festival,  
Hull

Guacheon Festival,  
Korea

Inside Out Dorset  
Festival, Activate

La Mercé Festival,  
Barcelona

Lakes Alive,  
Kendal, Cumbria

Lancashire  
Encounter

Llawn, Llandudno  
Arts Weekend

Mostra de Artes  
de Rua, Portugal

Out There Festival,  
Seachange Arts,  
Great Yarmouth

Totally Thames

# October



Dance Umbrella, London



# October

Bloomsbury Festival, London	Bram Stoker Festival, Dublin, Ireland	Canterbury Festival	Dance Umbrella, London
Dartford Festival of Light	Dashehra Diwali Mela, Manchester	Fira Mediterrània de Manresa, Spain	Fun Palaces, UK
FreshStreet #4, Italy	Hartlepool Halloween Festival	Journeys Festival International, ArtReach, Manchester	Journeys Festival International, ArtReach, Portsmouth
Lamplighter Festival, Todmorden	Leap Festival, Liverpool	Light Night Leeds	Lightopia Festival, Edinburgh
Lightpool at Blackpool Illuminations	<i>Macnas Parade</i> , Galway, Ireland	Now Northwich	Paisley Halloween Festival
Seoul Street Arts Festival, South Korea	Swale Fusion Festival of Light	The Winter Droving, Penrith	

# November



Parade of Friendly Monsters, Depford X

# November

Bridgwater  
Carnival

DN Festival of  
Lights, Doncaster

Deptford X,  
London

Edenbridge  
Bonfire Night

Glow, Eastbury  
Manor House,  
Barking

Light Up Lancaster

Lightopia Festival,  
Heaton Park,  
Manchester

Lord Mayor's  
Show, London

National Circus  
Festival of Ireland,  
Tralee

Shepton Mallet  
Carnival

Wokingham  
Winter Carnival

# December



The Winter Droving, Penrith

# December

Dunster by  
Candlelight

Illuminated,  
Leonardslee

Illuminates  
Ashford

Lightwave  
Festival,  
Salford Quays

Night Fall,  
Stockton

# Audiences



**Outdoor  
Arts uk**

 the audience agency



# The Big Picture

*What do we know about Outdoor Arts audiences?*

## **Collective**

In some places Outdoor Arts has been proven to bring disparate parts of a community together.

## **Local**

Outdoor Arts is predominantly local and is valued for its interaction with the community.

## **Social**

Motivations for attending are overwhelmingly social, though entertainment value and perceptions of quality are important.

## **25-44**

Outdoor Arts is especially attractive for the 25-44 age profile, although it draws across all age groups overall.

## **8/10+**

The quality of experience is rated highly, with 84% of respondents recommending the event at 8/10 or higher.

## **Mixing artforms**

There is delight at the way events combine artforms, mixing the traditional with the modern and the spectacular with the intimate.

## **84%**

Attendees enjoy being able to engage as part of a group (84%), especially with friends, but also as adult and children groups.

## **Engaging all levels**

It is good at attracting people with different levels of interest, not just cultural frequent flyers.

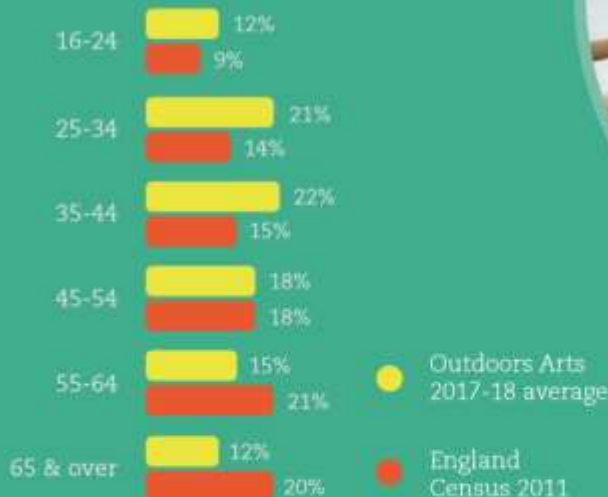


# Who are our audiences?

Bright young things

## Age

- Outdoor Arts attracts young audiences: 25-44 year olds make up 43% of respondents at these events, but only 34% of the English population.
- Outdoor Arts audiences are dominated by younger cohorts, whereas across the cultural sector in general, attendance increases with age.



## Ethnicity

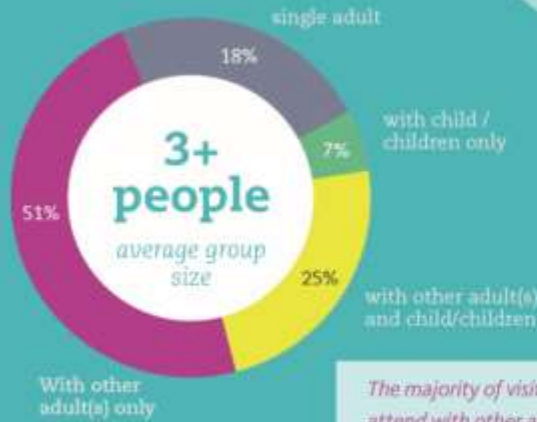


**44%**  
16-24 year-old Outdoor Arts audiences are BAME.

- Outdoor Arts audiences are representative of the English population.
- White visitors are slightly under-indexed, while Asian groups are over-represented in the whole dataset.
- Across the cultural sector at large, the opposite is the case, with white attendees being commonly overrepresented.

*“The events were excellent and brought the City Centre to life in an unusual, original and diverse way.”*

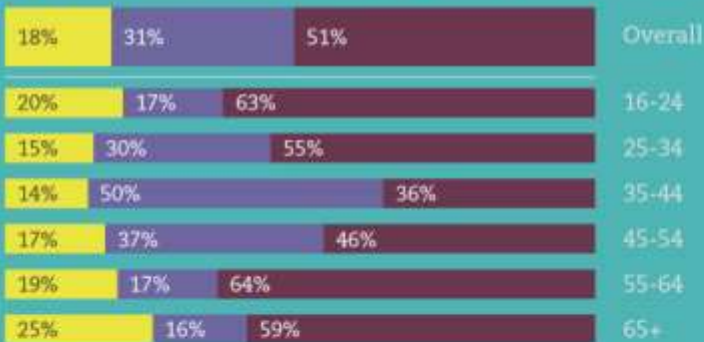
## Group types



The majority of visitors attend with other adults.

**76%**

● Single Adults ● Families ● Adult Groups

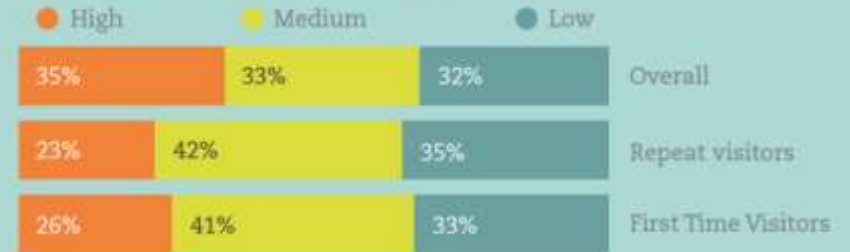


- Family groups dominate the middle age bracket of 35-44
- The youngest surveyed attendees are significantly more likely to attend in adult groups than with their families, although children who are themselves under 16 are not independently surveyed.

# Who do they attend with?

All together now

## Engagement level by visitor type



## Visitor type by group type



Repeat visitors are more prevalent than first timers across all visitor group types

**61%**  
Repeat visitors

Outdoor Arts events are successfully attracting similar proportions of first-time and repeat visitors across all engagement levels and are not reliant on cultural frequent flyers for fresh blood.

"A great, free day out and a great atmosphere. It feels like a holiday when you attend."

# Why do they come?

Fun with friends

## Top 3 Specific Motivations

64%

To be entertained

53%

To enjoy the atmosphere

52%

To spend time with friends & family



## Main Motivations



# 54%

of survey respondents aged 16 – 34 identify their main reason for attending as being primarily **Social**, though this decreases steadily with age.

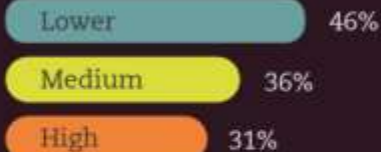
Older respondents, those aged over 55, are more likely than younger cohorts to cite **Entertainment** as their main motivation and are increasingly inclined towards **Learning**.



Returning and first-time attendees express very similar motivations.

# 80%

Families are 80% motivated by social and entertainment reasons.



## Socially Motivated

Typically, lower cultural engagers are most likely to cite Social as their main motivation, though overall motivations are similarly spread across engagement levels.

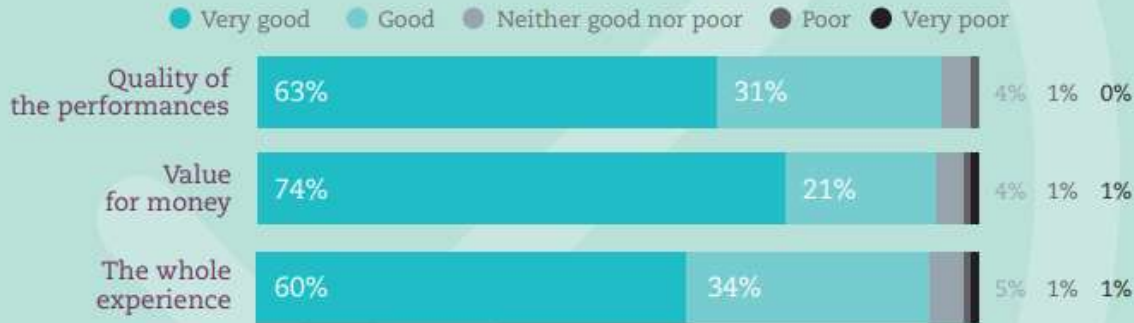
“There is an element of the unknown to this performance that created quite a talking point!”



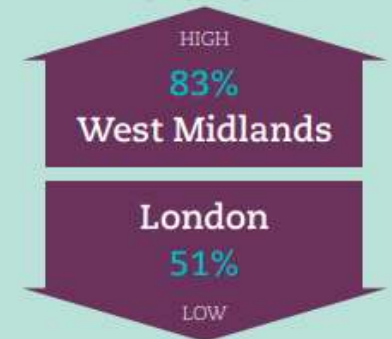
# What do they think?

## Satisfied customers

Visitor experience ratings for Outdoor Arts are **extremely positive**.



Satisfaction levels vary by region:



Value for money scores especially highly

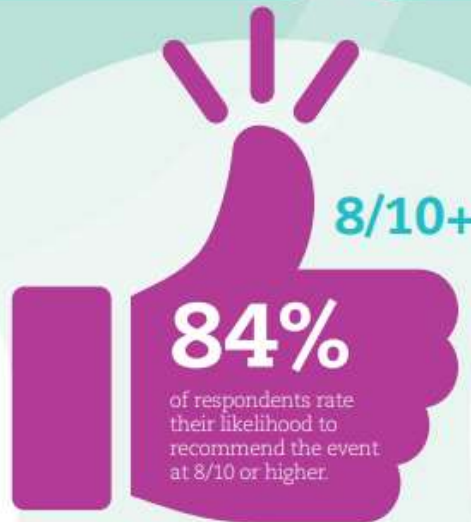
94% of visitors rate their overall experience as "Very good" or "Good"



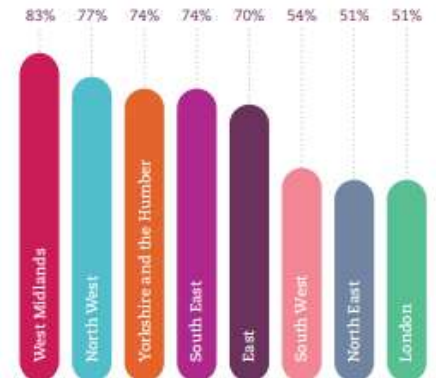
Repeat visitors express greater satisfaction with events than first timers:  
Repeat visitors: **72%** First time visitors: **63%**

### Satisfaction % by age

Satisfaction levels increase steadily with age:



### Satisfaction % by region:



*"It was a complete delight that had me grinning like an idiot from the time it started to several hours afterward."*



[theaudienceagency.org](http://theaudienceagency.org)

Outdoor Arts Audience Agency Report

Feature: Attracting audiences other artforms cannot reach

Case in Point: Without Walls Associate Touring Network

International Agent: Outdoor Arts above & beyond audience  
development



@OutdoorArtsUK  
@OutdoorArtsPRO





# @OutdoorArtsPRO

← **OutdoorArtsPRO**  
13.8K Tweets



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**OutdoorArtsPRO**  
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News, funding, commissions, meetings, events & jobs for everyone working in the Outdoor Arts performance sector; [@ace\\_national](#) funded. (pic: [@JusticeMotion](#))

📍 London, UK [outdoorartsuk.org](#) 📅 Joined August 2010

1,690 Following 4,140 Followers





# @OutdoorArtsUK

← **OutdoorArtsUK**  
14.2K Tweets



**Outdoor Arts UK**

**OutdoorArtsUK**  
@OutdoorArtsUK

Listings, pics & notifications of #OutdoorArts events across the UK & beyond. For sector news & info follow @OutdoorArtsPRO (pic: @GaryandPei)

© UK [outdoorartsuk.org](http://outdoorartsuk.org)  Joined May 2014

1,497 Following 4,546 Followers

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Facebook News Feed layout with 7 columns of posts. Posts include: 'WELCOME' sign, 'Plankton.' light installation, 'Winter Lanterns night along', 'Light Festival', 'Outdoor Arts UK', '25 Years of Arts UK', and 'Your dedication goes here'.



[outdoorartsuk.org](http://outdoorartsuk.org)  
[info@outdoorartsuk.org](mailto:info@outdoorartsuk.org)

**Jan Ford**

*Kenilworth Arts Festival*

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# Kate Livingston

*Art in the Park*

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**ART** *in the* **PARK** **FESTIVAL**

The logo features the word "ART" in white, bold, sans-serif font on a dark blue brushstroke background with black splatters. "in the" is in white, cursive script on a red rectangular background. "PARK" is in white, bold, sans-serif font on a teal rectangular background. "FESTIVAL" is in white, bold, sans-serif font on a red rectangular background. A yellow brushstroke is behind the "in the" and "FESTIVAL" elements.





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f i s

**ART** *in the* **PARK** **FESTIVAL**





Cocktails

Shakespeare Spit Roast Company

HILLTOP FARM

COCKTAILS

**ART** *in the* **PARK** **FESTIVAL**





**ART** *in the* **PARK** **FESTIVAL**





**ART** *in the* **PARK** **FESTIVAL**

Leamington Art in the Park Festival  
www.artinpark.co.uk



FESTIVAL BAR

PI

iCandy





**ART** *in the* **PARK** **FESTIVAL**





**ART** *in the* **PARK** **FESTIVAL**



**ART** *in the* **PARK** **FESTIVAL**

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**ECO**   
**FEST**





**Maddy Kerr**

*Heartbreak*

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**Lou Lomas**

*Freelance*

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# About me

- Outdoor Arts Producer working in the city since 2011
- Passionate about changing perceptions of the city
- Worked with communities across all wards of the city
- 9 years working with artists and creatives, regionally and nationally
- Excited by the possibilities of sport, arts and cultural collaborations
- Member of Outdoor Arts UK Board

# Where we are?

- European City of Sport 2019-2020
- UK - Coventry City of Culture 2021
- Commonwealth Games 2022
- Cultural Strategy

# Working with artists and communities

- It's about the invitation - open invitation to city (groups, communities)
- Reaching all parts of the city to engage in a programme of activity which holds the sensitivities of all communities.
- Raising the regional, national and international profile of Coventry, working across platforms, sectors and artforms
- To be known as a city that delivers World Class experiences - to its citizens and to visitors





# Partnership Working

- Schools, colleges, universities, artist communities, public health, sport /leisure centres as cultural venues and sports clubs
- Coventry Bid
- Community leaders
- Surgeries, meetings outreach and attending networking events that are already set up in community centres e 'F13'
- Health and Wellbeing agendas
- Creative Match-making (not always about money....its about time and empowering people)
- Developing a clear marketing strategy

Imagineer - Bridge









# **Venues, Locations & Audience Engagement**







theatre  
absolute

SHOP FRONT FESTIVAL  
COVENTRY 2018

# SHOP FRONT FESTIVAL

23-24 MARCH 2018  
COVENTRY

Theatre, Performance and Play in  
Shops and Spaces, Precincts and Places



COVENTRY



Backstage Coventry

[theatreabsolute.co.uk](http://theatreabsolute.co.uk)







# Training and mentoring

- Identifying community leaders, gatekeepers, champions who can help to broker new relationships
- Go/See money
- Future jobs schemes
- Supper Clubs - Creative People and Places model
- Advocacy
- Steering groups



**Helen Meeke**

*Warwick Words*

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