

2018 PROJECT IMPACT REPORT

LIGHT UP POOLE

Digital Light Art Festival 2019

THU 21 - SAT 23 FEB

'IT WAS FANTASTIC TO SEE THE TOWN CENTRE LIT UP BY THE BRILLIANT LIGHT UP POOLE EVENT WHICH ATTRACTED MANY RESIDENTS AND VISITORS TO POOLE. THE BID WAS DELIGHTED TO SPONSOR THIS GREAT EVENT AND THANKS ALL ORGANISERS AND OTHER SUPPORTERS INVOLVED!'

Jonathan Sibbett, Poole BID Chair.

an
@udacious
project

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About Light Up Poole

More than 20,000 visitors were amused, amazed and de-light-ed by Light Up Poole festival of light that illuminated the town centre after dark.

The three-night event showed Poole in a new light with a series of light art, digital installations and participation events set up from Lighthouse, through Falkland Square and Kingland Crescent, down the High Street to the Quay.

The Festival is designed to;

- inspire, delight and emotionally resonate with local communities
- grow Poole's international reputation as a destination for artistic excellence and cultural learning
- drive economic growth and unlock off-season coastal tourism potential
- make people think differently about winter
- develop partnerships only with organisations that want to join us in being part of our new and innovative journey

'I JUST WANTED TO SAY THAT MY WIFE AND I POPPED ALONG FRIDAY EVENING TO THE FESTIVAL AND THOUGHT IT WAS FANTASTIC. IT WAS BRILLIANT TO SEE SO MANY PEOPLE MILLING AROUND IN WHAT IS USUALLY IS A QUIET PART OF POOLE ON A FRIDAY NIGHT. THE STAFF WERE BRILLIANT AND SUPER FRIENDLY AND THE EXHIBITIONS WERE JUST BRILLIANT'

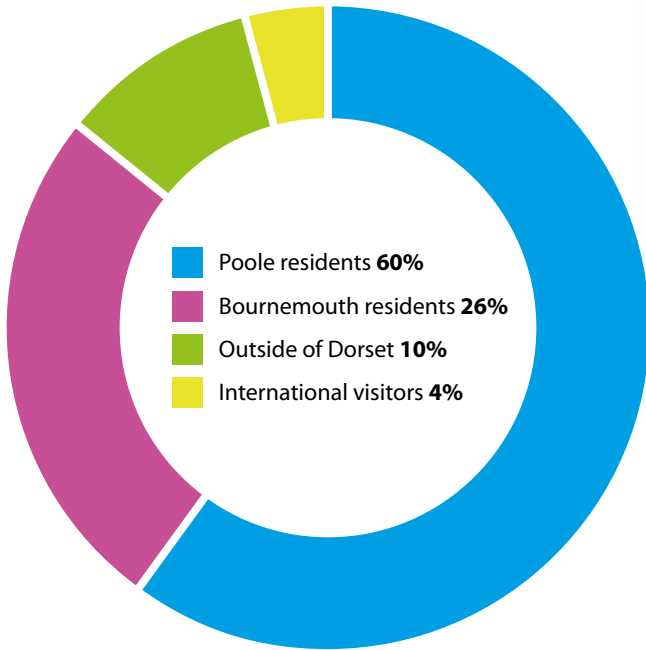
Tom, Audience Member



Our Audience

- Estimated footfall over 20,000 visitors
- 48% visited with 2 or more people, 29% 4 or more people and 29% 6 or more people
- 90% of our audience told us they planned their trip
- 10% chanced upon it

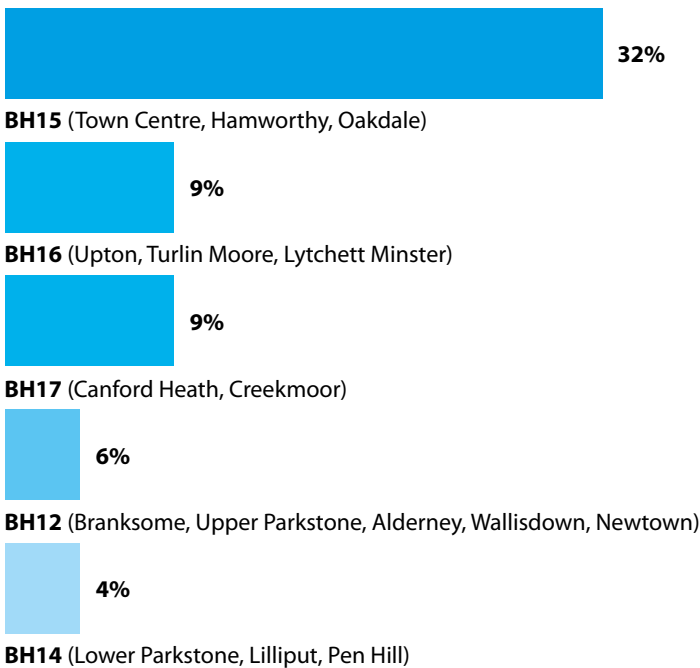
The chart below provides an illustration of where our audience came from:



Our Survey showed we reached 41% of our target audience, driven through our distribution strategy of 40,000 leaflets.

The chart below provides an illustration of where our local audiences came from:

POOLE (60%)



Both the quantitative and qualitative findings support the ability of 'Light Up Poole' to attract a range of ages and cultures. The age of visitors illustrates an event, which attracted the young through to the elderly.

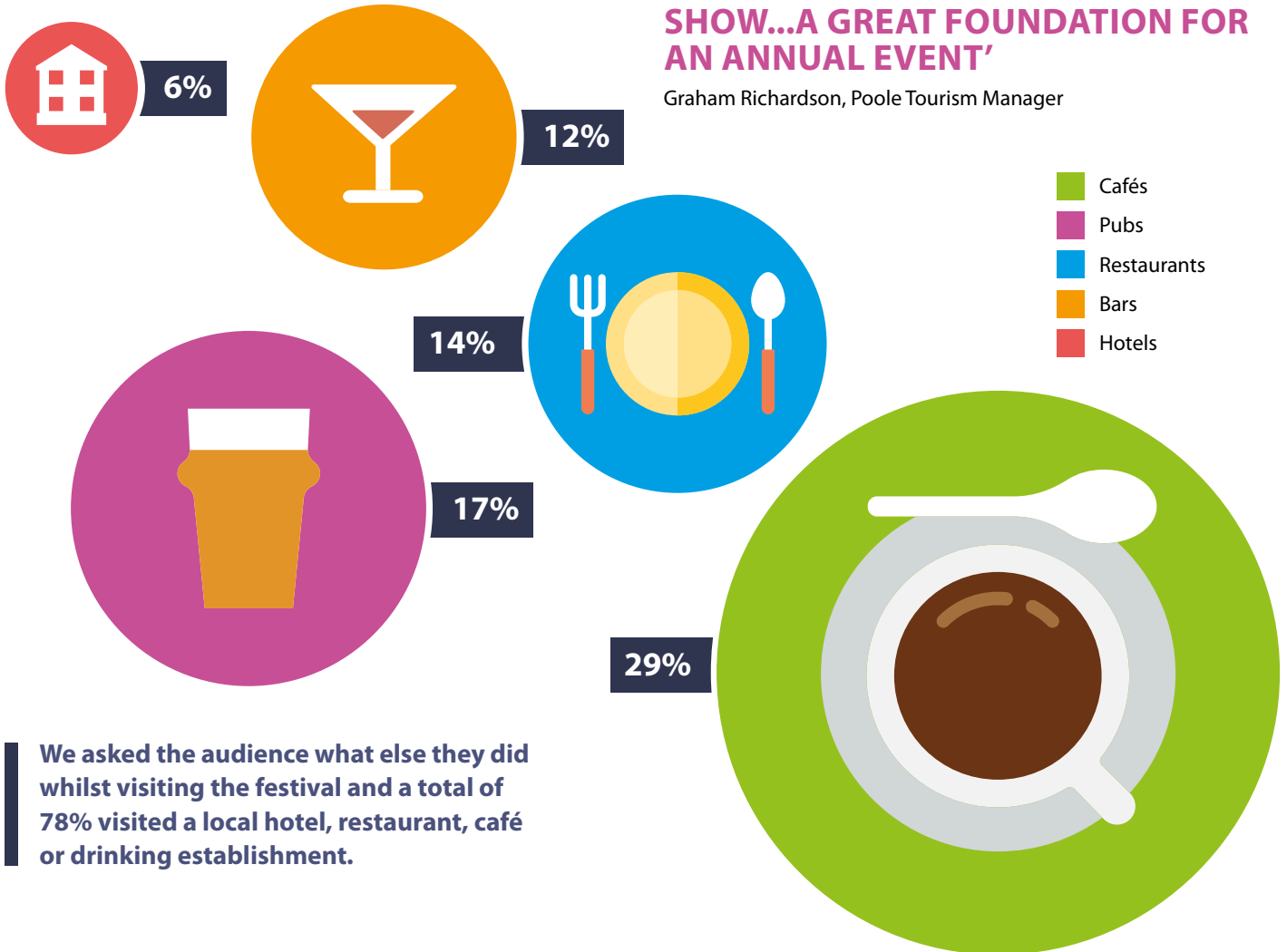


Democracy Street by Jon Adams

What did they do?

OUR CONTRIBUTION

Light Up Poole contributed to the Poole BID business plan with high quality PR and media coverage for the town benefiting the local economy. It demonstrated positive relationship development between key regional arts organisations, local universities and local businesses with the potential to grow the artistic programme and extend the offer further to include additional food and drink markets.



We asked the audience what else they did whilst visiting the festival and a total of 78% visited a local hotel, restaurant, café or drinking establishment.

'JUST WANTED TO SAY WELL DONE ON A GREAT FESTIVAL OVER THE PAST FEW DAYS, YOU MUST BE REALLY PLEASED WITH HOW IT WENT ...AND GREAT TO SEE SO MANY PEOPLE OUT ON THE STREETS OF POOLE...AND I COULDN'T GET OVER THE FACT THAT EVERYONE HAD A LEAFLET IN THEIR HAND SO THEY WERE CLEARLY HERE FOR THE SHOW...A GREAT FOUNDATION FOR AN ANNUAL EVENT'

Graham Richardson, Poole Tourism Manager



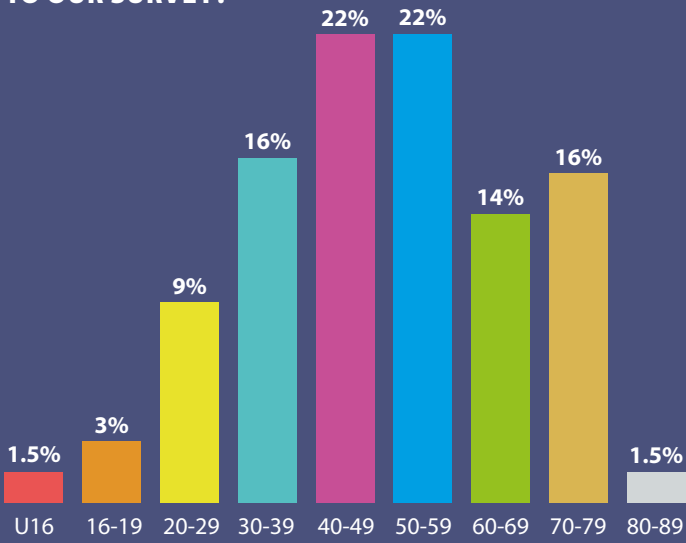
Flo by Rogue Games

'I CAN CONFIRM THAT OUR EVENING TRADE INCREASED BY 40% AND DAY TRADE BY 15%, SO FROM OUR POINT OF VIEW THE EVENT WAS VERY SUCCESSFUL AND WE SAW NEW FACES IN OUR RESTAURANT (EVEN BETTER AS WE GOT NEW CUSTOMERS WHO WILL BE COMING BACK TO US). I WOULD BE VERY HAPPY TO SEE THE EVENT HAPPEN NEXT YEAR AGAIN!'

Lina Steyn, Manager, Delfino Lounge

Impact

HOW OLD WERE THE PEOPLE THAT RESPONDED TO OUR SURVEY?

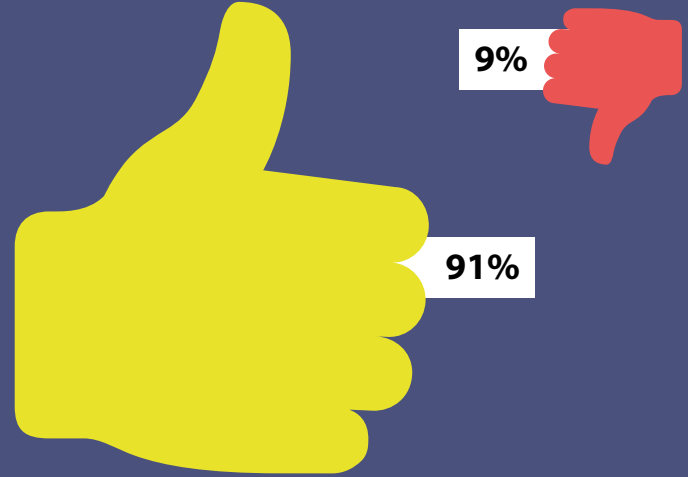


WHAT DID OUR AUDIENCE THINK?

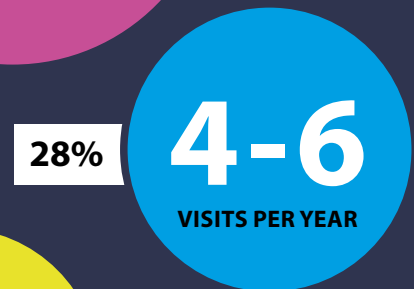
DIFFERENT, INTERESTING, FUN, MAGICAL, EXCITING, AMAZING, COLOURFUL, FASCINATING, ASTONISHING, CREATIVE, INSPIRATIONAL, SURPRISING, WONDERLAND, WHEELCHAIR FRIENDLY, BRILLIANT, AMUSING, INTERMITTENT, ENTERTAINING, SPARSE, DEFINITELY GOT POTENTIAL, INCLUSIVE, TALENTED, ILLUMINATING, GOOD FEELING, GOOD ATMOSPHERE, COOL, LOVELY

'THANKS FOR LETTING US VOLUNTEER, I THOROUGHLY ENJOYED THE EXPERIENCE AND THE ARTWORK DISPLAYED'

Amanda, Volunteer



91% of the audience surveyed told us they want to see this happen again in Poole.



44% of our audience told us they visit cultural events 1-3 times in a year, 28% 4-6 times in a year and 28% 6 or more times in a year.

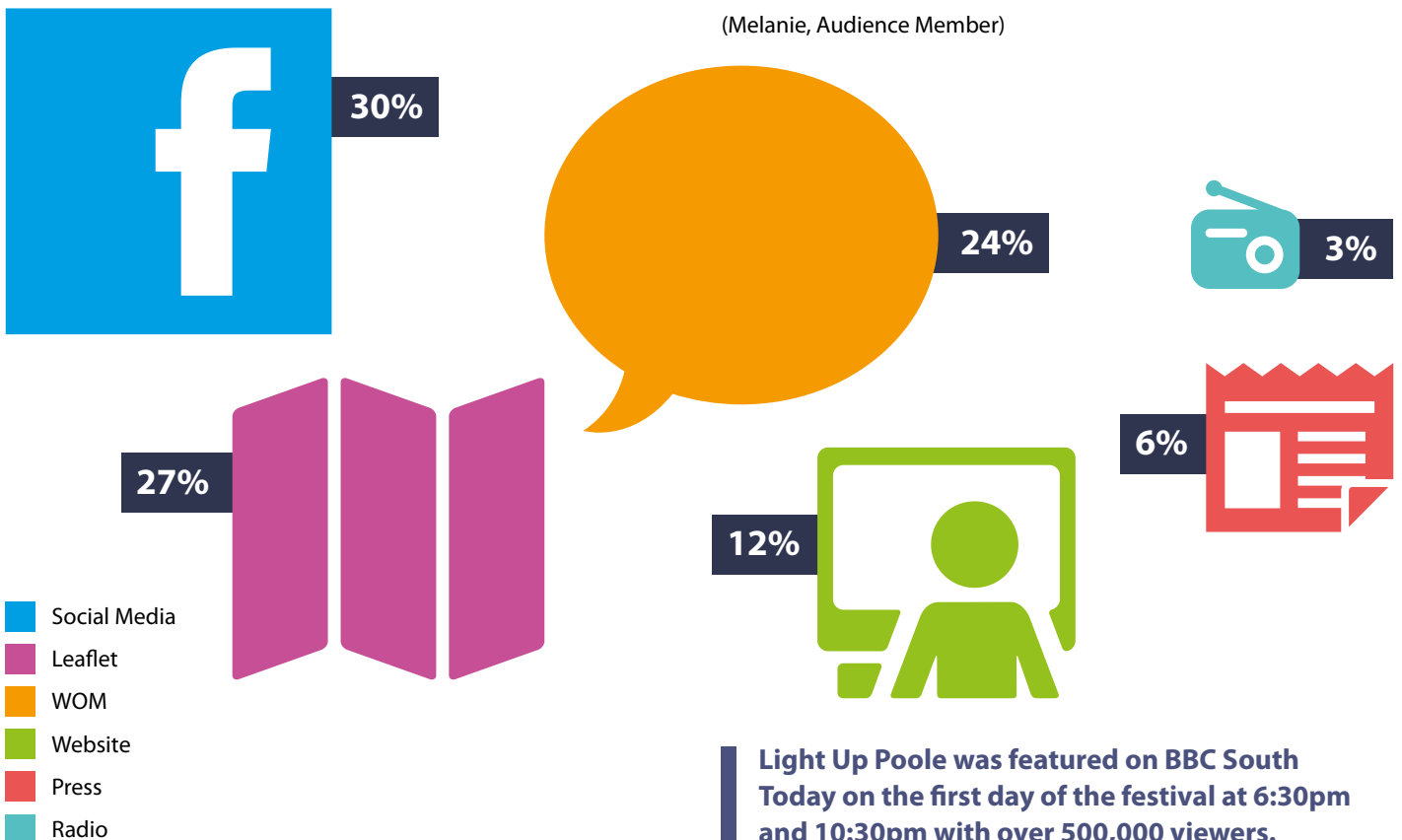
Social Impact

The impact of the marketing needs to be placed in context of both limited resources and that this was the first year with no previous history.

Illustrating the impact and importance of both traditional and modern forms of communication amongst visitors, social media, leaflets, and word of mouth were the main sources of awareness of Light Up Poole.

'I JUST WANTED TO SEND A QUICK MESSAGE CONGRATULATING YOU ALL ON A FANTASTIC JOB! WE THOROUGHLY ENJOYED IT ALL AND THE WAY THAT IT WAS SET UP AROUND THE WHOLE OF THE TOWN INSTEAD OF ONE SMALL AREA WAS GREAT. A MAGICAL EVENING!'

(Melanie, Audience Member)



Light Up Poole was featured on BBC South Today on the first day of the festival at 6:30pm and 10:30pm with over 500,000 viewers.

HOW DID WE INFORM OUR AUDIENCE?

TV, RADIO, PRESS, WEBSITE, FACEBOOK, TWITTER, INSTAGRAM, PARTNER E-NEWSLETTERS AND LEAFLETS

Our partners communicated with us online to generate interest through their social media platforms:



FACEBOOK FOLLOWERS

Light Up Poole	408
Poole BID	483
Bournemouth University	37,088
Lighthouse	13,913
Poole Borough Council	8,970
Poole Museum	1,232



TWITTER FOLLOWERS

Light Up Poole	216
Poole BID	563
Bournemouth University	51,100
Poole Museum	22,000
Borough of Poole	15,200
Lighthouse	12,200

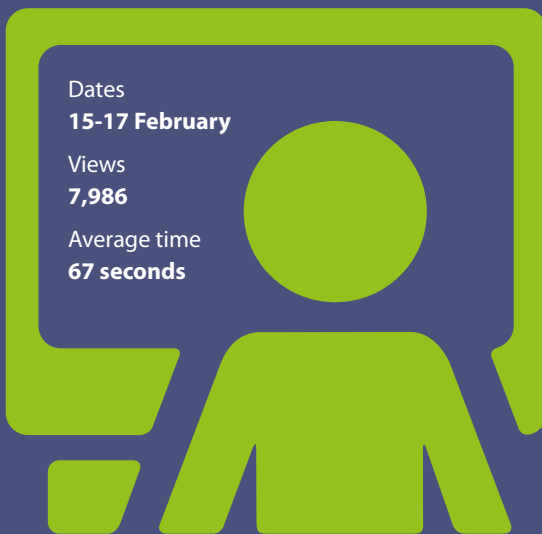


INSTAGRAM FOLLOWERS

Light Up Poole	201
Bournemouth University	10,000
Lighthouse Followers	1,088
Poole Tourism	835
Poole Museum	749
Acegrams Takeover	18,700

Social Impact

LIGHT UP POOLE WEBSITE



GLOBAL REACH

Our Engagement opportunities including the launch of Flo by Rogue Games and 'Film Poetry' helped us reach over 38 countries around the world.

USA, TAIWAN, HUNGARY, FRANCE, AUSTRALIA, ITALY, UKRAINE, GERMANY, CANADA, PERU, USA, PORTUGAL, RUSSIA, PHILIPPINES, JAPAN, ARGENTINA, SOUTH KOREA, HONG KONG AND SPAIN

To watch highlights from 2018 Light Up Poole Festival of Light go to www.lightuppoole.co.uk

A video thumbnail showing a person in profile, looking at a display of numerous small, glowing blue lights. A play button icon is overlaid on the image.

PRESS

Our 5 press releases over the 6-week lead up period generated over 50 online editorials from a range of newsfeeds including;

BOURNEMOUTH ECHO, POOLE TOGETHER, DORSET EYE, HEREFORD TIMES, HAMPSHIRE CHRONICLE, FAMILIES ON LINE, LETS GO OUT BOURNEMOUTH AND POOLE, VISIT BOURNEMOUTH, MOORBUS, PRIMARY TIES, WESSEX FM AND MAGS FOR DORSET AND YORK PRESS



A total of 1,969 people engaged through our learning and participation programme before and during the festival.

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PRINCIPAL PARTNERS

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MAJOR PARTNERS

Lighthouse, Poole

SoundStorm

Poole Borough Council

Quays Culture

Bournemouth University

Artfulscribe

Poole Museum

SBIT

SUPPORTED BY

Quay Amusements

Activate Performing Arts

RockItPoole

The Arts Development Company

Quayside Emporium

Insight Security

Dolphin Shopping Centre

For more information on partnership opportunities
please contact: Libby Battaglia, Creative Director

libby@audacious.org.uk

Join the conversation #LightUpPoole18



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twitter.com/lightuppoole



[instagram.com/lightuppoole](https://www.instagram.com/lightuppoole)

For more information visit

www.lightuppoole.co.uk

40
Lighthouse
CELEBRATING 40 YEARS IN POOLE