

2019 IMPACT REPORT

LIGHT UP POOLE

DIGITAL LIGHT ART FESTIVAL
THU 21 - SAT 23 FEB 2019

'CONGRATULATIONS @
ARTSAMBITIONS @LIGHTUPPOOLE
@BIDPOOLE ON ANOTHER
EXCEPTIONAL FESTIVAL. SOME
FANTASTIC WORK ON VIEW'

Phil Gibby, Director Arts Council South West

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Lighthouse
POOLE'S CENTRE FOR THE ARTS

For more information visit
www.lightuppoole.co.uk

About Light Up Poole

More than 40,000 visitors enjoyed three nights of extraordinary digital light art spectacles in Poole's historic town centre, high street and waterfront, complemented by participatory events and STEM-led learning activities in local schools and colleges.

It's free, for all ages, and aims to:

- Inspire and delight residents and visitors through an accessible, immersive, collective experience
- Open up Poole's fascinating maritime history to visitors and residents and choose locations with interesting stories to tell to deepen engagement and learning
- Make people think differently about winter and look ahead to lighter nights
- Trigger curiosity about how art is presented outdoors
- Promote and encourage science, engineering and technology learning
- Grow Poole's international reputation as a destination for artistic excellence and cultural learning
- Drive economic growth and off-season tourism
- Develop partnerships locally and internationally that nurture artistic talent and contribute to the development of digital light art as an art form.

Light Up Poole is produced by Audacious community interest company.

'LIGHT UP POOLE IS A GREAT WAY TO DEMYSTIFY THE ARTS AND CULTURE FOR THOSE WHO HAVEN'T BEEN INVOLVED BEFORE – A BRILLIANT GATEWAY TO GETTING PEOPLE TO ENGAGE MORE WIDELY'

Councillor John Challinor



'The Photon Shop', Southampton University



Photography by Elliot Franks

Cover: 'Harbour Glow' by Audacious and James Smith

Back cover: 'Horizon' by The Projection Studio

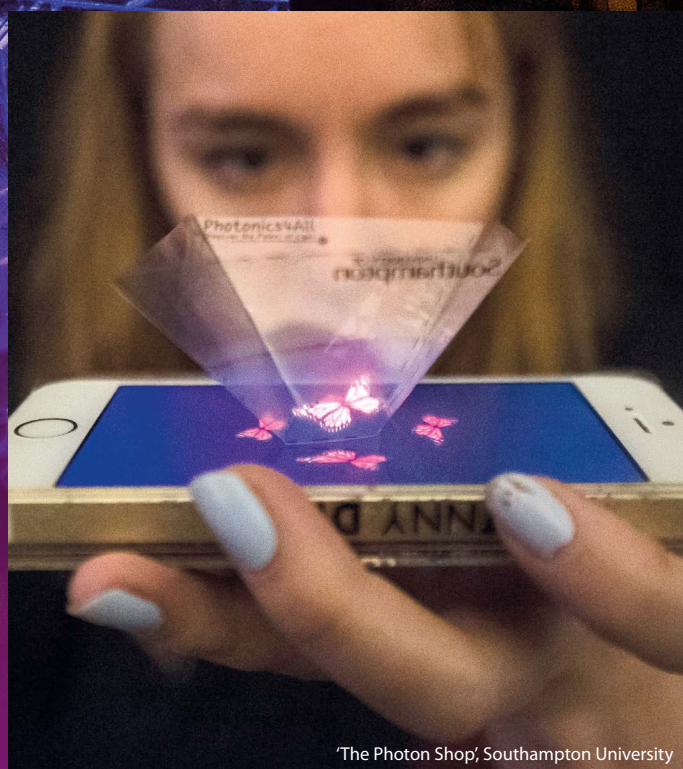
Inside cover: 'Rhizome' by Tom and Lien Dekyvere

What did we achieve in 2019?

- 47 artists from 4 different countries and 26 local
- 14 new installations
- 14 learning opportunities
- 23 art works
- 4 international partners
- 4 universities
- 933 school children
- 9 schools
- 176 students
- 13 local community groups
- 161 volunteers



'NYX' by Gijs van Bon



'The Photon Shop', Southampton University

'I WOULD LIKE TO TAKE THIS OPPORTUNITY TO SAY A MASSIVE THANK YOU TO EVERYONE INVOLVED AS MY DAUGHTER LILLY WAKEFIELD HAS HAD AN AMAZING TIME WITH LEARNING ABOUT THE SOUNDS AND HOW INVOLVED IT CAN BE.'

Tess Wakefield, parent from Carter School, Poole.

'Horizon' by The Projection Studio

Regional Impact

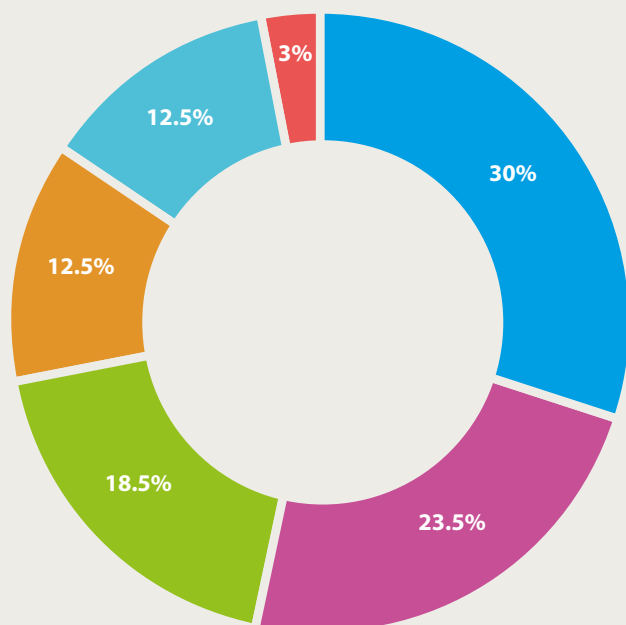
KEY STATISTICS

- 51% go to 1-3 cultural events a year
- 92.5% planned their visit to Poole and 7.5% chanced upon it
- 77% visit in groups of 3+ suggesting this is a family event and motivations for attending are overwhelmingly social, though entertainment value and perceptions of quality are also important
- 96.20% of respondents want to see this event happen again in Poole



Crowds outside St James' Church, Poole

2019 VISITOR ORIGIN



- Poole Town Centre 30%
- Rest of Poole 23.5%
- Bournemouth 18.5%
- Dorset 12.5%
- Rest of UK 12.5%
- International 3%

'... OUR SCOUTS LOVED THIS YEAR'S FESTIVAL AND WENT AWAY BUZZING! SO WELL DONE ON ANOTHER GREAT EVENT!'

Broadstone Scout Group Leader

FOOTFALL

This years event saw a doubling of visitors.

40,000+

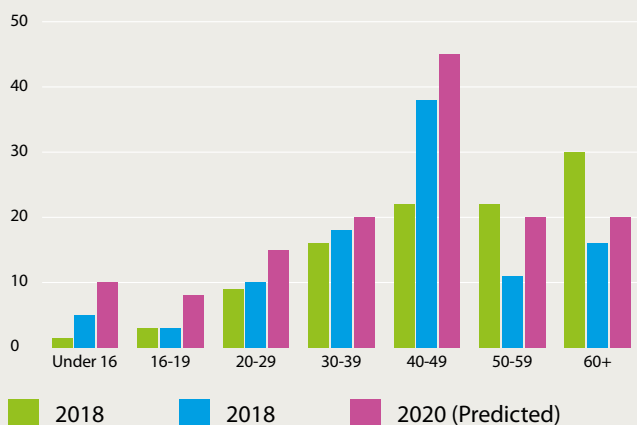
2019

20,000+

2018

INCLUSIVITY

Light Up Poole attracts younger audiences with 20-49 year-olds making up 65% of respondents. The proportion of people attending Light Up Poole decreases more steadily in the older age groups. However in the broader arts sector, this trend is reversed.



'Lighting Up Loggy' by Poole Museum

Economic Impact

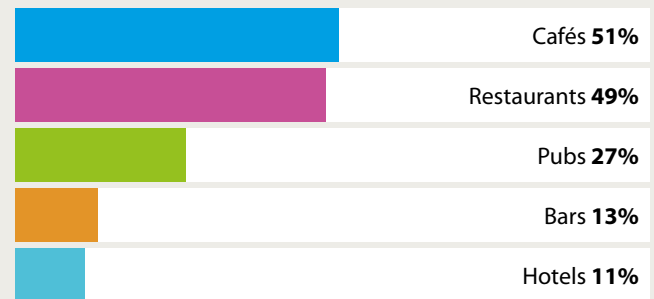
LUP feeds the local, evening and tourism economy during the winter months bringing residents out and new visitors into town.

'IT DIDN'T TAKE LONG AT ALL FOR US AS A BOARD TO AGREE THAT POOLE BID WOULD BE THE KEY SPONSOR FOR THE SECOND YEAR OF LIGHT UP POOLE. THIS EVENT CONTAINS ALL OF THE VITAL ELEMENTS THAT ARE NEEDED TO GENERATE INTEREST: IT'S QUIRKY, COLOURFUL, ARTISTIC, CAPTIVATING AND IT HAS SOMETHING FOR EVERY AGE RANGE. WE'VE RECEIVED A SIGNIFICANT AMOUNT OF FEEDBACK, ALL OF IT POSITIVE, CONFIRMING OUR BELIEF THAT THIS IS NOW POOLE'S SIGNATURE EVENT.'

Adam Keen Chair, Poole Business Improvement District

2019 AUDIENCE BEHAVIOUR

The chart below shows the percentage of visitors who used a range of different services throughout the town.



'THANK YOU TO POOLE BID FOR LIGHT UP POOLE. THE EVENT WAS A GREAT SUCCESS TO OUR BUSINESS, WITH OUR TARGETS BEATEN EACH DAY.'

Kaylee Herbert Director, Harlees Fish and Chip Shop & Restaurant

LOCAL BUSINESSES' TURNOVER

Poole Bid report on local businesses' turnover:

93%

2019 (includes additional 33% in Year 2)

60%

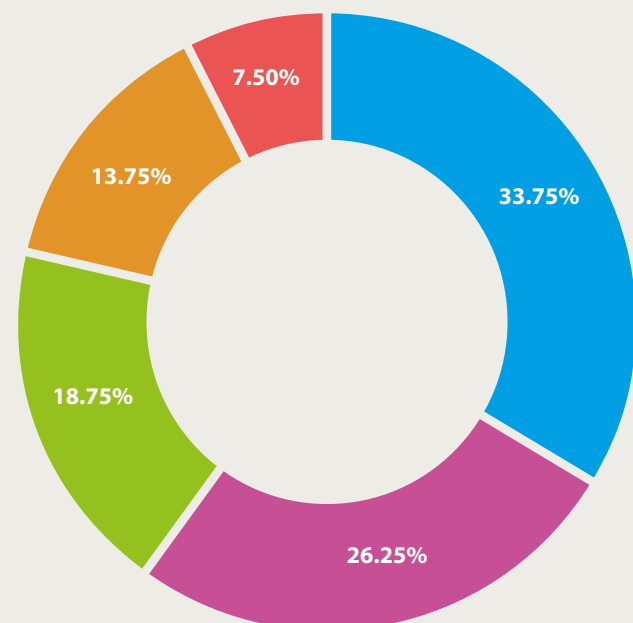
2018

Social Reach

In 2019 our marketing strategy included:

- 40,000 leaflets distributed in various venues and schools across Bournemouth and Poole
- 5,000 A3 posters for social housing locations, town centre shops etc
- 10 Banners throughout the town
- A3 signs alongside each installation
- VIP event at Poole Museum
- Mentions in 41 different publications (print and online)
- Range of artist promo videos
- 2018 promotional film
- 2019 promotional film and 5-minute documentary
- Symposium filmed for evaluation

HOW DID OUR AUDIENCE HEAR ABOUT LIGHT UP POOLE









- Social Media **33.75%**
- Branded Leaflet **26.25%**
- Word of Mouth **18.75%**
- Website **13.75%**
- Press **7.50%**

Light Up Poole featured on BBC South Today morning, lunchtime and evening coverage on the festival launch day as well as various radio stations including BBC Solent, Wave 105 and Forest FM.

'Zenith' by The Projection Studio

HOW DID WE COMMUNICATE WITH OUR AUDIENCE?

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. During the festival over 30,000 visited Light Up Poole website.

CHANNEL	2019	2018
	827	408
LUP Facebook likes / followers		
	544	216
LUP Twitter followers		
	624	201
LUP Instagram followers		
	30,152	7,986
LUP Website views		
	39	38
Global Reach (Countries)		
	40+	50+
Online editorials		



'Celestial Beings' by Elixir Circus Arts

Artistic Impact

Audacious is at the cutting edge of light art creativity supported by an international reputation and a host of artists and partners from around the world who want to bring their skills and ideas to Poole to advance light art as an art form and develop talent in Poole.

We work at the intersection of art and technology, our installations combine a range of disciplines including light, sound, software, product design, architecture, sculpture and interaction design. For our audiences this means the experience is often meaningful, interactive and unexpected and for our artists it means the technology is helping artists realise their creations and express their ideas in ways that were not previously possible.

Beyond the unique historic and waterside draw of Poole, LUP has a fast-growing reputation for taking artistic risks and offering a platform for new and interesting work. We work with our university partners to develop young emerging artists and technologists and showcase new ideas and digital work.

'...I REALLY ENJOYED LIGHT UP POOLE THIS YEAR. I THOUGHT IT WAS MORE AMBITIOUS AND EFFECTIVE THAN LAST YEAR ... THERE WAS A LOVELY ATMOSPHERE IN TOWN. IT MADE ME PROUD TO LIVE HERE'

Sarah Scannell, audience member

'I FOUND LISTENING TO THE DIGITAL ARTISTS TALK ABOUT THEIR WORK DURING THE LIGHT ART SYMPOSIUM ABSOLUTELY FASCINATING'

Gemma Aldred, festival artist



'Stargate' by Andy McKeown

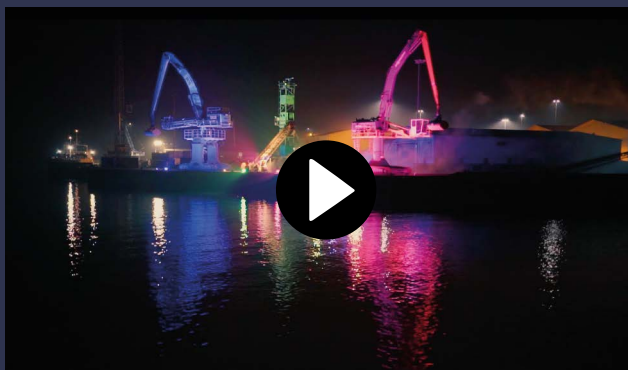
2020 AIMS AND AMBITIONS

- Reach 60,000 visitors (50% increase on 2019)
- Extend the Light Up time by an hour (6pm to 10pm)
- Enhance the day time programme with talks and workshops to explore and share Technology, Engineering, Art, Music and Science (TEAMS) through a three-day arts and science conference
- Introduce 2020 theme 'Spectrum' celebrating differences, including Poole's coastal, heritage and urban features, reflections and refraction, wavelengths and frequencies
- Enhance our schools programme building on our innovative Projection Mapping pilot
- Enhance our community programme by working with local charities in Poole to create their own work to show at the Festival
- Create a year-round presence through our learning programme and a new initiative to showcase our artists to high net worth individuals and local businesses
- Grow our band of amazing volunteers from 161 to 190 and provide training to enable volunteers to engage confidently with our artists and audiences
- Set up a digital museum showcasing local talent through our partnerships with universities, schools and colleges
- Introduce ticketed events.



'The WeatherMACHINE' by Wild Strawberry Media

To watch highlights from 2019 Light Up
Poole Festival of Light go to:
www.lightuppoole.co.uk



**'IT HAS BEEN A GREAT HONOUR TO
BE PART OF LIGHT UP POOLE. WE
HAVE SEEN SEVERAL ART FESTIVALS
WORLDWIDE WITH EACH OF THEM
HAVING THEIR SPECIFIC IDENTITY.
POOLE HAS A LOT OF POTENTIAL TO
BECOME A MAJOR PLAYER'**

Tom Dekyvere, festival artist

Join the conversation #LightUpPoole

 facebook.com/lightuppoole
 twitter.com/lightuppoole
 instagram.com/lightuppoole

**For more information on partnership opportunities please contact
Libby Battaglia, Creative Director and CEO, libby@audacious.org.uk**

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