

LIGHT UP POOLE

DIGITAL LIGHT ART FESTIVAL 2020 IMPACT REPORT



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



ABOUT LIGHT UP POOLE

Light Up Poole Digital Light Art Festival engages and enriches audiences with ambitious contemporary light works that share innovation and encourage dialogue. It's a cultural celebration, and plays an important role in civic pride and Poole's tourism and night-time economies.

Complemented by participatory and community initiatives and STEM-led learning activities including in local schools, colleges and universities, LUP is free, for all ages, and aims to trigger curiosity about how art is presented outdoors.

Light Up Poole is produced by Audacious, a community interest company created to "bring communities together in a collective and immersive experience to engage with light as a creative and interactive medium in interesting and unusual spaces."



**YOU SUPPORTED ARTISTS TO
EXPLORE 'SPECTRUM' AND
HIGHLIGHT SOCIAL ISSUES**



'The Photon Shop' by Southampton University

'A huge heartfelt THANK YOU for a wonderful, uplifting experience on a drizzly night in Poole. Just beautiful! I particularly enjoyed the talk about the work of the European Space Agency. What a coup to get someone who is so knowledgeable and interesting!'

Sylvia Webster, Audience Member


'Hope: What do you have faith in?' by AndNow



**YOU ENABLED 39,423
PEOPLE TO PARTICIPATE**

'The best projects break down the barriers between people and publicly funded culture – Light Up Poole feels like the future.'

Adam Gent, Senior Relationship Manager,
Arts Council England



'Rainbow in the Dark' by Benjamin Clegg
Photography by Elliott Franks

'In three short years Light Up Poole has become a signature event for Poole, enabling residents and visitors to experience the town centre's historic and natural environment through the medium of contemporary light artwork.'

Mark Howell, Poole Town Councillor, Deputy Leader of BCP Council and Portfolio Holder for Regeneration & Culture



'Light Spectrum' by Siemens Mobility Limited

ARTISTIC IMPACT

'It was good to collaborate with the Audacious team in working out the best way to display 'The Osprey' sculpture and this has opened up exciting new ideas for the development of future artworks.'

Michael Condron, Artist

YOU ENABLED US TO
DEVELOP ARTISTS IN
NEW WAYS



YOU HELPED US TO INSPIRE
YOUNG PEOPLE TO DEVELOP
THEIR CREATIVITY



'Jack Thacker's workshop was a
masterclass in how to teach poetry
to children.'

Anthony Evans, Avonwood Primary School

Top: 'Interception' by Audacious and James Smith

Left: 'The Osprey' by Michael Condron

Centre: Digital Display of Poetry by Primary Schools across Poole

SOCIAL REACH

Our work enables communities to be creative, participate in high-quality culture and make sense of the world we live in.

'Shell-like' by Mark Parry



**YOU HELPED CONNECT ASPIRING
ARTISTS WITH PROFESSIONALS IN
MEANINGFUL WAYS**



'Psychadelatron' by Wild Strawberry Media Ltd

**YOU SUPPORTED
21 COMMISSIONED
ARTWORKS**



'Space Major Lumiere 2323' by Squidge and Pop

PARTICIPATION AND ENGAGEMENT

Volunteering is a form of philanthropy and makes magical events like Light Up Poole possible. Our amazing volunteers provide huge resource to ensure the success, scale, and social & economic impact of our Festival.

This year, 227 sparkling volunteers are to be commended for their energy and 1,348 hours of skill and expertise given to LUP. We trained them to help with escorting artists and enabling audiences to participate in several installations including 1-in-4 and Interception; they checked tickets, were drenched by our rainbow, dressed up, gave out thousands of candles and much more!

'Hope: What do you have faith in?' by AndNow



**YOU EMBRACED
PARTICIPATORY ART FROM
INTERNATIONAL ARTISTS**

'I was honoured to be a volunteer as part of the installation in St James Church, which was a most inspiring and thought-provoking experience, especially as we face this present uncertainty. Well done to the artists and your team for all of your organisation, you also had the weather to contend with but you made it through'

Angela Turner, Festival Volunteer

'Loved the interactive shows, being part of the experience, learnt something new with Southampton University - spending time with family where we all had fun.'

Nikki, survey respondent

Dr. Janina Ramirez



YOU HELPED US INTRODUCE AN EXCITING, ECLECTIC PROGRAMME OF TALKS WITH SPEAKERS FROM DORSET AND AROUND THE GLOBE

Dr. Janina Ramirez

Mathmos Originals

PROGRAMME HIGHLIGHTS

Inspired by the theme 'Spectrum', artists explored differences in the world we live in today including disability, social exclusion and faith. Using Poole's unique architecture as a backdrop they presented the reflective qualities of light and the physics of wavelengths and frequencies.

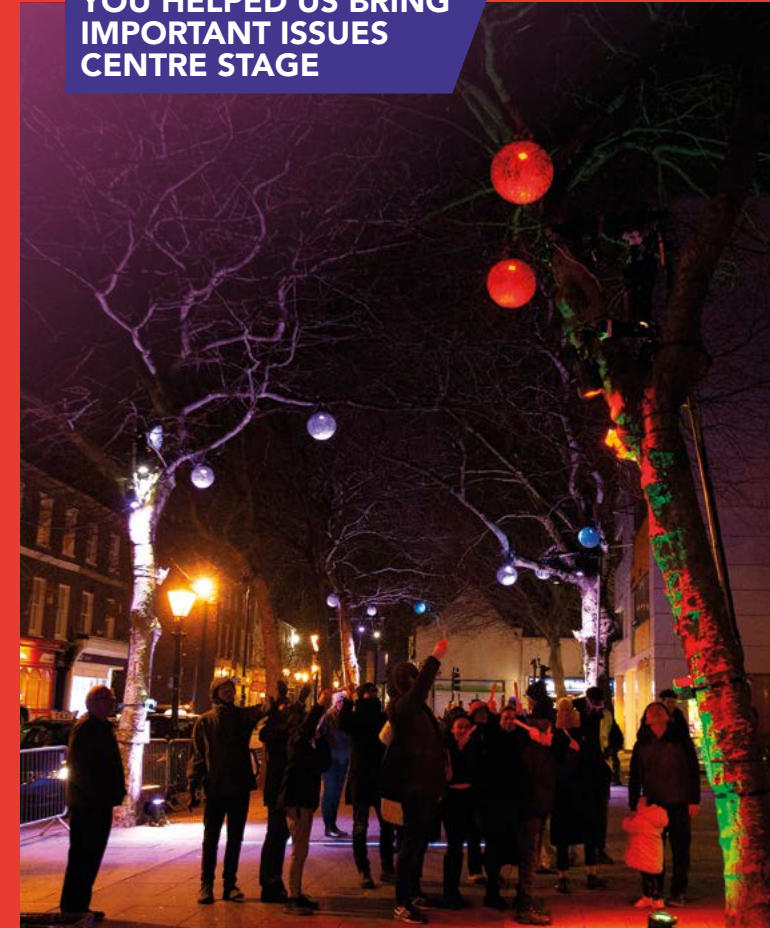
**YOU CAME TOGETHER
TO SEE BRILLIANT NEW
ART WORKS**

**'We loved the science activities my
children loved the hands-on approach
and loved the rainbow.'**

Lydia, survey respondent



**YOU HELPED US BRING
IMPORTANT ISSUES
CENTRE STAGE**



'1 in 4' by Fuse Arts and Zeta Motion

**'1 in 4 was not only a beacon for
mental health awareness, but also
represented what is likely the largest
motion capture installation worldwide
to date'**

Fuse Arts Collective

'Interception' by Audacious and James Smith

LIGHT UP POOLE 2020 IN NUMBERS

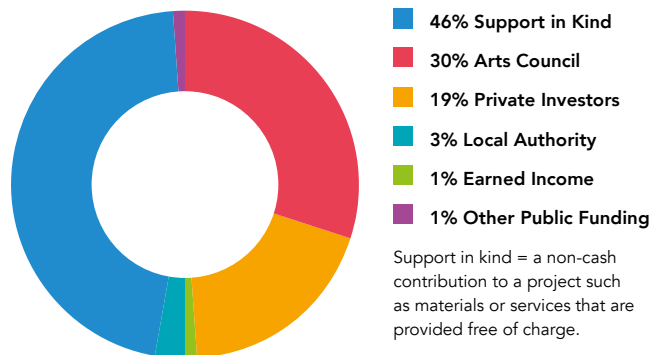
The majority of our financial support comes from Arts Council England, Poole Business Improvement District and private investors.

- 63 local and regional artists, creatives and technicians
- 20 international and national artists, creatives and technicians
- 21 new commissions
- 23 learning and participation opportunities
- 6 universities, 1 local college and 15 schools participated
- 574 people attended a workshop
- 336 people experienced our talks
- 227 volunteers supported us
- 38 partners worked with us

'Poole was really busy with families and lots of people. It totally changed the atmosphere from somewhere you wouldn't normally feel safe at night to the opposite.'

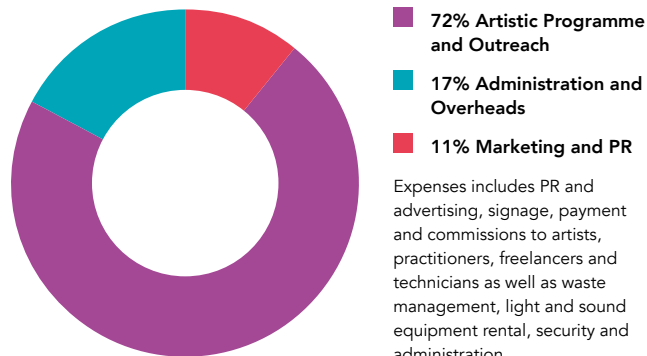
Jack, survey respondent

Revenue 2020



Support in kind = a non-cash contribution to a project such as materials or services that are provided free of charge.

Expenses 2020



Expenses includes PR and advertising, signage, payment and commissions to artists, practitioners, freelancers and technicians as well as waste management, light and sound equipment rental, security and administration.

54,326

Visitors came to Poole

£2,102,465

Estimated economic impact

Participation and Engagement

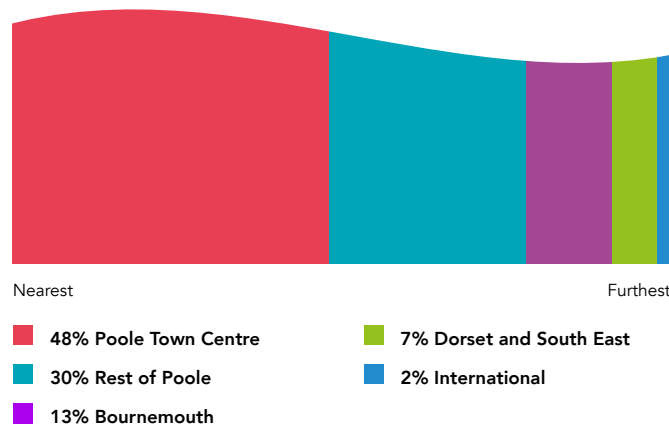
- 174 university students participated by presenting new work
- 75 people built a 'Squirrel Beacon' with Barclays Eagle Lab Bournemouth
- 4,381 visited Poole Museum to learn more about Mathmos Originals
- 965 people told us what they have hope and faith in
- 1,770 people lit candles in the church
- 2,020 individuals contributed to 'Community Chandelier'
- 1,800 engaged with 'Interception'
- 2,450 visited Birds of Poole Harbour to learn more about ospreys
- 160 primary school children participated in poetry workshops
- 300 people participated in Light Painting workshops
- 163 people participated in 'Spektrum' music project
- 30 residents visited Brownsea Island for 'Window Wonderland'
- Over 2,000 people discovered Southampton University's Photon Shop
- 8,224 people engaged with 1-in-4 to learn more about mental health
- 227 volunteers gave us 1,348 hours of skill and expertise

About Our Audience

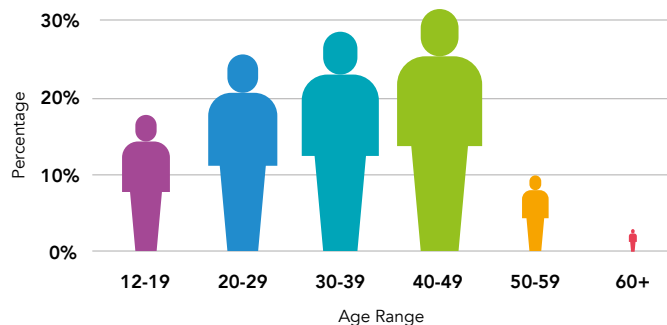
Light festivals encourage social cohesion and enable residents to reimagine their public spaces:

- 77% visited in groups of 2+, 37% in groups of 4+, suggesting this is a family event
- 92% planned their visit and 8% chanced upon it
- 46% go to 1 – 3 cultural events a year, 25% 4-6 and 29% 6 or more

WHERE ARE THEY FROM?

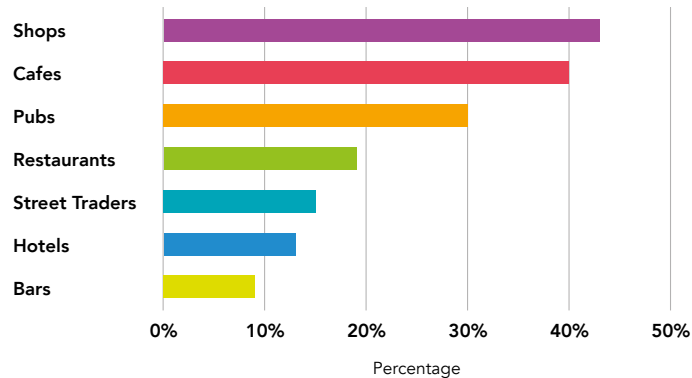


AGE OF SURVEY RESPONDENTS



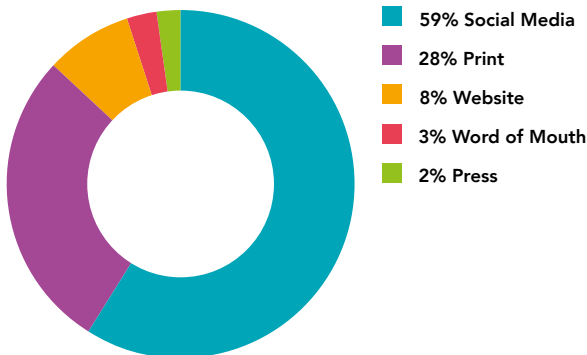
WHAT DID THEY DO?

24% of respondents visited hotels, restaurants, cafes, bars, pubs and shops. Of those who used local services we saw:



HOW DID THEY HEAR ABOUT US?

Social Media was the most effective promotional tool:



SOCIAL MEDIA



WHAT DID WE DO?

- 40,000 Leaflets
- 1,000 A5 Flyers
- 20 Banners
- 40 A3 Foamex Boards
- 50 A4 Posters
- 6 Press releases generated 22 editorials

WEB AND BROADCASTING REACH

- 45,040 Website views with 16,779 new users
- 61% of our users are 34 yrs old and below

They are interested in sports, running, walking and cycling, computers, electronics, technology, food and drink, cooking, travel and heritage.

Light Up Poole was featured for the third year on BBC South Today where 'Rainbow in the Dark' by Benjamin Clegg accompanied the live weather report. We also made The Week in Pictures in The Times.

'I love walking through town wondering what you're going to see next. I love that even my son with profound disabilities can get involved and loves the sensory fun that comes with all the coloured lights. I love the friendly staff and the fact that the kids get loads of exercise without complaining!'

Ian, survey respondent

Light Up Poole Highlights



Light Up Poole Audience Feedback



PRINCIPAL PARTNERS



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ENGLAND**



'Rainbow in the Dark' by Benjamin Clegg
All images by Elliott Franks

MAJOR PARTNERS



Lighthouse
POOLE'S CENTRE FOR THE ARTS



wave
arts education agency



ThingsConnected
Bournemouth



Southampton
UNIVERSITY OF

ROBE



SUPPORTERS Thistle Hotel | Siemens Mobility Limited | Poole Housing Partnership | Birds of Poole Harbour | The National Trust | Durham University | The Ordered Universe | Arts University Bournemouth | SoundStorm
The European Space Agency | Michael Grubb Studio | Barclays Eagle Lab Bournemouth | Bournemouth and Poole College | Routes to Roots | Electrochemical Circus | Dark Energy Survey