



## IMPACT REPORT

**Over 3 packed days between 17-19th September 2021** Holmfirth Arts Festival celebrated our unique and beautiful area by inviting the best local, national and international artists to respond to the theme of the environment, in all its diversity.

Having created an online Festival in 2020 due to Covid and postponed from June to September, the 2021 Festival was one of the first live Festivals in the town since 2019.

‘It is so lovely to see so many people here/  
out/ together’

‘Fabulous!’



Biscuithead and the Biscuit Badgers



Urban Astronaut by Highly Sprung Performance Company

- Over 8,300 live audience enjoyed performances, exhibitions, and installations both indoors and outdoors immersing themselves in street theatre, circus music, comedy, outdoor walks and art trails.
- Over 121,000 digital audiences across all social channels and website, augmented by 3 online Festival magazine programmes developing the Festival’s hybrid event offer across digital and live audiences spaces.
- 148 artists from Holmfirth and across the UK were commissioned or booked to bring high quality art to our audiences in Holmfirth.

- 364 days of work for artists.
- 15 commissions of new work.
- The launch of the annual Steve Sykes Commission for new art inspired by the Holme Valley.
- 1,144 participants of all ages, abilities and ethnicities took part in the creative community engagement programme – Art in the Woods, Carbon Capture Sculpture in the Community and the History of Holmfirth Parade.





‘Wonderful to see smiling faces, laughing children and people getting involved in the performances and activities.’ Audience member



Khooghi by Kauser Mukhtar



Square Peg Activities in the History of Holmfirth Parade by Edgelands Arts  
Photo by RASQ Photography

### Key Audience Facts

- 24% of the audience came from outside of the local area.
- 36% of audiences had not attended before.
- 95 % of audiences would attend again.
- 11 % of audiences identify as disabled.
- 12% of the audience identified as non White/British/English.
- 4% of the audience were over 65.



*‘Inspiring performances, mix of artistic genres, introduction to different arts, theatre, skills for children in particular which helps them appreciate the many talents people can have. It brings what normally is only available in the big cities to our beautiful valley and so much is free, it can be genuinely enjoyed and appreciated by the whole community.’ Audience*



Coming Holme by Tom Holman-Sheard  
for the inaugural Steve Sykes Commission for new art inspired by the Holme Valley

# Impact of the Festival



## Social Impact

*“Yr3 were absolutely buzzing with excitement working with @dragonwillow today creating willow rabbit sculptures to be exhibited as part of Art in the Woods. Thank you! You were BRILLIANT!” Meltham C of E School*

*‘Encourages families to be positive after the Covid year.’ Audience*

*‘Wonderful audiences at the Holmfirth Arts Festival 2021 and such a fabulous feeling of the community coming together post-lockdown.’*

## Artist



Square Peg Activities in the History of Holmfirth Parade by Edgelands Arts  
Photo by RASQ Photography



History of Holmfirth Parade by Edgelands Arts Photo by RASQ Photography

*‘Stunning!!’*



## Cultural impact

The surprising and unique programme combined diversity, inclusivity, as well as traditional and new artistic experiences allowed people to broaden their cultural horizons and those of their families, encouraging them to try something new and different.

*‘(The festival is) Friendship, diversity, fun and laughter’  
Audience*



## Economic Impact

- Positive profile for the town achieved by national, regional and local news coverage has potential to stimulate return visits
- Footfall counter in one part of the town shows 100% increase in footfall on Festival weekend when compared to the same dates in 2020.

More detailed assessment of local business performance during the Festival is required to get a more accurate picture of the Festival’s economic impact.

*‘Our takings were better on both Saturday and Sunday’ Business owner*

## Environmental Impact



Carbon footprint for the 2021 Festival is estimated 3136 tCO<sub>2</sub>e, attributed mainly to travel to the Festival. The Festival aimed to reduce its carbon emissions in 2021 by:

- ✦ Reducing travel to and from Holmfirth for meetings and event planning by 70%
- ✦ Reducing our print of programme brochures by 12.5% and print of administrative papers by 80%
- ✦ Using natural, sustainable or recycled materials for Art in the Woods installation
- ✦ offsetting 1.5 tCO<sub>2</sub>e by planting 9 trees in community locations
- ✦ Using recycled card and discarded fabrics in the parade and recycling these after use

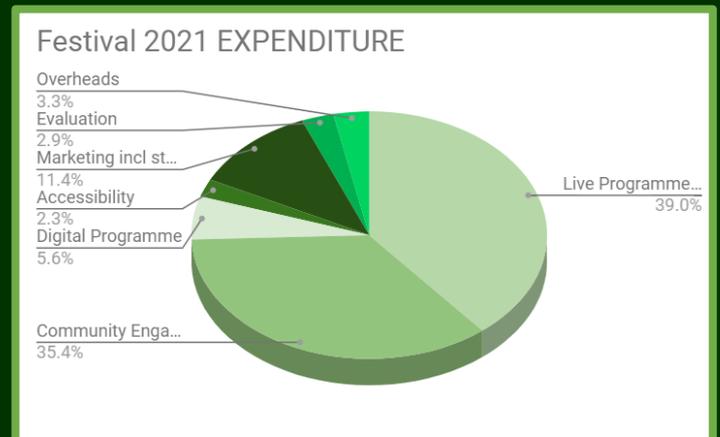
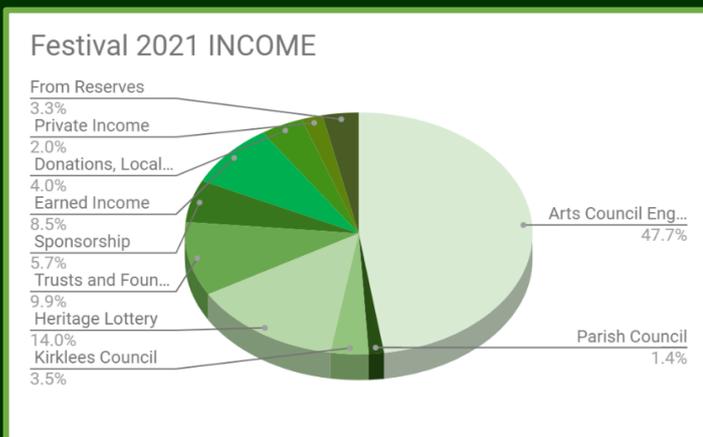


Rachel Smith with New Mill Schools at Art in the Woods

Measures are not yet detailed enough to reflect the true environmental impact of the Festival and HAF needs to implement further carbon reduction/sequestration targets/incentives for the future.



## Finances



## Festival Team



The Festival team includes a freelance part time Festival Director, 7 freelance part time staff, an experienced Board and a regular Supporters Group of 25 local residents which expands to around 40 people during the Festival weekend. The Festival would not happen without the hard work of the Board and volunteers who raise funds, host and welcome artists, run bars, collect donations, help manage venues and ensure that the Festival is welcoming to all.

*“It's been grand - a brilliant achievement. A great job from the Festival team”* Festival Supporter



Holmfirth Arts Festival is a company registered in England as Holmfirth Art and Music Ltd, company number 07198613. Holmfirth Art & Music is a charity, registration number 1141623