

# Creativity in the Landscape

May to September 2025

**BIG FREE WEEKEND:** Saturday 14th & Sunday 15th June

**TICKETED EVENTS:** June to September



## 2025 Impact Report

## This Years Festival:

From May to September 2025, Holmfirth Arts Festival filled the Holme Valley with performances, music, walks, installations, and community creativity. Preceded by an extensive community engagement programme and anchored by the Big Free Weekend on 14–15 June, this year's festival celebrated Creativity in the Landscape, exploring how art connects people, place, and the environment.

**We delivered an ambitious, inclusive, and environmentally conscious programme that brought thousands together to celebrate the valley's cultural life.**

## At a Glance:

**3,300+** people took part across the summer season

**2,300+** attendees at the Big Free Weekend

**87.5%** rated their experience Excellent or Very Good

**100%** said they would come again

Over **500 tickets** sold for paid events

Digital audience grew to 3.3k Facebook and 2k Instagram followers, reaching **70,000+ people** online

## Audiences said:

**"Such a lovely event, beautiful art installations and amazing performances all weekend. Thanks so much."**



SEED by Pif Pat



Accelerate by Highly Sprung Performance Co



The Graveship of Holme Pageant

## Heritage and Belonging

Funding from the National Lottery Heritage Fund and the Graveship of Holme supported the co-creation of the **Graveship of Holme project, engaging over 1,400 people across seven Holme Valley townships**. Through workshops, performances and community-led exhibitions, residents explored and celebrated their shared heritage, deepening connections to the landscape and lived history of the rural region. The project culminated in a large community pageant at the Big Weekend.

### Participants said:

**"Thank you for the the brilliant workshops."**

**"We all thoroughly enjoyed the events."**

**"Many thanks again for the opportunities and your support."**



The Graveship of Holme Walk

## Environmental Action:

The 2025 festival embedded environmental awareness in its programming throughout the Big Weekend, guided walks and through our first **Eco Expo** interactive exhibition in collaboration with artists, local environmental groups and climate scientists from the Universities of Leeds and Sheffield.

This year also marked our first step towards carbon neutrality.

- We began carbon monitoring using TRACE, an industry standard tool.
- Collected data on energy, transport, and materials use.

**Audiences praised our environmental focus as "clear, creative, and inspiring."**



River of Art

## Wellbeing, Access and Inclusion:

We strived to remove all barriers to inclusion through dedicated access and inclusion support throughout the festival and by ensuring a balanced diverse and inclusive programme. Our free to access participatory programme including the **Graveship of Holme Pageant, Creativity in Care Homes and the River of Art projects** involved schools, community groups across and care homes across the Valley

**500 people of which almost 50% had protected characteristics helped co-create the River of Art Trail.**

## Audiences said:

**“We love the art in the river, it’s so nice to see instead of the trolleys”**

**“We loved the River of Art”**

**“It was very inclusive! We don’t use sign language but still found the sign language interpreter added to the performances!”**



Samantha Greem BSL Interpreter  
photo by Elspeth Moore

## Strengthening the Festival:

Behind the scenes, 2025 was a year of renewal and future planning:

- A new Theory of Change and Evaluation Framework now guide our development and impact tracking.
- We migrated to Google Workspace, improving communication and continuity.
- Successful new trustee recruitment strengthened our leadership.
- Regional media coverage grew, with features in the Yorkshire Post, Huddersfield Hub, and BBC Radio Leeds.

## Audiences said:

**"It's great to see everyone out, we'll be back tomorrow"**

**"A big thank you — I really enjoyed the festival! It was such a lovely atmosphere and great to see the community brought together like that. The variety of performances and art was brilliant. Please do keep supporting events like this — they make a real difference to local life and help people feel connected, inspired, and included. I have been visiting [with] family for the last 3 years .. and will keep doing so. We always have a great time"**

**"There is a really nice 'festively' atmosphere with the music in the background. We loved the circus last year so we came back — We like the serious message in a fun way of the festival"**



Rachel Modest

## Financial Summary (subject to year end figures)

Total income expected in 2025 is £106K, driven mainly by grants (£73K) of which £30K and £34K came from Arts Council England and National Lottery Heritage Fund respectively, alongside generous donations (£24,727) and earned income from events..

At time of publication, expenditure amounted to £86K - with further expenditure anticipated in the financial year - invested directly back into the festival, ensuring high-quality programming, production, and community engagement.

## Financial Resilience

Amid a turbulent funding landscape, the festival:

- Secured full funding for the 2025 programme.
- Strengthened local partnerships and community support.
- Began developing a strategy for multi year funding and income diversification.
- Continued aligning fundraising with wellbeing, heritage, and environmental priorities.

