



# IMPACT REPORT



“ Wonderful, vibrant and uplifting ... full of colour and joy! ”

Between June and September 2024, Holmfirth Arts Festival (HAF) brought inspirational high quality arts and cultural events to the Holme Valley with the aim of enhancing the lives of artists, audiences and communities. Inspired by the River Holme and taking the theme of FLOW, it focussed on diversity, access, inclusion and belonging in a celebration of the flow of people and ideas. Keeping our environmental mission of creativity in the landscape at its heart, the eclectic programme of free and ticketed inspirational arts events in the landscape and alternative venues supported local emerging talent and professional work to include street theatre, commissions, participation, comedy, storytelling walks and a spectacular parade celebrating Ukrainian and refugee cultures.  
*Bev Adams, Festival Director*

**9,565 people engaged with the festival** in person, with a further 26800 through digital routes, a **total of 36,365**. For context, according to the 2021 Census, 4,978 people live in Holmfirth.

**8,526 people came as audience members** to an event or performance.

**772 people joined in a creative activity** themselves through a workshop or The Big Weekend parade.

**267 artists worked across the festival**, including the festival weekend and the extended programme of events.

**79% of audiences came from the Holme Valley**

# Free Big Weekend



*We need more of this*



**100% of Saturday festival goers, and 96% of Sunday festival goers, rated the day from good to excellent.**

**30% of those who came along had done so for the first time and 94% say they are coming back.**

*“The parade was great. Loved the heron and picked up on the bird theme. The combo of brass band and Samba was eclectic and fun.”*

*“Circus Raj was amazing - terrific performance, lovely audience interaction and great to see children participating (feeding the 'chicken')!”*



***“Fantastic, vibrant and friendly festival. it was a pleasure to be there.”***



# Ticketed Programme

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A big thank you!  
Without your efforts, Holmfirth  
wouldn't have such great events

”



*“A great night out at a very good price and Holmfirth with a definite Saturday night buzz.”*

*“We had a marvellous evening - loved it all. Thank you.”*

*“Delighted to see a packed hall, an enthusiastic and generous audience. The Ukrainian singers were lovely and Daria was BRILLIANT.”*

***“The volunteers were very friendly and welcoming.”***



# Meeting our Objectives

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Impressed by the music and the performance and the history of the valley.

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## Celebrating the Holme Valley

**100%** of people felt that the festival is good for Holmfirth's image and reputation.

*“Bringing people together to enjoy all sorts of cultural activities. My daughter made several costumes for the parade at art school and brownies. We all enjoyed the shows & felt enriched.”*

***“Allows people of all abilities and backgrounds to come together in the totality of the Festival experience.”***



## Raising Awareness of the Climate Emergency

**60%** of people felt that the Festival raised awareness of the climate emergency.

*“Will definitely go next year...and also spread the word... **the children loved it and it was a great way for me to talk to them about the environment.**”*

*“The recycling and reuse performance really gave a good message about helping the environment.”*



## Meeting our Objectives

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## A wonderful community event

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### Celebrating diversity

**19%** of those attending the Big Weekend identified as **people of the global majority**, compared with 3.2% of local residents identifying as such at the last census.

**“Bringing people together to enjoy all sorts of cultural activities.** My daughter made several costumes for the parade at art school and brownies. We all enjoyed the shows & felt enriched.”

At least **13 different nationalities** were represented in the parade on the Saturday of the Big Weekend



### Access and Inclusion

**94%** of people felt that the festival is welcoming for the whole community.

*“The staff were really helpful and moved seats when we needed some. One young man took us all the way to the church when we didn’t know where it was because we don’t live in the area. He was so helpful and kind.”*

**14%** of those attending the Festival identified as **disabled**.

**“Thank you so much. We all had a great time.” Home Manager, Mulberry Care Homes**



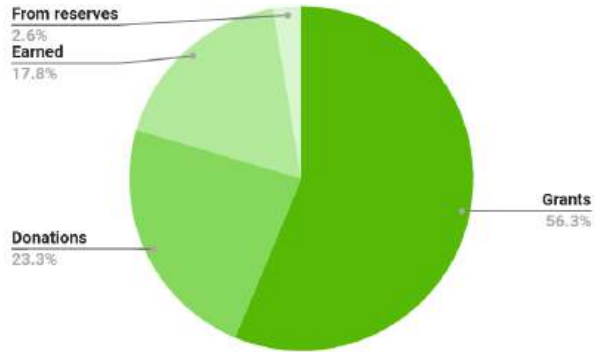
# Festival Finances



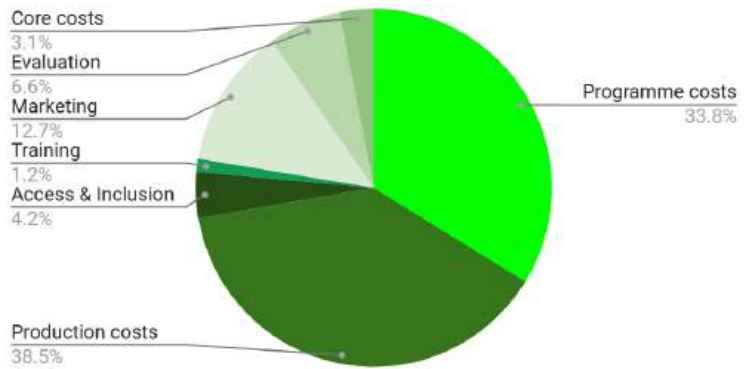
The amount of work and funder finding that goes into putting on this comprehensive and brilliant festival is phenomenal. Full praise to the Festival Manager and her team and to the Board of Trustees for their help and support. The festival is a great asset to the Holme Valley which needs to get more financial and other support from local business to help sustain its future.



## INCOME £71K + Reserves £2K



## EXPENDITURE £73K



A huge thank you to all our volunteers, supporters and funders. Photos by Amanda Crowther, John Coombes and Festival Staff/Volunteers



BIKESHED  
DIGITAL  
MEDIA

one community  
Inspiring local groups

Creative Minds

Arts For Impact  
BigGive

Longley Farm

LOTTERY FUNDED

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ENGLAND

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