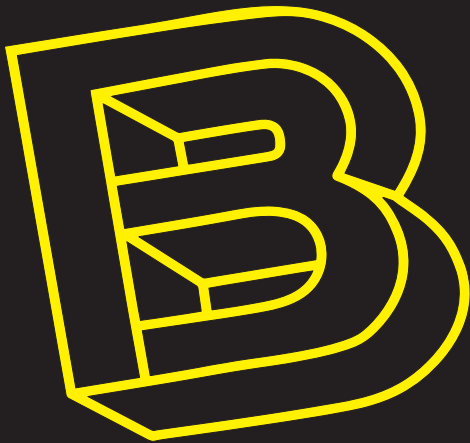


BEAF 2019 IMPACT REPORT



BOURNEMOUTH EMERGING ARTS FRINGE FESTIVAL

**SAT 4 MAY –
SUN 12 MAY 2019**

A PROGRAMME OF FREE
EVENTS TO MAKE THE AREA
COME ALIVE WITH CREATIVITY

10 DAYS OF ORIGINAL,
INSPIRATIONAL AND
EXCEPTIONAL ART EVENTS

DRAWING THOUSANDS OF
PEOPLE TO VIEW, TAKE PART,
QUESTION, EXPLORE AND
ENGAGE

***“THE FESTIVAL GOES
FROM STRENGTH TO
STRENGTH”***



Krishna Malla The Dachshund Dash Boscombe

WHAT IS BEAF?

BEAF is a voluntary run creative organisation that provides a platform to support and develop the emerging independent arts sector across Bournemouth, Christchurch and Poole.

THE WORK OF BEAF IS GUIDED BY FOUR PRINCIPLES:

- 1. Place- making:** using local knowledge, helping to develop bold, innovative arts-lead projects to enhance and improve the local environment, relating to place.
- 2. Place-branding:** helping to promote the heritage and cultural identity of the place, to create a better understanding of the world around us.
- 3. Community:** building stronger communities by involving local people and businesses with the creative community to help create positive change.
- 4. Business Development:** supporting the local creative sector to grow and develop, through actively working to find affordable workspaces and places to exhibit, perform and stage events.

*“An emphasis on not importing art; driven by the community and the creative people working in the area. The icing on the cake was people coming from London bringing different approaches, but the work produced had a strong connection to the area and people. This was very strong this year.”
(Business Funder)*



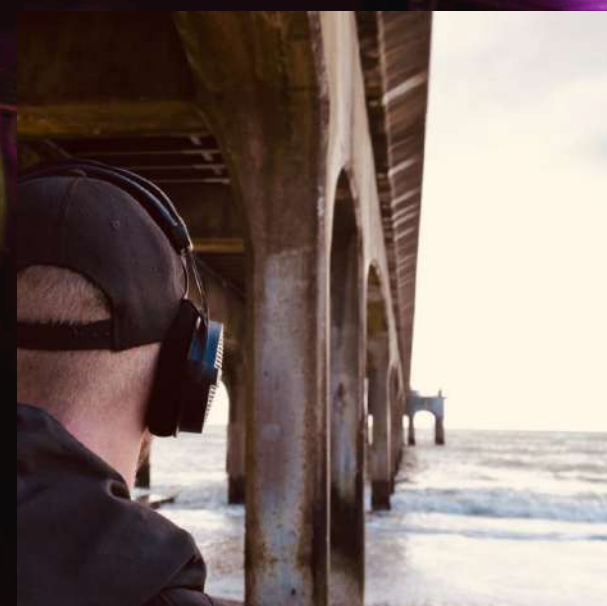
WHAT DID WE DO?

OVER 20,000 PEOPLE VISITED THE FESTIVAL IN 2019, DOUBLING OUR FIGURES FROM THE FIRST FESTIVAL IN 2018.

“This was an amazing experience, as an artist the opportunities to exhibit in Bournemouth can be limiting, but BEAF surpassed my expectations. The planning and professionalism was exceptional. It was wonderful to engage with people who would never consider visiting a gallery” MORVEN SHORTT

THE FESTIVAL INCLUDED:

43	Commissions for emerging and experienced artists, graduates and under graduates
120	Events, including exhibitions, performances, concerts, dance, film and interactive art
470	Individual creatives taking part
937	Workshop participants
130	Students and recent graduates
30	Joint events with other local arts organisations and partners
50	Different workshops for all ages
35	Young people engaged in social action and volunteering



WHERE DID OUR AUDIENCES COME FROM?

BEAF ATTRACTED A DIVERSE AUDIENCE REFLECTING THE LOCAL AREA

81 countries represented in Home and Away. Home is ...“Where I feel like a local”.
45% from Boscombe and immediate area
35% from the rest of Bournemouth
18% from Poole, Christchurch and Dorset
7% from London and SE
68% of the audience are under 45

HOW DID AUDIENCES FIND OUT ABOUT BEAF?



26% Word of Mouth
21% Social Media
17% Street & Shop promotion
14% BEAF Programme
10% Other- walking by, BEAF mailing, Radio Solent.
9% Flyers
3% BEAF website

HOW DID WE REACH OUR AUDIENCES?

-  133,158 people reached on facebook in 44 countries
-  3,282 likes 3,436 follows
1,800 twitter followers
-  1,667 instagram followers
5,000 most shared video
84% open rate by artists
Open rate 34.5% by general email list

WHAT PUBLICITY DID WE PRODUCE?

20,000 programmes distributed
500 A3 & A4 posters in local spaces
40 large scale street banners
15,000 A5 flyers, 5,000 door-to-door distribution
VIP launch event
Coverage in 30 publications

ONLINE EDITORIALS

Press and media coverage increased from 2018 with five articles in the Bournemouth Echo and extensive coverage in a Dorset Life feature 'Discover your Artistic Neighbourhood'. The Guardian featured Secret Voices and Radio Solent visited the Giant Squid being created, interviewing the artist.

IMPACT IN THE COMMUNITY AND AREA

90% of people asked said BEAF makes a good or very good difference to the community.

“Brings the community together”
“Brings people into Boscombe/greater community spirit.”
“Meet more local people and enjoy time together.”

BEAF Supports Understanding and Equality

“Giving people access to a space that everybody can enjoy equally, free from judgement can help grow us all as individuals and society.”
“I think it is a great event to enjoy by self and with friends. To meet different culture.”

BEAF Involves People

“Involves people of all ages and is very inspiring.”
“Gets people to stop and get involved rather than walk straight through.”

Uses and Gives Access to Spaces

“Opening up new venues.”
Changes perceptions of Boscombe
“I am local, more people have come to the area, removing the negative stigma”
“Builds up a social and creative community.”

BEAF is developing it's “own voice” and in 2019 was more “of the community”.



IMPACT ON THE BUSINESSES

“Yes to a 2020 festival”

100 businesses on Boscombe Precinct, in the Sovereign Centre and Royal Arcade were engaged with before, during and after the festival.

“Aware the shop was very busy and manager said it is because the festival is on... felt about 30% busier than last year. So must be bringing people onto the High Street. That is my opportunity to get people in.”

“All went well and glad to support it. It brought in a fair few people and is a popular event.”

52% of the audience said they had or were planning to buy food and drink as part of the festival.

“The festival created a positive atmosphere in Boscombe and created conversations about art and what is going on.”

“I saw people with the programme...saw them going from unit to unit. It brought people in...can't quantify it, but it brought people here.”



Rimski & Handkerchief Wind Up at Home
Demeter Dykes Forest
The Outsiders Project Shelley Mitchell
Lauren Foster God has No Favourites

IMPACT ON THE ARTISTS

For many artists BEAF festival was their first professional commission.

FOR EARLY CAREER ARTISTS:

“gave me huge belief that I could do something new. Set a higher bar about how to reach out to different groups and how to sell myself to get it done. Given me confidence and bigger ambitions.”

FOR ARTISTS WANTING TO DEVELOP AND TEST NEW IDEAS AND WORK:

“...We kick started our creation process for our brand new show... and tested the material three times to a significant sized audience. This has given us confidence in our new material, and this will now feed into performing the new show at Festa Fiesta in Yarmouth ... Shindig, Glastonbury and Camp Bestival.”

FOR ARTISTS LOOKING TO DEVELOP BUSINESS PARTNERS:

“Off the back of all this, we have been working closely with the guys at South Coast Roast and Huskup to create our very own reusable coffee cup, the design based on our favourite doodle from BEAF 2018. Our coffee cup launched into Bournemouth in March this year, coinciding with South Coast Roast stopping the use of paper cups entirely, in a bid to help the planet. We are over the moon to be part of that change.”

And for many they emphasized the importance of engaging with, having conversations and working with the festival audience.

“The large amount of audience I think is what is unique about the BEAF experience for me.”



FUTURE AMBITIONS

BEAF has ambitious plans for the future. Our aim is to continue to develop support for our creative community, working closely with both business and community partners to realise, produce and deliver exceptional work. Our local community is key to our vision, and we want to create something which is unique and yet meaningful and accessible to all.

Our temporary arts space, BAD, Boscombe Arts Depot, provides us with an incredible local and national resource for pushing our progressive ideas forward, while ensuring it is deeply embedded in our community. The space allows us to develop our ambition for a year-round programme, seeing our theatre space, gallery

and community and education hub delivering a dynamic, innovative programme for all our audiences. Our collaborations with partners across education, community, charity and business sectors will see us develop and realise new projects, commissions and productions, and our work with universities will ensure we help to retain our creative practitioners. We thrive on taking risks, challenging the status quo and working to the highest standards of production and delivery. Our ambitions are high but our feet remain firmly on local ground. We aim to create something outstanding by and with the community we serve and take this talent out onto a national and international platform, showing that Boscombe's creative powerhouse is alive and kicking!

"BEAF will be whatever the community needs it to be."
(Artist)

"What I have seen of this festival so far this year has been funny, fascinating, thought provoking, invitational and educational... it should run all year round to showcase the incredible amount of home-grown talent and opportunities for interaction that we have in this area!"

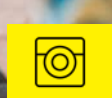
JOIN THE CONVERSATION



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TWITTER



INSTAGRAM

gotbeaf.co.uk