

ARTWAVE 2016



EVALUATION AND IMPACT STUDY

INTRODUCTION

Our annual Artwave Festival took place from 20 August to 4 September and has become a well-established festival in the Lewes district and a popular visual arts event within the East Sussex cultural calendar. The income generated by visitors during the Festival, both directly and indirectly, makes a significant contribution to the economy of the district of over £1.7million.

Artwave began as a small Lewes town trail in 1993 and has now expanded into three busy weekends across the whole of the district, where artists and makers open the doors of their houses, studios, galleries, shops, pubs and this year, even in a caravan. Venues and individuals exhibit and sell a diverse range of work including; jewellery, painting, photography, knit ware, ceramics, glass, pottery and more. Some venues run workshops and other events during the Festival, this year it included al fresco life drawing, stone carving, wood carving, collage and storytelling.

Additionally, the Festival helps to promote and attract new creative and cultural businesses to the district. For example in Newhaven, Artwave's link to Diep-Haven, a cross channel international festival and Fort Process, a sell-out experimental music weekend, brought an increased and new audience to the town during the final Artwave weekend.



Artwave is not a curated festival and as such, there are no specific criteria for taking part. This enables an inclusive, accessible and diverse festival experience for both visitors and those taking part, where well-known artists exhibit alongside up and coming artists and makers, together with hobbyists and crafters all under the same umbrella.

FACTS AND FIGURES

- 123 venues open
- 411 different artists, with 61% exhibiting in group shows
- 19% more venues than in 2015
- 100% increase in venues open in Newhaven and Peacehaven
- 30% increase in venues in Seaford

ARTWAVE ARTIST'S SURVEY

12,390 recorded visitor numbers = **49,160** total visitors, based on 123 venues*

£56,636 recorded sales = **£224,717** of sales, based on 123 venues*

98% of venues had artwork for sale

94% of artists felt that Artwave is good value for money

97% of artists would take part again

77% would like Artwave to offer a permanent register of artists in the area

*31 venue responses

ARTWAVE VISITOR SURVEY **

Cafes, pubs and restaurants also benefitted from the three weekends of the festival, with an average additional day spend of £29.92*** per day

16% were Lewes district residents

84% were visiting from outside of area (these included Brighton, Reading, Burgess Hill, Portslade and Eastbourne)

25% had been to Artwave before/word of mouth

59% were following trails/visiting other venues

20% also visited restaurants, cafes pubs in the area

15% also visited shops, antiques markets, museums etc.

89% stated Artwave was 'very good' or 'good'

**81 visitor responses

***based on TSE value and volume study, 2015

EVALUATION AND IMPACT STUDY

REVENUE

Income	2015 figures	2016 figures
Entry Fees	£9,640	£11,406
Sponsorship/ Advertising in brochure	£1,813	£1,650
Venue Hire: 2 Fisher Street	Nil	£820
Venue Hire: Lewes House <small>*not included in Artwave budget</small>	N/K	£900*
Total income	£11,453	£13,956

ENTRY FEE

£80 for a regular ad (70mm x 70mm)
or £160 for a large ad (130mm x 70mm)

Entry includes:

- listing on www.artwavefestival.org website
- listing in printed brochure
- free copies of brochure, poster and other promotional material
- inclusion in the Artwave marketing campaign

VISITOR COMMENTS

“ Love it! Fantastic chance to see inspiring, and some of it affordable, art in beautiful locations, and to meet its creators.

Good value and a great few days around the area. A fun way to see a place and to buy art!

Some marvellous work! Always interesting to see work in different venues and studios – as well as in private/domestic spaces... ”

PARTNERSHIPS & SPONSORSHIP

- Artwave successfully partnered with Artists United, Lewes Community Football Club's three day annual art exhibition for the first time, where Artwave artists invited to exhibit in large group show
- Artwave brochure and website launched at Artists United private view night
- Two free workshops for artists sponsored by LEAP (Local Entrepreneur and Apprenticeship Platform): *Introduction to Social Media* run by the Social Agency and Venue Marketing
- Cllr Nigel Enever, Chair of LDC sponsored Artwave 2017 as one of his chosen events. This included support of Surrealist Arts Café (4 Sept) and Artwave Awards reception (9 Sept)
- Sponsors in cash: Christ Hospital – Headline Sponsor (new for 2016)
- Sponsors in kind: Viva Lewes (Award Sponsor), Gemini Press (new for 2016), Winkworths, Lewes Print Centre, Latest 7 (new for 2016), LEAP (new for 2016), Lewes District Business Awards (Award Sponsor), and the Chair of LDC

ACTIVITIES UNDERTAKEN

- Small artists steering group consulted pre-festival
- Two free workshops for artists (see above)
- Lewes and Seaford TIC's were Artwave hubs and distribution points throughout festival
- Private View Trail Night – thirteen venues participated
- Expansion of popular trails – Lewes Town, Seaford, Havens and North, South and East Rural Trails
- Two categories for Artwave Favourite Award – Artist and Venue, as voted by public
- Artwave Favourite Award Ceremony – Lewes House
- Artwave Surrealist Arts Café – £450 raised for Cancer Research
- LDC owned premises Lewes House and 2 Fisher Street were rented out for the three weekends of the festival

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PROMOTION

- Artwave stall and info at Artists United, Lewes District Business Awards and JOY Festival
- 25,000 copies of brochure printed and distributed throughout Sussex (90% pick up rate)
- 500 A3 and 1,000 A4 posters printed and distributed throughout Sussex
- Vinyl banners across Lewes precinct, at Lewes House and outside Seaford Tourist Information Centre and 15 displayed outside individual venues
- Winkworth promotion boards offered outside all venues
- Responsive, searchable and dedicated Artwave website; compatible with desktop, tablet, mobile and touchscreen platforms

WEBSITE AUDIENCE OVERVIEW

(Aug-Sept 2016)

Sessions	Users	Page Views
5,045	3,650	17,622

PAID FOR ADVERTISING

Publication	Circulation
Latest 7	Weekly, 100,000 readership
Seaford Scene	Monthly, 15,000 readership
Ingenu/e Magazine	Quarterly, 15,000 readership
Viva Lewes	August 2016 Monthly, 33,000 readership
Viva Lewes	September 2016 Monthly, 33,000 readership
Viva Brighton	Monthly 37,000 readership

SOCIAL MEDIA

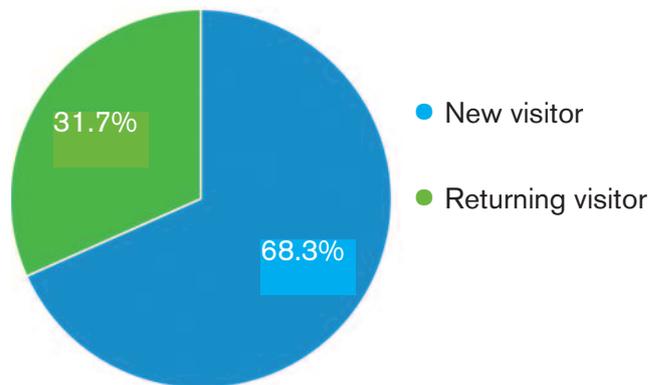
- Increase in Twitter and Instagram coverage and followers throughout festival

Account	2014 followers	2016 followers
Twitter	1280	2092
Instagram	102	402

PRESS COVERAGE

- Seven additional press releases were issued to local media throughout the Festival (Sussex Express, Argus, Leader and Seahaven FM, Viva Lewes, LDC website, District News, Stay Lewes, Coast & Country website, Love Sussex website)
- 30 features and articles, including images and front page coverage between Thursday 7 July and 10 September (Appendix 4)

NEW OR RETURNING VISITORS



APPENDICES AVAILABLE ON REQUEST

- Appendix 1: Copy of venue/artists survey
- Appendix 2: Copy of visitor survey
- Appendix 3: Visitor comments from survey
- Appendix 4: Press cuttings