

holmfirth arts festival

14-16 June 2019

Creativity in the Landscape



“There is a tremendous sense of community, diversity and inclusion at the Festival, as well as creativity. Every year the Festival is so fresh and inspiring!”



“Great opportunity to experience high quality performances right here on our doorstep. The festival brings colour, life and fun to the town.”

www.holmfirthartsfestival.co.uk

Holmfirth Arts Festival is a company registered in England as Holmfirth Art and Music Ltd, company number 7198613. Holmfirth Art & Music is a charity, registration number 1141623

2019 Holmfirth Arts Festival explored 'Creativity in the Landscape' as its central theme, inviting the best local, national and international artists to respond in diverse and exciting ways.

Over 3 packed days from the 14 – 16 June:

Over 4,500 people enjoyed performances, exhibitions and installations,

both indoors and out, immersing themselves in street theatre, music, film, children's theatre, poetry, photography, spoken word and soundscapes, marvelling at a well dressing made entirely from materials found in local countryside, playing and learning new skills in interactive circus games

and even entering a virtual reality.



162 artists from Holmfirth, across the UK, India and

Canada, including brass bands, contemporary and traditional dancers, choral music, circus performers, samba and calypso bands, street theatre companies, local schools and community groups, silent movie accompanists, spoken word artists, stand-up comedians and even a New Orleans second liner brass band playing 90s club classics, brought their diverse, high quality art to our audiences.



900 people either participated in, or watched the Textile Banner Parade,

braving thunderstorms and rain to enjoy with pride, a series of beautiful banners especially created by communities for the Festival. The banners are now permanently displayed in communities across the Holme Valley.



58 people ventured out of Holmfirth and into the

breathtaking landscape of Holme Valley on heritage walks and explored their own creativity through tailored photography and landscape walks.

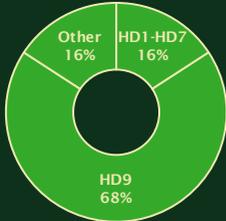
"Amazing range of performances and attractions including being able to take part. Real sense of community and introduction to so many wonderful experiences for all the family."



Reach & Audiences



68% of HAF19 audiences came from Holmfirth (HD9), while the remaining third (32%) came from the wider Kirklees area and beyond.

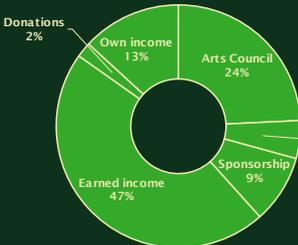


% online bookings by postcode

Who we are



The Festival has a part-time team of 5 (plus technical support & an evaluator), but the Festival would not happen without the tireless work of the team of volunteers, made up of local Holmfirth residents and the Festival's board of directors. The volunteer team did anything and everything for the Festival, from organising fundraising events all year round, to hosting audiences and welcoming artists throughout the Festival, and running the bars.



% Festival income by source



219 participants and visitors to the Festival actively took part in our evaluation, which included 'vox pop' interviews and a creative feedback board, so we could capture the diverse range of Festival experiences. Press coverage in local and regional publications and our digital communications campaigns also ensured that news of the Festival were spread far and wide.



Yorkshire Post article on Well Dressing



"It brings people of all ages and walks of life together. It 'shows off' Holmfirth, its local talents, its landscapes and its history"



Impact of the Festival

Due to its diverse and inclusive nature, Holmfirth Arts Festival impacts on the town, its local residents and visitors in many different ways.



Cultural impact

The exciting, surprising and diverse programme of events allows people to broaden their own cultural horizons and those of their family, and to try something new and different.

"It gives you a reason to try something different from normal, it definitely makes me do things that I wouldn't normally do and experience things I couldn't otherwise."

Environmental impact



The Festival also allows for a deeper appreciation and understanding of the environment in which the events occur.

"This festival draws attention to the beauty of our local landscape whilst highlighting a wider artistic and cultural canvas."



Economic impact

The impact the Festival has on the local area not only boosts the local economy, but also showcases Holmfirth as a thriving place to live and work.

"The Festival helps us to remember that we are all connected and need to celebrate our culture past and present."

"Local people work really hard to make it happen, and it celebrates community in a beautiful way."



Social impact

The Festival brings people from all walks of life together, reflecting the diversity of the region and vibrancy of its communities.

"It's fantastic. Brilliant. We've done pretty much everything. Kids love it too. This is the best event in Holmfirth, without a shadow of a doubt. It's so important. There is nothing like this anywhere near here. It's absolutely vital."

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