



# holmfirth arts festival

18-20 September 2020

**ONLINE**

Creativity in the Landscape



“Fantastic to put this on given restrictions; a very smart change of direction...excellent quality of interesting programmes well devised and executed”

“WOW!

What an outstanding experience – huge community feel, even though we were distanced”



“A triumph!”

[www.holmfirthartsfestival.co.uk](http://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

Holmfirth Arts Festival 2020 Online explored an ecological theme with artists across the genres of music, visual arts, theatre, literature, puppetry and carnival coming together remotely to rework their live offer in new and innovative ways. Despite constantly changing Covid-19 restrictions, the Festival creatively engaged a diverse community which, together with the professional offer, formed 3 online programmes over 3 evenings celebrating the people, place and creativity in the Holmfirth landscape.

- 51,946 total reach
- 3,489 live audience (*installations & Supporters' fundraisers*)
- 47,935 online interactions
- 87 artists
- 281 days of work for artists
- 41 participatory sessions
- 231 participants



**“The contributions, on film and Zoom, from all the artists involved was tremendous. Some artists really put in a lot of extra work to make the films special for HAF2020.”**

## Reach & Audience

- 🦋 Ages 45-54 10%
- 🦋 Ages 55-64 19%
- 🦋 Not specified 71%
- 🦋 Men 23%
- 🦋 Women 77%

## From

- 🦋 The Holme Valley
- 🦋 West, South, North Yorkshire
- 🦋 Greater Manchester
- 🦋 Scotland
- 🦋 Ireland
- 🦋 South Africa
- 🦋 Portugal
- 🦋 Spain
- 🦋 France
- 🦋 Australia
- 🦋 Netherlands



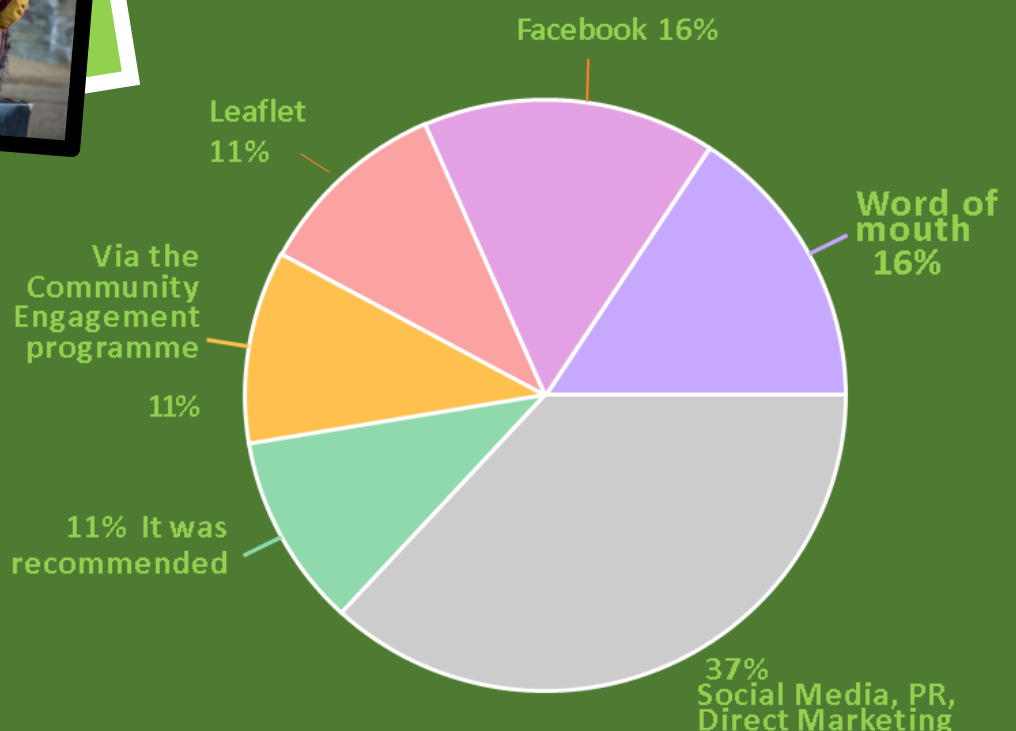
## Who we are...

A part-time freelance team of 5 (plus technical support), and the tireless work of a volunteer team of Festival Supporters and Board, made up Holmfirth residents who consistently support throughout the year.

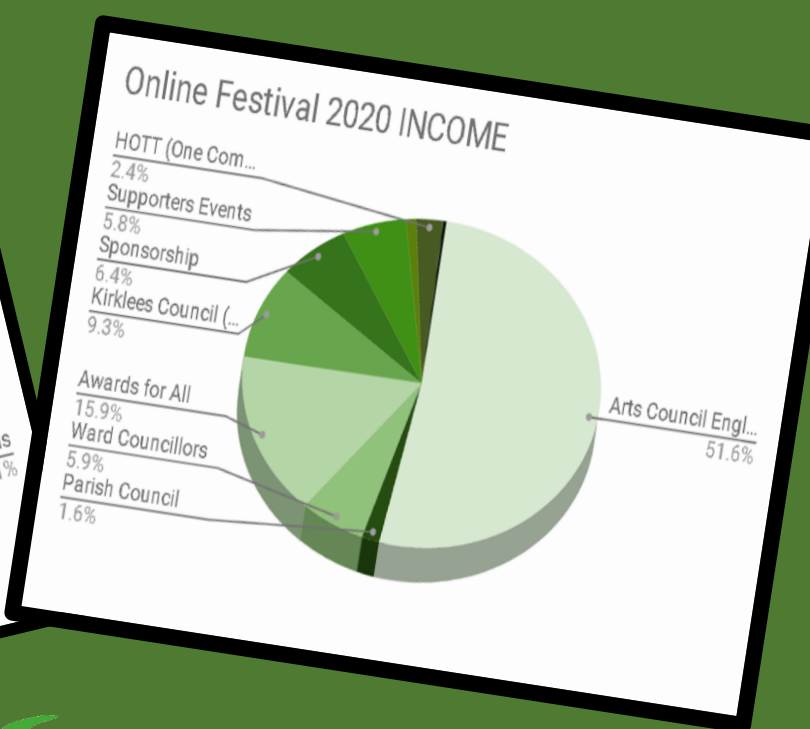
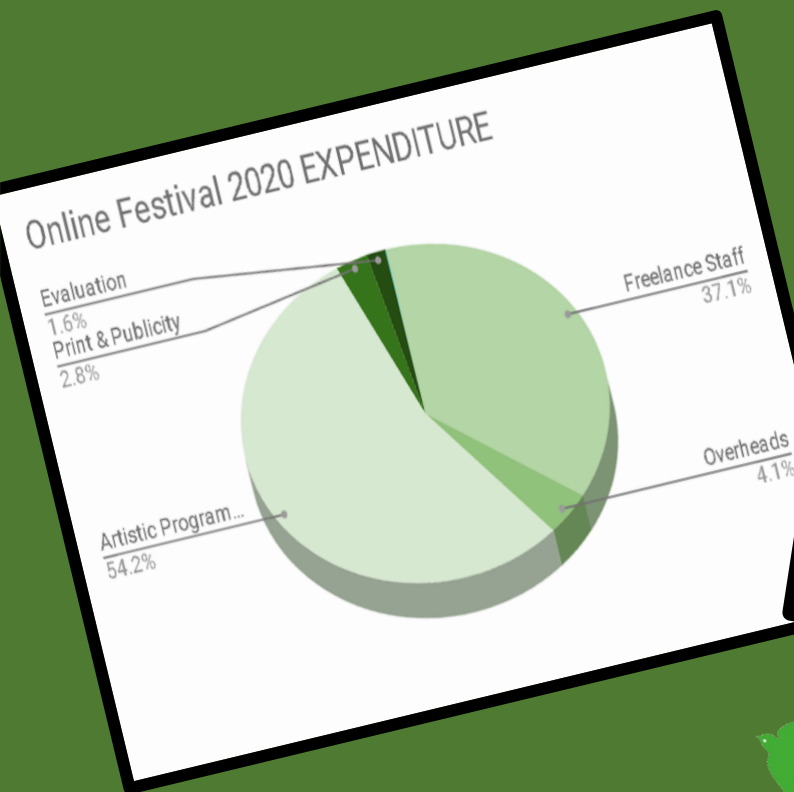
The Festival acknowledges the irreplaceable contribution of our Chair, Steve Sykes, (musician, fundraiser, maker of things, friend to all) who sadly died in October 2020.



Our data was drawn from Social Media, Surveys, Word of Mouth, Interview, Marketing & PR and post festival evaluation meetings



# Our Impact



## Cultural impact

“(A) quality interesting programme well devised & executed ”



## Environmental impact

Our environmental footprint was reduced this year as most artists worked digitally and from home. Our Carbon Capture Sculpture project, comprising installations of living willow sculptures, were created as permanent works of art that help remove CO2 from the atmosphere.



## Social impact

“It was a spot of sunshine in our Covid world”

“An exceptional and wonderful achievement in difficult circumstances.”



In difficult circumstances we received excellent press coverage in regional and local papers and radio





“Thank you for creating such an imaginative and delightful festival. It was so whacky and wonderful. I also very much appreciate the eco message that was woven so deftly throughout.”



With thanks to our generous sponsors and funders



BIKESHED  
DIGITAL  
MEDIA

Rotary Club of Holmfirth



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

[www.holmfirthartsfestival.co.uk](http://www.holmfirthartsfestival.co.uk)

[@holmfirthartsfestival](https://www.facebook.com/holmfirthartsfestival) [@HolmfirthARTS](https://www.instagram.com/HolmfirthARTS)

[www.holmfirthartsfestival.co.uk](http://www.holmfirthartsfestival.co.uk)

Holmfirth Arts Festival (Holmfirth Art & Music Ltd)

Company Reg. No: 07198613 Reg. Charity No: 1141623

Registered office: % Fairtrader, 34 Huddersfield Road, Holmfirth, HD9 2IS