



PRESENTS

# BRISTOL LIGHT FESTIVAL

1-6 MARCH 2022

# Evaluation



# FESTIVAL AIMS

Bristol Light Festival held its second edition on 1-6 March 2022, presented by Bristol City Centre BID and supported by Redcliffe & Temple BID, Arts Council England, Bristol City Council, West of England Combined Authority and Cabot Circus.

The festival objectives;

- 1. ANIMATE** - Bring light to the city centre at a traditionally dark time of year
- 2. WELCOME** - Reduce anti-social behaviour, creating playful spaces for all the family in the city centre
- 3. INCLUSIVE** - Showcase & engage local creative enterprises, artists and organisations
- 4. PLAY** - Create opportunities to spend leisure time in the city centre
- 5. SUPPORT** - Benefit local businesses and organisations
- 6. SUSTAINABILITY** - Create a sustainable festival



# ANIMATE

BRING LIGHT TO THE CITY CENTRE AT A  
TRADITIONALLY DARK TIME OF YEAR

## BLF 22 OUTCOMES:

- 69% of visitors reported BLF made them think about Bristol's places and buildings in a different way
- 88% said BLF is a unique experience compared to other events

*“A positive visual and auditory shared experience.”*

*“It was wonderful. I moved away from Bristol in the pandemic and felt like I never got to say goodbye to the city we loved - this made me want to move back.”*

*“Bristol has never looked so amazing at night.”*



# WELCOME

REDUCE ANTI-SOCIAL BEHAVIOUR CREATING PLAYFUL SPACES FOR ALL THE FAMILY IN THE CITY CENTRE

BLF 22 OUTCOMES:

- 87% of attendees agreed the place was welcoming
- Attendees agreed that the event was attractive (94%), safe (76%), and unique (90%)
- 77% of attendees were a resident of Bristol or worked/studied in the city. 15% were visiting Bristol for the day and 8% were staying overnight.

*“How wonderful to have a safe evening activity in the city.”*

*“There was an amazing atmosphere and despite wandering round the city centre on a Friday night (something I wouldn’t normally do with kids) we felt safe.”*



# WELCOME

## Demographic of Survey Respondents:

- 31% of survey respondents were aged 35-44 years, 27% aged 21-34 years, 20% aged 45-54 years and 10% 55-64 years. Just 7% were aged 65+ years and 5% under 21 years.
- 64% of all survey respondents were female and 32% male.
- 16% of all survey respondents said their day to day activities were limited because of an ongoing health problem or disability.
- 81% of all respondents lived in the 'BS' postcode area. 10% lived elsewhere in the wider South West region (outside the BS postcode area) and 9% were UK residents who lived elsewhere outside the South West region.



# INCLUSIVE

SHOWCASE & ENGAGE LOCAL CREATIVE ENTERPRISES, ARTISTS AND ORGANISATIONS AND CREATE AN INCLUSIVE EVENT FOR ALL

## BLF 22 OUTCOMES:

- 88% of attendees agreed that BLF was inclusive for all people and groups from different cultural and social backgrounds.
- 84% agreed it reflected Bristol's identity as a city.
- The *Guide.AI* audio and text festival guide was downloaded 120 times.

*“It is a lovely, inclusive event. My two autistic children loved the multi sensory experience, the lights, the music and especially the swings!”*

*“Everyone was excited and happy and it was really good for people that can't afford to go to nice places, it came to them instead.”*



# PLAY



## CREATE OPPORTUNITIES TO SPEND LEISURE TIME IN THE CITY CENTRE

### BLF 22 OUTCOMES:

- 39% of attendees visited with their family and 37% with their partner. 36% visited with friends. 5% visited alone and 2% with colleagues.
- 88% said it enabled them to experience something they normally wouldn't have access to.

*“I was so impressed with how vibrant the artworks were, how all the family were out having a nice time together on a Saturday night.”*

*“We attended as a family, ages from 4 to 64, and we all really enjoyed it.”*

*“Found a few places we hadn't been before and felt a strong sense of pride in our city. Would love to attend next year.”*

# SUPPORT

## BENEFIT LOCAL BUSINESSES AND ORGANISATIONS

### BLF 22 SPENDING ACTIVITY CONTINUED:

- 170,000 attendees, 115,600 visiting because of BLF;
  - 93,636 attendees (81%) were Bristol residents.
  - 21,964 attendees (19%) were visitors to the city.
- £8m spend was associated with those visiting BLF.
- £3.4m of this spend was estimated to be additional and only occurred as a result of BLF taking place.
- Local business turnover as a result of the total additional associated spending at the festival was estimated at approximately £4.9m.
- 72% ate / drank out at local bars and restaurants and 13% went shopping.
- The average attendee spend was £25.58 per person. Staying visitors spent an average of £72.09 per person as well as £74.80 per person on accommodation.



# CREATIVE BUSINESSES

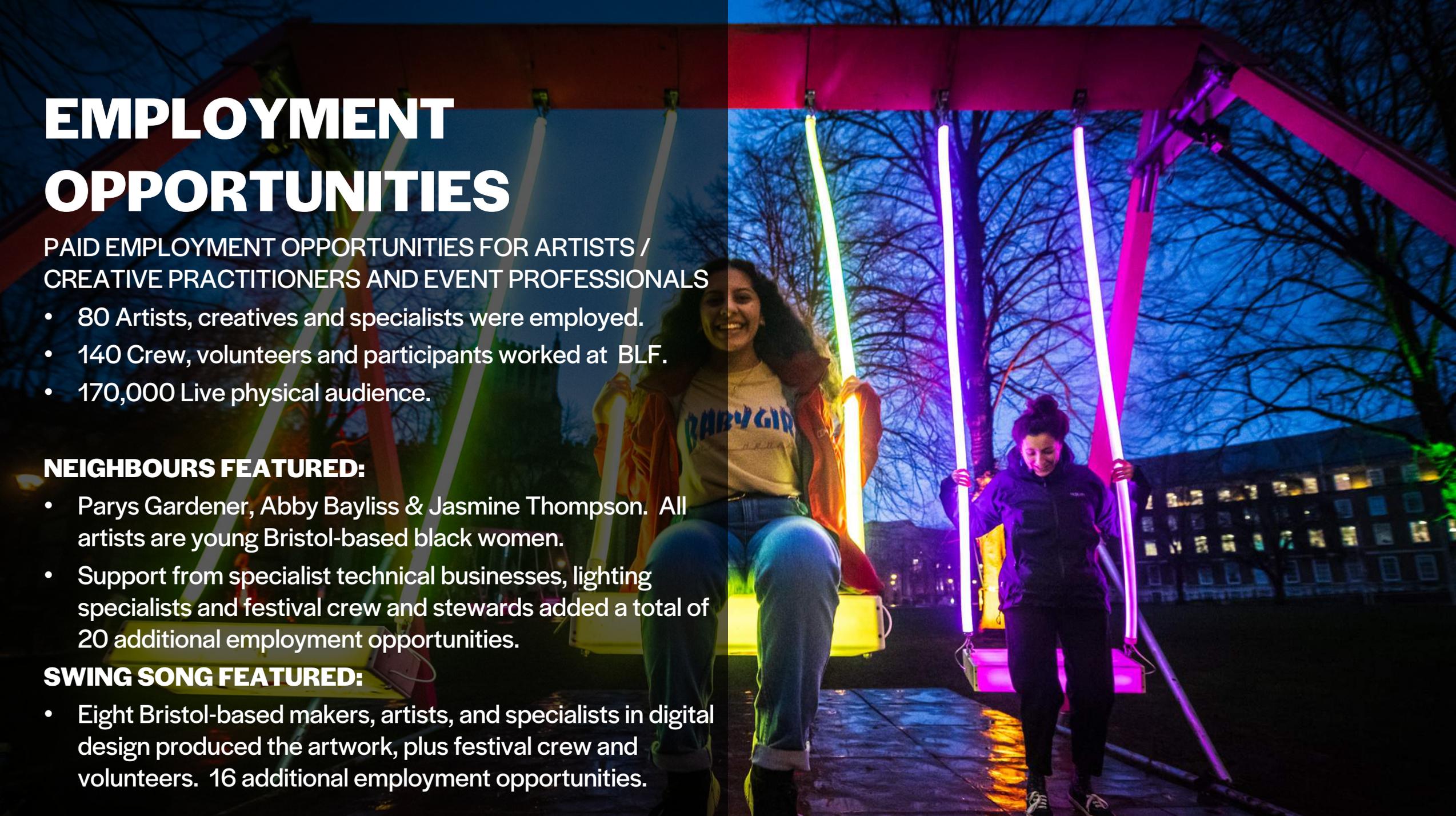
BENEFIT LOCAL BUSINESSES AND ORGANISATIONS –  
SPOTLIGHT ON BRISTOL, WECA REGION & BEYOND

Bristol Light Festival worked with businesses across the city and region to deliver the 14 installations, to benefit and support over 1000 Bristol City Centre businesses.

- **40 BRISTOL**-based organisations supported the delivery of the Festival.
- **10 BUSINESSES** were engaged beyond Bristol.
- **5 ORGANISATIONS AND ARTISTS** were commissioned internationally.



# EMPLOYMENT OPPORTUNITIES

A photograph of two women on a swing set at night. The swing set is illuminated with vibrant, multi-colored lights (yellow, purple, pink, blue). The woman on the left is sitting on a swing, wearing a white t-shirt with 'BABY GIRL' printed on it and a colorful jacket. The woman on the right is standing next to a swing, wearing a dark jacket. The background shows a dark sky and some trees, with a building visible in the distance.

PAID EMPLOYMENT OPPORTUNITIES FOR ARTISTS / CREATIVE PRACTITIONERS AND EVENT PROFESSIONALS

- 80 Artists, creatives and specialists were employed.
- 140 Crew, volunteers and participants worked at BLF.
- 170,000 Live physical audience.

## NEIGHBOURS FEATURED:

- Parys Gardener, Abby Bayliss & Jasmine Thompson. All artists are young Bristol-based black women.
- Support from specialist technical businesses, lighting specialists and festival crew and stewards added a total of 20 additional employment opportunities.

## SWING SONG FEATURED:

- Eight Bristol-based makers, artists, and specialists in digital design produced the artwork, plus festival crew and volunteers. 16 additional employment opportunities.

# SKILLS AND TRAINING

## OPPORTUNITIES CREATED

- Eight Artists, creatives and specialists hosted talks and workshops on the development of their artworks. These were filmed and will be shared as educational pieces on the development and delivery of daytime and sustainable artworks.
- 60 of the 140 crew, volunteers and participants were provided with a training session, facilitated by the Creative Director, Event Production lead and the Health and Safety lead.
- 45 volunteers worked on the Festival, and were mentored by the crew, and creative team.



# SHOWCASE

## BLF 22 MARKETING AND PR OUTCOMES :

- A PR campaign that reached 106 million people
- 111 pieces of media coverage
- 31 broadcast hits; including 12 interviews, reaching 4.4 million
- 82 online and print articles, reaching over 102 million
- 30 Bristol IGers enjoyed a tour, with a combined audience of 140,205 Instagram followers, reaching 300k+
- Gained 4552 followers across Facebook, Instagram, and Twitter.
- 120 downloads of the Guide.AI audio guide
- 51 uses of the 30% off First Bus Bristol Night tickets



# SUSTAINABILITY

## CREATE A SUSTAINABLE FESTIVAL

- All installations were powered from the grid using existing power sources across the city as well as energy-efficient lighting.
- The festival information kiosk in College Green was reused from 2020 and made using upcycled materials and off cuts to create an installation in its own right which will be used for years to come and aims to encourage recycling and sustainable practices.
- The programme is predominantly made up of local artists, supported by south-west based organisations and local volunteers to minimise the amount of travel required to bring the programme to life.
- The locations of the installations have also been carefully selected so that the festival can be explored on foot and encourage people to get out and about, walking from one location to the next.
- Levy payers / businesses provided catering and refreshments in established restaurants.



# CONCLUSION

Bristol Light Festival made its highly anticipated return (1st-6th March) with six evenings of stunning light installations across the city centre. Fourteen playful, immersive, and colourful artworks illuminated some of Bristol's well-trodden paths as well as some unexpected places to create a city-wide event that was enjoyed by all.

The installations were met with excitement and delight as visitors of all ages and backgrounds explored the trail of light artworks created by world-renowned artists and the best of Bristol talent, all installations making their debut in the city. The programme was carefully curated to evoke feelings of discovery, play, peace and reflection, and people used the event as an opportunity to spend time with family, friends and loved ones whilst enjoying the city centre.

Disco fever took over Millennium Square as it became an open-air dancefloor and the Planetarium a gigantic disco ball, young and old enjoyed the light up musical swings on College Green, crowds gathered to watch an office building come to life on the waterfront and it wouldn't be Bristol without an emotive artwork linked to Banksy on Park Street – these were just four of the 14 installations that made up the events programme.

Bristol Light Festival attracted a total of 170,000 visitors to the city centre to explore the city through light, shopping, eating and drinking along the way. This is almost double the number of visitors to the 2020 edition. Collectively, this year's visitors totalled over 1.6 billion steps on their walk around the event – that's more than the distance to the moon and back. The 2022 festival was a successful launch to the city's recovery programme, and offered a safe, welcoming and vibrant way to see the city at night.

# THANK YOU



The team would like to take this opportunity to thank everyone who supported the Bristol Light Festival in 2022 and we look forward to working together again in 2023.

Vicky Lee, Head of Bristol City Centre BID  
[vicky@bristolcitycentrebid.co.uk](mailto:vicky@bristolcitycentrebid.co.uk)

Katherine Jewkes, Creative Director, Bristol Light Festival  
[katherine@katherinejewkes.com](mailto:katherine@katherinejewkes.com)

[bristol light festival.org](http://bristollightfestival.org)

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