



PRESENTS

BRISTOL LIGHT FESTIVAL

1-6 MARCH 2022

**Evaluation:
Redcliffe & Temple BID**



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

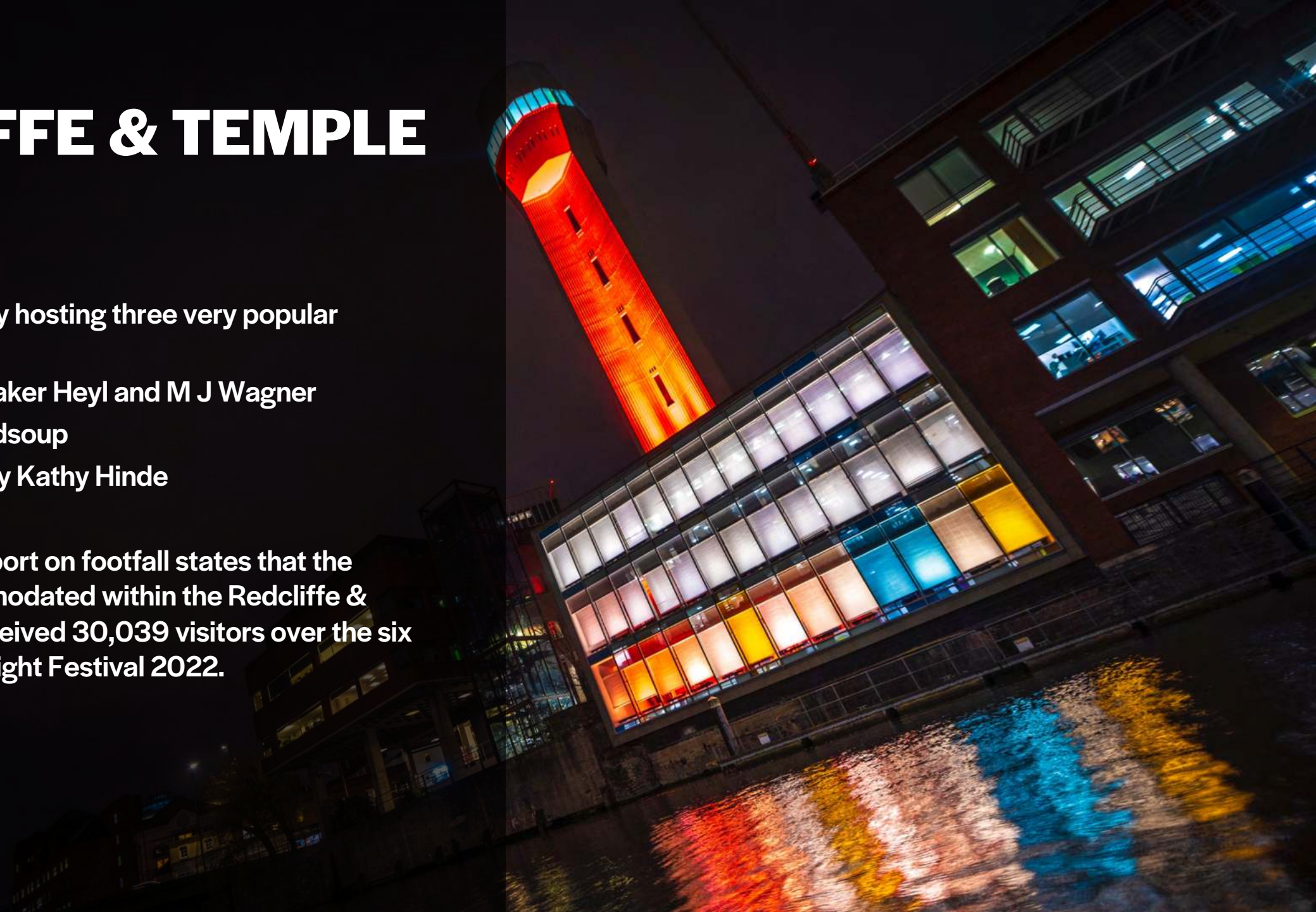


REDCLIFFE & TEMPLE BID

Supported BLF 22 by hosting three very popular installation pieces:

- Office Party by Paker Heyl and M J Wagner
- Cascade by Squidsoup
- Luminous Birds by Kathy Hinde

Our independent report on footfall states that the installations accommodated within the Redcliffe & Temple BID area received 30,039 visitors over the six evenings of Bristol Light Festival 2022.

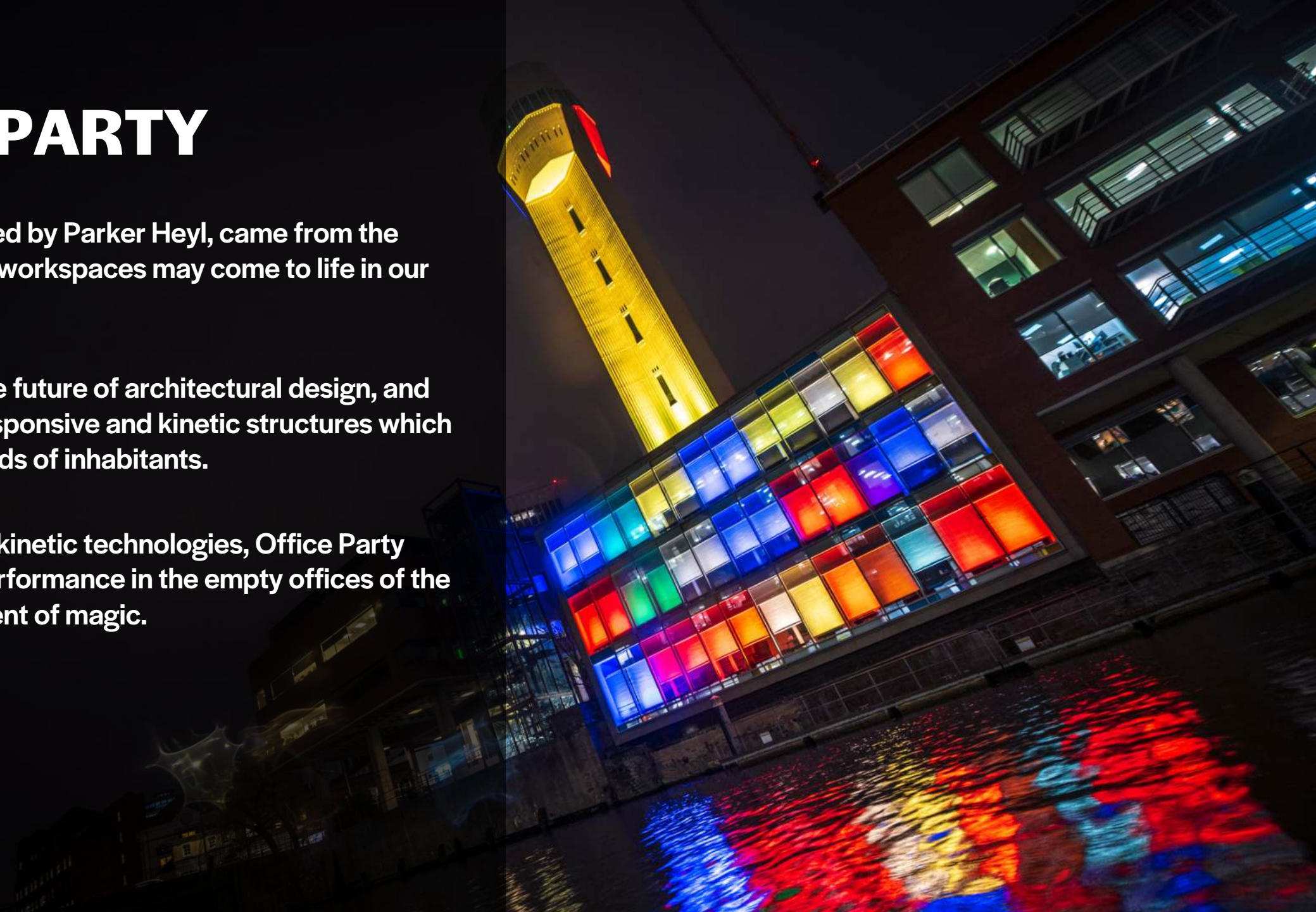


OFFICE PARTY

Office Party, designed by Parker Heyl, came from the playful idea that our workspaces may come to life in our absence.

It also touches on the future of architectural design, and speculates about responsive and kinetic structures which can adapt to the needs of inhabitants.

By using networked kinetic technologies, Office Party choreographed a performance in the empty offices of the city creating a moment of magic.



LUMINOUS BIRDS

Luminous Birds, designed and installed by Kathy Hinde, animated a flock of origami-style birds suspended overhead.

As night falls, synchronised lighting sequences and music create the effect of birds flying overhead. The action of many birds, flocking together, is one of nature's most amazing phenomenon – an ultimate act of cooperation, hundreds moving together in harmony.



CASCADE

Cascade was an exuberant fountain of energy, light and sound, emanating from Left Handed Giant, shooting overhead and rushing into the water below.

It was named after a variety of hop, one of the original US hops with massive aroma profiles that spear-headed the American Pale Ale and IPA revolution, so its installation on the brewpub seemed appropriate.

Cascade is the latest incarnation in Squidsoup's ongoing exploration into the immersive possibilities of spatialised light and sound.

Each orb is designed and hand-built by Squidsoup, and comprises a wi-fi enabled processor, multiple LEDs and its own speaker.



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

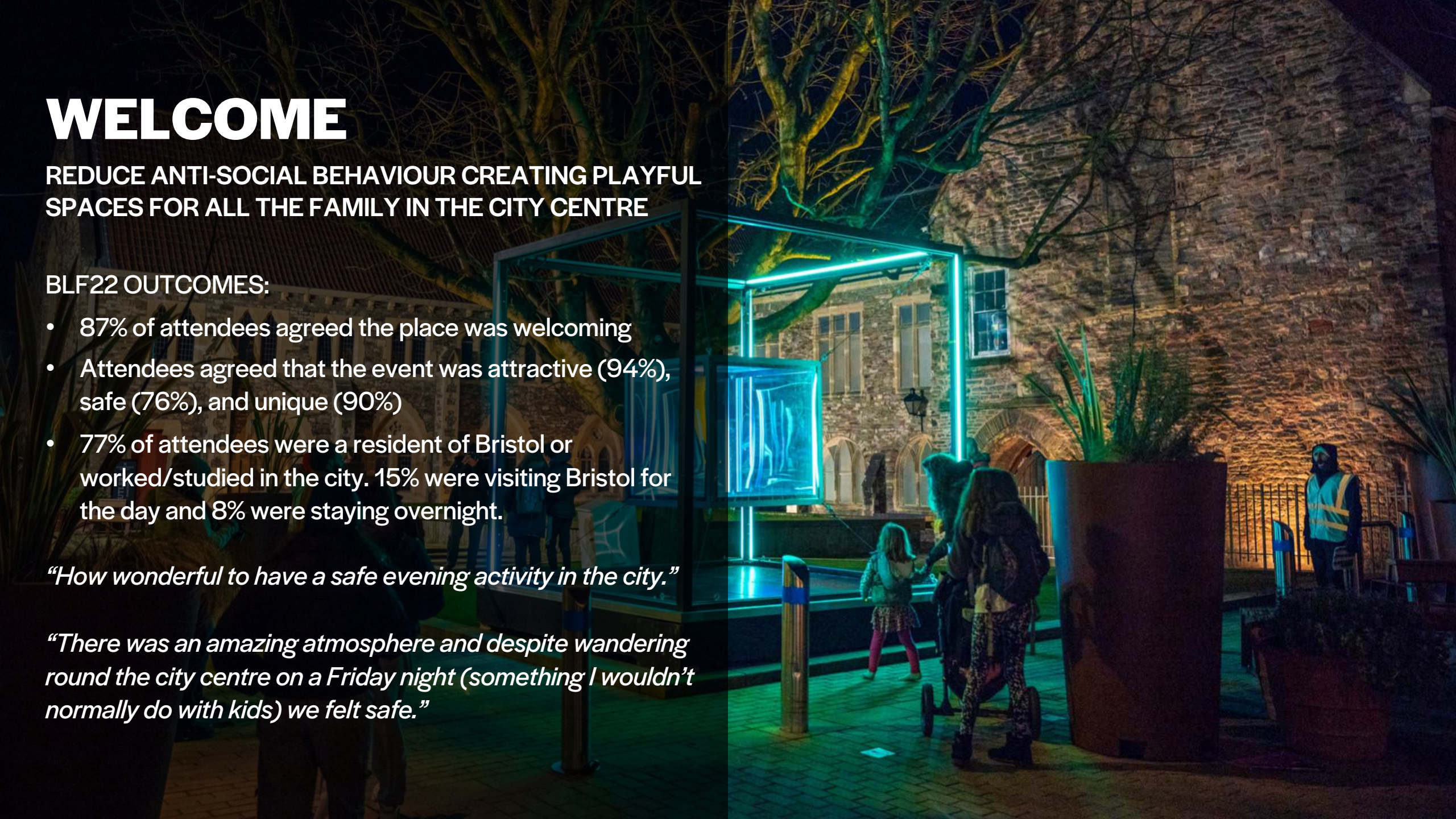
REDUCE ANTI-SOCIAL BEHAVIOUR CREATING PLAYFUL
SPACES FOR ALL THE FAMILY IN THE CITY CENTRE

BLF22 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

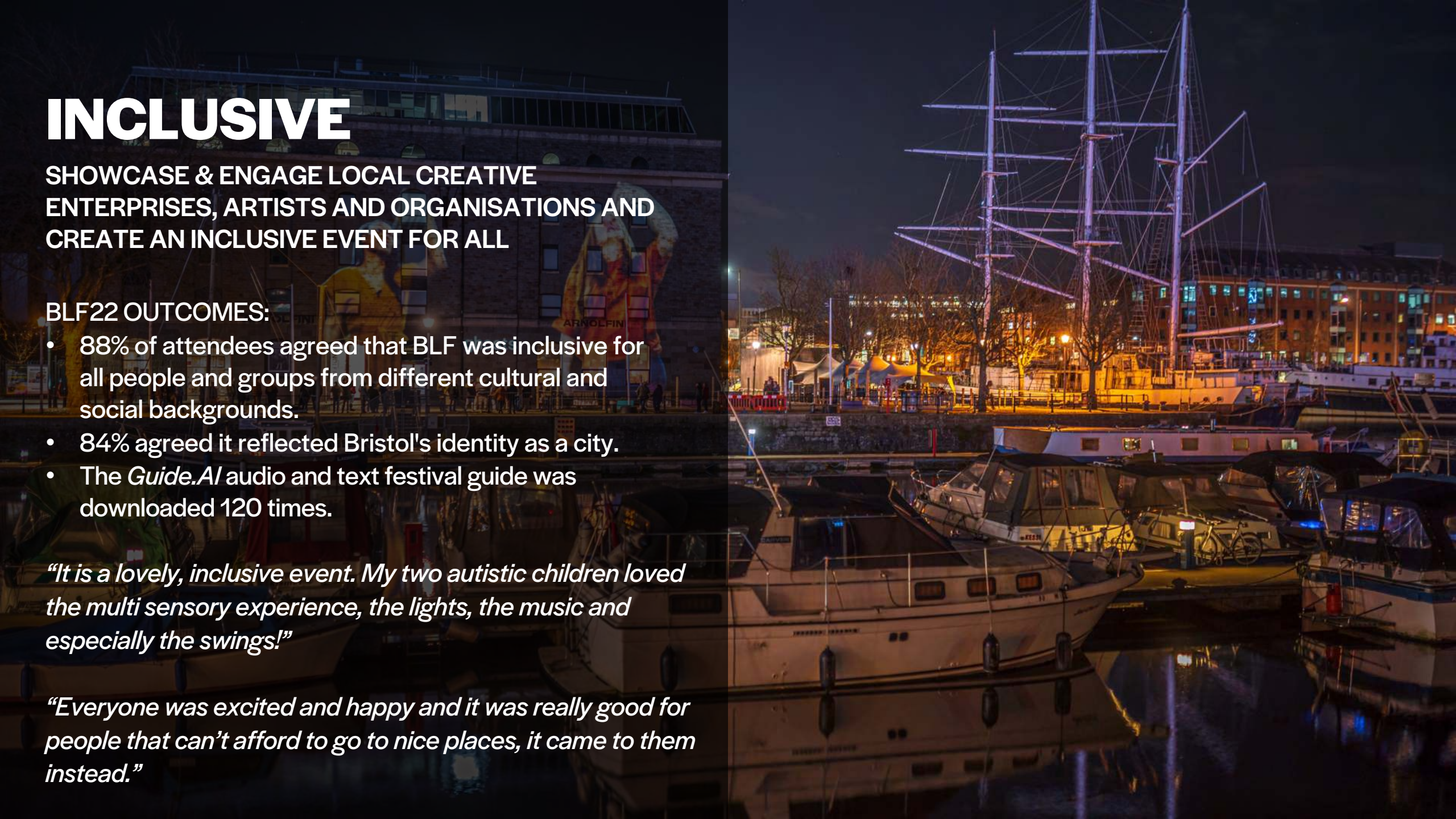
SHOWCASE & ENGAGE LOCAL CREATIVE ENTERPRISES, ARTISTS AND ORGANISATIONS AND CREATE AN INCLUSIVE EVENT FOR ALL

BLF22 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

BLF20 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.



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 Queen Square 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 the team at Redcliffe and Temple BID for your support on the successful delivery of Bristol Light Festival 2022.

We look forward to working together again in 2023.

Vicky Lee, Head of Bristol City Centre BID

vicky@bristolcitycentrebid.co.uk

Katherine Jewkes, Creative Director, Bristol Light Festival

katherine@katherinejewkes.com





bristollightfestival.org

IN PARTNERSHIP WITH



Supported and publicly funded by
ARTS COUNCIL
ENGLAND



WEST OF
ENGLAND
Combined Authority

CABOT CIRCUS
BRISTOL



BristolLightFestival



bristol_light



bristol_light_fest

#bristollightfestival