

B-SIDE FESTIVAL 2022

HEADLINE FEEDBACK REPORT



B-SIDE'S INTENDED OUTCOMES



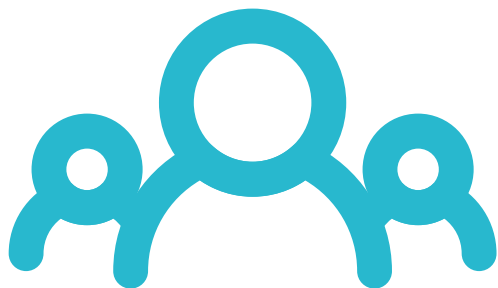
b-side's ambitious programme of creative collaboration, between the community on Portland and local, national and international artists, is strengthening local recognition of the importance of culture and creativity in their own right, and their role in all of our health and wellbeing.



b-side is enabling more people living and/or working on Portland to participate in arts and heritage activities, to work with each other, to acquire new interests and skills and to contribute to the decisions that promote and protect the island's culture, environment and heritage.



b-side is a socially, environmentally and financially sustainable organisation serving the Isle of Portland and benefiting a wider population of artists and audiences. By highlighting Portland as a microcosm of global issues, b-side is attracting supporters, collaborators and commentators from well beyond its physical borders.



5,779

Visits to festival sites (inc estimates for non invigilated work)



1,641

people participated in festival workshops, exhibitions , events + projects



£424,383

Investment into the local economy
(source: The value of arts and culture to people and society an evidence review)

WHERE DID FESTIVAL VISITORS TRAVEL FROM THIS YEAR?

Orange dots show where Eventbrite ticket buyers were located.



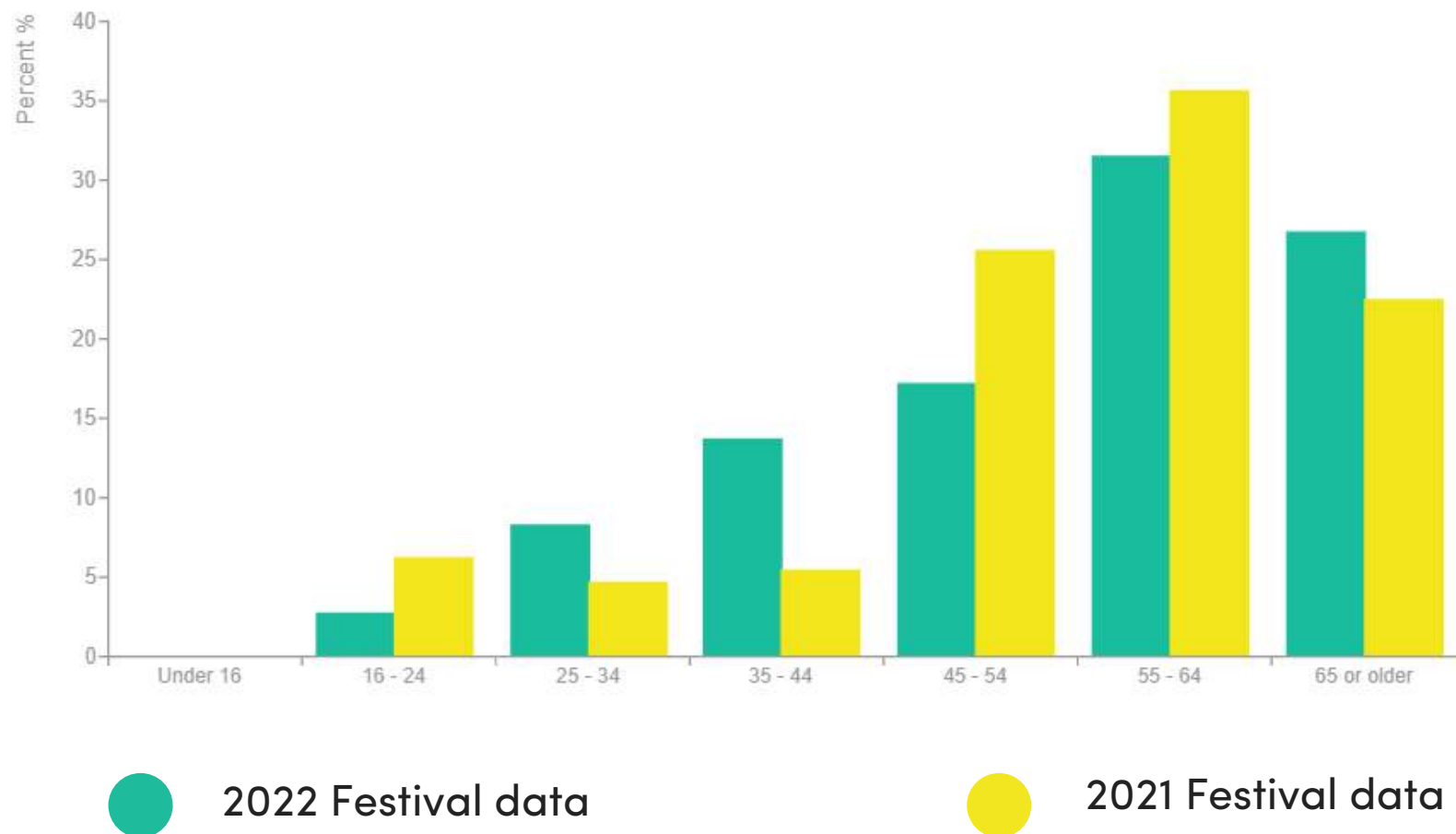


WHERE DID FESTIVAL VISITORS TRAVEL FROM THIS YEAR?

Orange areas are postcodes from survey respondents

Which of the following age groups do you belong to?

Margin of error: 7%



WHO CAME?

Age range of respondents compared to 2021 Festival



'Have loved the atmosphere and community spirit felt during the festival. So lovely to see the joy that the arts bring. My kids loved banner making with Kevo and hat making with Sarah. So effective and creative outlet for children. Fab!! Thank you.'

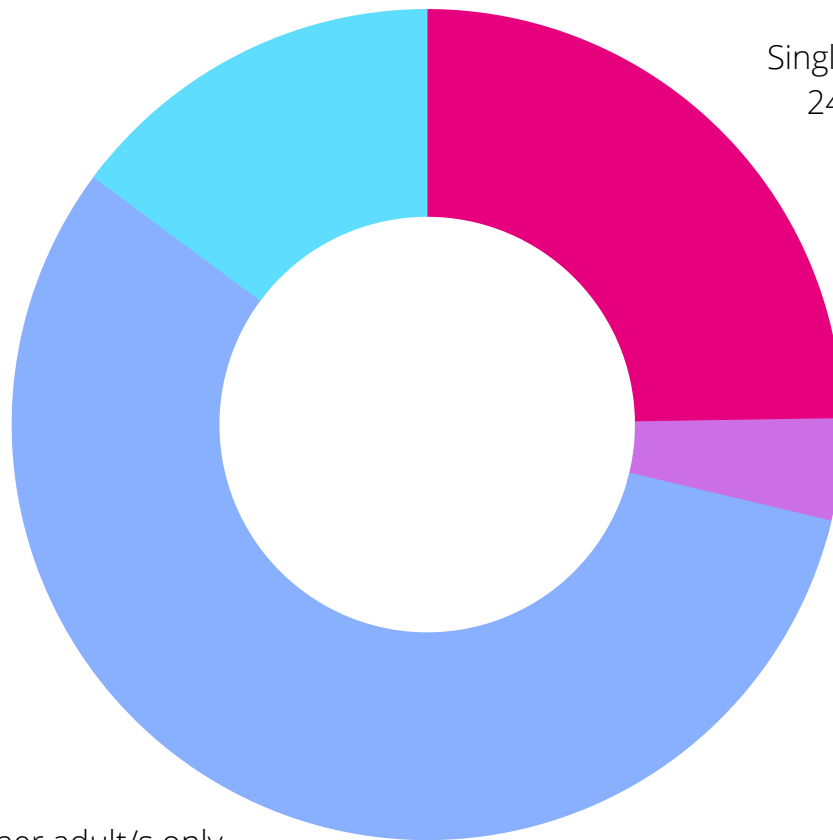


With other adult/s and child/children
14.9%

Single adult
24.8%

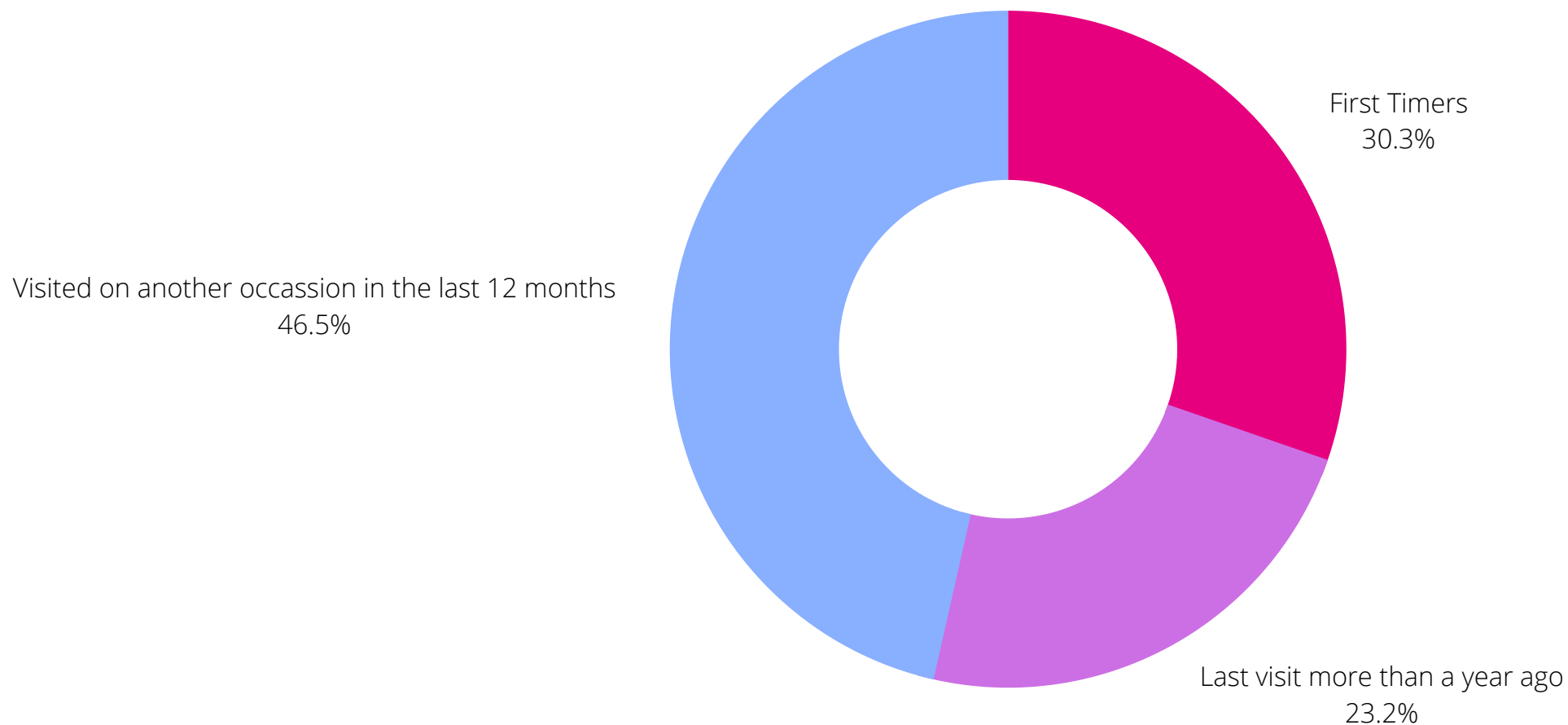
With child/children only
4%

With other adult/s only
56.4%



GROUP COMPOSITION OF VISITORS SURVEYED

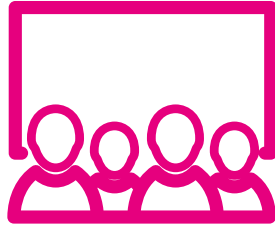
How many adults/children did you visit with?



PREVIOUS ATTENDANCE

Have you visited b-side before?

TOP 3 REASONS FOR VISITING B-SIDE



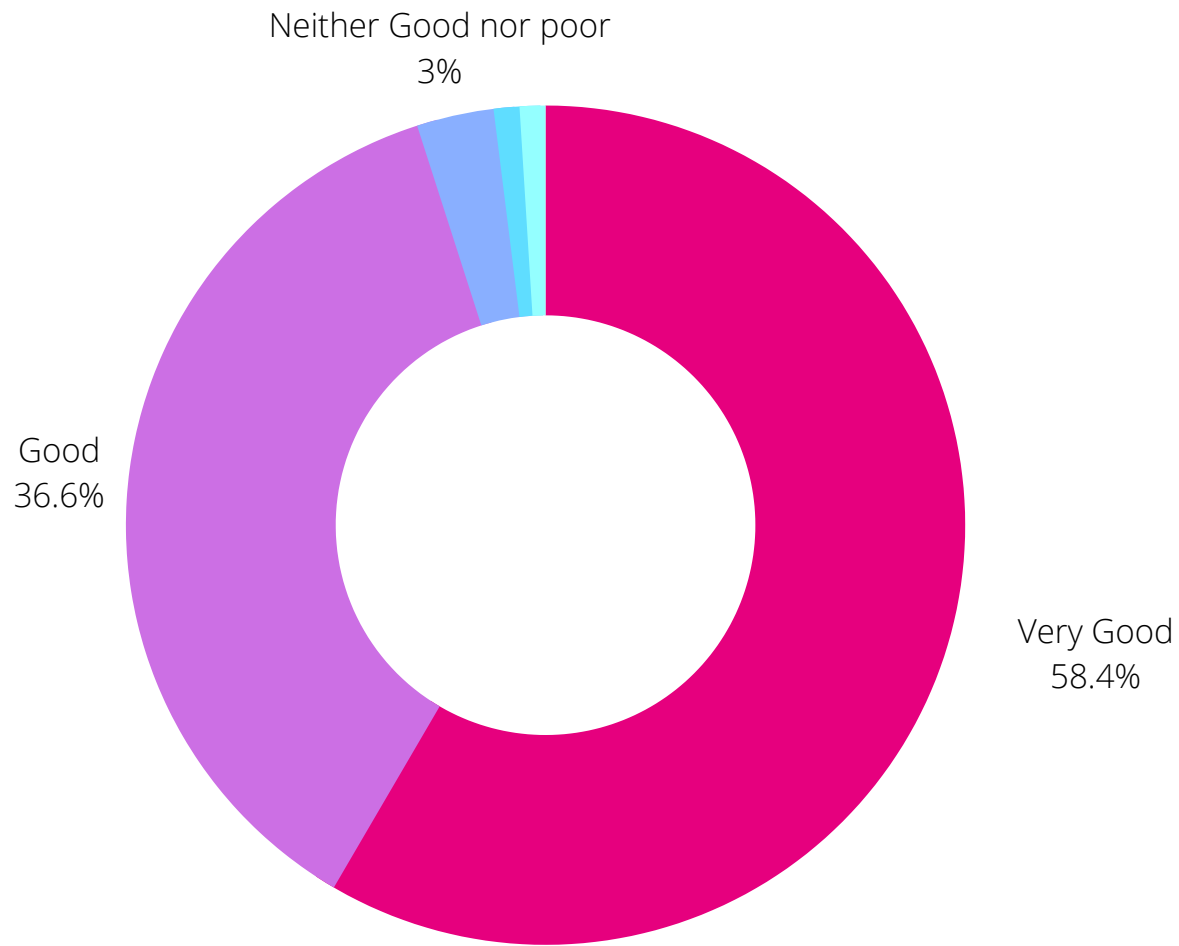
To be entertained



To enjoy the atmosphere



To do something new /out of the ordinary



ABOUT YOUR VISIT

Quality of the exhibition/festival



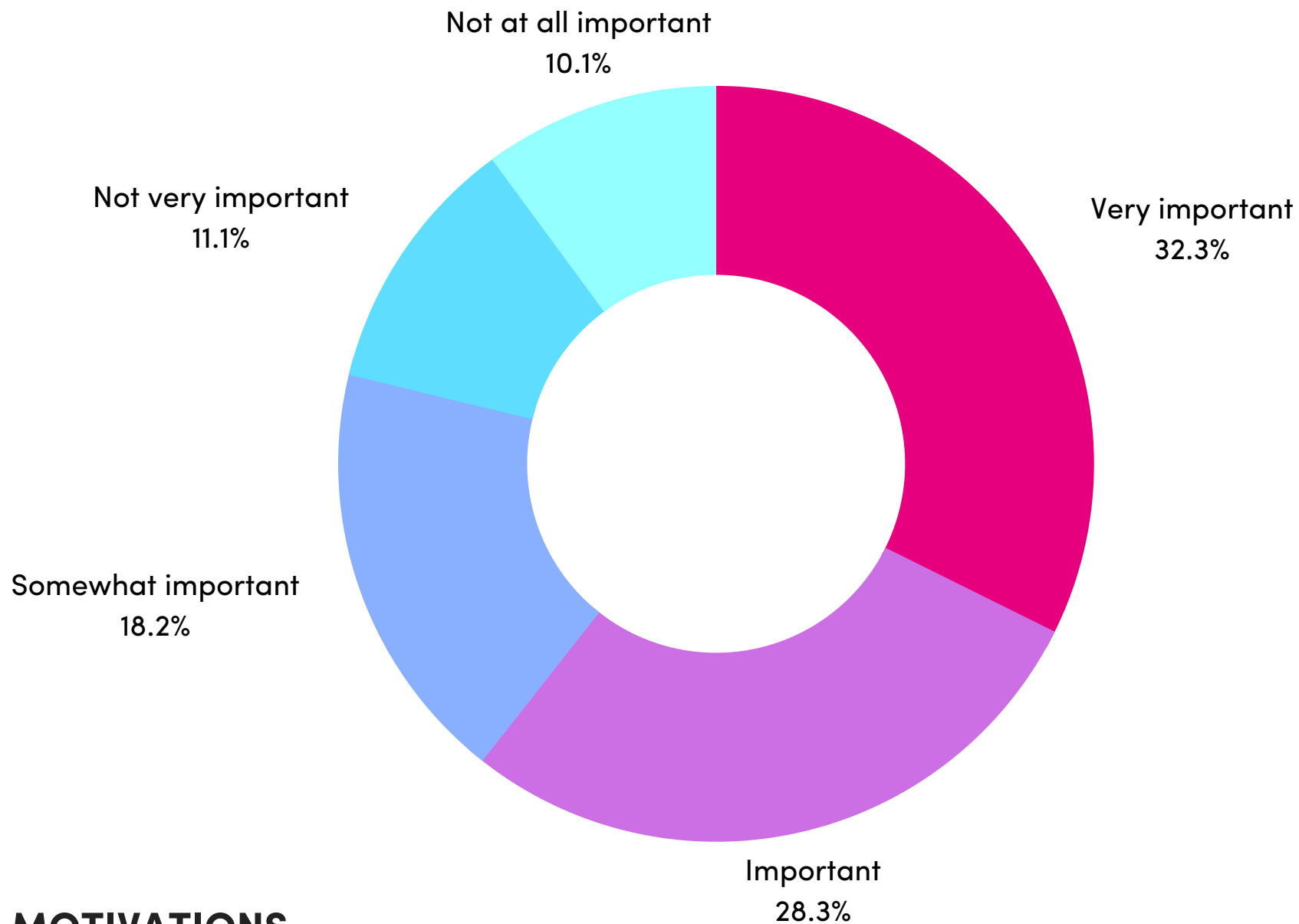
"Intrigued/love the mixture of documentary and fiction. Wonderful insight into the Island. I need to debrief. Thanks for doing this".

Festival visitor

'Kimberlin' Duncan Whitley , soundtrack Abul Mogard

B-SIDE FESTIVAL 08-11 SEPT 22 - KIMBERLIN ROYAL MANOR THEATRE - DUNCAN WHITLEY

DATE	PLEASE LEAVE YOUR COMMENTS	THANK YOU
8/9/2022	An amazing visual & sound piece. I adored the structure & textures of the natural habitat of Portland. The authentic story telling using local people was an extra addition to the seeming authenticity. I found the soundtrack soothing & mystical. I think Duncan may earn the title 'local shagger', as he adores the place as much as we all do. N Chids.	
8/9/22	A visit to the dentist — & then a chance viewing of this interesting short film 'Kimberlin' — well worth the half an hour — June Guaraci	
8/9/22	Brilliant!! Sue	
8/9/22	Quite riveting. Lovely view of Portland. Is the cinema fact or fiction!! Sam.	
8/9/22	Lovely film, great pics of Portland + great theatre too! — Nick Levi	
	Interesting, suspenseful — Not sure whether I believe in the cave cinema but great entertainment — Enjoyed the sound track Betsy	
	Very well Put-together Film. Highlighted how special + mysterious Portland is!	
9/9/22	Love to see different views of Portland. Great film. Helen	
9/8/22	Absolutely loved it! Intriguing & beguiling. Brill Brill/Brill. Spike + Anna (BRIOPORT)	



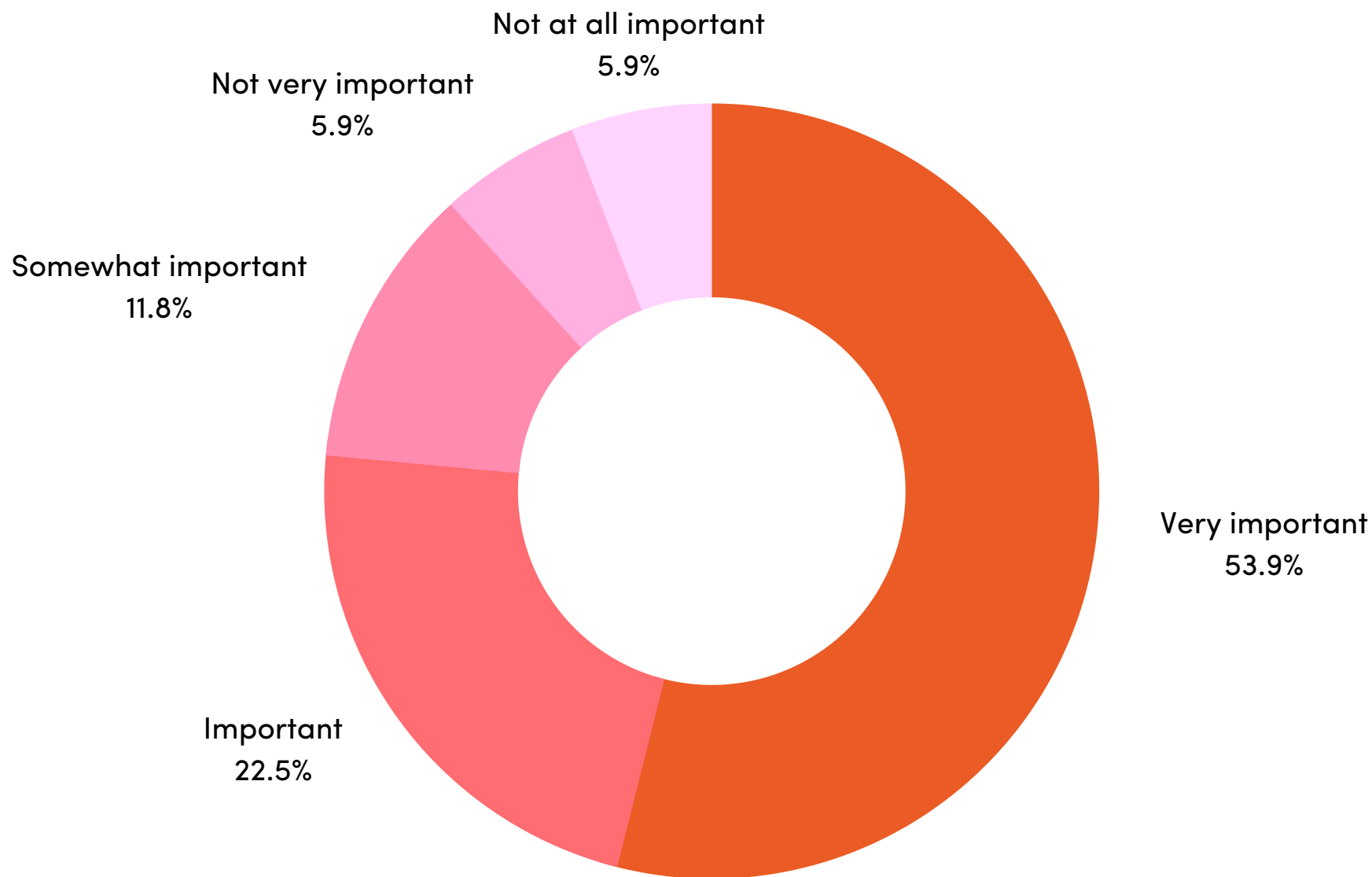
MOTIVATIONS

How important was the reputation of b-side in your decision to visit today?



"I came out of curiosity and enjoy the unpredictability of it all and how it makes you join the dots of the island as you go."

Festival visitor



MOTIVATIONS

How important was the site/location in your decision to visit today?



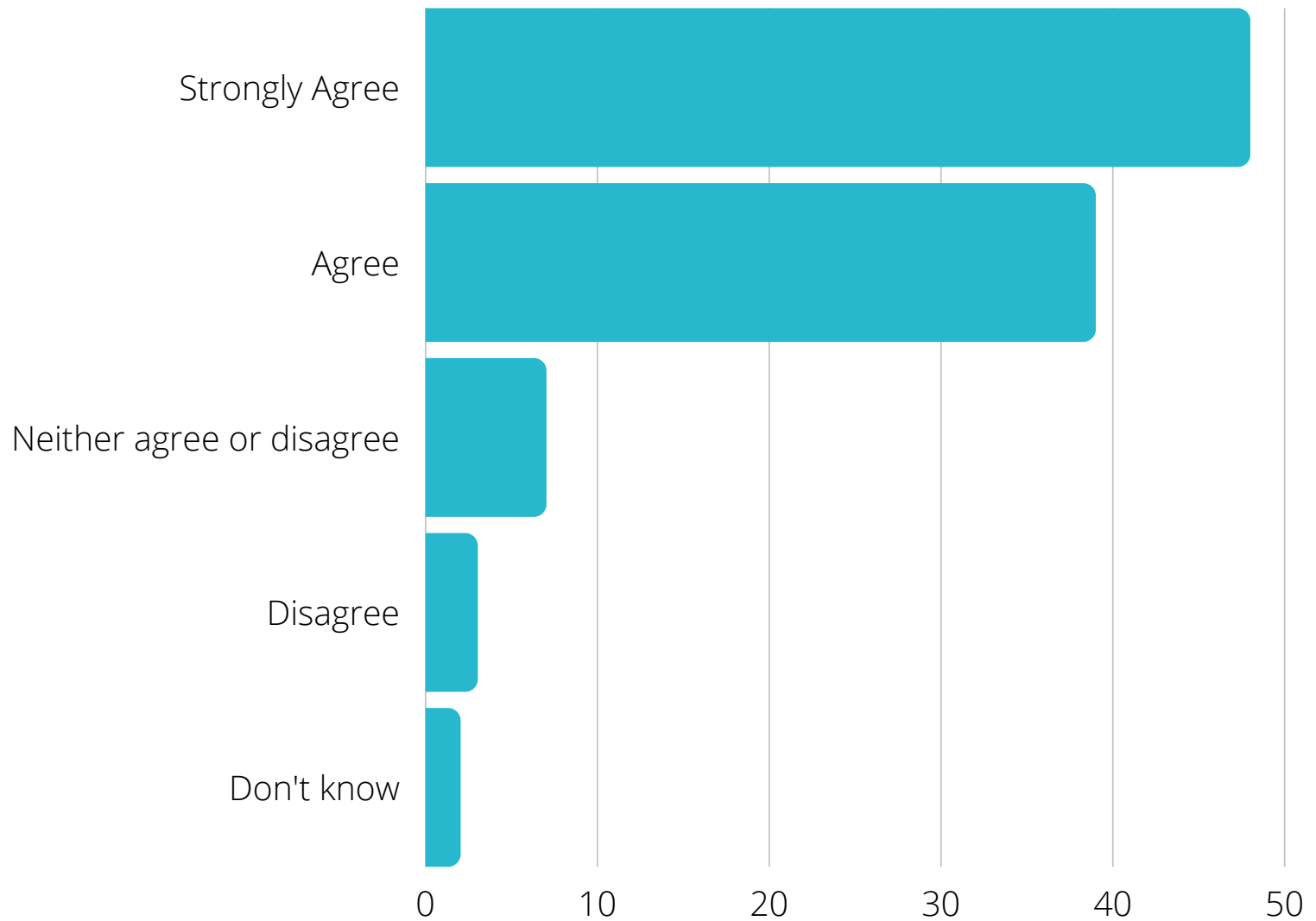
"The more I listened the more I could hear, the more I heard the more I wanted to listen..."

Festival Visitor

Image: Visitors at 'One in Twelve' an installation, Steve Urquhart



'Image: 'Brandy Row' Heritage Lottery funded Project Exhibition and Campfire Conversations



EXPERIENCE

I learnt/discovered something new

Percentage of people surveyed

Image: Diverse City and b-side Platform
Bursary 2022 artist Clarissa Hustler with
artist Penny Newell 'Poetry Ledge'



"The Poetry Ledge experience was amazing! It honestly felt like such a privilege just to have that intimate view from the cliff. But also the writing session with Penny was inspirational. Also the 'Rope man from Cumbria' was really supportive. Two things I've never done before..."

Festival visitor



Image: 'Poetry Ledge', Penny Newell



"Fascinating to watch , both the video and the performance, loved the textures and the colours. A very painterly approach to film, highlight of the festival..."

Festival visitor

Image: 'Portland Abstracts' Gemma Stephens

"I have walked over the area many times from all directions and am always struck by its difference from other parts of the island and elsewhere. I had not until now appreciated its historical uniqueness. I hope we, as residents, will treasure it and protect it."

Festival Visitor



Image: Twilight walk across The Last Landscape



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- Tyrolean Delicatessen
- On Site Knob
- Stunning Views

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tyroliamundus.com
for more information

Coming Soon

Tyrolia Mundus
• Finest Austrian Real Estate

"Brilliantly performed by the estate agents. I was thinking through the various levels of inappropriateness of this development on Portland. I enjoyed the humour and deadpan presentation."

Image: 'Tyrolia Mundus', Claudia Antonius and Jörg Jozwiak

"We went to the BioDiversity Bingo yesterday it was fab, my 2 kids won 2 prizes both are autistic and both believed what they had won. My son won Courage and he's just started secondary school and is very shy. He has put it in his school bag so he always has courage in school. Thank you so much from one happy tears mum ."
Festival visitor



Image: 'BioDiversity Bingo', Alistair Gentry

A woman with long red braids, wearing a black tank top, stands behind a DJ table. She is looking down at her hands as she operates a turntable. A microphone on a stand is positioned in front of her. To her left is a music stand with sheet music. The room has light green walls with wood paneling. Several framed paintings are on the wall, including a still life of fruit, a landscape, and a portrait of a woman. A lamp with a white shade is visible behind her. In the foreground, there is a dark wooden table and chairs.

ARTISTS



58

National and International Artists
created work for b-side 2022
including 18 Dorset artists supported



22

Resident artists took part in the
second Festival Fringe



8

Development opportunities created –
Bursary artists, New Curators and
New Artist commission and Assistant
Festival Producer



"This project is really my first big commissioned project so I was learning all the time, I'm really happy that I pulled it off! I've gained a huge amount of confidence in my ability as an artist, organiser and workshop leader. I also learnt a lot about how I can fit my art work around my family.

Being part of b-side has also widened my professional networks will hopefully have a positive impact on future projects that I apply for. I am also pleased with all the photographs and videos of the project and this will also strengthen future applications for grants, etc."

Caitlin Akers

The Portland Print Workshop





"Inventive, immersive, amusing and thought-provoking. The very essence of everything b-side is about. Long may its wonders continue."

Festival Visitor'

'Image: 'Opes and Dreams' New Curators 2022



Artist: Penny Newell



Artist: Katie Surridge



Artists: Danguolė Lingytė & Ioannis Panagiotou



Artists: Beats Across Borders

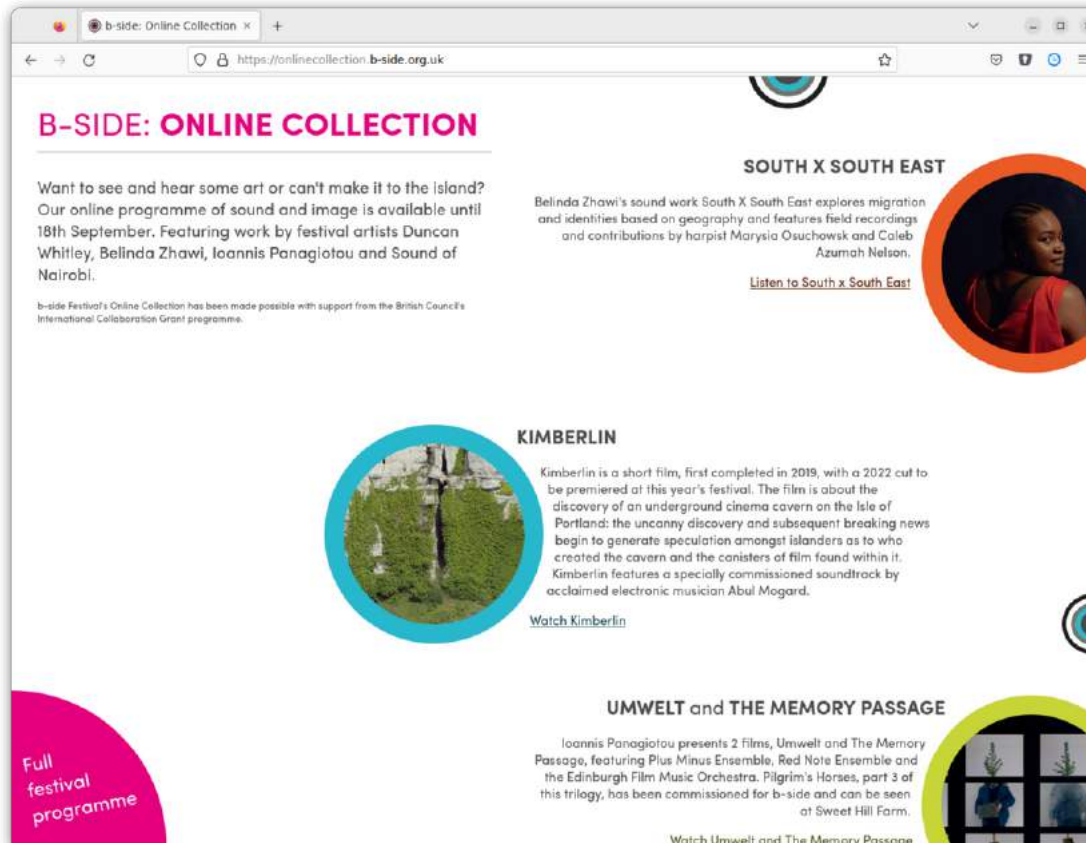
DIGITAL PROGRAMME



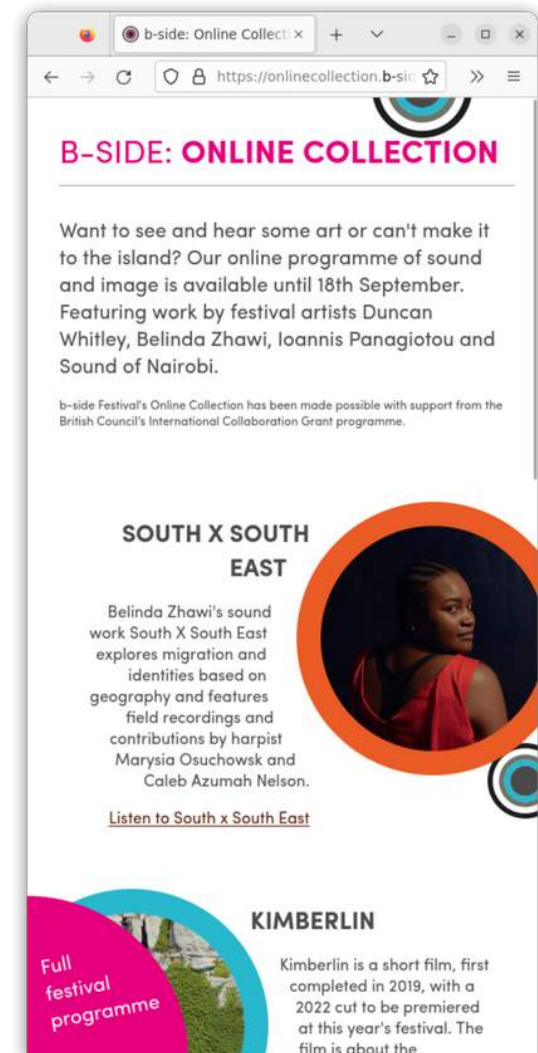


Image: 'One Night Only: The Film from Requital'
Babar Suleman. Projected onto Pulpit Rock

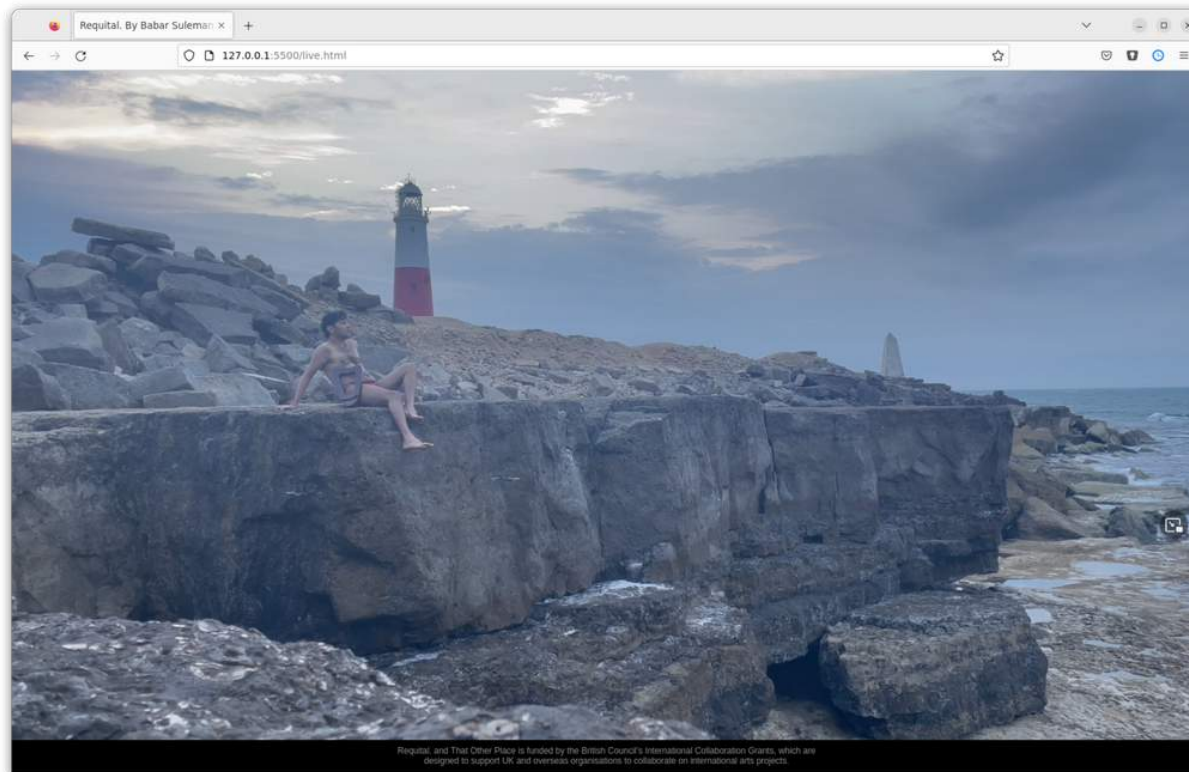
ONLINE COLLECTION



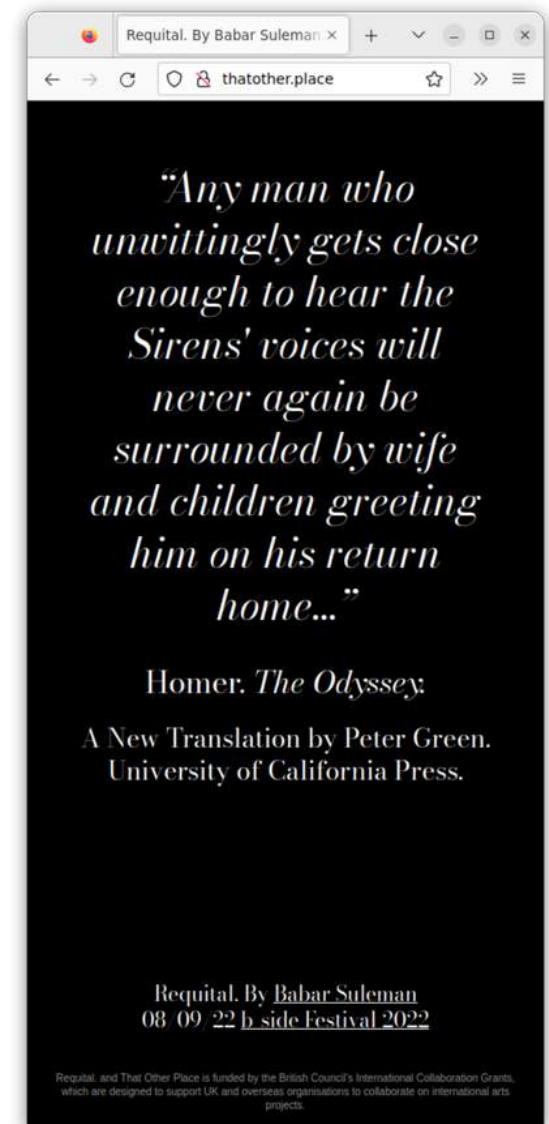
Created in collaboration with Gareth Foote from London College of Communications the online collection showcased digital works from Festivals artists – Belinda Zhawi, Duncan Whitley, Ioannis Panagiotou and Kevo Stero for a limited period.



THATOTHER.PLACE



In its second year ThatOtherPlace 2.0 provided an opportunity for LGBTQ+ artists working in digital media to create new artwork for b-side 2022. The project develops and deepens the partnership with Creatives Garage, Nairobi and London College of Communications. Commissioned artist Babar Suleman's film 'The Film from Requital.' was available at ThatOther.place over the festival period.

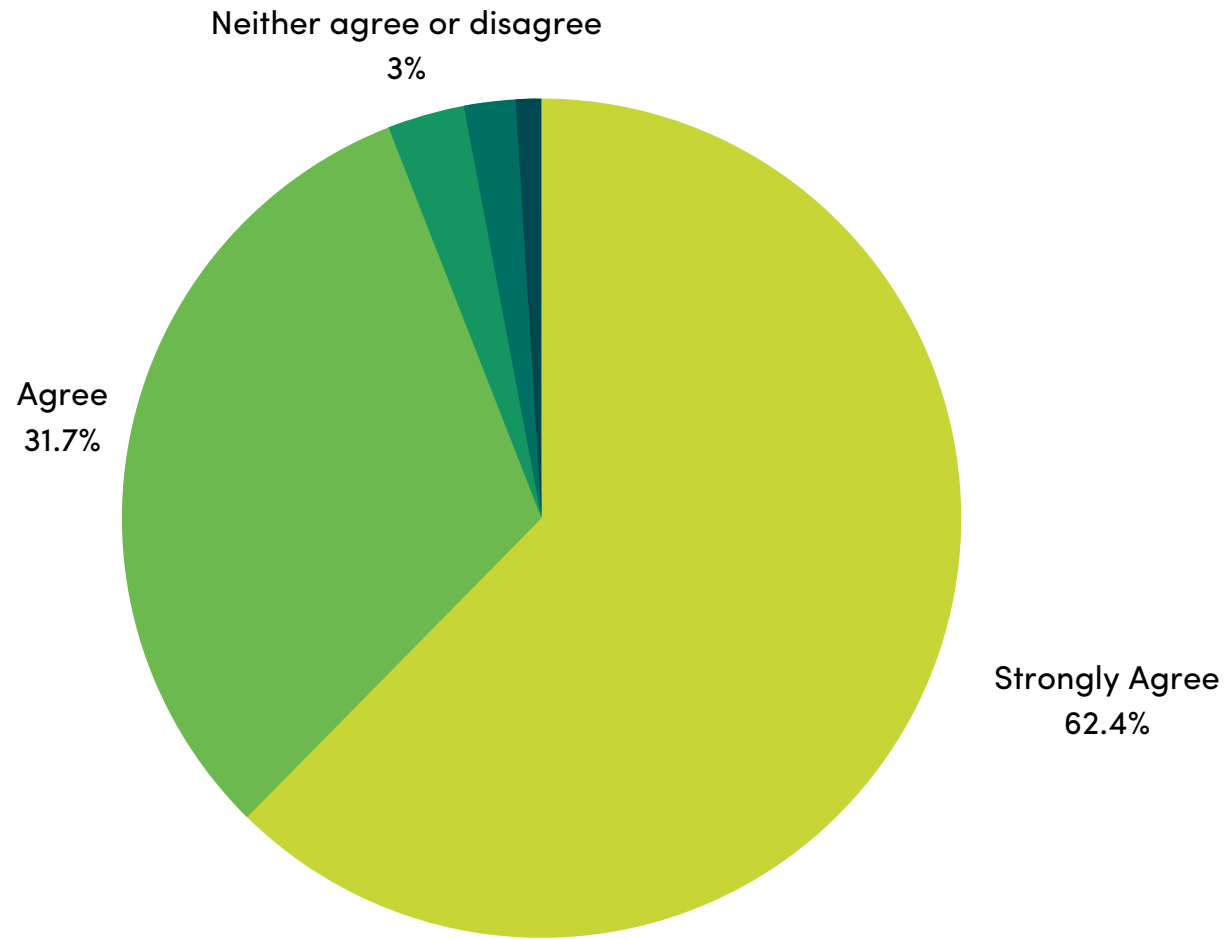


COMMUNITY



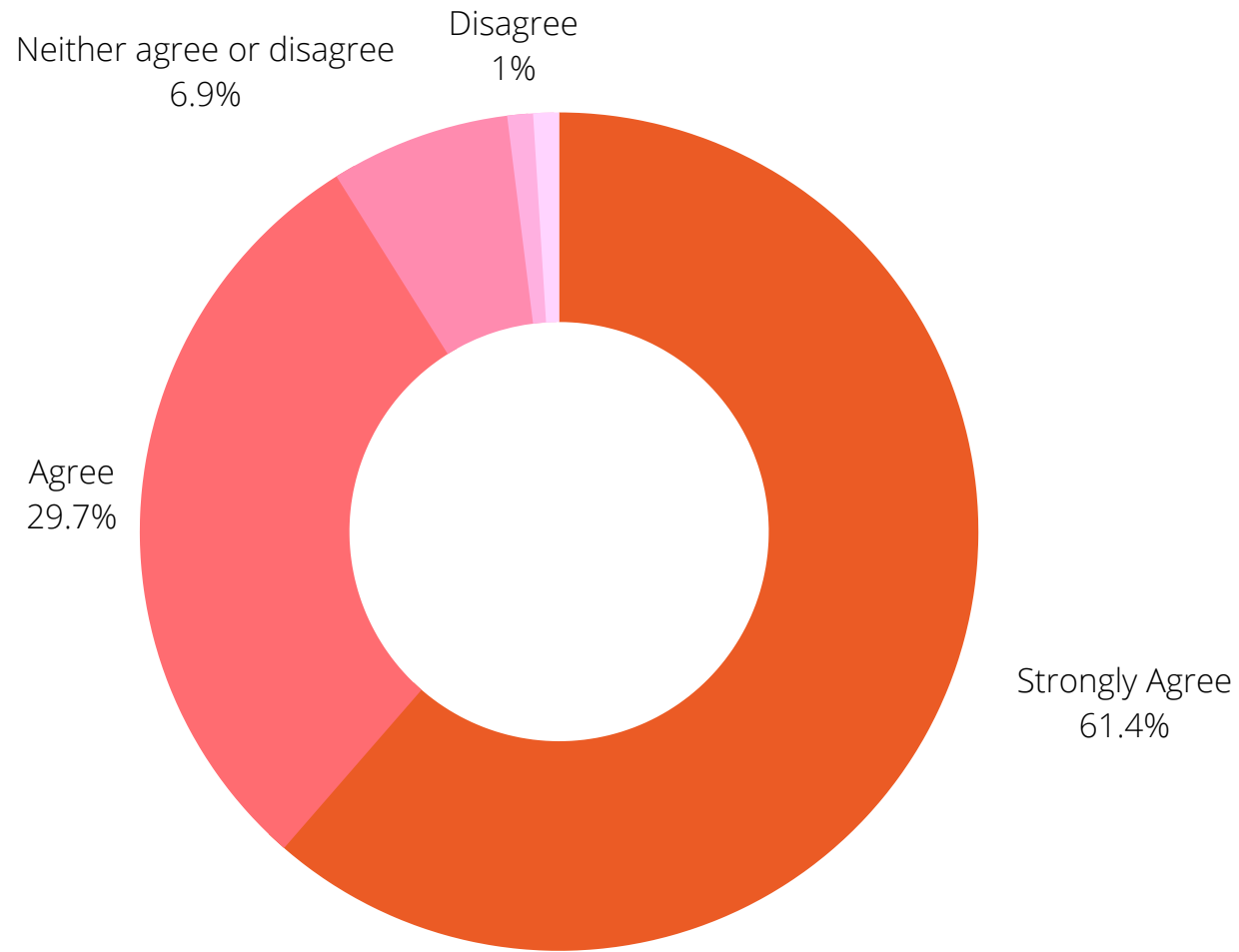


Image: Fantasy Orchestra at The Pulpit Pub, b-side launch



COMMUNITY

b-side is welcoming for the whole community

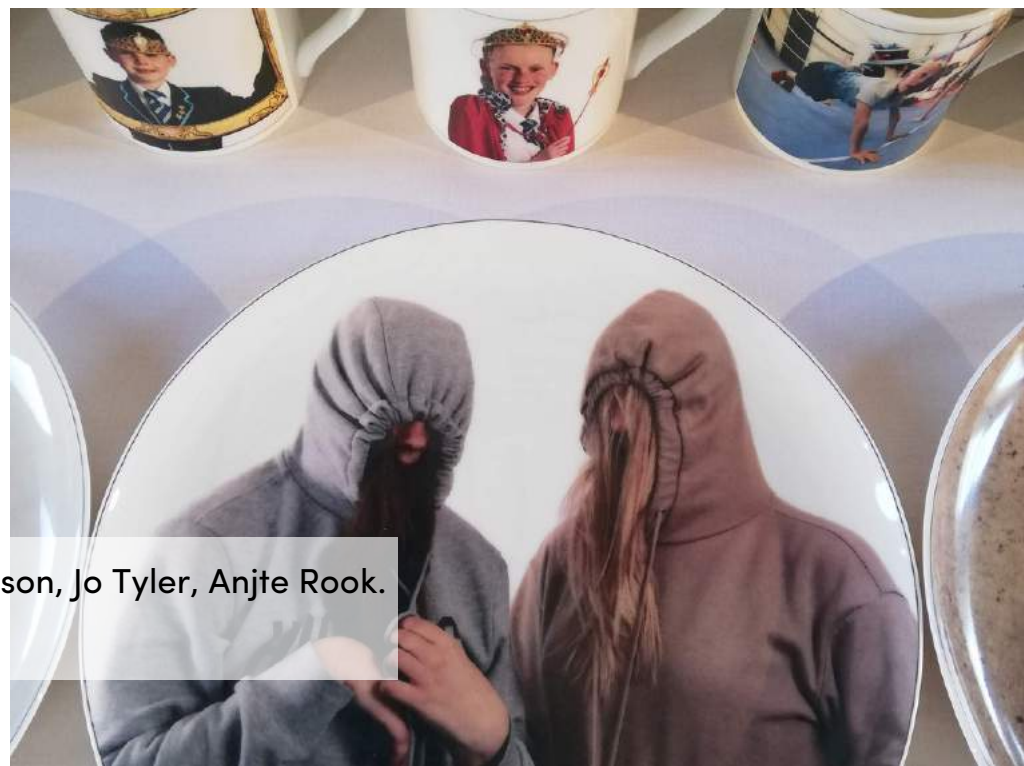


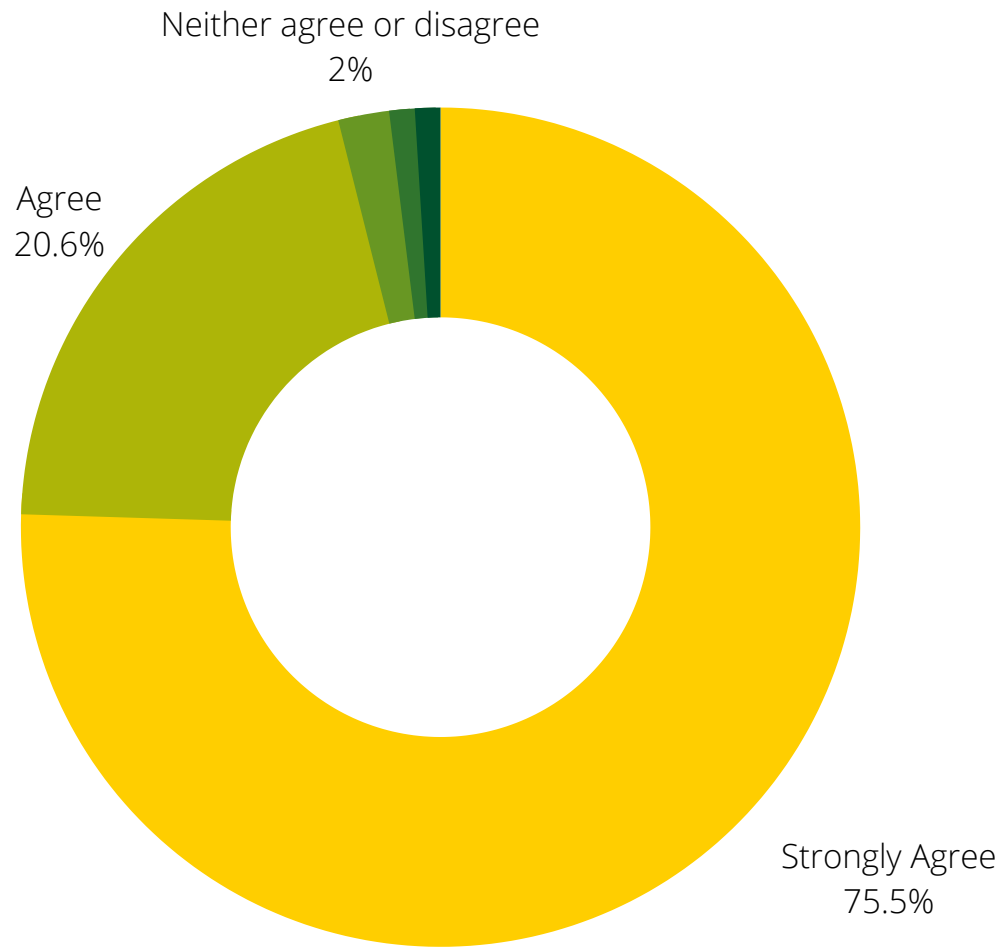
COMMUNITY

b-side enhances the sense of community in the location



Image: 'Souvenirs of Place & Love' installation Richard Tomlinson, Jo Tyler, Anjte Rook.
Produced by b-side & Island Community Action



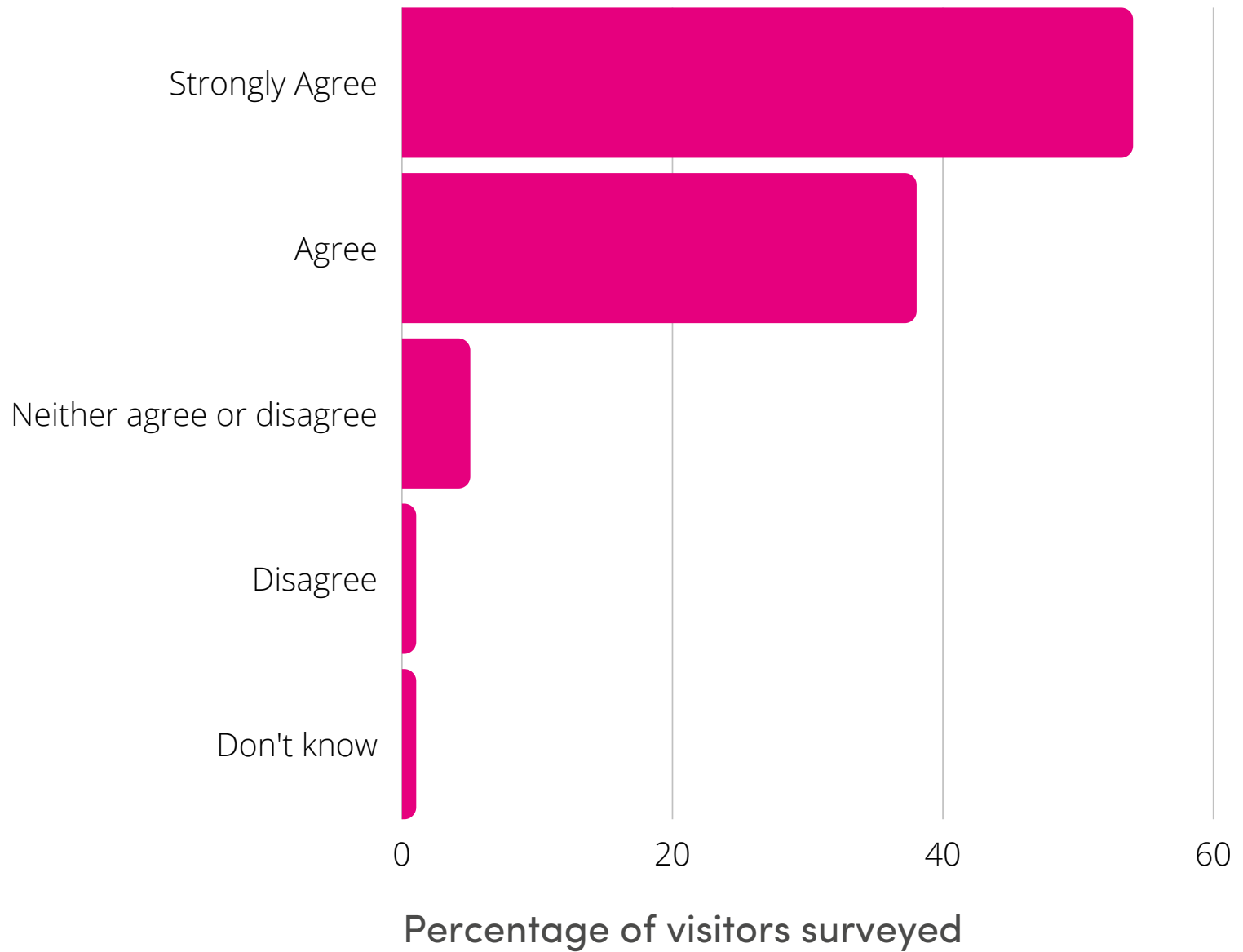


COMMUNITY

b-side is good for Portland's image

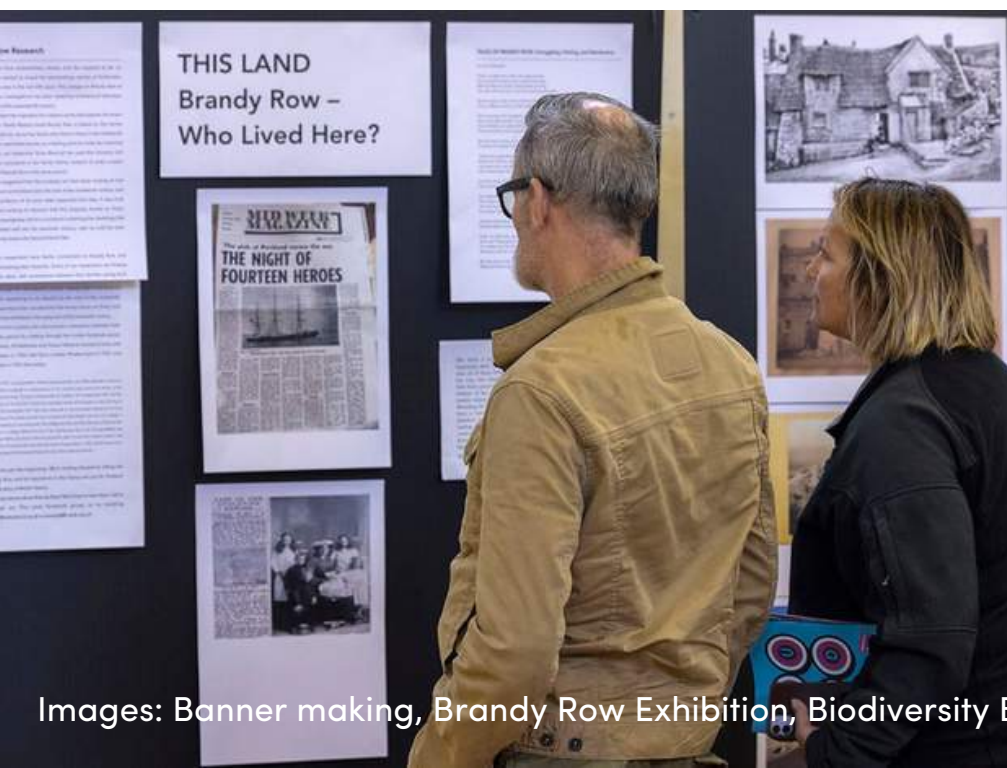






EXPERIENCE

It made me want to see more things like this



Images: Banner making, Brandy Row Exhibition, Biodiversity Bingo

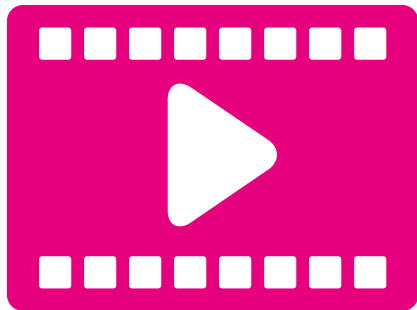


ACCESS



EASY READ GUIDE

Downloadable Easy Read Festival Guide
produced for the Festival programme



76

Views of the videos showing the route to
two of the Festival's outdoor sites

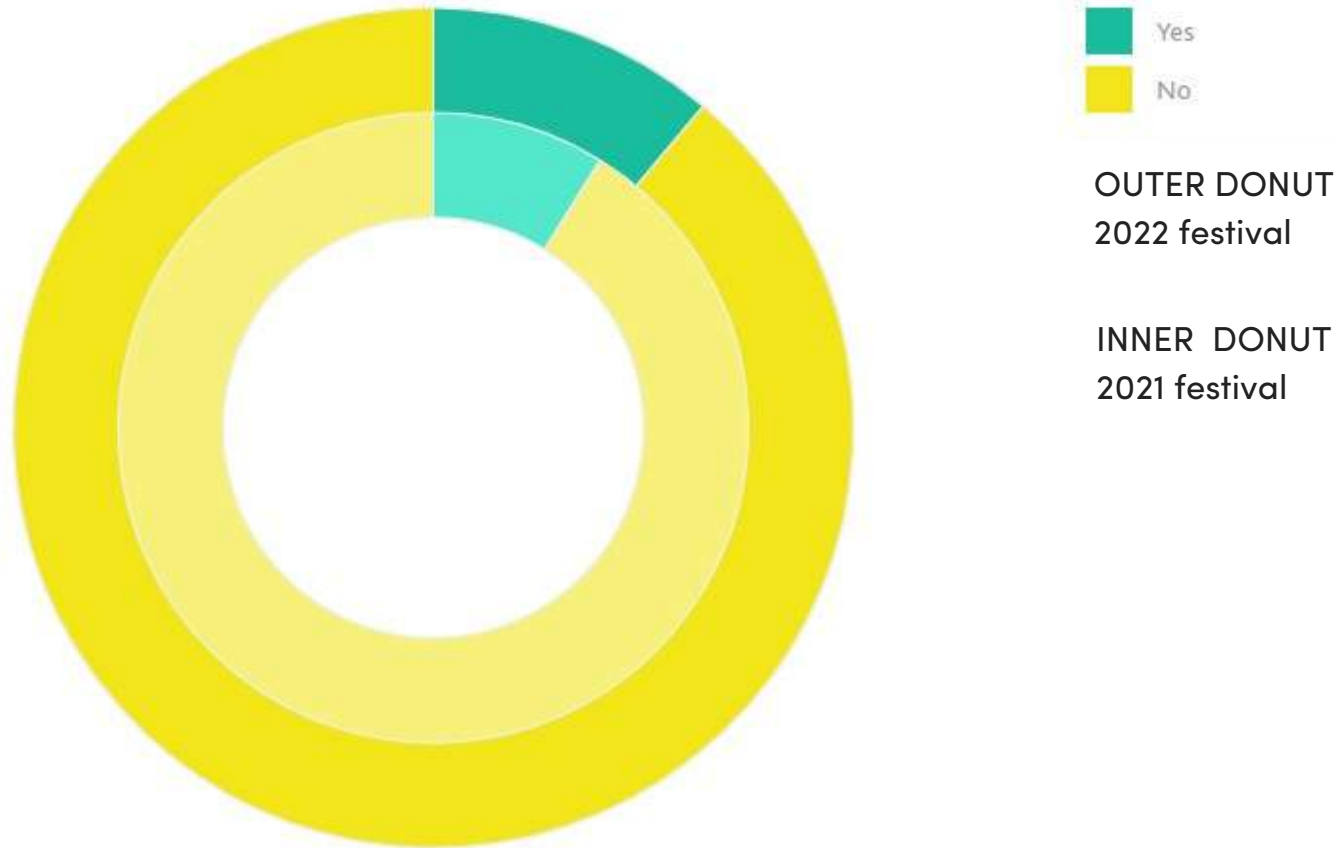


11

People took part in a mobility scooter tour

Do you identify as a D/deaf or disabled person, or have a long-term health condition?

Margin of error: 5%

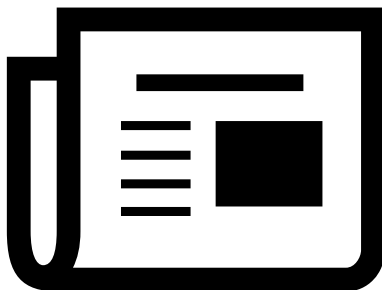
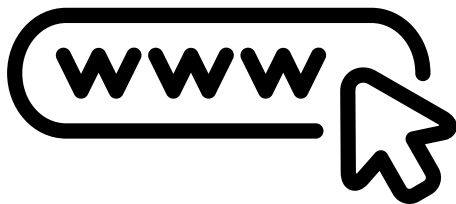


ACCESS

Visitors surveyed who identify as a D/deaf or disabled person compared with 2021 survey results



MARKETING



30K

Social media reach over the Festival period Sept 5th - 11th

12,300K

Page views of the b-side festival website July - Sept 2022

15,000

Dorset Festivals eco-friendly leaflets were distributed throughout the South West in August. 2,500 free festival 2022 guides were distributed locally prior to and during the festival.

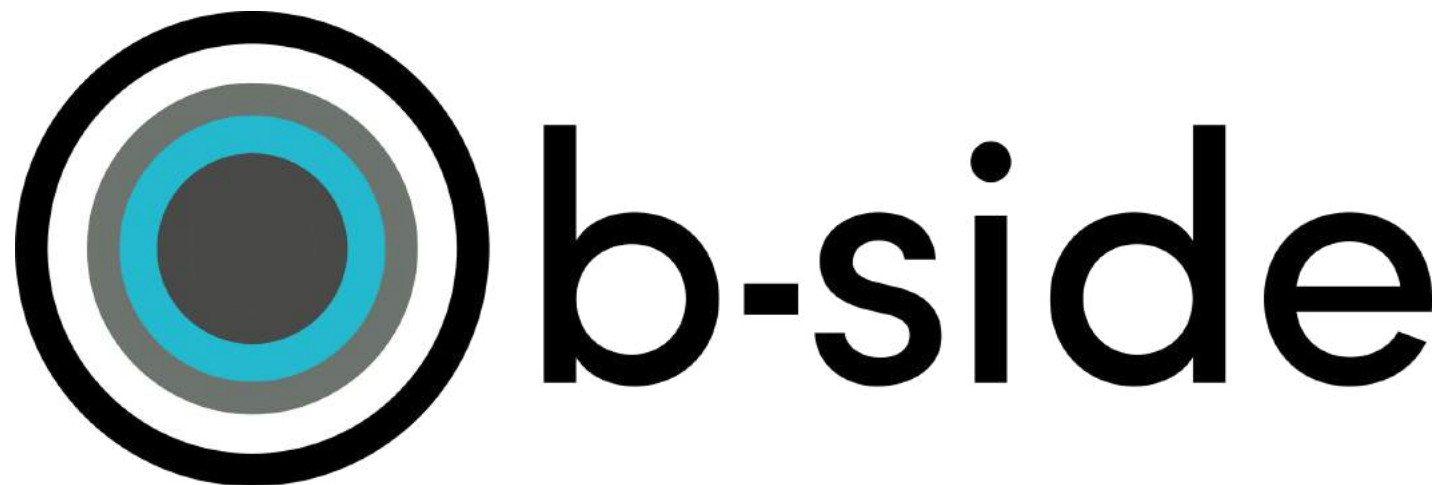
35

New pieces of press coverage inc radio, broadcast TV, online and print August and Sept 2022.



Headline Festival Feedback 2022 compiled from:

131 on-site Audience Finder Visitor surveys, Eventbrite, visitor comments books and postcards, emails and social media posts, Artist's surveys. Documentation by photographers Paul Box, Pete Millson, Gary Jarman and b-side team.



For more information on the projects mentioned in this report please visit:

[Festival 2022](#)

[Platform Bursary](#)

[New Curators](#)

[New Artists](#)

[This Land](#)



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